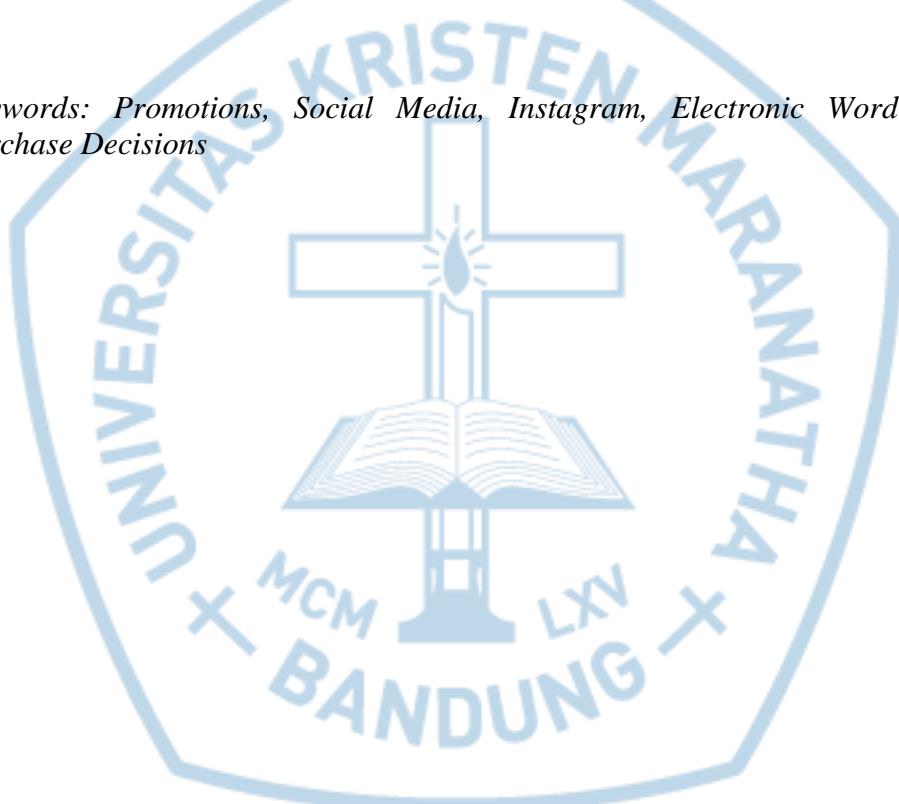


## **ABSTRACT**

*The presence of the internet has created a lot of social media, one of which is Instagram. The internet has also changed the way companies deliver information such as Word of Mouth Electronics (E-WOM) which is widely used as a promotional media. One company that uses Instagram and e-WOM as a promotional media is Kopi Seru. Promotions via Instagram and e-WOM are considered quite effective and do not require large fees. The purpose of this study was to find out whether Promotions via Instagram and e-WOM had an effect on the Decision of Kopi Seru. The number of samples in this study were 130 respondents namely coming and making purchases in Kopi Seru PVJ Bandung. Data were analyzed using validity, reliability, normality, multicollinearity tests and found that all data were normally distributed. The results of this study indicate that Promotions via Instagram Social Media and e-WOM have an influence on an Kopi Seru Purchase Decision of 47.3%.*

