ABSTRAK

Premadaffa Hadi Prayitna, 2026. Pengaruh *Electronic Word of Mouth* (e-WOM), *Brand Image*, Harga dan Kualitas Produk Terhadap Keputusan Pembelian Produk Kahf 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) Dr. Heny Sidanti, S.E. M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word of Mouth* (e-WOM), *Brand Image*, Harga, dan Kualitas Produk terhadap Keputusan Pembelian produk Kahf di Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian berjumlah 384 responden yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan metode *Structural Equation Modeling-Partial Least Square* (SEM-PLS) dengan bantuan *software Smart*PLS 4.0.9.5.

Hasil penelitian menunjukkan bahwa *Electronic Word of Mouth* (e-WOM), *Brand Image*, Harga, dan Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian produk Kahf di Kota Madiun. Nilai R-Square sebesar 0,775 menunjukkan bahwa keempat variabel tersebut mampu menjelaskan keputusan pembelian sebesar 77,5%, sedangkan 22,5% dipengaruhi oleh faktor lain di luar penelitian. Hasil penelitian ini menunjukkan bahwa peningkatan e-WOM, *brand image*, harga yang sesuai, dan kualitas produk yang baik dapat meningkatkan keputusan pembelian konsumen terhadap produk Kahf.

Kata Kunci: *Electronic Word of Mouth* (e-WOM), *Brand Image*, Harga, Kualitas Produk, Keputusan Pembelian.

ABSTRACT

Premadaffa Hadi Prayitna, 2026. *The Influence of Electronic Word of Mouth (e-WOM), Brand Image, Price, and Product Quality on Purchasing Decisions for Kahf Products in* Madiun *City*. *Undergraduate Thesis. Management Study Program, Faculty of Economics and Business*, Universitas PGRI Madiun. *Advisor* (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M.. *Advisor* (II) Dr. Heny Sidanti, S.E., M.M.

This study aims to analyze the influence of Electronic Word of Mouth (e-WOM), Brand Image, Price, and Product Quality on purchasing decisions for Kahf products in Madiun City. The study employs a quantitative approach using a survey method. The sample consists of 384 respondents selected through purposive sampling. Data were collected via questionnaires and analyzed using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method with SmartPLS 4.0.9.5 software.

The results indicate that Electronic Word of Mouth (e-WOM), Brand Image, Price, and Product Quality have a positive and significant influence on purchasing decisions for Kahf products in Madiun City. The R-Square value of 0.775 demonstrates that these four variables explain 77.5% of the variance in purchasing decisions, while the remaining 22.5% is influenced by factors outside the scope of this study. These findings suggest that enhancing e-WOM and brand image, along with offering appropriate pricing and high product quality, can increase consumer purchasing decisions regarding Kahf products.

Keywords: *Electronic Word of Mouth (e-WOM), Brand Image, Price, Product Quality, Purchasing Decision.*