

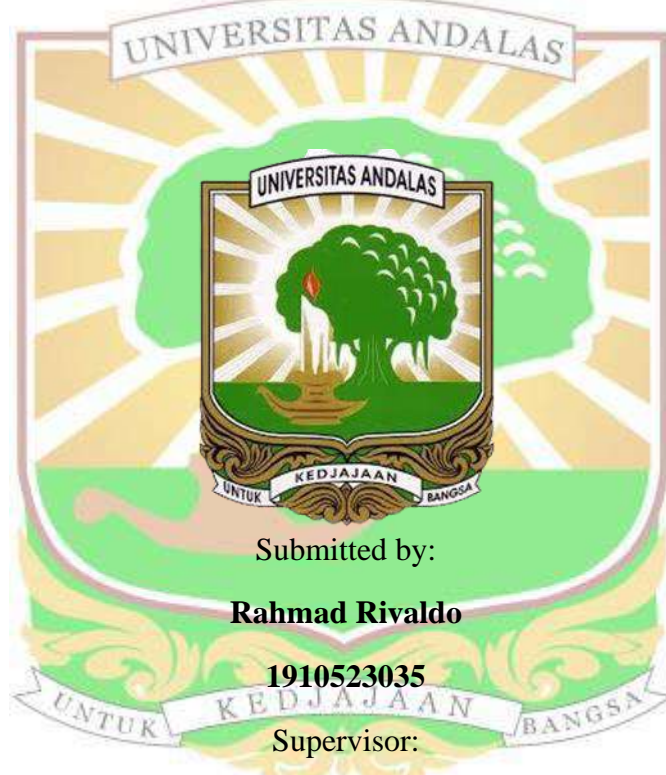
**THE EFFECT OF SALES PROMOTION, ADVERTISING, AND WORD
OF MOUTH ON CONSUMER PURCHASE DECISION IN
TOKOPEDIA MARKETPLACE**

(Case Study of Millennial Generation in Padang City)

THESIS

Thesis is submitted to fulfill the requirements for a bachelor degree in
Management Department - Faculty of Economic and Business -

Universitas Andalas



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The Effect of Sales Promotion, Advertising, and Word of Mouth on Consumer Purchase Decision in Tokopedia Marketplace
(Case Study of Millennial Generation in Padang City)

Thesis by: Rahmad Rivaldo
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ABSTRACT

Technological developments are increasingly rapid and accompanied by consumer behavior that tends to buy and sell online to meet their daily needs. One of them is through online marketplaces. This study aims to see the effect of sales promotion, advertising, and word of mouth on consumer purchase decisions in Tokopedia Marketplace (case study of millennial generation in Padang City). This study used a hypothesis testing method with 102 samples taken using a non-probability sampling technique with a purposive sampling method. Research data processing was carried out to see the effect between the independent variables and the dependent variable with the SmartPLS version 4.0 program. This study confirms that sales promotion, advertising, and word of mouth has positive and significant effect on customer purchase decisions.

Keywords: *Sales Promotion, Advertising, Word of Mouth, Consumer Purchase Decision.*

This thesis is already examined and passed on January, 06th 2023. This abstract already approved by supervisor and examiners:

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