

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *electronic word of mouth* dan *country of origin* terhadap *online purchase decision* dengan survey terhadap konsumen Go Food di Kota Bandung. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dimana data penelitian yang digunakan dikumpulkan melalui penyebaran kuesioner dengan total sampel 100 responden. Instrumen penelitian diuji dengan uji validitas dan uji reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linear berganda, korelasi berganda serta koefisien determinasi. Hasil penelitian menunjukkan bahwa masing-masing variabel mendapatkan skor rata-rata dengan kategori kurang baik. Terdapat pengaruh positif dan signifikan antara *electronic word of mouth* dan *country of origin* terhadap *online purchase decision* baik secara simultan maupun parsial.

Kata Kunci : Perilaku Konsumen, *Electronic Word of Mouth*, *Country of Origin* dan *Online Purchase Decision*

ABSTRACT

This study aims to determine how much influence electronic word of mouth and country of origin have on online purchasing decisions by surveying Go Food consumers in Bandung City. The research method used is a descriptive and verification method where the research data used is collected through the distribution of questionnaires with a total sample of 100 respondents. The research instrument was tested with validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination. The results of the study showed that each variable got an average score with a less than good category. There is a positive and significant influence between electronic word of mouth and country of origin on online purchasing decisions both simultaneously and partially.

Keywords : Consumer Behavior, Electronic Word of Mouth, Country of Origin dan Online Purchase Decision