

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *social media marketing* instagram dan E-WOM terhadap proses keputusan pembelian busana muslim Shasmira secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 69 responden. Pengujian instrument penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, uji hipotesis, dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *social media marketing* instagram dan E-WOM terhadap proses keputusan pembelian. Besarnya pengaruh *social media marketing* instagram dan E-WOM terhadap proses keputusan pembelian secara simultan yaitu 74,1% dan sisanya 25,9% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh *social media marketing* terhadap proses keputusan pembelian sebesar 40,4% dan pengaruh E-WOM terhadap proses keputusan pembelian sebesar 33,7%, sehingga dapat disimpulkan bahwa *social media marketing* memiliki pengaruh yang paling besar terhadap proses keputusan pembelian.

**Kata Kunci:** *Social Media Marketing* Instagram, E-WOM dan Proses Keputusan Pembelian

## **ABSTRACT**

*This study aims to determine how much influence social media marketing Instagram and E-WOM have on the purchasing decision process of Shasmira Muslim clothing simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 69 respondents. The research testing instrument uses validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, hypothesis testing, and coefficient of determination.*

*The results showed that there was a positive and significant influence between social media marketing Instagram and E-WOM on the purchasing decision process. The magnitude of the influence of Instagram social media marketing and E-WOM on the purchasing decision process simultaneously is 74.1% and the remaining 25.9% is the influence of other variables not examined. Partially the effect of making social media on the purchasing decision process is 40.4% and the effect of E-WOM on the purchasing decision process is 33.7%, so it can be said that the making of social media has the greatest influence on the purchasing decision process.*

**Keywords: Social Media Marketing Instagram, E-WOM and Purchase Decision Process**