

ABSTRAK

Aksal Mafisal. 2024. Pengaruh Electronic Word Of Mouth (eWOM), Harga, Promosi, Kualitas Produk Terhadap Keputusan Pembelian Parfum Evangeline Secara Online Di E-Commerce Shopee (Studi Kasus Mahasiswa Di Kota Madiun) Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, PGRI Madiun. Pembimbing (I) Dr. Liliek Nur Sulistiyowati S.E., M.M. Pembimbing (II) Dr. Rizal Ula Ananta Fauzi, S.E., M. M.

Penelitian ini bertujuan untuk menganalisis pengaruh Electronic Word of Mouth (e-WOM), harga, promosi, dan kualitas produk terhadap keputusan pembelian parfum merek Evangeline secara online melalui platform e-commerce Shopee, dengan fokus pada mahasiswa di Kota Madiun. Fenomena peningkatan pembelian parfum secara daring menunjukkan adanya pergeseran perilaku konsumen, yang dipengaruhi oleh berbagai faktor pemasaran digital. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Pengumpulan data dilakukan melalui kuesioner online yang disebarakan kepada 384 responden mahasiswa yang memenuhi kriteria purposive sampling, yaitu pernah membeli parfum Evangeline di Shopee. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan bantuan software SPSS. Hasil penelitian menunjukkan bahwa variabel e-WOM, harga, promosi, dan kualitas produk secara parsial maupun simultan berpengaruh signifikan terhadap keputusan pembelian. Temuan ini mengindikasikan bahwa perusahaan perlu memperhatikan strategi komunikasi digital, penetapan harga yang kompetitif, promosi yang relevan, serta peningkatan kualitas produk guna mendorong keputusan pembelian konsumen, khususnya di kalangan generasi muda yang aktif berbelanja secara online.

Kata Kunci: Electronic Word Of Mouth (eWOM), Harga, Promosi, Kualitas Produk, Keputusan Pembelian Parfum Evangeline E-Commerce Shopee

ABSTRACT

Aksal Mafisal. 2024. The Influence of Electronic Word of Mouth (eWOM), Price, Promotion, and Product Quality on Purchasing Decisions of Evangeline Perfume Online on Shopee E-Commerce (A Case Study of University Students in Madiun City). Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor I: Dr. Liliek Nur Sulistiyowati, S.E., M.M. Supervisor II: Dr. Rizal Ula Ananta Fauzi, S.E., M.M.

This study aims to analyze the influence of Electronic Word of Mouth (eWOM), price, promotion, and product quality on purchasing decisions of Evangeline brand perfume online through the Shopee e-commerce platform, focusing on university students in Madiun City. The phenomenon of increasing online perfume purchases indicates a shift in consumer behavior influenced by various digital marketing factors. This research employs a quantitative approach using a survey method. Data were collected through an online questionnaire distributed to 384 student respondents who met the purposive sampling criteria, namely those who had purchased Evangeline perfume on Shopee. The data analysis technique used was multiple linear regression analysis with the assistance of SPSS software. The results show that the variables of eWOM, price, promotion, and product quality have a significant effect on purchasing decisions both partially and simultaneously. These findings indicate that companies need to pay attention to digital communication strategies, competitive pricing, relevant promotions, and improvements in product quality to encourage consumer purchasing decisions, especially among young consumers who are actively shopping online.

Keywords: *Electronic Word of Mouth (eWOM), Price, Promotion, Product Quality, Purchasing Decision, Evangeline Perfume, Shopee E-Commerce.*