

**PENGARUH SOCIAL MEDIA MARKETING MCDONALD'S DAN  
ONLINE WORD OF MOUTH KONSUMEN TERHADAP KEPUTUSAN  
PEMBELIAN BTS MEAL  
(Survey pada konsumen BTS Meal di Jabodetabek)**

**Abstrak**

Penelitian ini dilakukan dengan tujuan menganalisis pengaruh social media marketing McDonald's dan online word of mouth konsumen terhadap keputusan pembelian BTS Meal di Jabodetabek. Penulis melakukan penelitian ini dengan metode penelitian kuantitatif dan pendekatan penelitian korelasi yang bertujuan untuk mengetahui apakah pengaruh hubungan tiap variabel.

Di dalam penelitian ini, teknik pengumpulan data yang dilakukan adalah dengan menyebarkan kuesioner kepada 97 orang responden yang membeli BTS Meal dengan menggunakan teknik populasi yang tidak diketahui dan pengambilan sampel dengan teknik accidental sampling.

Hasil penelitian menunjukkan terdapat pengaruh yang signifikan antara social media marketing McDonald's dan online word of mouth konsumen terhadap keputusan pembelian BTS Meal. Nilai koefisien korelasi Social Media Marketing sebesar 0.668.

Berdasarkan pedoman nilai interpretasi korelasi, variabel social media marketing terhadap keputusan pembelian termasuk pada tingkat hubungan yang kuat. Nilai koefisien korelasi online word of mouth sebesar 0.779. Berdasarkan pedoman nilai interpretasi korelasi, variabel online word of mouth terhadap keputusan pembelian termasuk pada tingkat hubungan yang kuat. Sementara itu, angka R square adalah sebesar 0,638 yang menunjukkan bahwa variabel independen Social Media Marketing dan Online Word of Mouth berpengaruh terhadap variabel dependen, yakni Keputusan Pembelian sebesar 0.638 atau 63.8%, sedangkan sisanya 36,2% dipengaruhi oleh factor-faktor lainnya diluar variabel yang diteliti.

**Kata Kunci:** Social Media Marketing, Online Word of Mouth, BTS Meal

**THE EFFECT OF MCDONALD'S SOCIAL MEDIA MARKETING AND  
CONSUMER ONLINE WORD OF MOUTH ON BUYING DECISIONS OF  
BTS MEAL**

**(Survey of BTS Meal consumers in Jabodetabek)**

**Abstract**

*This study aims to analyze the effect of McDonald's social media marketing and online word-of-mouth consumers on purchasing decisions of BTS Meal in Jabodetabek. The research method used is a quantitative research method with correlation research approach which aims to determine whether the effect of the relationship of each variable.*

*The data collection technique used a questionnaire that was distributed to 97 respondents who bought the BTS Meal using an unknown population technique and sampling using an accidental sampling technique.*

*The results showed that there was a significant influence between McDonald's social media marketing and online word-of-mouth consumers on purchasing decisions of BTS Meal. The correlation coefficient value of Social Media Marketing is 0.668.*

*Based on the correlation interpretation value guidelines, social media marketing variables on purchasing decisions are included at the level of a strong relationship. The online word-of-mouth correlation coefficient is 0.779. Based on the correlation interpretation value guideline, online word-of-mouth variables on purchasing decisions are included at the level of a strong relationship. Then, it is known that the magnitude of the R square number is 0.638 which indicates that the independent variable Social Media Marketing and Online Word of Mouth affects the dependent variable, namely the Purchase Decision of 0.638 or 63.8%, while the remaining 36.2% is influenced by other factors outside the variables studied*

**Keywords:** *Social Media Marketing, Online Word of Mouth, BTS Meal*