

ABSTRAK

Assaduddin Mazda Fuadya, 2024. Pengaruh Persepsi Konsumen, Gaya Hidup, Dan *Electronic Word Of Mouth (E-WOM)* Terhadap Minat Beli Pada Mobil Listrik Di Madiun. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I : Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Pembimbing II : Dian Citaningtyas Ari Kadi, S.E., M.M.

Tujuan penelitian ini untuk memberikan bukti empiris mengenai pengaruh persepsi konsumen, gaya hidup, dan *electronic word of mouth (E-WOM)* terhadap minat beli pada mobil listrik Di Madiun penelitian ini berjumlah 385 responden. Metode pengambilan sampel yaitu menggunakan metode *purposive sampling*. Pengumpulan data dalam penelitian ini menggunakan kuesioner dengan penyebaran melalui *google form*. Teknik analisis data pada penelitian ini menggunakan alat uji berupa software IBM SPSS Statistics 25. Hasil penelitian membuktikan bahwa gaya hidup dan *Elektronik Word Of Mounth (E-WOM)* berpengaruh positif dan signifikan terhadap minat beli, sdangkan persepsi konsumen tidak berpengaruh positif signifikan terhadap minat beli. Persepsi konsumen tidak berpengaruh positif terhadap minat beli mobil listrik di Madiun. Gaya hidup berpengaruh positif terhadap minat beli konsumen mobil listrik di Madiun. *Elektronik Word Of Mounth (E-WOM)* berpengaruh positif terhadap minat beli konsumen terhadap mobil listrik di Madiun.

Kata Kunci : Persepsi Konsumen, Gaya Hidup, *Elektronik Word Of Mounth (E-WOM)*, Minat Beli

ABSTRACT

Assaduddin Mazda Fuadya, 2024. The Influence of Consumer Perception, Lifestyle, and Electronic Word of Mouth (E-WOM) on Purchase Interest in Electric Cars in Madiun. Management, Economics and Business Study Program, Faculty of PGRI Madiun. Supervisor I: Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Supervisor II: Dian Citaningtyas Ari Kadi, S.E., M.M.

The aim of this study was to provide empirical evidence regarding the influence of consumer perception, lifestyle, and electronic word of mouth (E-WOM) towards purchase interest in electric cars. In Madiun, this study involved 385 respondents. The sampling method used the purposive sampling. Data collection in this study used a questionnaire distributed via Google Form. The data analysis technique in this study used a test tool in the form of IBM SPSS Statistics 25 software. The results of the study prove: lifestyle and Electronic Word Of Mouth (E-WOM) have a positive and significant effect towards purchase interest, while consumer perception does not have a significant positive effect towards purchase interest. Consumer perception does not have a positive effect towards purchase interest in electric cars in Madiun. Lifestyle has a positive effect towards consumer purchase interest in electric cars in Madiun. Electronic Word of Mouth (E-WOM) has a positive effect towards consumer purchase interest in electric cars in Madiun.

Keywords: Consumer Perception, Lifestyle, Electronic Word Of Mouth (E-WOM), Purchase Interest.