

ABSTRAK

Ezra Daffa Hendytha, 2024, Peran E-WOM, Kualitas Produk dan Harga Terhadap Keputusan Pembelian Konveksi ReT'Shirt di Era Digital : Studi Kasus di Kabupaten Madiun. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I: Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Pembimbing II: Dr. Apriyanti, S.E., M.M., CPSMM.

Penelitian ini bertujuan untuk menguji Peran *Electronic Word of Mouth (E-WOM)* Kualitas Produk dan Harga Terhadap Terhadap Keputusan Pembelian Konveksi ReT'Shirt : Studi Kasus di Kabupaten Madiun. Jenis penelitian ini termasuk penelitian kuantitatif. Sampel dalam penelitian ini berjumlah 385 responden. Metode pengambilan sampel menggunakan *purposive sampling*. Pengumpulan data dalam penelitian ini menggunakan kuesioner. Teknik analisis data dalam penelitian ini menggunakan alat uji SmartPLS 4 Versi 4.1.0.6. Hasil penelitian ini adalah : 1) *Electronic Word of Mouth* berpengaruh signifikan terhadap keputusan pembelian; 2) Kualitas produk berpengaruh signifikan terhadap keputusan pembelian; 3) Harga berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci : *Electronic Word of Mouth*, Kualitas Produk, Harga

ABSTRACT

Ezra Daffa Hendytha, 2024, The Role of E-WOM, Product Quality, and Price on Purchasing Decisions of ReT'Shirt Convection in the Digital Era: A Case Study in Madiun Regency. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor I: Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Supervisor II: Dr. Apriyanti, S.E., M.M., CPSMM.

This study aims to examine the Role of Electronic Word of Mouth (E-WOM), Product Quality, and Price on the Purchasing Decisions of ReT'Shirt Convection: A Case Study in Madiun Regency. This type of research is quantitative. The sample in this study consists of 385 respondents. The sampling method used is purposive sampling. Data collection in this study was conducted using questionnaires. The data analysis technique used in this study is SmartPLS 4 Version 4.1.0.6. The results of this study are: 1) Electronic Word of Mouth has a significant effect on purchasing decisions; 2) Product quality has a significant effect on purchasing decisions; 3) Price has a significant effect on purchasing decisions.

Keywords : *Electronic Word of Mouth, Product Quality, Price.*