

ABSTRACT

Macbeth is a company that sells shoes, which is inspired by music and other arts. Tom DeLonge founded Macbeth in 2002. Macbeth sales were decreased in 2010 until 2011. Therefore, the role of social media network that is used by Macbeth should be enhanced in order to increase the purchase decision process of Macbeth's customers in Bogor. This research is to analyze the effect of influencer, interaction / content, word of mouth and testimony toward purchase decision process of Macbeth product in Bogor.

There are several research types that are used in this research which are quantitative method, descriptive analysis and path analysis. The chosen technique that is used is non-probability sampling. The sampling technique is purposive sampling, because the respondent is a person who knows Macbeth product and intend to buy Macbeth product through social media networking.

Based on the analysis, this study is qualified for validity test, reliability test and then passed to path analysis. The coefficient determinant R^2 Value is 47.8%, it means the variable influencer, interaction / content, word of mouth and testimony affected the purchase decision process by 47.8%, while the remaining 52,2% can be affected from the other variables. In coefficient path individually tests, it is shown significant < 0.05 . It means, the variable influencer (x1), interaction / content (x2), word of mouth (x3) and testimony (x4) influence purchase decisions (y).

From the customer point of view, an influencer, interaction/content, word of mouth and testimony need to be improved. Macbeth needs to choose the Influencer who has the ability to persuade the customer to purchase Macbeth product. By doing this, the customer will prioritize Macbeth products and the sales will be increased. Interactions with customers are needed to influence them to purchase the products. Content in social media network that Macbeth shares should be improved in order to attract the customers. Strong interaction and good content will create strong relationships with consumers. Word of mouth and testimony are needed to persuade and convince customers to purchase products.

Keyword: Social Media, Macbeth, Clothing & Shoes, Influencer, Interaction / content, Word of Mouth, Testimony, Purchase Decision