

ABSTRAK

PENGARUH HARGA, *ELECTRONIC WORD OF MOUTH (E-WOM)*, DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN SECARA DARING PADA SITUS SHOPEE

(Studi Kasus Pada Mahasiswa Universitas Sanata Dharma Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh harga, *electronic word of mouth (e-wom)* dan promosi berpengaruh secara bersama-sama terhadap keputusan pembelian, 2) pengaruh harga terhadap keputusan pembelian, 3) pengaruh *electronic word of mouth (e-wom)* terhadap keputusan pembelian, 4) pengaruh promosi terhadap keputusan pembelian. Populasi dalam penelitian ini adalah mahasiswa universitas sanata dharma yang sudah pernah melakukan pembelian di Shopee. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik dan analisis Regresi Linier Berganda dengan menggunakan program aplikasi SPSS *Statistics 25*. Hasil penelitian ini menunjukkan bahwa: 1) pengaruh harga, *electronic word of mouth (e-wom)* dan promosi berpengaruh secara bersama-sama terhadap keputusan pembelian; 2) harga tidak berpengaruh terhadap keputusan pembelian; 3) *electronic word of mouth (e-wom)* berpengaruh terhadap keputusan pembelian; dan 4) promosi berpengaruh terhadap keputusan pembelian

Kata kunci: harga, *electronic word of mouth (e-wom)*, promosi, dan keputusan pembelian.

ABSTRACT

THE INFLUENCE OF PRICE, ELECTRONIC WORD OF MOUTH (E-WOM), AND PROMOTION OF ONLINE PURCHASE DECISIONS ON THE SHOPEE SITE

(Study of Sanata Dharma University Yogyakarta Students)

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This study aims to determine: 1) the effect of prices, electronic word of mouth (e-wom) and promotion together influence on purchasing decisions, 2) the effect of prices on purchasing decisions, 3) the effect of electronic word of mouth (e-wom)) on purchasing decisions, 4) the effect of promotion on purchasing decisions. The population in this study were students of Sanata Dharma University who had made purchases at Shopee. The sampling technique uses purposive sampling. Data obtained by distributing questionnaires to 100 respondents. Data analysis techniques in this research are descriptive analysis, classic assumption test and Multiple Linear Regression analysis using the application program SPSS Statistics 25. The results of this study indicate that: 1) the influence of price, electronic word of mouth (e-wom) and promotion influence together with the purchase decision; 2) price does not affect the purchase decision; 3) electronic word of mouth (e-wom) influences purchasing decisions; and 4) promotion influences purchasing decisions

Keywords: price, electronic word of mouth (e-wom), promotions, and purchasing decisions.

