

## ABSTRAK

Muhammad Jamaluddin, Pengaruh Periklanan, Promosi Penjualan Dan *Word Of Mouth* Terhadap Keputusan Pembelian (Studi Pada Usaha Aneka Kerupuk Di Desa Siwalan). Dibawah bimbingan Fathor AS, SE., M.M.

Tujuan Penelitian adalah untuk mengetahui pengaruh Periklanan, Promosi Penjualan dan *of Mouth* terhadap keputusan pembelian baik secara parsial maupun secara simultan. Penelitian ini menggunakan metode deskripsi kuantitatif. Teknik pemngambilan sampel menggunakan metode *purposive sampling*, sehingga diperoleh sampel sebanyak 96 orang dan pengujian hipotesis menggunakan analisi regresi linear berganda. Kesimpulan hasil dari penelitian ini yaitu periklanan secara parsial berpengaruh signifikan terhadap keputusan pembelian, promosi penjualan berpengaruh signifikan terhadap keputusan pembelian, *word of mouth* secara parsial berpengaruh signifikan terhadap keputusan pembelian dan periklanan, promosi pembelian serta *word of mouth* secara simultan berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci: Periklanan, Promosi penjualan, *Word of Mouth* dan Keputusan pembelian.

## **ABSTRACT**

*Muhammad Jamaluddin, Effect of Advertising, Sales Promotion and Word Of Mouth on Purchase Decisions (Study on Various Crackers Business in Siwalan Village). Under the guidance of Fathor AS, SE., M.M.*

*The purpose of the study was to determine the effect of Advertising, Sales Promotion and of Mouth on purchasing decisions either partially or simultaneously. This research uses quantitative description method. The sampling technique used purposive sampling method, in order to obtain a sample of 96 people and hypothesis testing using multiple linear regression analysis. The conclusion from this research is that advertising partially has a significant effect on purchasing decisions, sales promotions have a significant effect on purchasing decisions, word of mouth partially has a significant effect on purchasing decisions and advertising, purchase promotion and word of mouth simultaneously have a significant effect on purchasing decisions.*

*Keywords: Advertising, Sales Promotion, Word of Mouth and Purchase Decision.*