

ABSTRACT

Pengaruh Iklan dan *Electronic Word Of Mouth* Terhadap Keputusan Pembelian Pada Tiktok Shop

Nargis Widiyastuti.¹⁾, Dr. Dede Suleman, S.E., M.M., CMA..²⁾

¹⁾ *Student of Management Department, Pembangunan Jaya University*

²⁾ *Lecturer of Management Department, Pembangunan Jaya University*

This research to determine the effect of Advertising and Electronic Word Of Mouth on Purchase Decisions at Tiktok Stores in South Tangerang City. The independent variables used in this study are Advertising and Electronic Word Of Mouth, while the dependent variable used is Purchase Decision. The sampling technique in this study was non-probability sampling with purposive sampling of 124 respondents. The analytical method used is regression. The results of this study stated that advertising had a positive and significant effect on purchasing decisions, electronic word of mouth had a positive and significant effect on purchasing decisions, and the two variables namely advertising and electronic word of mouth had a positive and significant effect together. influence on purchasing decisions at Tiktok stores.

Keywords : Advertising, Electronic Word Of Mouth, Purchase Decision