

ABSTRAK

Shely Diah Ayu Oktavia. Pengaruh Harga, Promosi Sosial Media, *Word Of Mouth*, Citra Merek, Dan Kualitas Pelayanan Terhadap Keputusan Penggunaan Jasa *Wedding Organizer* (Studi Kasus Griya Rias Sriwedari *Wedding Organizer* Di Kabupaten Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M, Pembimbing (II) Indra Ayu Fatmala, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui apakah terdapat Pengaruh Harga, Promosi Sosial Media, *Word of Mouth*, Citra Merek, Dan Kualitas Pelayanan Terhadap Keputusan Penggunaan Jasa *Wedding Organizer* (Studi Kasus Griya Rias Sriwedari *Wedding Organizer* Di Kabupaten Madiun). Penelitian ini dilakukan di Griya Rias Sriwedari *Wedding Organizer* di Kabupaten Madiun. Sampel penelitian ini sebanyak 100 responden. Penelitian ini menggunakan pendekatan kuantitatif. Teknik pengumpulan data melalui kuesioner yang disebarakan melalui googleform kepada konsumen Griya Rias Sriwedari *Wedding Organizer* di Kabupaten Madiun. Teknik analisis data yang digunakan adalah analisis regresi berganda berganda dengan alat analisis *SPSS versi 25*. Hasil dari penelitian ini menunjukkan bahwa *Word of Mouth* berpengaruh positif dan signifikan terhadap keputusan penggunaan, Promosi Sosial Media berpengaruh positif dan signifikan terhadap keputusan penggunaan, Citra Merek berpengaruh positif dan signifikan terhadap keputusan penggunaan, Dan Kualitas Pelayanan berpengaruh positif dan signifikan terhadap keputusan penggunaan, sedangkan pada variabel harga tidak berpengaruh terhadap keputusan penggunaan.

Kata Kunci: Harga, Promosi Sosial Media, *Word of Mouth*, Citra Merek, Dan Kualitas Pelayanan

ABSTRACT

The Influence of Prices, Social Media Promotion, Word of Mouth, Brand Image, and Service Quality on the Decision to Use Wedding Organizer Services (Case Study Of Griya Rias Sriwedari Wedding Organizer In Madiun Regency).

This study aimed to find out whether there was a price influence, social media promotion, word of mouth, brand image, and service quality towards the decision to use wedding organizer services (Case Study of Griya Rias Sriwedari Wedding Organizer in Madiun Regency). This research was conducted at Griya Rias Sriwedari Wedding Organizer in Madiun Regency. This research sample was 100 respondents. This research used a quantitative approach. Data collection techniques through questionnaires distributed through Googleform to Griya Rias Sriwedari Wedding Organizer consumers in Madiun Regency. The data analysis technique used was multiple regression analysis with SPSS version 25. The results of this study indicate that Word of Mouth has a positive and significant effect towards use decisions, social media promotion has a positive and significant effect towards use decisions, brand image has a positive effect and has a positive and significant effect to the decision of use, and the quality of service has a positive and significant effect towards the decisions of use, while the price variable does not affect the use of the use decision.

Keywords: Prices, Social Media Promotion, Word of Mouth, Brand Image, Service Quality.