

ABSTRAK

Ria Nursukmawati (0900969), “Pengaruh *Word Of Mouth Communication* terhadap Keputusan Pembelian Konsumen Erha Clinic Cimanuk Bandung Pengguna Media Sosial *Foursquare*”, dibawah bimbingan Prof.Dr. H. Agus Rahayu, Msi dan Ayu Krishna, MM.

Permasalahan yang dikaji didalam penelitian ini adalah turunnya pertumbuhan kenaikan jumlah konsumen setiap tahun di Erha *Clinic* Cimanuk Bandung. Permasalahan ini harus segera diatasi karena apabila tidak segera ditangani dapat menjadi penghambat bagi tercapainya tujuan Erha *Clinic* Cimanuk Bandung.

Penelitian ini bertujuan untuk mengetahui gambaran pelaksanaan *word of mouth communication* serta keputusan pembelian dan sejauh mana pengaruh *word of mouth communication* terhadap keputusan pembelian konsumen Erha *Clinic* Cimanuk Bandung pengguna media sosial *foursquare*. Aspek yang diteliti meliputi dua hal yaitu *word of mouth communication* dan keputusan pembelian konsumen.

Penelitian ini menggunakan metode deskriptif dan verifikatif dengan populasi berjumlah 4236 orang responden dan sampel berjumlah 100 responden. Teknik analisis yang digunakan adalah koefisien korelasi *pearson* dan analisis regresi sederhana.

Hasil penelitian menunjukkan bahwa *word of mouth communication* dan keputusan pembelian konsumen Erha *Clinic* Cimanuk Bandung pengguna media sosial *foursquare* berada pada kategori cukup baik. Hasil perhitungan korelasi sebesar 0,552 artinya terdapat hubungan yang rendah antara *word of mouth communication* dengan keputusan pembelian konsumen. Hasil perhitungan analisis regresi sederhana didapat persamaan $Y=19,536+0,643X$ dan $KD= 30,5\%$ sedangkan sisanya 69,5% dipengaruhi oleh faktor yang tidak diteliti.

Saran yang diberikan sebaiknya perusahaan lebih memperhatikan kegiatan *word of mouth communication* untuk meningkatkan keputusan pembelian karena *word of mouth communication* memiliki pengaruh terhadap keputusan pembelian.

Kata Kunci: *Word Of Mouth Communication*, Keputusan Pembelian

ABSTRACT

Ria nursukmawati (0900969), “Influence Word Of Mouth Communication on Consumer Purchase Decision in Erha Clinic Cimanuk Bandung Users Social Media Foursquare “, under the guidance of Prof. Dr. H. Agus Rahayu, MSi and Ayu Krishna Y, S.Sos.MM.

Problem examined in this study is the low in the growth of an increase in the customers every year in erha clinic cimanuk bandung. This problem should be solved immediately because if it is not immediately treated appropriately, it can be a barrier to the achievement of Erha Clinic Cimanuk Bandung.

This study aims to describe the implementation of the word of mouth communication and purchase decision and the influence of word of mouth communication on consumer purchase decision in Erha Clinic Cimanuk Bandung users social media foursquare. Aspects studied include two things: word of mouth communication and consumer purchase decision. This study uses description and verification with a population of 4236 respondents and samples around 100 respondents. The analysis technique used is the Pearson Correlation Coefficient and Simple Regression Analysis.

The result shows that word of mouth communication and consumer purchase decision in Erha Clinic Cimanuk Bandung is in the good enough category. Calculation result of correlation of 0,552 means that there is a rather low relationship between consumer purchase decision. Simple regression analysis of the calculation result obtains equation $Y = 19,536 + 0,643x$ and $KD = 30,5$ means that the influence of word of mouth communication on consumer purchase decision is 30,5% while the remaining 69,5% is influenced factor unexamined.

Advice should be given is more attention to the company's word of mouth communication activities to increase consumer purchase decision due to word of mouth communication have an impact on increasing consumer purchase decision.

Key Word: Word Of Mouth Communication, Consumer Purchase Decision