

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan *electronic word of mouth* (e-WOM) terhadap keputusan pembelian pada *E-Commerce* Shopee (Survei pada mahasiswa/i Fakultas Ekonomi dan Bisnis Universitas Pasundan) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 96 responden. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara kualitas produk dan *electronic word of mouth* (e-WOM) terhadap keputusan pembelian. Besarnya pengaruh kualitas produk dan *electronic word of mouth* (e-WOM) terhadap keputusan pembelian secara simultan 67,1% dan sisanya 32,9% dipengaruhi oleh variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh kualitas produk terhadap keputusan pembelian sebesar 46,2% dan pengaruh *electronic word of mouth* (e-WOM) terhadap keputusan pembelian sebesar 20,9%, sehingga dapat disimpulkan bahwa kualitas produk memberikan pengaruh paling besar terhadap keputusan pembelian.

Kata kunci: **Kualitas Produk, *Electronic Word of Mouth* (e-WOM) dan Keputusan Pembelian**

ABSTRACT

This study aims to find out the effect of product quality and electronic word of mouth (e-WOM) on purchasing decision (survey on student of Faculty Economics and Business Pasundan University) simultaneously or partially. The research method that being used in this research is descriptive and verification methods with a total sample of 96 respondents. Research instruments testing are using validity and reliability tests. Data analysis method that being used in this research is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant effect between product quality and electronic word of mouth (e-WOM) on purchasing decision. The magnitude of the effect of product quality and electronic word of mouth (e-WOM) on simultaneous purchasing decision is 67.1% and the rest 32.9% are influenced by other unexamined variables. Partially, the influence of product quality on purchasing decisions is 46.2% and the of electronic word of mouth (e-WOM) on purchasing decisions is 20.9%, so it can be concluded that product quality provides the greatest influence on purchasing decision.

Keywords: Product Quality, Electronic Word of Mouth (e-WOM) and Purchasing Decision