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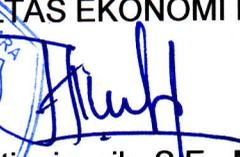
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DEKAN FAKULTAS EKONOMI DAN BISNIS


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Tembusan:
- Arsip.

The Influence Of Social Media Marketing And Electronic Word Of Mouth On The Decision To Purchase Mixue Products In Harapan Baru Bekasi

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ABSTRACT

This research aims to determine the influence of the social media marketing and e-Word of Mouth on purchasing decisions for mixue products in Harapan Baru Bekasi. This type of research is quantitative and the sampling technique used in this research is convenience sampling technique. The sample used was 130 respondents taken by distributing questionnaires. Data analysis test results using Multiple Linear Regression. The results in this research show that Social Media Marketing has a partially positive and significant influence on Purchasing Decisions, likewise with Electronic Word of Mouth there is a partially positive and significant influence on Purchasing Decisions.

INTRODUCTION

The world of business and technology is experiencing significant changes, even surpassing changes in other fields. Companies today are faced with pressure to innovate, improve operational efficiency, and achieve optimal financial performance by minimizing costs. Huge opportunities open up for companies with relatively new technology adoption, facing business challenges in a non-temporary time period. It is important for the business world to understand how to utilize and implement this new technology effectively (Situmorang et al., 2018).

Technological developments are also changing the global landscape, making the world increasingly connected. Many entrepreneurs are attracted to social networks because they cost almost nothing, but provide tremendous impact. Social networking is an aspect of the digital world that prioritizes interactions between individuals, creating bonds between individuals and social networks. Social media design makes interaction easier, and social media is based on internet technology, as a change to the pattern of information dissemination, where previously information was conveyed through monologue (one to various audiences), now through media dialogue (many audiences interact with various audiences) on social networks.

In terms of searching for information and deciding to buy a product. Social media and Electronic Word of Mouth (e-WOM) are considered the two main factors that