

ABSTRACT

The course that have been popular today in Bandung and had always become the place for Pasanggiri Mojang Jajaka Bandung learning tool during quarantine is DJ Arie Broadcasting School that were established since 2004. According to the results of interviews with DJ Arie Broadcasting School students, one of the opportunities for students to get into the DJ Arie Broadcasting School is the most widely used Word Of Mouth. From these explanation, this research aims to determine the effect of *word of mouth* on purchase decision at DJ Arie Broadcasting School Bandung.

The type of this research are Causality and Descriptive. The research populations was taken from the number of DJ Arie Broadcasting School students, samples taken 155 respondents using Non-probability sampling technique. The analysis used in this research are descriptive analysis and multiple linear regression.

The results of this study, the variable of word of mouth jointly or simultaneously make positive and significant impact on purchasing decisions by 57.5%. The remaining 42.5% is influenced by other factors that not examined in this research.