

ABSTRAK

“Pengaruh *Word Of Mouth* Terhadap Keputusan Pembelian Pakaian Wanita Online Dengan Media Sosial Melalui Minat Beli” (dibimbing oleh Sugiyanto).

Penelitian ini bertujuan untuk mengetahui pengaruh *word of mouth* terhadap minat beli pakaian wanita online dengan media sosial, untuk mengetahui pengaruh minat beli terhadap keputusan pembelian pakaian wanita online dengan media sosial, dan untuk mengetahui pengaruh *word of mouth* terhadap keputusan pembelian melalui minat beli pakaian wanita online dengan media sosial.

Populasi dalam penelitian ini adalah seluruh konsumen wanita yang pernah membeli dan menggunakan pakaian wanita online dengan media sosial di wilayah kecamatan Cakung Jakarta Timur dan kecamatan Kebon Jeruk Jakarta Barat. Sampel diambil dengan menggunakan metode *Quota Sampling* sebanyak 110 dengan menggunakan teknik pengambilan sampel *Purposive Sampling*. Sedangkan metode analisis yang digunakan adalah *Path Analysis* (analisis jalur) untuk mengetahui pengaruh secara langsung dan tidak langsung antarvariabel.

Hasil pengujian hipotesis menunjukkan bahwa variabel *word of mouth* berpengaruh terhadap variabel minat beli, variabel minat beli berpengaruh terhadap keputusan pembelian, dan minat beli merupakan variabel intervening antara variabel *word of mouth* terhadap keputusan pembelian pakaian wanita online dengan media sosial.

Kata kunci : *Word Of Mouth*, Minat Beli, Keputusan Pembelian

ABSTRACT

"The effect of Word Of Mouth to the Purchasing Decision women's clothing Online with Social Media through Interest Buy"(advisor by Sugiyanto).

This research aims to know the influence of word of mouth to the interest to buy women's clothing online with social media, to know the influence of interest on purchase decisions to buy women's clothing online with social media, and to know the influence of word of mouth through the purchasing decisions of interest to buy women's clothing online with social media.

The population in this research is the entire female consumers who had purchased and used women's clothing online with social media in Cakung subdistrict, East Jakarta and West Jakarta's Kebon Jeruk subdistrict. Samples were taken using method of Quota Sampling as much as 110 by using Purposive sampling technique of Sampling. Whereas the methods of analysis used is the Path Analysis to determine the influence of directly and indirectly between variables.

Result of hypothesis testing suggests that word of mouth variable effect on the interest to buy, interest to buy variable influence on purchase decisions and an interest to buy the intervening variables between word of mouth variable to variable purchasing decisions women's clothing online with social media.

Keywords : word of mouth, interest to buy, purchase decision