

**ABSTRAK**

**PENGARUH DESAIN PRODUK, DIGITAL MARKETING DAN E-WOM  
TERHADAP KEPUTUSAN PEMBELIAN TERHADAP CRSL STORE.**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan desain produk, *digital marketing*, dan E-WOM terhadap keputusan pembelian, (2) pengaruh secara parsial desain produk terhadap keputusan pembelian, (3) pengaruh secara parsial *digital marketing* terhadap keputusan pembelian, dan (4) pengaruh secara parsial E-WOM terhadap keputusan pembelian. Populasi dalam penelitian ini adalah konsumen yang pernah membeli dan menggunakan produk CRSL Store. Teknik pengambilan sampel menggunakan metode *non-probability sampling* dengan pendekatan *purposive sampling*. Jumlah responden dalam penelitian ini adalah sebanyak 96 orang. Pengumpulan data dilakukan dengan menyebarkan kuesioner secara online. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda, serta uji hipotesis dengan bantuan program SPSS versi 27. Hasil penelitian menunjukkan bahwa: (1) desain produk, *digital marketing*, dan E-WOM secara simultan berpengaruh signifikan terhadap keputusan pembelian, (2) desain produk secara parsial berpengaruh signifikan terhadap keputusan pembelian, (3) *digital marketing* secara parsial berpengaruh signifikan terhadap keputusan pembelian, dan (4) E-WOM secara parsial berpengaruh signifikan terhadap keputusan pembelian pada produk CRSL Store.

**Kata kunci** : desain produk, *digital marketing*, E-WOM, keputusan pembelian.

**ABSTRACT**

**THE INFLUENCE OF PRODUCT DESIGN, DIGITAL MARKETING, AND  
E-WOM ON PURCHASE DECISIONS AT CRSL STORE.**

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This study aims to determine: (1) the simultaneous influence of product design, digital marketing, and electronic word of mouth (E-WOM) on purchase decisions; (2) the partial influence of product design on purchase decisions; (3) the partial influence of digital marketing on purchase decisions; and (4) the partial influence of E-WOM on purchase decisions. The population in this study consists of consumers who have purchased and used products from CRSL Store. The sampling technique used is non-probability sampling with a purposive sampling approach. The total number of respondents in this study is 96 people. Data were collected by distributing online questionnaires. The data analysis techniques used in this study include descriptive analysis, classical assumption tests, multiple linear regression analysis, and hypothesis testing with the help of SPSS version 27. The results of the study show that: (1) product design, digital marketing, and E-WOM simultaneously have a significant influence on purchase decisions; (2) product design partially has a significant influence on purchase decisions; (3) digital marketing partially has a significant influence on purchase decisions; and (4) E-WOM partially has a significant influence on purchase decisions for CRSL Store products.

**Keywords:** product design, digital marketing, E-WOM, purchase decision.