

## ABSTRAK

Penelitian ini bertujuan menguji Pengaruh Social Media, Peer Influence Terhadap Keputusan Pembelian Melalui Electronic Word of Mouth Sebagai Variabel Intervening Pada Online Marketplace. Pengumpulan data primer dilakukan selama 1 minggu. Penelitian ini menggunakan sampel penelitian yang telah memenuhi kriteria sebanyak 100 responden. Penelitian ini menggunakan pendekatan desain penelitian deskriptif dengan data empiris yang dikumpulkan melalui survei online. Data empiris kemudian diolah menggunakan pendekatan Structural Equation Modeling untuk menguji sejumlah hipotesis yang diajukan.

Hasil penelitian ini *Social Media Usage berpengaruh positif terhadap Electronic Word of Mouth. Peer Influence berpengaruh positif terhadap Electronic Word of Mouth. Social Media Usage berpengaruh positif terhadap Purchase Decision. Peer Influence tidak berpengaruh terhadap Purchase Decision. Electronic Word of Mouth tidak berpengaruh terhadap Purchase Decision. Social Media Usage tidak berpengaruh terhadap Purchase Decision melalui Electronic Word of Mouth. Peer Influence tidak berpengaruh terhadap Purchase Decision melalui Electronic Word of Mouth.*

**Kata Kunci:** *Social Media Usage; Electronic Word of Mouth, Electronic Word of Mouth dan Purchase Decision*

## ABSTRAK

*This study aims to examine the influence of social media, peer influence on purchasing decisions through electronic word of mouth as an intervening variable in online marketplaces. Primary data collection is carried out for 1 week. This study used a research sample that had met the criteria of 100 respondents. This study used a descriptive research design approach with empirical data collected through online surveys. Empirical data is then processed using the Structural Equation Modeling approach to test a number of hypotheses proposed.*

*The results of this study Social Media Usage have a positive effect on Electronic Word of Mouth. Peer Influence positively influences Electronic Word of Mouth. Social Media Usage has a positive effect on Purchase Decision. Peer Influence has no effect on Purchase Decisions. Electronic Word of Mouth has no effect on Purchase Decision. Social Media Usage does not affect Purchase Decisions through Electronic Word of Mouth. Peer Influence does not affect Purchase Decisions through Electronic Word of Mouth.*

**Kata Kunci:** *Social Media Usage; Electronic Word of Mouth, Electronic Word of Mouth dan Purchase Decision*