

ABSTRACT

SILVY DWI APRILYANI, 2024. *"The Influence of Social Media and Electronic Word of Mouth (E-WOM) on Purchasing Decisions at the Rose Jewelry Metro Store."* Faculty of Economics and Business, Muhammadiyah Metro University. Supervisor (1) Dr. Yateno, S.E., M.M. Supervisor (2) Durotun Nasikah, S.E., M.M.

Increasingly tight market competition will indirectly affect a company's efforts to maintain market share. As time progresses, the business world also develops, especially in the jewelry sector. The rapid development of the jewelry business has made entrepreneurs compete to build a jewelry business. So jewelry trends continue to rotate and change rapidly in the market. Moving amidst the competition in the jewelry industry, of course Rose Jewelry needs effective marketing so that the brand name can be heard and its existence is known to the public.

This type of research is quantitative data analysis and this research uses descriptive analysis methods to collect data in the field by taking samples from a population of 80 respondents among Rose Jewelry customers. Test the analysis requirements using the normality test, linearity test and homogeneity test. Testing the analytical model uses an analytical model using multiple regression models, T test, F test, and coefficient of determination, as well as using statistical hypothesis testing. Based on the results of research using multiple linear regression analysis with the T test, it was found that promotions on social media and Electronic Word of Mouth had an influence on purchasing decisions to choose jewelry at Rose Jewelry. And the F test obtained promotion on social media and Electronic Word Of Mouth together had an influence on jewelry purchasing decisions at Rose Jewelry.

Keywords: Promotion on Social Media, Electronic Word Of Mouth, Purchasing Decisions.