ABSTRACT

This study aims to examine the effect of word of mouth marketing on purchasing decisions. This research is a case study and the population in this study is a consumer company of Sriwijaya Interior Desain Palembang. Samples determined by using purposive sampling method. The samples obtained were as much 100 samples. Testing the hypothesis using multiple regression analysis method using SPSS ver 16.0. The test results showed that there is significant relationship between the variables word of mouth on purchasing decisions in the Sriwijaya Interior Desain Palembang.

Keywords: Word of mouth, purchasing decision.