

ABSTRAK

Sumedhi, Muhammad Ananda Syarief Hasyim. 2020. Skripsi. **Pengaruh *Social Media Marketing* Dan *Word Of Mouth Marketing* Terhadap Keputusan Pembelian Motor Honda Vario Pada Konsumen Dealer Honda Dunia Motor Probolinggo.** Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian ini dilaksanakan di Dealer Honda Dunia Motor Probolinggo dengan tujuan untuk mengetahui pengaruh antara *Social Media Marketing* dan *Word Of Mouth Marketing* baik secara simultan dan parsial terhadap keputusan pembelian Motor Honda Vario Pada Konsumen Dealer Honda Dunia Motor Probolinggo.

Jenis penelitian yang digunakan adalah kuantitatif, dengan variabel Y adalah Keputusan Pembelian pegawai, variabel X_1 adalah *Social Media Marketing*, dan variabel X_2 adalah *Word Of Mouth*. Jumlah sampel pada penelitian ini sebanyak 40 orang. Pengumpulan data yang digunakan adalah wawancara, kuesioner dan observasi. Analisis yang digunakan yaitu uji validitas dan reliabilitas, uji asumsi klasik, uji regresi linear berganda, uji koefisien determinasi dan uji hipotesis.

Hasil uji hipotesis secara simultan diperoleh uji F nilai signifikan yang diperoleh sebesar 0,000. Dengan nilai bahwa F hitung (97,383) > F table (3,25) dengan demikian H_0 ditolak dan H_a diterima, Hasil uji t diperoleh nilai signifikan untuk *Social Media Marketing* 0,009 < tingkat signifikansi 0,05 dan diperoleh nilai signifikan untuk variabel *Word Of Mouth Marketing* sebesar 0,000 < tingkat signifikansi 0,05, Hasil nilai beta variabel *Word Of Mouth Marketing* (X_2) sebesar 0,554 lebih besar jika dibandingkan dengan nilai beta variabel *Social Media Marketing* (X_1) sebesar 0,389. Maka dapat disimpulkan bahwa variabel *Word Of Mouth Marketing* (X_2) berpengaruh dominan terhadap keputusan pembelian Motor Honda Vario Pada Konsumen Dealer Honda Dunia Motor Probolinggo.

Kata kunci : *Social Media Marketing*, *Word Of Mouth*, Keputusan Pembelian.

ABSTRACT

Sumedhi, Muhammad Ananda Syarief Hasyim. 2020. Thesis. *The Influence of Social Media Marketing and Word of Mouth Marketing on the Purchase Decision of Honda Vario Motorbikes on the Consumer of Honda World Motorcycle Probolinggo Dealers.* Management Study Program, Faculty of Economics, Panca Marga University Probolinggo.

This research was conducted at the Probolinggo Honda World Dealer Dealer with the aim to determine the effect between Social Media Marketing and Word of Mouth Marketing both simultaneously and partially on the decision to purchase a Honda Vario Motorcycle at the Probolinggo Honda World Motorcycle Consumer Consumer.

This type of research is quantitative, with variable Y is the employee purchasing decision, variable X1 is Social Media Marketing, and variable X2 is Word of Mouth. The number of samples in this study were 40 people. Data collection used was interviews, questionnaires and observations. The analysis used is the validity and reliability test, the classic assumption test, multiple linear regression test, the coefficient of determination test and the hypothesis test.

Hypothesis test results are simultaneously obtained by the F test, the significant value obtained by 0,000. With the value that $F_{\text{arithmetic}} (97,383) > F_{\text{table}} (3.25)$ thus H_0 is rejected and H_a is accepted, the t test results obtained significant values for Social Media Marketing 0.009 <significance level 0.05 and obtained significant values for the Word of Mouth variable Marketing of 0,000 <significance level of 0.05, the results of the beta value of the variable Word Of Mouth Marketing (X2) of 0.554 is greater when compared to the beta value of the variable Social Media Marketing (X1) of 0.389. So it can be concluded that the variable Word of Mouth Marketing (X2) has a dominant influence on the purchase decision of the Honda Vario Motorcycle at the Consumer Dealer for the World Honda Motor Probolinggo.

Keywords: *Social Media Marketing, Word Of Mouth, Purchasing Decisions.*