

ABSTRACT

The era of globalization that has occurred at this time has made fierce competition in various industrial sectors unavoidable. The more intense competition causes decision makers to be faced with a variety of product choices. Marketers are competing to market products through advertisements in print media, electronic media to social media, which of course require substantial costs. However, amidst the many choices of advertising media, word-of-mouth marketing (WOM) is not ignored. Instead of being ignored, word of mouth is still considered the most effective marketing and is still used today.

This study aims to determine the effect of talk, recommendation and motivation and overall word of mouth on purchasing decisions at PT Santosa Kurnia Jaya Textile.

The method in this study uses quantitative methods. This research is a descriptive research. The sampling technique uses purposive sampling for a population that is known in number. The number of samples in this study were 282 customers of PT Santosa Kurnia Jaya Textile who had made a purchase. The estimation method used is a structural equation model with the help of AMOS 22 software.

Based on descriptive analysis, overall word of mouth falls into the good category of 84.4%. The biggest percentage of WOM sub-variables is motivation with the acquisition of the value of 86.3% while the smallest is sub talk variable of 83.2%. Based on the hypothesis test, recommendation, motivation and overall WOM affect purchasing decisions. However, the influence given by talk only has a positive but not significant effect.

Word of mouth proved to have a significant effect on purchasing decisions. It is better for PT Santosa Kurnia Jaya to maintain word of mouth activity so that it always leads to positive things because if managed properly it will make effective promotional tools.

Keywords: Recommendation, Purchase decisions, Word of Mouth.