

ABSTRAK

PENGARUH PROMOSI, PERSEPSI HARGA, DAN *ELECTRONIC WORD OF MOUTH* TERHADAP MINAT BELI PRODUK JINISO DI TIKTOK
Studi Pada Mahasiswa Aktif Universitas Sanata Dharma Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh promosi, persepsi harga, dan *electronic word of mouth* secara simultan terhadap minat beli produk Jiniso di Tiktok, (2) pengaruh promosi secara parsial terhadap minat beli produk Jiniso di Tiktok, (3) pengaruh persepsi harga secara parsial terhadap minat beli produk Jiniso di Tiktok, (4) pengaruh *electronic word of mouth* secara parsial terhadap minat beli produk Jiniso di Tiktok. Populasi pada penelitian ini adalah mahasiswa aktif Sanata Dharma Yogyakarta yang pernah melihat promosi tetapi belum pernah membeli produk Jiniso di Tiktok. Jumlah sampel yang diambil sebanyak 100 responden yang merupakan mahasiswa aktif Sanata Dharma Yogyakarta yang pernah melihat promosi tetapi belum pernah membeli produk Jiniso di Tiktok. Teknik yang digunakan dalam pengambilan sampling yaitu *accidental sampling*. Teknik pengumpulan data menggunakan kuesioner. Analisis data dalam penelitian ini menggunakan analisis statistik deskriptif dan uji hipotesis menggunakan analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa: (1) pengaruh promosi, persepsi harga, dan *electronic word of mouth* secara simultan berpengaruh terhadap minat beli produk Jiniso di Tiktok, (2) pengaruh promosi secara parsial terhadap minat beli produk Jiniso di Tiktok, (3) pengaruh persepsi harga secara parsial terhadap minat beli produk Jiniso di Tiktok, (4) pengaruh *electronic word of mouth* secara parsial terhadap minat beli produk Jiniso di Tiktok.

Kata kunci: Promosi, Persepsi Harga, *Electronic word of mouth* dan Minat Beli.

ABSTRACT

**THE INFLUENCE OF PROMOTIONS, PRICE PERCEPTIONS, AND
ELECTRONIC WORD OF MOUTH ON INTEREST IN BUYING JINISO
PRODUCTS ON TIKTOK**

Study on Active Students at Sanata Dharma University, Yogyakarta

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This research aims to determine: (1) the influence of promotion, price perception, and electronic word of mouth simultaneously on interest in buying Jiniso products on Tiktok, (2) the influence of partial promotion on interest in buying Jiniso products on Tiktok, (3) the influence of perception price partially affects interest in buying Jiniso products on Tiktok, (4) the influence of electronic word of mouth partially on interest in buying Jiniso products on Tiktok. The population in this study were active Sanata Dharma Yogyakarta students who had seen promotions but had never purchased Jiniso products on Tiktok. The number of samples taken was 100 respondents who were active Sanata Dharma Yogyakarta students who had seen promotions but had never purchased Jiniso products on Tiktok. The technique used in sampling is accidental sampling. The data collection technique uses a questionnaire. Data analysis in this research uses descriptive statistical analysis and hypothesis testing uses multiple linear regression analysis. The results of this research show that: (1) the influence of promotion, price perception, and electronic word of mouth simultaneously influence the interest in buying Jiniso products on Tiktok, (2) the influence of partial promotion on the interest in buying Jiniso products on Tiktok, (3) the influence partial price perception on interest in buying Jiniso products on Tiktok, (4) partial influence of electronic word of mouth on interest in buying Jiniso products on Tiktok.

Keywords: Promotion, Price Perception, Electronic word of mouth and Purchase Intention.