

**Pengaruh *Brand Experience* Dan *Electronic Word Of Mouth (E-Wom)* Terhadap  
Keputusan Pembelian Pada Jasa *Wedding Organizer* Aura Salon**

**ABSTRAK**

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Penelitian pada Jasa *Wedding organizer* Aura Salon ini bertujuan menganalisis pengaruh *Brand Experience* pada Jasa *Wedding organizer* Aura Salon dan *Electronic Word of Mouth* pada Jasa *Wedding organizer* Aura Salon terhadap keputusan pembelian konsumen pada Jasa *Wedding organizer* Aura Salon. Jenis penelitian asosiatif kausal (sebab akibat), dengan menggunakan pendekatan kuantitatif. Pengambilan data dan pengumpulan data dilakukan secara online melalui *google form*. Sample penelitian ini adalah 60 orang konsumen *Wedding organizer* Aura Salon tahun 2022. Teknik pengumpulan data berupa data primer dan data sekunder. Teknik Analisis Data regresi linear berganda menggunakan program SPSS versi 25. Hasil penelitian menunjukkan hipotesis pertama diterima maka *Brand Experience* berpengaruh signifikan terhadap Keputusan Pembelian konsumen *wedding organizer* Aura Salon. Hipotesis kedua diterima maka *Electronic Word Of Mouth* berpengaruh signifikan terhadap Keputusan Pembelian konsumen *wedding organizer* Aura Salon.

**Kata kunci : Pengalaman Merk, elektronik dari mulut ke mulut, keputusan pembelian**

**ABSTRACT**

This research on Aura Salon Wedding Organizer Services aims to analyze the influence of Brand Experience on Aura Salon Wedding Organizer Services and Electronic Word of Mouth on Aura Salon Wedding Organizer Services on consumer purchasing decisions on Aura Salon Wedding Organizer Services. Type of causal associative research (cause and effect), using a quantitative approach. Data collection and data collection was carried out online via Google Form. The sample for this research is 60 consumers of the wedding organizer Aura Salon in 2022. Data collection techniques consist of primary data and secondary data. Multiple linear regression data analysis technique using the SPSS version 25 program. The results of the research show that the first hypothesis is accepted, so Brand Experience has a significant effect on purchasing decisions for Aura Salon wedding organizer consumers. The second hypothesis is accepted, so Electronic Word Of Mouth works

**Keywords : Brand experience, electronic word of mouth, buying decision**

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