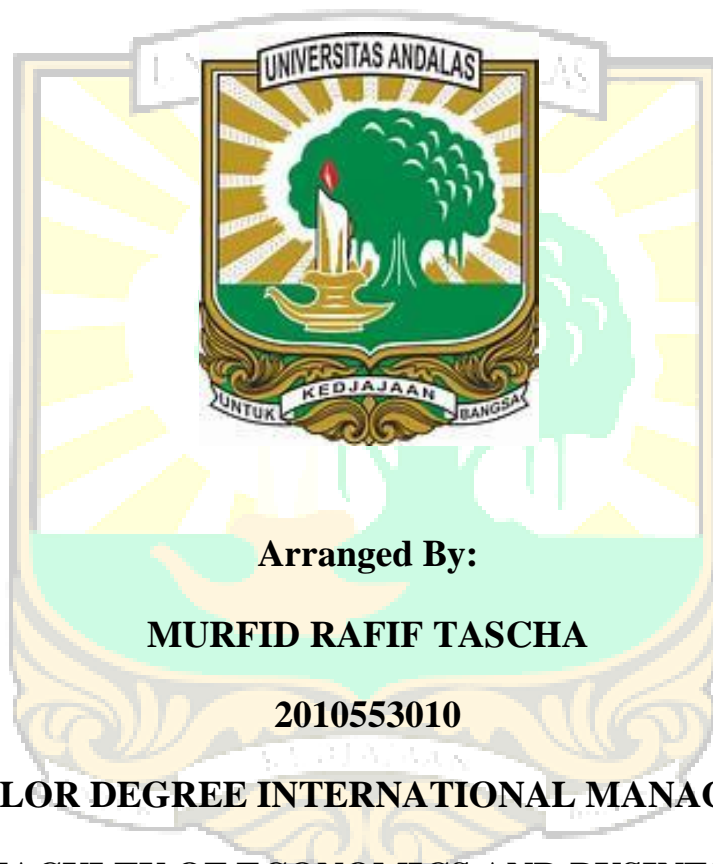


THE EFFECT OF SOCIAL MEDIA MARKETING AND WORD OF MOUTH ON CUSTOMER PROPERTY SUBSIDY PURCHASE DECISION IN NAMRA GREEN VILLAGE PADANG

THESIS

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ABSTRACT

This study aims to determine the effect of social media marketing and word of mouth on customer property subsidy purchase decision in Namra Green Village in Padang. This study was conducted by distributing questionnaires through WhatsApp to people who purchased property subsidy in Namra Green Village. Processing data of this study research was carried out using SMART-PLS 3.0. The sample of this study amounted to 120 respondents. Data collection is carried out using a quantitative approach with online survey techniques. The result of this study found that social media marketing has negative and insignificant results on purchase decision, while word of mouth has positive and significant results in purchase decision.

Keywords: *Social Media Marketing, Word of Mouth, Purchase Decision*

