

## **ABSTRACT**

*The aim of this research is to analyze the influence of word of mouth and price on purchasing decision of Avanza in Palembang. The population of this research is everyone who bought Avanza in Palembang and the sample is everyone who bought Avanza in authorized dealer (Auto2000 and TAG) in Palembang. Sampling technique used purposive sampling. Data collected by using questionnaires to 96 respondents. Analysis using Multiple Linear Regression by using the Statistical Package for Social Science (SPSS). The result showed the positive influence among variables word of mouth and price on purchase decisions of Avanza in Palembang with 87.6%.*

*Keywords: Word Of Mouth, Price, and Purchasing Decisions*