

**PENGARUH *ELECTRONIC WORD OF MOUTH*, HARGA, DAN
KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK
KECANTIKAN GLUTA COLLAGEN SOAP**

MARIA MAGDALENA DANIK AYU WULANSARI
UNIVERSITAS SANATA DHARMA
YOGYAKARTA
2021

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *electronic word of mouth* terhadap keputusan pembelian, 2) pengaruh harga terhadap keputusan pembelian, 3) pengaruh kualitas produk terhadap keputusan pembelian, 4) pengaruh *electronic word of mouth*, harga, dan kualitas produk secara simultan terhadap keputusan pembelian, 5) ada atau tidak adanya perbedaan keyakinan konsumen antara *e-wom* dari media sosial dengan *e-wom* dari *marketplace*. Populasi dalam penelitian ini adalah perempuan remaja dan dewasa muda konsumen sabun Gluta Collagen by Beautetox di Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling*, data diperoleh dengan membagikan kuisioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah Analisis Regresi Linier Berganda menggunakan aplikasi SPSS 20. Hasil penelitian ini menunjukkan bahwa: 1) *electronic word of mouth* tidak berpengaruh positif terhadap keputusan pembelian, 2) harga berpengaruh positif terhadap keputusan pembelian, 3) kualitas produk berpengaruh positif terhadap keputusan pembelian, 4) *electronic word of mouth*, harga, dan kualitas produk secara simultan berpengaruh positif terhadap keputusan pembelian, 5) tidak ada perbedaan keyakinan konsumen antara *e-wom* dari media sosial dengan *e-wom* dari *marketplace*.

Kata kunci: *electronic word of mouth*, *e-wom*, harga, kualitas produk, keputusan pembelian

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH, PRICE, AND
PRODUCT QUALITY ON PURCHASE DECISIONS FOR GLUTA
COLLAGEN SOAP BEAUTY PRODUCTS**

MARIA MAGDALENA DANIK AYU WULANSARI
UNIVERSITAS SANATA DHARMA
YOGYAKARTA
2021

This study aims to determine: 1) the effect of electronic word of mouth on purchasing decisions, 2) the effect of price on purchasing decisions, 3) the effect of product quality on purchasing decisions, 4) the influence of electronic word of mouth, price, and product quality simultaneously on purchasing decisions, 5) whether or not there is a difference in consumer confidence between e-wom from social media and e-wom from the marketplace. The population in this study were teenage girls and young adults who were consumers of Gluta Collagen by Beautetox soap in Yogyakarta. The sampling technique used purposive sampling, the data was obtained by distributing questionnaires to 100 respondents. The data analysis technique in this study is Multiple Linear Regression Analysis using the SPSS 20 application. The results of this study indicate that: 1) electronic word of mouth does not have a positive effect on purchasing decisions, 2) price has a positive effect on purchasing decisions, 3) product quality has a positive effect. on purchasing decisions, 4) electronic word of mouth, price, and product quality simultaneously have a positive effect on purchasing decisions, 5) there is no difference in consumer confidence between e-wom from social media and e-wom from the marketplace.

Keywords: electronic word of mouth, e-wom, price, product quality, purchase decisions