

ABSTRACT

Lazada e-commerce visitors decreased significantly in the I quarter of 2019 to 28 million visitors, Lazada has decreased from rank 1 in 2018 to rank 4 in 2019. Based on databoks.katadata.co.id lazada has decreased due to the lack of buzz on social media marketing they are less able to touch consumers. This study will examine the variables of electronic word of mouth and social media marketing on the purchasing decision process. The results of the research conducted this time are expected to be used for Lazada's preferences in making a purchasing decision process to help Lazada applications. In this study, the population of Indonesian people who have made purchases and have followed the official Lazada Instagram account are used. The number of samples is 272 respondents. Data collection used by researchers by distributing questionnaires using the Google form. The tests conducted by the researchers included multiple linear regression, Coefficient of Determination, T-test, and F-test. This research shows that electronic word of mouth (eWOM) and Social Media Marketing variables influence the buying decision 2 process. Lazada should provide an online complaint form by providing an online complaint form that is easily accessible on the Lazada application.

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