

ABSTRAK

Elia Ebenezer Ginting. Pengaruh *Word Of Mouth* (WOM) Dan Promosi Terhadap Keputusan Pembelian Di Chery Medan. Dibimbing oleh Mohd. Nawi Purba, S.TP., M.M

Penelitian ini bertujuan untuk Pengaruh *Word Of Mouth* (WOM) Dan Promosi Terhadap Keputusan Pembelian Di Chery Medan secara parsial maupun simultan. Penelitian dilakukan terhadap pembelian mobil Chery Medan. Sampel dalam penelitian adalah pembeli mobil Chery Medan dengan total sampel adalah 43 orang dengan menggunakan teknik pengambilan sampel yaitu *purposive sampling*. Metode pengumpulan data dalam penelitian ini adalah kuesioner atau angket. Uji prasyarat analisis menggunakan uji validitas, reliabilitas. Teknik analisis data menggunakan analisis deskriptif, analisis korelasi berganda, analisis regresi berganda dan koefisien determinasi dengan perhitungan menggunakan SPSS versi 25,0.

Hasil penelitian yang bersumber dari pengolahan data menunjukkan hubungan yang positif antara variabel *Word Of Mouth* (WOM) Dan Promosi Terhadap Keputusan Pembelian Di Chery Medan. Secara parsial pengaruh *Word Of Mouth* (WOM) Dan Promosi Terhadap Keputusan Pembelian Di Chery Medan masing-masing sebesar 0,819 dan 0,553. Secara simultan variabel *Word Of Mouth* (WOM) Dan Promosi Terhadap Keputusan Pembelian Di Chery Medan sebesar 0,446. Dari hasil analisis ditemukan bahwa secara parsial *Word Of Mouth* (WOM) Dan Promosi Terhadap Keputusan Pembelian Di Chery Medan masing-masing sebesar 44,6% dan 45,8%. Secara simultan pengaruh *Word Of Mouth* (WOM) Dan Promosi Terhadap Keputusan Pembelian Di Chery Medan 88,3% dan sisanya dipengaruhi oleh variabel lain yang tidak diajukan dalam penelitian ini.

Kata Kunci : *Word of Mouth* (WOM), Promosi, dan Keputusan Pembelian.

ABSTRACT

Elia Ebenezer Ginting. *The Effect of Word of Mouth (WOM) and Promotion on Purchasing Decisions at Chery Medan*. Supervised by MOHD. NAWI PURBA S.TP., M.M

This research aims to determine the influence of Word of Mouth (WOM) and promotions on purchasing decisions at Chery Medan partially or simultaneously. Research was conducted on Chery Medan car purchases. The sample in the research was Chery Medan car buyers with a total sample of 43 people using a sampling technique, namely purposive sampling. The data collection method in this research is a questionnaire. Test the analysis prerequisites using validity and reliability tests. Data analysis techniques use descriptive analysis, multiple correlation analysis, multiple regression analysis and coefficient of determination calculated using SPSS version 25.0.

The results of research originating from data processing show a positive relationship between the Word of Mouth (WOM) variables and promotions on purchasing decisions at Chery Medan. Partially, the influence of Word of Mouth (WOM) and Promotion on Purchasing Decisions at Chery Medan is 0.819 and 0.553 respectively. Simultaneously, the Word of Mouth (WOM) and Promotion variables on Purchasing Decisions at Chery Medan are 0.446. From the results of the analysis it was found that partially Word of Mouth (WOM) and Promotion on Purchasing Decisions at Chery Medan were 44.6% and 45.8% respectively. Simultaneously, the influence of Word of Mouth (WOM) and Promotion on Purchasing Decisions at Chery Medan is 88.3% and the remainder is influenced by other variables not proposed in this research.

Key Word: *Word of Mouth (WOM), Promotions, and Buying Decision*