

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh strategi promosi melalui sosial media marketing terhadap keputusan pembelian produk *Scarlett Whitening* yang dimediasi *word of mouth* marketing di Kota Padang . Populasi dalam penelitian ini adalah konsumen *Scarlett Whitening* di Kota Padang. Sementara sampel yang diambil adalah sebanyak 100 responden dengan menggunakan teknik kuantitatif. Metode pengumpulan data melalui survei dan menyebarkan kuesioner kepada masyarakat sebagai responden. Teknik analisa data yang digunakan adalah Analisis *structural Equation Modeling* (SEM) Dengan *Partial Least Square* (PLS) . Hasil penelitian menunjukkan pada strategi promosi melalui sosial media marketing terhadap keputusan pembelian produk *Scarlett Whitening* yang dimediasi *word of mouth* marketing berada pada kategori baik. Kemudian pengujian hipotesis menunjukkan bahwa variabel (1) Strategi Promosi berpengaruh positif dan signifikan terhadap *Word of Mouth* pada pembelian produk *Scarlett Whitening* di Kota Padang. (2) Sosial Media Marketing berpengaruh positif dan signifikan terhadap *Word of Mouth* pada pembelian produk *Scarlett Whitening* di Kota Padang. (3) Promosi berpengaruh positif dan signifikan terhadap Keputusan Pembelian pada produk *Scarlett Whitening* di Kota Padang. (4) Sosial Media Marketing tidak berpengaruh positif dan signifikan terhadap Keputusan Pembelian pada produk *Scarlett Whitening* di Kota Padang. (5) *Word of Mouth* berpengaruh signifikan terhadap Keputusan Pembelian pada produk *Scarlett Whitening* di Kota Padang. (6) *Word of Mouth* mampu memediasi hubungan antara Promosi atas Keputusan Pembelian pada produk *Scarlett Whitening* di Kota Padang. (7) *Word of Mouth* mampu memediasi hubungan antara Sosial Media Marketing atas Keputusan Pembelian pada produk *Scarlett Whitening* di Kota Padang.

Kata kunci: Strategi Promosi, Sosial Media Marketing, *Word of Mouth* dan Keputusan Pembelian

ABSTRACT

The purpose of this study is to determine the influence of promotional strategies through social media marketing on the purchase decision of Scarlett Whitening products mediated by word of mouth marketing in the City of Padang . The population in this study is Scarlett Whitening consumers in Padang City.. Meanwhile, the sample taken was as many as 100 respondents using quantitative techniques. The method of collecting data through surveys and distributing questionnaires to the public as respondents. The data analysis technique used is structural equation modeling (SEM) analysis with partial least square (PLS). The results showed that the promotion strategy through social media marketing for Scarlett Whitening product purchase decisions mediated by word of mouth marketing was in the good category. Then hypothesis testing showed that variable (1) Promotion Strategy had a positive and significant effect on Word of Mouth on the purchase of Scarlett Whitening products in the City of Padang. (2) Social Media Marketing has a positive and significant influence on Word of Mouth on the purchase of Scarlett Whitening products in the City of Padang. (3) Promotion has a positive and significant effect on the Purchasing Decision on Scarlett Whitening products in the City of Padang. (4) Social Media Marketing does not have a positive and significant influence on purchasing decisions on Scarlett Whitening products in the City of Padang. (5) Word of Mouth has a significant effect on the Purchasing Decision on Scarlett Whitening products in the City of Padang. (6) Word of Mouth is able to mediate the relationship between the Promotion and the Purchase Decision on Scarlett Whitening products in the City of Padang. (7) Word of Mouth is able to mediate the relationship between Social Media Marketing and Purchasing Decisions on Scarlett Whitening products in the City of Padang.

Keywords: Promotion Strategy, Social Media Marketing, Word of Mouth and Purchasing Decisions