

ABSTRACT

In the current era technology is developing rapidly, which causes most people to use social media to carry out all activities including the purchase of goods and services. Social media can be an opportunity for business people to develop and market their business. The use of social media has now been dominated by the millennial generation; millennial generation users say that they are more likely to search for brands on social media. The use of instant technology has facilitated the various activities of this millennial generation. This opportunity is used by This is April to market their products on social media. This research is motivated by the emergence of the phenomenon that This is April has sold hundreds of thousands of products and is active on social media, but This is April is still not competitive in selling its products.

This study aims to see how much influence social media and peer influence have on purchasing decisions among the millennial generation with E-WoM as an intervening variable.

This study uses quantitative methods with descriptive research type causality. The sampling technique used is non-probability with purposive sampling. The sample size in this study was 275 respondents which is the buyers of This is April product. The data collection used is an online questionnaires technique which will be distributed to all This is April customers in Indonesia who have purchased the product. Analysis of the data used in this study will use SEM.

Based on the results of descriptive analysis, social media, peer influence, purchase decision and E-WoM are in high category. PLS-SEM results show that E-WoM and peer influence have a positive and significant effect on purchase decision, while social media do not positive and significant effect on purchase decision. Peer influence and social media have a positive and significant effect on E-WoM. E-WoM also will mediate the relationship between social media, peer influence, and purchase decision.

The suggestion for this research are This is April should improve the engagement with followers on social media. This is April must attract the attention of people who will buy and their customers by providing coupons or collecting points so that customers feel satisfied and can share their experiences with a group of peers. This is April must improve the quality and service.

Keywords: *Social Media, Millennial Generation, Peers, E-WoM, Buyer Decision, This is April.*