

***THE INFLUENCE OF PROMOTION THROUGH SOCIAL MEDIA AND  
WORD OF MOUTH ON CONSUMER DECISIONS TO CHOOSE  
LAMONGAN WEDDING FINURIKA (Study of Lamongan Finurika Wedding  
Consumers) Istiqomah Dwi Nanda, Ali Muhajir, M. Hafidh Nashrullah, 2023,  
Management Study Program, Faculty of Economics, Darul 'Ulum Lamongan  
Islamic University.***

**ABSTRACT**

*This study aims to determine the effect of Social Media Promotion, Word Of Mouth, and Consumer Decisions to Choose Finurika Wedding Lamongan both partially and simultaneously, and to find out which ones have an effect. This study uses a quantitative approach with a sample of 60 respondents, while the technique used in sampling is saturated sampling. The analytical methods used in this research are validity test, reliability test, multiple linear regression test, coefficient of determination test (R<sup>2</sup>), classic assumption test, and hypothesis test. Based on the results of the analysis and research hypothesis testing that has been done, it can be concluded that promotions through social media partially have a positive and significant effect on consumer decisions. This is evidenced from the results of the t test obtained t count (8.314) > t table (1.672) with a significant value of 0.000 < 0.05. Word Of Mouth from the t test obtained t count (0.341) < t table (1.672) with a significant value of 0.734 > 0.05. partially has no positive and insignificant effect on consumer decisions.*

*Keywords: Social Media Promotion, Word Of Mouth, Consumer Decision*

**PENGARUH PROMOSI MELALUI MEDIA SOSIAL DAN *WORD OF MOUTH* TERHADAP KEPUTUSAN KONSUMEN MEMILIH FINURIKA WEDDING LAMONGAN (Studi Pada Konsumen Finurika Wedding Lamongan) Istiqomah Dwi Nanda, Ali Muhajir, M. Hafidh Nashrullah, 2023, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul ‘Ulum Lamongan.**

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh Promosi Media Sosial, *Word Of Mouth*, dan Keputusan Konsumen Memilih Finurika *Wedding* Lamongan baik secara parsial maupun simultan, serta untuk mengetahui manakah yang berpengaruh. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 60 responden, sedangkan Teknik yang digunakan dalam pengambilan sampel yakni sampling jenuh. Metode analisis yang digunakan pada penelitian ini yakni uji validitas, uji reliabilitas, uji regresi linier berganda, uji koefisiensi determinasi ( $R^2$ ), uji asumsi klasik, dan uji hipotesis. Berdasarkan hasil analisis dan uji hipotesis penelitian yang telah dilakukan, maka dapat ditarik kesimpulan bahwa Promosi melalui media sosial secara parsial berpengaruh positif dan signifikan terhadap keputusan konsumen. Hal ini dibuktikan dari hasil uji t diperoleh t hitung (8,314) > t tabel (1,672) dengan nilai signifikan  $0,000 < 0,05$ . *Word Of Mouth* dari uji t diperoleh t hitung (0,341) < t tabel (1,672) dengan nilai signifikan  $0,734 > 0,05$ . secara parsial tidak berpengaruh positif dan tidak signifikan terhadap keputusan konsumen.

**Kata Kunci:** Promosi Media Sosial, *Word Of Mouth*, Keputusan Konsumen