

ABSTRACT

The fashion industry in Indonesia is currently developing rapidly. The development of fashion also penetrated into all fields, one of which is engaged in fashion bigsize. Bigissimo.id is one of the businesses engaged in the field of fashion especially for bigsize fashion.

Negative or positive statements from consumers who talk about products and information available on social media are called electronic word of mouth. A diverse, intensive collection designed to encourage purchases is called sales promotion. This study aims to determine and analyse electronic word of mouth, sales promotion and purchasing decisions on Bigissimo.id.

The method used in this research is quantitative with descriptive and causal research types/ the population in this study are customers who have already bought at Bigissimo.id and sampling is done by no probability sampling method, namely the type of purposive sampling with the number of respondents taken as many as 100 respondents who have bought Bigissimo.id products. Then for data analysis techniques using multiple regression analysis and data processing using SPSS version 25 software.

Based on research conducted, the percentage of electronic word of mouth assessment, sales promotion, and purchasing decisions fall into the very good category with a range of values of 84%-100%, and electronic word of mouth has a significant effect on purchasing decisions as well as electronic word of mouth and sales promotion simultaneously have a significant effect on purchasing decisions.

The effect of electronic word of mouth and sales promotion on purchasing decisions was 61.1%. While the rest is influenced by other variables not examined in the study and is expected to be another consideration by the company.

Keywords : *Electronic Word of Mouth, Sales Promotion, Keputusan Pembelian*