

ABSTRACT

WORD OF MOUTH COMMUNICATIONS INFLUENCE ON THE CONSUMER'S DECISION TO BUY PRODUCTS OF SOPHIE MARTIN (Studies in FISIP Student University of Lampung)

By:

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This research aims to determine the size of the free variable Word Of Mouth communication influence on purchasing decisions on products Sophie Martin, this research used a questionnaire as an instrument for taking a sample of 100 respondents, which is a student of Social and Political Science, University of Lampung, while data analysis with multiple linear regression.

The results of data analysis using multiple linear regression showed that in partial Organic Word of Mouth (X_1) significantly influence the purchase decision (Y), while the variable Amplified Word of Mouth (X_2) also significantly influence the purchase decision (Y). Simultaneously Organic Word of Mouth and Word of Mouth Amplified together significantly influence the purchase decision. This study suggests that Word of mouth can give an influence on consumer behavior in a decision-making process will be a product to be consumed. Therefore, PT. Sophie Martin should be able to improve service to consumers in order to influence purchasing decisions Products Sophie Martin.

Keywords: *Organic Word of Mouth, Amplified Word of Mouth, Purchasing Decision.*