

ABSTRAK

Penelitian ini dilakukan untuk mengetahui kondisi serta pengaruh *Electronic Word of Mouth*, *Live Streaming*, dan Kualitas Produk terhadap Proses Keputusan Pembelian pada *E-Commerce* Shopee MSMO. Populasi penelitian adalah pelanggan MSMO yang membeli di *e-commerce* Shopee dilakukan metode pemilihan sampel yaitu *purposive sampling* dan didapat 100 konsumen yang sesuai dengan kriteria sampel. Pendekatan analisis menggunakan metode kuantitatif dianalisis secara deskriptif dan verifikatif menggunakan regresi linier berganda. Hasil pengujian hipotesis deskriptif *Electronic Word of Mouth* masih dalam rata-rata yang kurang baik yaitu sebesar 2,81, *Live Streaming* memiliki rata-rata 2,69 yang artinya kurang baik, dan Kualitas Produk memiliki rata-rata 2,45 yang artinya kurang baik. Hasil pengujian hipotesis verifikatif secara simultan menunjukkan bahwa terdapat pengaruh signifikan *Electronic Word of Mouth*, *Live Streaming*, dan Kualitas Produk sebesar 96,2% terhadap Proses Keputusan Pembelian dengan kontribusi yang paling besar yaitu kualitas produk sebesar 75,4%, *live streaming* sebesar 56,8%, dan *electronic word of mouth* memiliki pengaruh negatif sebesar -36,0%.

Kata Kunci: *Electronic Word of Mouth*, *Live Streaming*, Kualitas Produk, Proses Keputusan Pembelian.

ABSTRACT

This study was conducted to determine the conditions and influence of electronic word of mouth, live streaming, and product quality on purchasing decisions on the Shopee e-commerce platform MSMO. The study population consisted of MSMO customers who purchased on the Shopee e-commerce platform. A purposive sampling method was used to select 100 consumers who met the sample criteria. The analysis used a quantitative approach, with descriptive and verification analysis using multiple linear regression. The results of the descriptive hypothesis test showed that electronic word of mouth remained within a poor average of 2.81, while live streaming had an average of 2.69, indicating poor, and product quality had an average of 2.45, indicating poor. The results of the simultaneous verification hypothesis test showed a significant influence of electronic word of mouth, live streaming, and product quality, accounting for 96.2% of purchasing decisions, with the largest contributions being product quality at 75.4%, live streaming at 56.8%, and electronic word of mouth having a negative influence of -36.0%.

Keywords: *Electronic Word of Mouth, Live Streaming, Product Quality, Purchasing Decisions.*