

ABSTRACT

This study examines the influence of social media marketing and electronic word of mouth (E-WOM) on purchasing decisions of House of Smith Padang products, with brand image as an intervening variable. Using a quantitative approach, data were collected through questionnaires distributed to 120 respondents who had experience purchasing House of Smith products. The analysis was conducted using Partial Least Squares (PLS) to assess the direct and indirect relationships between variables. The results showed that social media marketing had a positive and significant effect on purchasing decisions, Electronic Word of Mouth had a negative and significant effect on purchasing decisions. social media marketing and Electronic Word of Mouth had a positive and significant effect on brand image. brand image had a positive and insignificant effect on purchasing decisions. Brand image did not have a mediating effect between Social Media Marketing and Electronic Word of Mouth on Purchasing Decisions.

Keywords: *Social Media Marketing, Electronic Word of Mouth, Purchasing Decision, Brand Image.*

ABSTRAK

Penelitian ini mengkaji pengaruh *social media marketing* dan *electronic word of mouth* (E-WOM) terhadap keputusan pembelian produk *House of Smith* Padang, dengan brand image sebagai variabel intervening.. Menggunakan pendekatan kuantitatif, data dikumpulkan melalui kuesioner yang disebarakan kepada 120 responden yang memiliki pengalaman membeli produk House of Smith. Analisis dilakukan dengan menggunakan Partial Least Squares (PLS) untuk menilai hubungan langsung dan tidak langsung antara variabel. Hasil penelitian menunjukkan bahwa social media marketing berpengaruh positif dan signifikan terhadap keputusan pembelian, *Electronic Word of Mouth* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. social media marketing dan *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap brand image. brand image memiliki pengaruh positif dan tidak signifikan terhadap keputusan Pembelian. Brand image tidak memiliki Efek mediasi antara *Social Media Marketing* dan *Electronic Word of Mouth* terhadap Keputusan Pembelian.

Kata Kunci: Social Media Marketing, Electronic Word of Mouth, Keputusan Pembelian, Brand Image.

