

PENGARUH *AFFILIATE MARKETING* DAN *ELECTRONIC WORD OF MOUTH* PADA MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN PVN *SHOES*

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *affiliate marketing* dan *electronic word of mouth* pada media sosial terhadap keputusan pembelian PVN *shoes*. Penelitian ini menggunakan metode kuantitatif dengan menggunakan teknik *purposive sampling*. Teknik pengumpulan data yang digunakan dengan menggunakan kuesioner yang dibantu dengan *google form*. Penelitian ini menggunakan 144 responden konsumen yang pernah membeli PVN *shoes* di *official store* dengan rentan usia minimal 16 tahun. Metode yang digunakan dalam penelitian ini yaitu dengan analisis regresi linier berganda. Hasil analisis uji F menunjukkan bahwa *affiliate marketing* dan *electronic word of mouth* berpengaruh signifikan terhadap keputusan pembelian PVN *shoes* di media sosial. Hasil uji T menunjukkan bahwa bahwa *affiliate marketing* dan *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian PVN *shoes* di media sosial.

Kata Kunci : *Affiliate Marketing* , *Electronic Word of Mouth*, Keputusan Pembelian

***THE INFLUENCE OF AFFILIATE MARKETING AND ELECTRONIC WORD
OF MOUTH ON SOCIAL MEDIA ON PURCHASE DECISIONS OF PVN***

SHOES

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ABSTRACT

This study aims to analyze the effect of affiliate marketing and electronic word of mouth on social media on purchasing decisions of PVN shoes. This study used a quantitative method using a purposive sampling technique. The data collection technique used was a questionnaire assisted by the Google form. This study used 144 consumer respondents who had purchased PVN shoes at an official store with a minimum age range of 16 years. The method used in this study is multiple linear regression analysis. The results of the F test analysis show that affiliate marketing and electronic word of mouth have a significant effect on PVN shoes purchasing decisions on social media. The results of the T test show that affiliate marketing and electronic word of mouth have a positive and significant effect on PVN shoes purchasing decisions on social media.

Keywords: Affiliate Marketing, Electronic Word of Mouth, Purchase Decision