

**PENGARUH *ELECTRONIC WORD OF MOUTH* DAN PROMOSI  
MELALUI *INSTAGRAM* TERHADAP KEPUTUSAN PEMBELIAN  
*FOLLOWERS @MASA\_KOPI***

**MUHAMMAD ABRAAR ALDYANDRA GONI**

**ABSTRAK**

Tujuan dari penelitian ini adalah untuk menguji serta mengkaji pengaruh *electronic word of mouth* terhadap keputusan pembelian pengikut @masa\_kopi, pengaruh promosi melalui *instagram* terhadap keputusan pembelian pengikut @masa\_kopi, serta pengaruh *electronic word of mouth* dan promosi melalui *instagram* secara bersamaan atau simultan terhadap keputusan pembelian pengikut @masa\_kopi. Landasan teori yang diaplikasikan pada studi ini ialah Elaboration Likelihood Model. Data dikumpulkan melalui kuesioner dari 100 sampel responden dengan pendekatan kuantitatif eksplanatif dan dianalisis menggunakan metode analisis regresi linear berganda. Dengan koefisien determinasi sebesar 0,856, *electronic word of mouth* dan promosi melalui *instagram* mempunyai pengaruh sebesar 85,6% terhadap keputusan pembelian. Hasil penelitian memberikan konklusi bahwa keputusan pembelian pengikut @masa\_kopi dipengaruhi secara positif dan signifikan oleh *electronic word of mouth*, promosi melalui *instagram* juga memengaruhi keputusan pembelian pengikut @masa\_kopi secara positif dan signifikan, serta secara simultan keputusan pembelian pengikut @masa\_kopi dipengaruhi positif dan signifikan oleh *electronic word of mouth* dan promosi melalui *instagram*.

**Kata Kunci:** *electronic word of mouth*, Promosi, *Instagram*, Keputusan Pembelian

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND  
INSTAGRAM-BASED PROMOTIONS ON THE PURCHASING DECISIONS  
OF @MASA\_KOPI FOLLOWERS**

**ABSTRACT**

**MUHAMMAD ABRAAR ALDYANDRA GONI**

*The purpose of this study is to test and examine the influence of electronic word of mouth on the purchasing decisions of @masa\_kopi followers, the influence of promotions through Instagram on the purchasing decisions of @masa\_kopi followers, and the simultaneous influence of electronic word of mouth and promotions through Instagram on the purchasing decisions of @masa\_kopi followers. The theoretical basis applied in this study is the Elaboration Likelihood Model. Data were collected through questionnaires from 100 sample respondents with an explanatory quantitative approach and analysed using multiple linear regression analysis methods. With a determination coefficient of 0.856, electronic word of mouth and promotions through Instagram have an influence of 85.6% on purchasing decisions. The results of the study provide a conclusion that the purchasing decisions of @masa\_kopi followers are positively and significantly influenced by electronic word of mouth, promotions through Instagram also positively and significantly influenced the purchasing decisions of @masa\_kopi followers, and simultaneously the purchasing decisions of @masa\_kopi followers are positively and significantly influenced by electronic word of mouth and promotions through Instagram.*

**KEYWORDS:** *Electronic Word of Mouth, Promotion, Instagram, Purchase Decision*