

ABSTRAK

PERAN PERSEPSI TERHADAP SOCIAL MEDIA MARKETING, PRODUCT QUALITY, E-WOM, DAN ONLINE CONSUMER REVIEW PADA PURCHASE INTENTION SONJA LAMP

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *social media marketing*, *product quality*, *e-WOM*, dan *online consumer review* secara simultan terhadap *purchase intention* Sonja Lamp, (2) pengaruh *social media marketing* secara parsial terhadap *purchase intention* Sonja Lamp, (3) pengaruh *product quality* secara parsial terhadap *purchase intention* Sonja Lamp, (4) pengaruh *e-WOM* secara parsial terhadap *purchase intention* Sonja Lamp, (5) pengaruh *online consumer review* secara parsial terhadap *purchase intention* Sonja Lamp. Populasi penelitian ini adalah seluruh konsumen Sonja Lamp di wilayah Indonesia dengan sampel sebanyak 118 orang. Data diperoleh dari survey dengan kuesioner melalui *google form*. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling*. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji instrumen, uji asumsi klasik, analisis regresi linier berganda, uji hipotesis dan koefisien determinasi menggunakan *software SPSS Statistics* versi 25. Hasil dari penelitian ini menunjukkan bahwa: (1) *social media marketing*, *product quality*, *e-WOM*, dan *online consumer review* secara simultan berpengaruh terhadap *purchase intention* Sonja Lamp, (2) *social media marketing* tidak berpengaruh terhadap *purchase intention* Sonja Lamp, (3) *product quality* berpengaruh terhadap *purchase intention* Sonja Lamp, (4) *e-WOM* berpengaruh terhadap *purchase intention* Sonja Lamp, (5) *online consumer review* berpengaruh terhadap *purchase intention* Sonja Lamp.

Kata kunci: *Social media marketing*, *product quality*, *e-wom*, *online consumer review*, *purchase intention*

ABSTRACT

**THE ROLE OF PERCEPTION TOWARDS SOCIAL MEDIA MARKETING,
PRODUCT QUALITY, E-WOM, AND ONLINE CONSUMER REVIEW
ON PURCHASE INTENTION SONJA LAMP**

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This study aims to determine: (1) the effect of social media marketing, product quality, e-WOM, and online consumer reviews simultaneously on Sonja Lamp's purchase intention, (2) the partial effect of social media marketing on Sonja Lamp's purchase intention, (3) partial effect of product quality on Sonja Lamp's purchase intention, (4) partial effect of e-WOM on Sonja Lamp's purchase intention, (5) partial effect of online consumer reviews on Sonja Lamp's purchase intention. The population of this study consists of all Sonja Lamp consumers in Indonesia, with 118 respondents as a sample. Data were obtained through a survey using a questionnaire distributed via Google Form to respondents. The sampling technique used was non-probability sampling with purposive sampling method. Data analysis techniques in this study include descriptive analysis, instrument testing, classical assumption testing, multiple linear regression analysis, hypothesis testing, and determination coefficient using SPSS Statistics version 25 software. The results of this study indicate that: (1) Social media marketing, product quality, e-WOM, and online consumer review simultaneously influence the purchase intention of Sonja Lamp. (2) Social media marketing does not influence Sonja Lamp's purchase intention. (3) Product quality influences Sonja Lamp's purchase intention. (4) e-WOM influences Sonja Lamp's purchase intention. (5) Online consumer review influence Sonja Lamp's purchase intention.

Keywords: Social media marketing, product quality, e-wom, online consumer review, purchase intention