

# **PENGARUH *DIRECT MARKETING* DAN *WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN ORIFLAME DI SURAKARTA**

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## **Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh *direct marketing* dan *word of mouth* terhadap keputusan pembelian Oriflame di Surakarta. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 100 responden. Pengumpulan data primer dilakukan dengan metode kuesioner. Pengujian yang digunakan adalah uji validitas, uji reliabilitas, uji normalitas, uji multikolinieritas, uji heterokedastisitas, analisis regresi linear berganda, uji parsial (uji t), uji signifikan (uji f) dan uji koefisien determinasi ( $R^2$ ). Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif *direct marketing* terhadap keputusan pembelian Oriflame di Surakarta. Hal ini dibuktikan dengan nilai beta sebesar 0,326, hal ini berarti variabel *direct marketing* meningkat, maka akan meningkatkan variabel keputusan pembelian. Hasil penelitian juga menunjukkan bahwa terdapat pengaruh positif variabel *word of mouth* terhadap variabel keputusan pembelian Oriflame di Surakarta yaitu dibuktikan dengan adanya nilai beta sebesar 0,383. Hal ini berarti variabel *word of mouth* meningkat, maka akan meningkatkan variabel keputusan pembelian. Hasil penelitian juga menunjukkan bahwa variabel *direct marketing* dan *word of mouth* secara simultan berpengaruh signifikan terhadap keputusan pembelian. Hal ini dibuktikan dengan nilai F sebesar 71,280 serta dengan probabilitas  $0,000 < 0,05$ . Analisis koefisien determinasi (*Adjusted R Square*) sebesar 0,587, artinya 58,7% perubahan keputusan pembelian dapat dijelaskan oleh kedua variabel independen yaitu *direct marketing* dan *word of mouth*, sedangkan sisanya sebesar 41,3% dipengaruhi oleh variabel lain diluar penelitian.

**Kata Kunci:** *Direct Marketing, Word of Mouth, Keputusan Pembelian.*

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## **THE INFLUENCE OF DIRECT MARKETING AND WORD OF MOUTH ON THE DECISION OF PURCHASING ORIFLAME IN SURAKARTA**

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### **Abstract**

*This study aims to determine the effect of direct marketing and word of mouth on the purchasing decision of Oriflame in Surakarta. The method used in sampling is purposive sampling with a total of 100 respondents. Primary data collection was done by using a questionnaire method. The tests used are validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, partial test (t test), significant test (f test) and coefficient of determination test (R<sup>2</sup>). The results of this study indicate that there is a positive influence of direct marketing on the purchasing decision of Oriflame in Surakarta. This is evidenced by the beta value of 0.326, this means that the direct marketing variable increases, it will increase the purchasing decision variable. The results also show that there is a positive effect of the word of mouth variable on the purchasing decision variables of Oriflame in Surakarta, which is evidenced by the beta value of 0.383. This means that the word of mouth variable increases, it will increase the purchasing decision variable. The results also show that the direct marketing and word of mouth variables simultaneously have a significant effect on purchasing decisions. This is evidenced by the F value of 71.280 and with a probability of  $0.000 < 0.05$ . Analysis of the coefficient of determination (Adjusted R Square) of 0.587, meaning that 58.7% of changes in purchasing decisions can be explained by the two independent variables, which are direct marketing and word of mouth, while the remaining 41.3% is influenced by other variables outside the study.*

**Keywords:** *Direct Marketing, Word of Mouth, Purchase Decisions.*