

ABSTRAK

Salas Fatkur Rohman Afif, 2024. Pengaruh Harga, Kualitas Pelayanan, *Content Marketing*, *Electronic Word Of Mouth* (E-WOM) Terhadap Keputusan Pembelian Pelanggan Prabu Motor Ponorogo. Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas PGRI Madiun. Pembimbing I: Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Pembimbing II: Dr. Heny Sidanti, S.E., M.M.

Penelitian ini bertujuan untuk memberikan bukti empiris mengenai Pengaruh Harga, Kualitas Pelayanan, *Content Marketing*, *Electronic Word Of Mouth* (E-WOM) Terhadap Keputusan Pembelian Pelanggan Prabu Motor Ponorogo. Jenis penelitian ini termasuk penelitian deskriptif dengan pendekatan kuantitatif. Sampel dalam penelitian ini berjumlah 384 responden. Metode pengambilan sampel menggunakan metode *purposive sampling*. Pengumpulan data dalam penelitian ini menggunakan kuesioner. Teknik analisis data dalam penelitian ini menggunakan alat uji berupa software SmartSPSS 27. Hasil yang didapat dari penelitian ini, yaitu: 1) Harga berpengaruh signifikan terhadap keputusan pembelian pelanggan Prabu Motor Ponorogo; 2) Kualitas pelayanan berpengaruh signifikan terhadap keputusan pembelian pelanggan Prabu Motor Ponorogo; 3) *Content Marketing* berpengaruh signifikan terhadap keputusan pembelian pelanggan Prabu Motor Ponorogo; 4) *Electronic Word of Mouth* berpengaruh signifikan terhadap keputusan pembelian pelanggan Prabu Motor Ponorogo; 5) Harga, Kualitas Pelayanan, *Content Marketing*, *Electronic Word of Mouth* secara simultan berpengaruh signifikan terhadap keputusan pembelian pelanggan Prabu Motor Ponorogo.

Kata Kunci: Harga, Kualitas Pelayanan, *Content Marketing*.

ABSTRAK

Salas Fatkur Rohman Afif, 2024. *The Influence of Price, Service Quality, Content Marketing, Electronic Word of Mouth (E-WOM) on Prabu Motor Ponorogo Customers' Purchasing Decisions*. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor I: Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Supervisor II: Dr. Heny Sidanti, S.E., M.M.

This research aims to provide empirical evidence regarding the influence of price, service quality, content marketing, and electronic word of mouth (E-WOM) on the purchasing decisions of Prabu Motor Ponorogo customers. This type of research includes descriptive research with a quantitative approach. The sample in this study amounted to 384 respondents. The sampling method uses a purposive sampling method. A questionnaire was used for data collection in this research. The data analysis technique in this research uses a test tool in the form of SmartSPSS 27 software. The results obtained from this research are: 1) Price has a significant effect on the purchasing decisions of Prabu Motor Ponorogo customers; 2) Service quality has a significant effect on purchasing decisions for Prabu Motor Ponorogo customers; 3) Content Marketing has a significant influence on the purchasing decisions of Prabu Motor Ponorogo customers; 4) Electronic Word of Mouth has a significant influence on purchasing decisions for Prabu Motor Ponorogo customers; 5) Price, Service Quality, Content Marketing, Electronic Word of Mouth simultaneously have a significant influence on the purchasing decisions of Prabu Motor Ponorogo customers.

Keywords: *Price, Service Quality, Content Marketing.*