

ABTRACT

Technological developments have accelerated, with these technological developments bringing changes, sophistication, and new innovations in online trading. With this phenomenon, it is used by business people in the field of E-commerce. One of its E-commerce is Shopee. Where Shopee was defeated by E-commerce Tokopedia. One of Shopee's forms to maintain is through Social Media Marketing on the TikTok platform. The purpose of this study is to determine the effect of social media marketing on purchasing decisions, social media marketing on electronic word of mouth, electronic word of mouth on purchasing decisions and social media marketing on purchasing decisions through electronic word of mouth.

This type of research is quantitative using descriptive and causal data analysis techniques using a path analysis model with a total sample of 100 respondents. Data analysis was carried out with the help of IBM SPSS version 25 application.

The results obtained from this study that social media marketing has an effect and significant on purchasing decisions by 14%, social media marketing marketing has an effect and is significant on electronic word of mouth by 57%, electronic word of mouth marketing has an effect and is significant on purchasing decisions by 22%. and the influence of social media marketing on purchasing decisions through electronic word of mouth by 36%.

Conclusion Social Media Marketing Shopee on the TikTok platform is in very good category, Electronic Word of Mouth Shopee on the TikTok platform is in good category, Purchase Decision at Shopee is in good category, social media marketing is influential and significant on purchasing decisions, social media marketing marketing is influential and significant on electronic word of mouth, electronic word of mouth marketing has a significant and significant effect on purchasing decisions and the influence of social media marketing on purchasing decisions through electronic word of mouth. Suggestions with the existence of bad electronic word of mouth, Shopee should make more interesting content for the wider community where the contest is rewarded with things that are very popular with the community, and also hold events that can attract the attention of potential consumers such as events that apply massive cashback , impose discounts on goods of excellent quality. With this, Shopee through electronic word of mouth in the wider community will improve.

Keywords : Social Media Marketing, Electronic Word of Mouth, Purchase Decision