

## ABSTRAK

**Novika Lestari, NIM: 7181210016. “Pengaruh Kualitas Pelayanan, Promosi Media Sosial Dan *Word Of Mouth* Terhadap Keputusan Pembelian Pada Toko *Thrift Branded469* Binjai”. Skripsi Jurusan Manajemen, Fakultas Ekonomi Universitas Negeri Medan 2022.**

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Pelayanan, Promosi Media Sosial dan *Word Of Mouth* terhadap keputusan pembelian pada toko *Thrift Branded469* Binjai. Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel menggunakan teknik *accidental* sampling dengan jumlah sampel sebanyak 150. Teknik pengumpulan data dalam penelitian ini dilakukan dengan cara menyebarkan kuisioner yang pengukurannya dengan skala ordinal dan diolah secara statistik menggunakan analisis regresi linear berganda dan pengujian hipotesis dengan uji F, uji t dan koefisien determinasi yang sebelumnya data telah diuji menggunakan uji validitas, uji reabilitas dan uji asumsi klasik.

Hasil penelitian menunjukkan bahwa kualitas pelayanan, promosi media sosial dan *word of mouth* berpengaruh terhadap keputusan pembelian. Tingkat signifikan dari kualitas pelayanan sebesar  $0,037 < 0,05$  dengan nilai t-hitung  $2,107 > t\text{-tabel } 1,655$ . Tingkat signifikan dari promosi media sosial sebesar  $0,000 < 0,05$  dengan nilai t-hitung  $5,779 > t\text{-tabel } 1,655$ . Tingkat signifikan *Word of mouth* sebesar  $0,000 < 0,05$  dengan nilai t-hitung  $3,858 > t\text{-tabel } 1,655$ . Berdasarkan uji simultan menunjukkan bahwa variabel kualitas pelayanan, promosi media sosial dan *word of mouth* secara simultan berpengaruh terhadap keputusan pembelian. Hal ini terlihat dari nilai F-hitung  $> F\text{-tabel } 32,528 > 2,66$  dan nilai signifikannya  $0,000 < 0,05$ . Dari uji determinasi  $R^2$  diketahui bahwa besarnya presentase pengaruh variabel kualitas pelayanan, promosi media sosial dan *word of mouth* terhadap variabel keputusan pembelian sebesar 0,401 yang berarti bahwa kualitas pelayanan, promosi media sosial dan *word of mouth* mampu memberikan kontribusi sebesar 40,1% Sedangkan sisanya dipengaruhi oleh variabel lain diluar dari penelitian ini.

**Kata Kunci: Kualitas Pelayanan, Promosi Media Sosial, *Word Of Mouth*, Keputusan Pembelian.**

## **ABSTRACT**

**Novika Lestari, NIM: 7181210016. "The Influence of Service Quality, Social Media Promotion and Word Of Mouth on Purchase Decisions at Thrift Branded 469 Binjai Stores". Thesis of Management Department, Faculty of Economics, Medan State University 2022.**

Research is aimed at the effect of Service Quality, Social Media Promotion and Word Of Mouth on purchasing decisions at the Thrift Branded 469 Binjai store. This study uses a quantitative method with a sampling technique using accidental sampling technique, with a total sample of 150 people who have made a purchase at a thrift branded 469 binjai store. The data collection technique in this study was carried out by distributing questionnaires whose measurements were on an ordinal scale and statistically processed using multiple linear regression analysis and hypothesis testing with the F test, t test and coefficient of determination. classic assumption.

The results showed that service quality, social media promotion and word of mouth had an effect on purchasing decisions. The significant level of service quality is  $0.037 < 0.05$  with a t-count value of  $2.107 > t\text{-table } 1.655$ . The significant level of social media promotion is  $0.000 < 0.05$  with a t-count value of  $5.779 > t\text{-table } 1.655$ . The significant level of word of mouth is  $0.000 < 0.05$  with a t-count value of  $3.858 > t\text{-table } 1.655$ . Based on the simultaneous test, it shows that the variables of service quality, social media promotion and word of mouth simultaneously have an effect on purchasing decisions. This can be seen from the F-count  $> F\text{-table } 32,528 > 2.66$  and the significant value is  $0.000 < 0.05$ . From the determination test of  $R^2$ , it is known that the percentage of the influence of service quality variables, social media promotion and word of mouth on purchasing decision variables is 0.401, which means that service quality, social media promotion and word of mouth are able to contribute 40.1% while the rest is influenced by other variables outside of this study.

**Keywords: Service Quality, Social Media Promotion, Word Of Mouth, Purchase Decision.**