

ABSTRAK

Faishal Abdulhafizh 2024. Pengaruh E-WOM (*Electronic Word Of Mouth*), Persepsi Kualitas Produk, Persepsi Harga Terhadap Minat Beli Konsumen Motor Listrik Di Madiun. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (1) Dian Citaningtyas Ari Kadi, S.E., M.M. Pembimbing (2) Indra Ayu Fatmala, S.E., M.M.

Tujuan penelitian untuk mengetahui apakah ada pengaruh E-WOM (*Electronic Word Of Mouth*), persepsi kualitas produk, persepsi harga terhadap minat beli konsumen motor listrik di Madiun. Penelitian ini dilakukan pada masyarakat Kota Madiun. Sampel penelitian ini 400 responden. Metode penelitian yang digunakan yaitu pendekatan kuantitatif dengan teknik *purposive sampling* menggunakan bantuan program SPSS versi 25.

Hasil penelitian ini adalah E-WOM (*Electronic Word Of Mouth*) berpengaruh signifikan terhadap minat beli konsumen motor listrik, persepsi kualitas produk berpengaruh signifikan terhadap minat beli konsumen motor listrik, persepsi harga berpengaruh signifikan terhadap minat beli konsumen motor listrik.

Kata Kunci : E-WOM (*Electronic Word Of Mouth*), Persepsi Kualitas Produk, Persepsi Harga, Minat Beli

ABSTRACT

Faishal Abdulhafizh 2024. *The Effect of E-WOM (Electronic Word Of Mouth), Perceived Product Quality, Price Perception on Consumer Purchase Interest in Electric Motorbikes in Madiun. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Advisor (1) Dian Citaningtyas Ari Kadi, S.E., M.M. Advisor (2) Indra Ayu Fatmala, S.E., M.M.*

The purpose of the study was to determine whether there is an effect of E-WOM (Electronic Word Of Mouth), perceived product quality, perceived price on consumer buying interest in electric motorbikes in Madiun. This research was conducted in the Madiun City community. The sample of this study was 400 respondents. The research method used is a quantitative approach with purposive sampling technique using the help of the SPSS version 25 program.

The results of this study are E-WOM (Electronic Word Of Mouth) has a significant effect on consumer buying interest in electric motorbikes, perceived product quality has a significant effect on consumer buying interest in electric motorbikes, perceived price has a significant effect on consumer buying interest in electric motorbikes.

Keywords: *E-WOM (Electronic Word Of Mouth), Perceived Product Quality, Price Perception, Purchase Intention*