

ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh Media Sosial Instagram dan *Electronic Word Of Mouth (E-WOM)* terhadap Keputusan Pembelian melalui Minat Beli sebagai variabel mediasi pada konsumen Florist Billa Bouquet.

Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 170 responden. Data dikumpulkan menggunakan kuesioner berskala Likert dan dianalisis menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS) dengan bantuan SmartPLS 3.

Hasil penelitian menunjukkan Media Sosial Instagram tidak berpengaruh signifikan terhadap Keputusan Pembelian (t-statistic 0,953), sedangkan *Electronic Word Of Mouth (E-WOM)* berpengaruh positif dan signifikan (8,183). Instagram dan *Electronic Word Of Mouth (E-WOM)* berpengaruh positif dan signifikan terhadap Minat Beli dengan t-statistic masing-masing 2,943 dan 11,620. Minat Beli berpengaruh positif dan signifikan terhadap Keputusan Pembelian (4,174). Minat Beli memediasi pengaruh Instagram (2,386) *Electronic Word Of Mouth (E-WOM)* (3,956) terhadap Keputusan Pembelian.

Kata Kunci: Media Sosial Instagram, *Electronic Word Of Mouth (E-WOM)*, Minat Beli, Keputusan Pembelian

ABSTRACT

This study aims to analyze the effect of Instagram Social Media and Electronic Word Of Mouth (E-WOM) on Purchase Decision through Purchase Intention as a mediating variable among consumers of Billa Bouquet Florist.

This study employed a quantitative approach using a survey method involving 170 respondents. Data were collected through a five-point Likert-scale questionnaire and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 3.

The results showed that Instagram Social Media had no significant effect on Purchase Decision (t -statistic = 0.953), while Electronic Word Of Mouth (E-WOM) had a positive and significant effect (8.183). Instagram Social Media and Electronic Word Of Mouth (E-WOM) had positive and significant effects on Purchase Intention, with t -statistics of 2.943 and 11.620, respectively. Purchase Intention had a positive and significant effect on Purchase Decision (4.174). Furthermore, Purchase Intention mediated the effects of Instagram Social Media (2.386) and Electronic Word Of Mouth (E-WOM) (3.956) on Purchase Decision.

Keywords: *Instagram Social Media, Electronic Word Of Mouth (E-WOM), Purchase Intention, Purchase Decision.*