

**THE INFLUENCES OF ELECTRONIC WORD OF MOUTH AND  
CUSTOMER SATISFACTION TOWARD PURCHASING DECISIONS  
AT CHATIME INDONESIA AND INSTAGRAM  
YEAR 2021-2022**

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**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana  
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JUNE 2022**

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**Agnes Gracia Quita, SE., M.Sc. 6 JUNE 2022**

## **AUTHENTICITY ACKNOWLEDGEMENT**

I, Alexandra Gabriella Purnama Dewi, hereby declare that I compiled the thesis with the following title:

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Yogyakarta, 6 June 2022



Alexandra Gabriella Purnama Dewi

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Yogyakarta, 6 June 2022



Alexandra Gabriella Purnama Dewi

## MOTTO

**“Life is like a book. Some chapters are sad, some happy, and some exciting. But if you never turn the page, you will never know what the next chapter holds”**

**- BUDDHA**

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**ABSTRACT**

The purpose of this study is to examine the influence of electronic word of mouth and customer satisfaction on purchasing decisions at Chatime Indonesia and Instagram. Electronic word of mouth (e-WOM) or information media via the internet has become the most widely used media by the general public to search for needs, gather information, compare alternatives, and make purchasing decisions. Following the identification of needs, the general public begins to seek information about the products they require. This study is expected to provide a more in-depth understanding of the influence of electronic word of mouth and customer satisfaction on purchasing decisions.

This research employs quantitative methods. The purposive sampling technique was used to determine the sample. The information was gathered through online questionnaires distributed to 134 consumers who have an Instagram account and have purchased Chatime at least twice. SPSS version 26 was used to analyze the data. The regression model, also known as multiple linear regression, aids in hypothesis testing by putting electronic word of mouth and customer satisfaction on the purchase decision to the test. According to the findings of the study, electronic word of mouth and customer satisfaction have a significant impact on purchasing decisions.

**Keywords:** customer satisfaction, purchase decision, electronic word of mouth