

ABSTRACT

This research aims to find out how much influence social media marketing, word of mouth and purchasing decisions have on Sate Jajaka, Bandung City. This research uses descriptive and verification methods. The sampling technique used was incidental sampling with a population of 1,454 consumers and the sample taken was 94 respondents. The techniques used were observation, interviews and distributing questionnaires. The data analysis methods used are multiple linear regression analysis, multiple correlation analysis and coefficient of determination. Based on the results of the descriptive analysis, the social media marketing variable obtained an average value of 3.32, the word of mouth variable obtained an average value of 3.33 and the purchasing decision variable obtained an average value of 3.30 in the poor category. Based on the results of the verification analysis, the coefficient of simultaneous determination of the influence of social media marketing and word of mouth on purchasing decisions is 76.8%. Meanwhile, looking at the partial coefficient of determination, the social media marketing variable has an influence on purchasing decisions by 39.9%, and the word of mouth variable has an influence on purchasing decisions by 36.9%. So it can be concluded that social media marketing has a greater influence on purchasing decisions at Sate Jajaka Bandung City.

Keywords : Social media marketing, Word of mouth, Purchase Decision Consumer