

**Pengaruh Promosi di Media sosial dan *Electronic Word of Mouth* Terhadap  
Keputusan Pembelian  
(Studi pada Instagram *Outlet CITRA Online Shop Jombang*)**

**ABSTRAKSI**

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Penelitian ini bertujuan untuk mengetahui : (1) pengaruh promosi di media sosial instagram terhadap keputusan pembelian pada *outlet Citra online shop* Jombang, dan (2) pengaruh *electronic word of mouth* terhadap keputusan pembelian di *outlet Citra online shop* Jombang.

Penelitian ini menggunakan metode eksplanasi dengan pendekatan kuantitatif, yang bertujuan untuk menjelaskan hubungan atau pengaruh antara dua atau lebih variabel . Variabel yang mempengaruhi pada penelitian ini adalah promosi di media sosial dan *electronic word of mouth*, sedangkan variabel yang dipengaruhi adalah keputusan pembelian. Populasi penelitian ini adalah seluruh konsumen yang membeli baju di *outlet Citra online shop* Jombang dengan jumlah sampel sebanyak 100 responden. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Analisa data menggunakan metode statistik regresi linier berganda, pengujian hipotesis menggunakan uji t dan koefisien determinasi.

Promosi di media sosial berkontribusi terhadap keputusan pembelian di *outlet Citra online shop* Jombang. Promosi di media sosial yang semakin tinggi, maka keputusan pembelian akan semakin tinggi. *Electronic word of mouth* berkontribusi terhadap keputusan pembelian di *outlet Citra online shop* Jombang. *E-wom* yang semakin tinggi, maka keputusan pembelian di *outlet Citra online shop* Jombang semakin tinggi. Berdasarkan hasil penelitian menunjukkan bahwa promosi di media sosial dan *e-wom* menyebabkan keputusan pembelian.

**Kata kunci :*Promosi di Media sosial, Electronic Word of Mouth, Keputusan Pembelian***

**Effects of Promotion on Social Media and Electronic Word of Mouth Against  
Buying decision  
(Study at CITRA Online Shop Instagram Outlet Jombang)**

**ABSTRACT**

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This study aims to determine: (1) the effect of promotion on Instagram social media on purchasing decisions at Jombang Citra online shop outlets, and (2) the influence of electronic word of mouth on purchasing decisions at Jombang Citra online shop outlets.

This study uses explanatory methods with a quantitative approach, which aims to explain the relationship or influence between two or more variables. The variables that influence in this study are promotion on social media and electronic word of mouth, while the variables affected are purchasing decisions. The study population was all consumers who bought clothes at the Jombang online shop outlet with a sample size of 100 respondents. Data collection techniques using a questionnaire that has been tested for validity and reliability. Data analysis using multiple linear regression statistical methods, testing the hypothesis using the t test and the coefficient of determination

Promotion on social media contributes to purchasing decisions at Outlet Citra online shop in Jombang. The higher promotion on social media, the higher purchasing decisions. Electronic word of mouth contributes to purchasing decisions at Jombang Citra online shop outlet. The higher the e-wom, the higher purchasing decisions in Outlet Citra online shop in Jombang. Based on the results of the study showed that promotion on social media and e-women led to purchasing decisions.

***Keywords: Promotion on social media, Electronic Word of Mouth, Purchasing Decisions***