

## **ABSTRACT**

*This research is entitled "The influence of "Word of Mouth" marketing at the Salma store on the purchasing decisions of Kopo Safira Residence residents (quantitative explanatory study: the influence of Word of Mouth marketing at the Salma store on the purchasing decisions of Kopo Safira Residence residents)" and aims to determine the influence of "Word of Mouth "Salma shop marketing on purchasing decisions of Kopo Safira Residence residents.*

*The theory used is the AIDDA theory with quantitative descriptive methods and an explanative approach. The number of samples in this research was 66 respondents who were residents of Kopo Safira Residence who were sampled using the Slovin formula in this research. Determining respondents in this study used a random sampling method. The data analysis technique in this research uses the Validity Test, Reliability Test, Path Analysis Test and Correlation Test methods. Data collection techniques through observation, interviews and distributing questionnaires.*

*The results of this research show that the influence of talkers is 16.7%, the influence of topics is 35.1%, then the influence of tools is 17%, the influence of talking parts is 19.3% and the influence of tracking is -4.7% on purchasing decisions in stores. Salma, as well as partial and simultaneous hypothesis testing that can be accepted between the influence of Word of Mouth on purchasing decisions at the Salma Store*

**Keywords: Word of Mouth, Purchasing Decisions, Marketing Communications**