

ABSTRACT

Nadinda Nur Aminah. 2025. *The Influence of Product Quality, Price, Electronic Word of Mouth and Lifestyle on Purchase Decisions for Electric Motorcycle Products in Madiun City*. Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Advisor (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. (II) Hendra Setiawan, S.E., M.M.

This research aims to identify the influence of product quality, price, electronic word of mouth and lifestyle on purchasing decisions for electric motorbike products in Madiun City. This research seeks to understand how variables such as product quality, price, electronic word of mouth and lifestyle influence consumer decisions in choosing an electric vehicle. It is hoped that the results of this research can provide a basis for developing more effective marketing strategies, so as to increase the adoption of electric vehicles in the market. The research method used in this research is a quantitative research method with a causal research design chosen based on the research objectives. The results of this research show that the variables product quality, price, electronic word of mouth and lifestyle have a positive and significant effect on purchasing decisions for electric motorbike products in Madiun City.

Keywords: *product quality, price, electronic word of mouth, lifestyle, purchasing decisions*

ABSTRAK

Nadinda Nur Aminah. 2025. Pengaruh Kualitas Produk, Harga, *Electronic Word of Mouth* dan Gaya Hidup Terhadap Keputusan Pembelian Produk Motor Listrik di Kota Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I: Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Pembimbing II: Hendra Setiawan, S.E., M.M.

Penelitian ini bertujuan untuk mengidentifikasi pengaruh kualitas produk, harga, *electronic word of mouth* dan gaya hidup terhadap keputusan pembelian pada produk motor listrik di Kota Madiun. Penelitian ini berusaha untuk memahami bagaimana variabel-variabel seperti kualitas produk, harga, *electronic word of mouth* dan gaya hidup mempengaruhi keputusan konsumen dalam memilih kendaraan listrik. Hasil penelitian ini diharapkan dapat memberikan dasar bagi pengembangan strategi pemasaran yang lebih efektif, sehingga dapat meningkatkan adopsi kendaraan listrik di pasar. Metode penelitian yang digunakan dalam penelitian ini yaitu metode penelitian kuantitatif dengan desain penelitian kausal yang dipilih berdasarkan tujuan penelitian. Hasil dari penelitian ini menunjukkan bahwa variabel kualitas produk, harga, *electronic word of mouth* dan gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian produk motor listrik di Kota Madiun.

Kata Kunci: kualitas produk, harga, *electronic word of mouth*, gaya hidup, keputusan pembelian