

**ABSTRAK**

**PENGARUH *ELECTRONIC WORD OF MOUTH* DAN  
*E-COMMERCE* TERHADAP KEPUTUSAN MEMBELI  
SEPATU BASKET NIKE SECARA ONLINE**

Nova Angga Gumilar  
Universitas Sanata Dharma  
142214122

Penelitian ini bertujuan untuk mengetahui *e-wom* dan *e-commerce* berpengaruh terhadap keputusan membeli sepatu basket Nike secara *online*. Jenis penelitian yang dilakukan dalam penelitian ini adalah penelitian survey, teknik pengambilan sampel yang digunakan adalah *purposive* sampling dengan kriteria konsumen yang pernah melakukan transaksi pembelian sepatu basket Nike secara *online*. Penelitian ini menggunakan sampel 100 (seratus) responden. Data diperoleh dengan cara menyebarkan kuesioner secara *online*. Teknik pengujian instrument dalam penelitian ini yaitu uji validitas, uji reliabilitas, sedangkan analisis data menggunakan analisis deskriptif, analisis regresi linier, uji asumsi klasik. Hasil penelitian ini menunjukkan bahwa: 1) *Electronic Word of Mouth* berpengaruh terhadap keputusan membeli sepatu basket Nike secara *online*, 2) *E-Commerce* berpengaruh terhadap keputusan membeli sepatu basket Nike secara *online*.

Kata kunci : *Electronic word of mouth*, *E-commerce*, keputusan membeli

**ABSTRACT**

***THE INFLUENCES OF THE ELECTRONIC WORD OF MOUTH  
AND E-COMMERCE ON DECISION TO BUY NIKE  
BASKETBALL SHOES THROUGH ONLINE TRANSACTIONS.***

Nova Angga Gumilar  
Sanata Dharma University  
142214122

*This study aims to determine the influence of electronic word of mouth and e-commerce on the decision to buy Nike basketball shoes through online transaction. The research conducted in this study was a survey research. The sampling technique used was a purposive sampling choosing sample members based on the criterion that a sample member was a customer who has purchased Nike basketball shoes through online transactions. To obtain research data, 100 questionnaires were distributed. The instrument tests in this study were validity test and reliability test, while the data analysis used was descriptive analysis, linear regression analysis and classical assumption test. The results of this study showed that: 1) Electronic Word of Mouth influences the decision to buy Nike basketball shoes online, 2) E-Commerce influences the decision to buy Nike basketball shoes through online transaction.*

*Keywords: Electronic word of mouth, E-commerce, buying decisions*