

PENGARUH STRATEGI PROMOSI DAN *WORD OF MOUTH* MELALUI MARKETPLACE TOKOPEDIA TERHADAP KEPUTUSAN PEMBELIAN DI VIJAYA MEUBEL BANDUNG

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi konsumen vijaya meubel mengenai strategi promosi, *word of mouth* dan keputusan pembelian, untuk mengetahui pengaruh strategi promosi melalui marketplace Tokopedia terhadap keputusan pembelian produk di Vijaya meubel bandung, untuk mengetahui pengaruh *word of mouth* terhadap keputusan pembelian produk di Vijaya meubel bandung, untuk mengetahui pengaruh strategi promosi dan *word of mouth* terhadap keputusan pembelian produk di Vijaya meubel Bandung.

Metode analisis yang digunakan dalam penelitian ini adalah analisis deskriptif dan verifikatif, pengumpulan data dilakukan melalui kuesioner yang disebarkan kepada konsumen PT Vijaya Meubel bandung. Penarikan sampel dalam penelitian ini yaitu dengan menggunakan *Probability Sampling* dengan rumus Cochran maka di dapat sebanyak 100 responden dengan populasi yang tidak diketahui. Rancangan pengujian hipotesis menggunakan uji normalitas, uji heteroskedastisitas, uji multikolinieritas, uji autokorelasi, analisis regresi linier berganda, pengujian hipotesis melalui uji t, uji f, serta koefisien determinasi (R^2) dan koefisien korelasi.

Hasil penelitian yang diperoleh menunjukkan bahwa persepsi konsumen mengenai strategi promosi secara keseluruhan dimensi menunjukkan pada kategori “sangat baik”, persepsi konsumen mengenai *word of mouth* secara keseluruhan dimensi menunjukkan pada kategori “sangat baik”, dan persepsi konsumen mengenai keputusan pembelian secara keseluruhan dimensi menunjukkan pada kategori “sangat baik”. Hasil perhitungan analisis regresi linear berganda, hasil perhitungan korelasi, dan berdasarkan uji t dan uji f terbukti bahwa strategi promosi dan *word of mouth* secara bersamaan berpengaruh positif terhadap keputusan pembelian di vijaya meubel bandung.

Kata kunci: Strategi Promosi, *Word of Mouth*, Keputusan Pembelian

**THE INFLUENCE OF PROMOTIONAL STRATEGIES AND WORD
OF MOUTH THROUGH TOKOPEDIA MARKETPLACE ON
PURCHASING DECISIONS AT VIJAYA MEUBEL BANDUNG**

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ABSTRACT

This study aims to determine the perception of Vijaya furniture consumers regarding promotional strategies, word of mouth, and purchase decisions, to determine the influence of promotional strategies through the Tokopedia marketplace on product purchase decisions at Vijaya furniture Bandung, to determine the influence of word of mouth on product purchase decisions at Vijaya furniture Bandung, to determine the influence of promotional strategies and word of mouth towards product purchase decisions at Vijaya furniture Bandung.

The analytical method used in this study is descriptive and verification analysis, data collection is carried out through questionnaires distributed to consumers of PT Vijaya Meubel Bandung. The sampling in this study is by using Probability Sampling with the Cochran formula, it can be as many as 100 respondents with an unknown population. Hypothesis testing design using normality test, heteroscedasticity test, multicollinearity test, autocorrelation test, multiple linear regression analysis, hypothesis testing through t-test, f-test, and coefficient of determination (R^2) and correlation coefficient.

The results showed that consumers' perceptions of overall promotional strategies showed that the overall dimension of the promotion strategy showed in the "very good" category, consumers' perception of the overall word of mouth dimension showed in the "very good" category, and consumers' perception of overall purchase decision dimensions showed in the "very good" category. The calculation results of multiple linear regression analysis, correlation calculation results, and based on t-test and f-test proved that promotion strategy and word of the mouth simultaneously have a positive influence on purchasing decisions at Vijaya Meubel Bandung.

Keywords: Promotion Strategy, Word of Mouth, Purchase Decision