**Keywords:** *Promotions, Social Media, Instagram, Electronic Word of Mouth, Purchase Decisions*

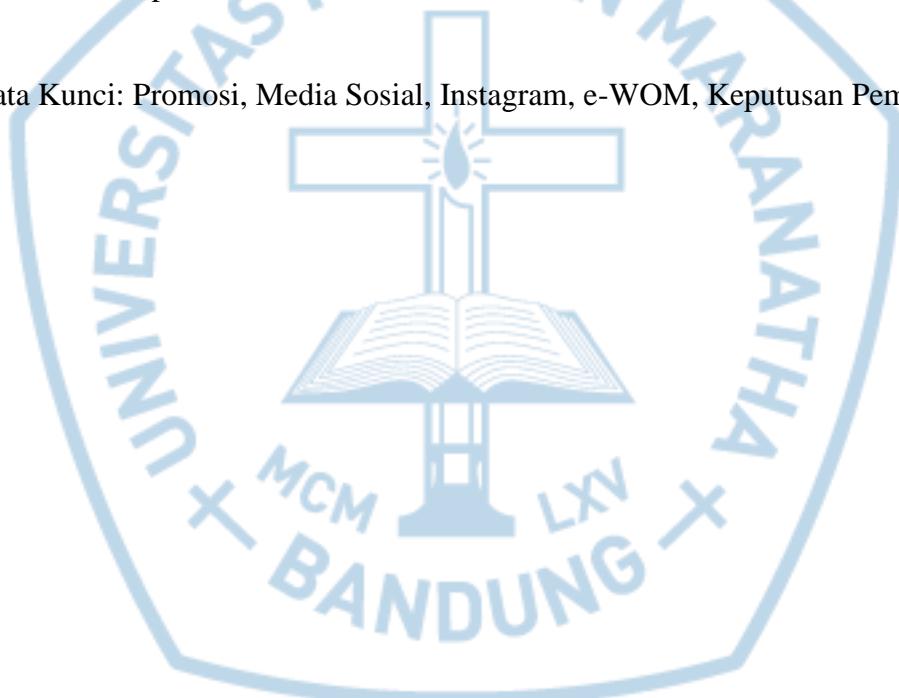


## **ABSTRAK**

Hadirnya internet membuat munculnya banyak media sosial, salah satunya yaitu Instagram. Internet juga mengubah cara perusahaan dalam menyampaikan informasi seperti *Electronic Word of Mouth* (E-WOM) yang banyak digunakan sebagai media promosi. Salah satu perusahaan yang menggunakan Instagram dan e-WOM sebagai media promosi yaitu Kopi Seru. Promosi melalui media sosial Instagram serta e-WOM dianggap cukup efektif dan tidak memerlukan biaya yang besar. Tujuan dari penelitian ini adalah untuk mengetahui apakah Promosi melalui Media Sosial Instagram dan e-WOM berpengaruh terhadap Keputusan Pembelian Kopi Seru.

Jumlah sampel dalam penelitian ini sebanyak 130 responden yaitu datang dan melakukan pembelian di Kopi Seru PVJ Bandung. Data dianalisis menggunakan uji validitas, reliabilitas, normalitas, multikolinearitas dan didapatkan seluruh data telah terdistribusi normal. Hasil penelitian ini menunjukkan bahwa Promosi melalui Media Sosial Instagram dan e-WOM memiliki pengaruh terhadap Keputusan Pembelian Kopi Seru sebesar 47,3%.

Kata Kunci: Promosi, Media Sosial, Instagram, e-WOM, Keputusan Pembelian



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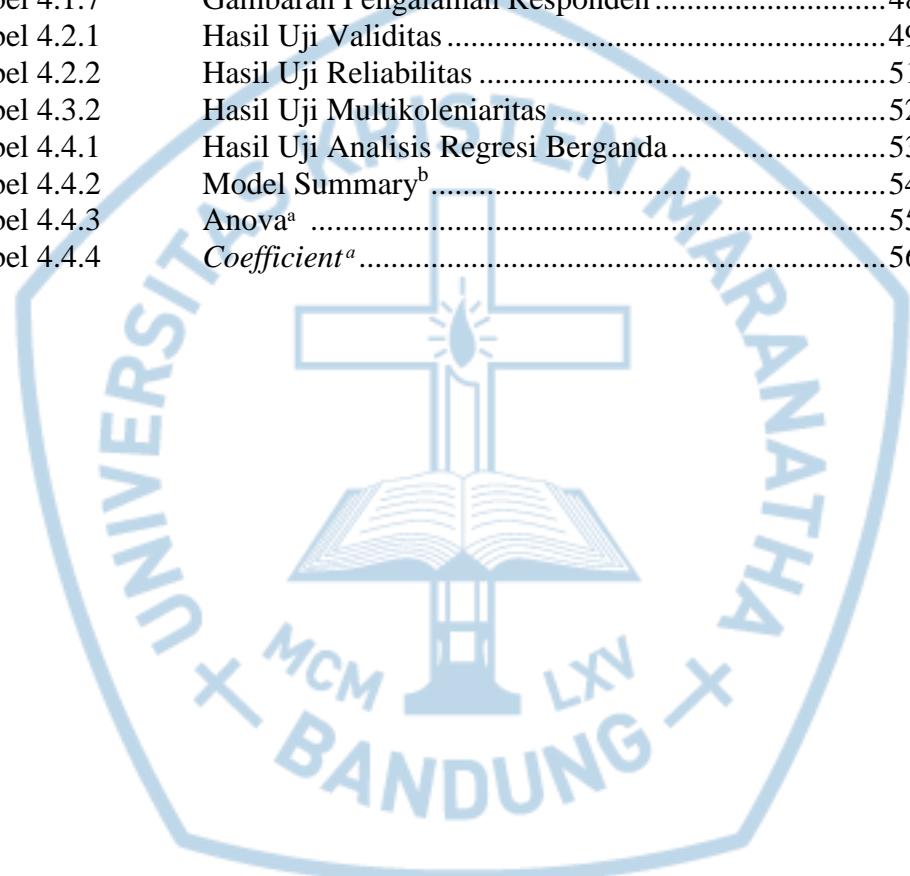
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