

ABSTRACT

This study aims to determine the influence of social media marketing, electronic word of mouth, and celebrity endorsement on purchasing decisions. This study was conducted because there were still some differences in research results with previous researchers.

The study was conducted using primary data. The number of samples in this study was 105 samples obtained using purposive sampling techniques, namely taking samples using certain conditions. The results of this study indicate that social media marketing, electronic word of mouth, and celebrity endorsement have a positive and significant effect on purchasing decisions. The method used is multiple linear regression.

With celebrity endorsement having the greatest influence on the dependent variable or purchasing decision. The adjusted R-Squared value is 0.484, which means that the independent variable is able to explain the movement of the dependent variable by 48.4%

Keywords: *Purchase Decision, Celebrity Endorsement, Social Media Marketing, Electronic Word of mouth*

