

ABSTRACT

At this time, people are influenced by many things and factors that occur on the internet in making purchasing decisions. Internet users prioritize and are active on social media. Because as a communication medium, social media is also a communication tool in exchanging information online by adopting digitization, or what is known as *Electronic word of mouth*. Pertamina, which is a product of a state-owned company, also carries out digital marketing activities by utilizing social media as a means of marketing the products and services offered, or also known as social media marketing. Therefore, this study aims to find out how much influence Social Media Usage and *Electronic word of mouth* have on purchasing decisions, through 4 defined variables, namely Social Media Usage, Electronic word of mouth, Trust, and Purchasing Decisions.

The research was carried out using quantitative methods and causal conclusive research types. By setting the population, namely the people in the city of Bandung, and a sample of 415 respondents. By using non-probability and purposive sampling techniques, questionnaires were distributed online via the Google Form. The data analysis technique used in this study is the structural equation modeling (SEM) method using the LISREL software version 8.80.

Based on research results Based on research results, the social media usage variable does not affect purchasing decisions. Electronic word of mouth has no effect on purchasing decisions. Social media usage and Electronic word of mouth variables affect Trust. Trust influences purchasing decisions. Social media usage does not affect purchase decisions mediated by Trust. Electronic word of mouth does not affect purchasing decisions.

Keyword: Social Media Usage, Electronic word of mouth, Purchase Decision, Pertamina, SEM.