

ABSTRAK

Digitalization is advancing, especially on social media which can make it easier for people to get information. Currently the most popular social media is Tik Tok. Upload a short video about the Secret menu at a fast food restaurant, where the menu is not served on the menu bar. McDonald's Secret Menu found on the Tik Tok social media account @Dzahra Maratul Fitri. The video explains about the Steady Package Secret Menu which offers a cheap price compared to other Package Menus.

This study aims to measure how much influence Electronic Word Of Mouth on Tik Tok social media has on the McDonald's Secret Menu Purchase Decision (Study on Tik Tok social media account @Dzahra Maratul Fitri). The research method used is descriptive quantitative, with probability sampling technique to 100 respondents. The independent variables include, Intensity, Valance of opinion and Content. The dependent variables include product choice, brand choice, dealer choice, time of purchase, and number of purchases. Data was collected by distributing online questionnaires to Tik Tok social media users.

The results of data processing for the Electronic Word Of Mouth variable on Tik Tok social media were 81%, included in the high category and the McDonald's Secret Menu purchasing decision variable had a percentage of 79% included in the high category. Based on the results of the regression model analysis, Electronic Word Of Mouth on Tik Tok social media has a significant influence on the McDonald's Secret Menu Purchase Decision, this can be seen from the value of $t_{count} > t_{table}$ ($8.737 > 1.96$), which means H_0 is rejected and H_1 is accepted.

Key words: Electronic Word Of Mouth, Purchase Decision, Tik Tok, Secret Menu McDonald's