

Abstrak

**PENGARUH *E-WOM* DAN PROMOSI MEDIA SOSIAL TERHADAP
MINAT BELI ULANG PADA SHOPEE**

(Studi pada Mahasiswa Universitas Sanata Dharma)

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Penelitian ini bertujuan untuk mengetahui (1) Pengaruh secara simultan e-WOM dan promosi media sosial terhadap minat beli ulang pada Shopee, (2) Pengaruh e-WOM terhadap minat beli ulang pada Shopee (3) Pengaruh Promosi Media Sosial terhadap minat beli ulang pada Shopee. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *non-probability sampling* dengan teknik *purposive sampling*. Data dalam penelitian ini diperoleh dengan menyebarkan kuesioner dalam bentuk *google form* tentang e-WOM, promosi media sosial, dan minat beli ulang yang disebarakan kepada 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, dan analisis regresi linier berganda yang didukung dengan menggunakan program aplikasi SPSS *statistics* 25.0. Hasil penelitian ini menunjukkan bahwa: (1) e-WOM dan promosi media sosial secara simultan berpengaruh terhadap minat beli ulang pada Shopee. (2) e-WOM berpengaruh terhadap minat beli ulang pada Shopee. (3) Promosi media sosial berpengaruh terhadap minat beli ulang pada Shopee.

Kata Kunci: E-WOM, Promosi Media Sosial, Minat Beli Ulang

Abstract

***INFLUENCE OF E-WOM AND SOCIAL MEDIA PROMOTION ON
REPURCHASE INTENTION AT SHOPEE (Study on Student of Sanata
Dharma University)***

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This study aims to determine (1) The simultaneous effect of E-WOM and social media promotion on repurchase intention in Shopee, (2) The effect of E-WOM on repurchase intention at Shopee (3) The effect of Social Media Promotion on repurchase intention at Shopee. The sampling technique used in this research is non-probability sampling with purposive sampling technique. The data in this study were obtained by distributing questionnaires in the form of google forms about E-WOM, social media promotion, and repurchase intention which were distributed to 100 respondents. Data analysis techniques used in this study are descriptive analysis, classical assumption test, and multiple linear regression analysis supported by using the program multiple linear regression analysis supported by using the SPSS statistics 25.0. The results of this study indicate that: (1) E-WOM and social media promotions simultaneously affect repurchase intention at Shopee. (2) E-WOM affects repurchase intention at Shopee. (3) Social media promotion affects repurchase intention at Shopee.

Keywords: E-WOM, Social Media Promotion, Repurchase Intention