

ABSTRAK

Pengaruh Kualitas *Website* Dan *Electronic Word Of Mouth* Terhadap Keputusan

Pembelian Konsumen Pengguna Tokopedia

(Survei Pada Mahasiswa Universitas Buana Perjuangan Karawang)

Fitria Pratiwi

Program Studi Manajemen

Fakultas Ekonomi dan Bisnis, Universitas Buana Perjuangan Karawang

Penelitian ini bertujuan untuk mengetahui, menganalisis dan menjelaskan: (1) korelasi antara pengaruh kualitas *website* dan *electronic word of mouth*; (2) pengaruh kualitas *website* secara parsial terhadap keputusan pembelian pada pengguna Tokopedia; (3) pengaruh *electronic word of mouth* secara parsial terhadap keputusan pembelian pada pengguna Tokopedia; (4) pengaruh kualitas *website* dan *electronic word of mouth* secara simultan terhadap keputusan pembelian pada pengguna Tokopedia. Penelitian dilakukan dengan menggunakan metode *explanatory survei* dengan pendekatan kuantitatif. Jumlah sampel sebanyak 102 orang responden. Teknik pengambilan sampel menggunakan *probability sampling* dengan pendekatan *cluster sampling*. Metode pengumpulan data menggunakan kuisioner yang telah disebar kepada responden. Alat analisis yang digunakan yaitu analisis jalur (*path analysis*). Penelitian ini menunjukkan hasil bahwa terdapat korelasi antara kualitas *website* dan *electronic word of mouth* yang positif dan kuat. Terdapat pengaruh parsial antara kualitas *website* terhadap keputusan pembelian secara signifikan, dan adanya pengaruh parsial *electronic word of mouth* terhadap keputusan pembelian secara signifikan. Kualitas *website* dan *electronic word of mouth* secara simultan berpengaruh secara positif dan signifikan terhadap keputusan pembelian sebesar 75,2%, sedangkan pengaruh dari variabel lain yang tidak diteliti dalam penelitian ini sebesar 24,8%.

Kata kunci: Kualitas *Website*; *Electronic Word Of Mouth*; Keputusan Pembelian

ABSTRACT

The Effect Of Website Quality And Electronic Word On Purchase Decision

Tokopedia Users

(Survey In Management Students University Buana Perjuangan Karawang)

Fitria Pratiwi

Management Study Program

Faculty of Ekonomi and Business, Universitas Buana Perjuangan Karawang

This study aims to determine, analyze and explain: (1) correlation between the effect of website quality and electronic word of mouth; (2) the effect of website quality partial on the purchasing decision of Tokopedia users; (3) the effect of electronic word of mouth partial on the purchasing decisions of Tokopedia users; (4) the effect of website quality and electronic word of mouth simultan on purchasing decisions of Tokopedia users. The research was conducted using an explanatory survey method with a quantitative approach. The number of samples is 120 respondents. The sampling technique used probability sampling with a cluster sampling approach. Methods of collecting data on questionnaires that have been distributed by respondents. The analytical tool used is path analysis. This study shows that there is a positive and strong correlation between website quality and electronic word of mouth. There is a significant partial effect of website quality on purchasing decisions, and a significant partial effect of electronic word of mouth on purchase decision. Website quality and electronic word of mouth have a simultan positive and significant effect on purchase decision by 75,2%. While the effect of other variables not examinade in this study is 24,8%.

KARAWANG
Keywords: Website Quality; Electronic Word Of Mouth; Purchase Decision.