

ABSTRAK

Dinar Mardila Agustin, 2024. Pengaruh Harga, *Digital Social Responsibility*, dan *Electronic Word of Mouth* terhadap minat beli konsumen (Studi Kasus pada Konsumen Sepeda Listrik di Kota Madiun). Skripsi. Prpgram Studi Manajemen. Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M., Pendamping (II) Robby Sandhi Dessyanti, S.E., M.M.

Penelitian ini bertujuan untuk memberikan data empiris pada masing-masing variabel, adanya pengaruh harga, *digital social responsibility*, dan *electronic word of mouth* terhadap minat beli konsumen pada objek sepeda listrik di Kota Madiun. Penelitian ini merupakan penelitian kuantitatif dengan jumlah sampel sebanyak 160 responden. Pengambilan data menggunakan kuesioner dengan penyebaran melalui *Google Form*. Teknik analisis data menggunakan alat uji berupa software SmartPLS3.0. Hasil penelitian ini menunjukkan bahwa variabel: 1). Harga tidak berpengaruh positif dan signifikan terhadap minat beli konsumen, 2). *Digital social responsibility* tidak berpengaruh positif dan signifikan terhadap minat beli konsumen, 3). *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap minat beli konsumen pada objek sepeda listrik di Kota Madiun.

Kata kunci: Harga, *Digital Social Responsibility*, *Electronic Word of Mouth*, Minat Beli.

ABSTRACT

Dinar Mardila Agustin, 2024. The Influence of Price, Digital Social Responsibility, and Electronic Word of Mouth towards Consumer Purchase Interest (Case Study on Electric Bicycle Consumers in Madiun City). Thesis. Management Study Program. Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Dian Citaningtyas Ari Kadi, S.E., M.M., Companion (II) Robby Sandhi Dessyanti, S.E., M.M.

This study aimed to provide empirical data on each variable, the influence of price, digital social responsibility, and electronic word of mouth towards consumer purchase interest in electric bicycle objects in Madiun City. This study was a quantitative with a sample of 160 respondents. Data collection using a questionnaire distributed via Google Form. The data analysis technique used a test tool in the form of SmartPLS3.0 software. The results of this study indicate that the variables: 1) Price does not have a positive and significant effect towards consumer purchase interest, 2) Digital social responsibility does not have a positive and significant effect towards consumer purchase interest, 3) Electronic Word of Mouth has a significant effect towards consumer purchasing interest in electric bicycles in Madiun City.

Keywords: *Price, Digital Social Responsibility, Electronic Word of Mouth, Purchase Interest.*