

THE INFLUENCE OF PRODUCT QUALITY, PRICE, PROMOTION, AND ELECTRONIC WORD OF MOUTH ON THE PURCHASE DECISION OF VENTELA SHOES THROUGH E-COMMERCE SHOPEE (Study on Students of Islamic University Darul 'Ulum Lamongan)

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ABSTRACT

The purpose of this study was to determine the effect of product quality, price, promotion, and electronic word of mouth on the decision to purchase ventela shoes through e-commerce shopee for students of the Islamic University of Darul 'Ulum Lamongan. The sample in this study used 100 respondents and the sampling technique used was purposive sampling, using quantitative research methods. The data analysis used in this research is descriptive analysis, instrument test, classical assumption test, and hypothesis test. The results showed that product quality had a positive and significant effect on purchasing decisions with a t count of $4.348 > t$ table of 1.985 and electronic word of mouth had a positive and significant effect on purchasing decisions with a t count of $3.679 > t$ table of 1.985, while price had no positive effect and significant to purchasing decisions with t count $-0.534 < t$ table 1.985 and promotions partially have no positive and significant effect on purchasing decisions with t count $1.478 < t$ table 1.985. Simultaneously product quality, price, promotion and electronic word of mouth have a positive and significant effect on purchasing decisions.

Keywords: *Product Quality, Price, Promotion, Electronic Word Of Mouth and Purchase Decision*

**PENGARUH KUALITAS PRODUK, HARGA, PROMOSI, DAN
ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN
PEMBELIAN SEPATU VENTELA MELALUI *E-COMMERCE* SHOPEE
(Studi Pada Mahasiswa Universitas Islam Darul ‘Ulum Lamongan)**

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ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas produk, harga, promosi, dan *electronic word of mouth* terhadap keputusan pembelian sepatu ventela melalui *e-commerce* shopee pada mahasiswa Universitas Islam Darul ‘Ulum Lamongan. Sampel pada penelitian ini menggunakan 100 responden dan teknik pengambilan sampel yang digunakan yaitu *purposive sampling*, dengan menggunakan metode penelitian kuantitatif. Analisis data yang digunakan dalam penelitian ini adalah analisis deskripsi, uji instrumen, uji asumsi klasik, dan uji hipotesis. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai t hitung $4,348 > t$ tabel 1,985 dan *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai t hitung $3,679 > t$ tabel 1,985, sedangkan harga tidak berpengaruh secara positif dan signifikan terhadap keputusan pembelian dengan nilai t hitung $-0,534 < t$ tabel 1,985 dan promosi secara parsial tidak berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai t hitung $1,478 < t$ tabel 1,985. Secara simultan kualitas produk, harga, promosi dan *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : Kualitas Produk, Harga, Promosi, *Electronic Word Of Mouth* dan Keputusan Pembelian