

# “PENGARUH INTERNET MARKETING DAN WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN (STUDI KASUS SINABUNG HILLS BERASTAGI)”

## ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh *Internet Marketing* dan *Word Of Mouth* terhadap Keputusan Pembelian Konsumen (Studi Kasus Sinabung Hills Berastagi). Sampel dalam penelitian adalah 100 orang konsumen Sinabung Hills Berastagi. Pengolahan data yang digunakan dengan menggunakan SPSS 22.0. Analisis yang digunakan dalam penelitian ini meliputi : uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda dan pengujian hipotesis yang meliputi uji T (parsial), uji F (simultan) dan uji koefisien determinasi ( $R^2$ ).

Berdasarkan hasil analisis yang dilakukan, diketahui bahwa variabel *internet marketing* dan *word of mouth* berpengaruh terhadap keputusan pembelian konsumen. Secara parsial kedua variabel bebas yaitu *Internet Marketing* ( $X_1$ ) dan *Word Of Mouth* ( $X_2$ ) memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian Konsumen (Y), dengan masing-masing nilai t hitung > t tabel ( $6,221 > 1,661$ ) untuk variabel *Internet Marketing* ( $X_1$ ) dan t hitung > t tabel ( $2,174 > 1,661$ ) untuk variabel *Word Of Mouth* ( $X_2$ ). Hasil Secara bersama-sama variabel bebas yaitu *Internet Marketing* ( $X_1$ ) dan *Word Of Mouth* ( $X_2$ ) mampu mempengaruhi variabel terikat Keputusan Pembelian Konsumen (Y) dengan f hitung > f tabel ( $79,309 > 3,090$ ) dengan demikian kedua variabel bebas memiliki pengaruh positif terhadap variabel terikat. Hasil persamaan regresi linear berganda  $Y = 6,422 + 0,657 X_1 + 0,341 X_2 + e$ . Uji koefisien determinasi ( $R^2$ ) dengan nilai 0,621 dan bernilai positif yang berarti besarnya hubungan antara *Internet Marketing* ( $X_1$ ) dan *Word Of Mouth* ( $X_2$ ) dengan Keputusan Pembelian Konsumen (Y) adalah 62,1%. Hal ini berarti bahwa Keputusan Pembelian Konsumen pada Sinabung Hills Berastagi 62,1% dipengaruhi oleh *Internet Marketing* dan *Word Of Mouth* dan sisanya 37,9% dipengaruhi faktor lain yang tidak diteliti dalam penelitian ini seperti harga, promosi, lokasi, pelayanan.

**Kata Kunci :** *Internet Marketing, Word Of Mouth, Keputusan Pembelian Konsumen*

**"INTERNET MARKETING AND WORD OF MOUTH ON CONSUMER  
PURCHASE DECISIONS (CASE STUDY OF SINABUNG HILLS  
BERASTAGI)"**

**ABSTRACT**

*This research was conducted with the aim to determine the effect of Internet Marketing and Word of Mouth on Consumer Purchase Decisions (Case Study of Berabung Sinabung Hills). The sample in the study were 100 consumers of Sinabung Hills Berastagi. Processing data used using SPSS 22.0. The analysis used in this study includes: validity test, reliability test, classic assumption test, multiple linear regression analysis and hypothesis testing which includes T test (partial), F test (simultaneous) and test coefficient of determination ( $R^2$ ).*

*Based on the results of the analysis conducted, it is known that the variables of internet marketing and word of mouth influence consumer purchasing decisions. Partially the two independent variables namely Internet Marketing ( $X^1$ ) and Word Of Mouth ( $X^2$ ) have a positive and significant influence on Consumer Purchasing Decisions ( $Y$ ), with each value of  $t$  count  $>$   $t$  table ( $6.221 > 1.661$ ) for Internet Marketing variables ( $X^1$ ) and  $t$  count  $>$   $t$  table ( $2.174 > 1.661$ ) for the Word of Mouth variable ( $X^2$ ). The results of jointly independent variables namely Internet Marketing ( $X^1$ ) and Word Of Mouth ( $X^2$ ) are able to influence the dependent variable of Consumer Purchasing Decision ( $Y$ ) with  $f$  count  $>$   $f$  table ( $79,309 > 3,090$ ) thus both independent variables have a positive influence dependent variable. The results of the multiple linear regression equation  $Y = 6.422 + 0.657 X_1 + 0.341 X_2 + e$ . Test the coefficient of determination ( $R^2$ ) with a value of 0.621 and a positive value which means the magnitude of the relationship between Internet Marketing ( $X_1$ ) and Word Of Mouth ( $X_2$ ) with Consumer Purchase Decision ( $Y$ ) is 62.1%. This means that Consumer Purchase Decisions at Sinabung Hills Berastagi 62.1% are influenced by Internet Marketing and Word of Mouth and the remaining 37.9% are influenced by other factors not examined in this study such as price, promotion, location, service.*

**Keywords: Internet Marketing, Word Of Mouth, Consumer Purchasing Decisions**