

**PENGARUH *ELECTRONIC WORD OF MOUTH*  
(*e-WOM*) DAN KUALITAS PRODUK TERHADAP  
KEPUTUSAN PEMBELIAN PRODUK  
KOSMETIK EMINA**

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh dari *electronic word of mouth* dan kualitas produk baik secara simultan maupun parsial terhadap keputusan pembelian produk kosmetik Emina. Penelitian ini dilaksanakan pada prodi S1 Manajemen Undiksha. Rancangan penelitian yang digunakan adalah penelitian kuantitatif kausal. Penentuan sampel dalam penelitian menggunakan teknik purposive sampling. Jumlah sampel yang digunakan adalah sebanyak 80 responden. Instrumen yang digunakan dalam pengumpulan data adalah kuesioner dan kajian pustaka dan teknik analisis data yang digunakan adalah analisis regresi linier berganda. Hasil dari penelitian ini adalah: (1) *electronic word of mouth* (*e-WOM*) dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian produk kosmetik Emina kategori perawatan wajah (2) *electronic word of mouth* (*e-WOM*) berpengaruh secara positif dan signifikan terhadap keputusan pembelian produk kosmetik Emina kategori perawatan wajah (3) kualitas produk berpengaruh secara positif dan signifikan terhadap keputusan pembelian produk kosmetik Emina kategori perawatan wajah.

**Kata kunci:** *electronic word of mouth* (*e-WOM*), kualitas produk, keputusan pembelian

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH  
(e-WOM) AND PRODUCT QUALITY ON  
THE PURCHASE DECISION OF  
EMINA'S COSMETIC PRODUCTS**

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**ABSTRACT**

This study aims to examine the effect of electronic word of mouth and product quality either simultaneously or partially on the purchasing decisions of Emina cosmetic products. This research was carried out in the Undiksha Management S1 study program. The research design used is causal quantitative research. Determination of the sample in the study using purposive sampling technique. The number of samples used is as many as 80 respondents. The instruments used in data collection are questionnaires and literature review and the data analysis technique used is multiple linear regression analysis. The results of this study are: (1) electronic word of mouth (e-WOM) and product quality have a positive and significant effect on purchasing decisions for Emina cosmetic products in the facial care category (2) electronic word of mouth (e-WOM) has a positive and significant effect on significant effect on purchasing decisions of cosmetic products Emina facial care category (3) product quality has a positive and significant effect on purchasing decisions of cosmetic products Emina facial care category.

**Keywords:** electronic word of mouth (e-WOM), product quality, purchasing decisions