

ABSTRAK

Nierla Dwi Fitriani. 2024. Pengaruh *Electronic Word of Mouth (E-WOM)*, Persepsi Harga, dan Kualitas Produk Terhadap Keputusan Pembelian Produk *the Originote Hyalucera Moisturizer* (Studi Kasus di Kota Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Diyah Santi Hariyani, S.E., M.Si., Pembimbing (II) Hendra Setiawan, S.E., M.M.

Dengan adanya kemajuan teknologi, industri kecantikan dan perawatan diri di Indonesia saat ini semakin berkembang pesat. Penelitian ini dilandasi dengan *Theory Planned Behavior (TPB)* untuk menganalisis perilaku konsumen dalam mengambil keputusan pembelian. Tujuan dari penelitian ini adalah untuk membuktikan apakah terdapat pengaruh *E-WOM*, Persepsi Harga, dan Kualitas Produk terhadap Keputusan Pembelian *the Originote Hyalucera Moisturizer* di Kota Madiun. Populasi dihitung menggunakan rumus *Lemeshow* dengan asumsi tingkat kesalahan 5% maka didapatkan 384 sampel. Penelitian ini menggunakan pendekatan kuantitatif dengan bantuan *Software SPSS 26* untuk menganalisis data. Hasil dari penelitian ini ditemukan bahwa variabel *E-WOM*, Persepsi Harga, dan Kualitas Produk secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Sedangkan dari hasil uji simultan diketahui variabel-variabel independen berpengaruh simultan terhadap variabel dependen.

Kata kunci: *E-WOM*, Persepsi Harga, Kualitas Produk, Keputusan Pembelian

ABSTRACT

Nierla Dwi Fitriani. 2024. The Influence of Electronic Word of Mouth (E-WOM), Price Perception, and Product Quality towards Purchasing Decisions for the Originote Hyalucera Moisturizer Product (Case Study in Madiun City). Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Dr. Diyah Santi Hariyani, S.E., M.Si., Supervisor (II) Hendra Setiawan, S.E., M.M.

With advances in technology, the beauty and personal care industry in Indonesia is currently growing rapidly. This research is based on the Theory of Planned Behavior (TPB) to analyze consumer behavior in making purchasing decisions. The aim of this research was to prove whether there was an influence of E-WOM, Price Perception, and Product Quality towards Purchasing Decisions for the Originote Hyalucera Moisturizer in Madiun City. The population was calculated using the Lemeshow formula assuming an error rate of 5%, so 384 samples were obtained. This research used a quantitative approach with the help of SPSS 26 software to analyze data. The results of this research found that the variables E-WOM, Price Perception, and Product Quality partially have a positive and significant effect towards purchasing decisions. Meanwhile, from the results of the simultaneous test it is known that the independent variables have a simultaneous effect on the dependent variable.

Keywords: *E-WOM, Price Perception, Product Quality, Purchasing Decisions.*