

ABSTRAK

PENGARUH PROMOSI MELALUI MEDIA SOSIAL INSTAGRAM DAN *ELECTRONIC WORD OF MOUTH* (eWOM) TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN KOPI KETJE PANGLIMA POLIM DI BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui pengaruh promosi melalui media sosial Instagram dan Electronic Word of Mouth (eWOM) terhadap keputusan pembelian konsumen pada Kopi Ketje Panglima Polim di Bandar Lampung. Instagram menjadi media promosi yang banyak digunakan karena kemampuan penyampaian informasi visual yang cepat dan luas, sementara eWOM berperan penting melalui ulasan, komentar, dan rekomendasi yang mempengaruhi persepsi calon konsumen.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 140 responden yang dipilih menggunakan teknik purposive sampling, yaitu konsumen yang pernah membeli produk dan mengikuti akun Instagram Kopi Ketje Panglima Polim. Analisis data menggunakan regresi linear berganda untuk menguji pengaruh masing-masing variabel.

Hasil penelitian menunjukkan bahwa promosi Instagram dan eWOM berpengaruh positif dan signifikan, baik secara parsial maupun simultan, terhadap keputusan pembelian. Temuan ini menegaskan bahwa strategi promosi digital yang efektif dapat meningkatkan keyakinan serta minat beli konsumen.

***Kata Kunci : Promosi Instagram, Electronic Word of Mouth (eWOM),
Keputusan Pembelian, Pemasaran Digital.***

ABSTRACT

THE INFLUENCE OF INSTAGRAM-BASED PROMOTION AND ELECTRONIC WORD OF MOUTH (e-WOM) ON CONSUMER PURCHASE DECISIONS FOR KOPI KETJE PANGLIMA POLIM IN BANDAR LAMPUNG CITY

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This study aims to examine the influence of promotional activities through Instagram and Electronic Word of Mouth (e-WOM) on consumer purchase decisions at Kopi Ketje Panglima Polim in Bandar Lampung City. Instagram has emerged as a widely used promotional medium due to its ability to deliver visual information quickly and extensively, while e-WOM plays a critical role through reviews, comments, and recommendations that shape consumer perceptions. The study employed a quantitative research approach using a survey method involved 140 respondents selected through purposive sampling, namely, consumers who have purchased the product and follow the official Instagram account of Kopi Ketje Panglima Polim in Bandar Lampung City. Data were analysed using multiple linear regression to determine the influence of each variable. The results indicated that both Instagram promotion and e-WOM had a positive and significant effect, individually and simultaneously, on consumer purchase decisions. These findings underscore the importance of effective digital promotional strategies in enhancing consumer confidence and purchase intention.

Keywords: Instagram Promotion, Electronic Word of Mouth (e-WOM), Purchase Decision, Digital Marketing

