

**PENGARUH CITRA MEREK DAN *ELECTRONIC*
WORD OF MOUTH TERHADAP KEPUTUSAN
BELANJA ONLINE DI PLATFORM
TIKTOK *SHOP***

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ABSTRAK

Penelitian ini memiliki tujuan menguji pengaruh dari citra merek dan *electronic word of mouth* dengan simultan dan parsial bagi keputusan belanja *online* di *platform* Tik Tok *Shop*. Rancangan studi ini termasuk studi kuantitatif kausal. Penentuan sampel pada kajian studi ini mempergunakan teknik *purposive sampling*. Jumlah sampel yang dipergunakan sebanyak 100 informan. Instrumen dalam mengumpulkan data dilaksanakan melalui penyebaran kuesioner serta teknik analisis data yang dipergunakan yakni analisis Regresi linier berganda. Hasil temuan ini membuktikan (1) citra merek dan *electronic word of mouth* menyumbangkan pengaruhnya dengan signifikan bagi keputusan belanja *online* di *platform* Tik Tok *Shop*. (2) citra merek menyumbangkan pengaruhnya dengan positif dan signifikan bagi keputusan belanja *online* di *platform* Tik Tok *Shop*. (3) *Electronic word of mouth* menyumbangkan pengaruhnya dengan positif dan signifikan bagi keputusan belanja *online* di *platform* Tik Tok *Shop*.

Kata Kunci: citra merek, *electronic word of mouth*, keputusan belanja.

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ABSTRACT

This study aims to examine the effect of brand image and electronic word of mouth simultaneously and partially on online shopping decisions on the TikTok Shop platform. Study design II includes a causal quantitative study. Determination of the sample in this study using a purposive sampling technique. The number of samples used was 100 informants. The instrument for collecting data was carried out by distributing questionnaires and the data analysis technique used was multiple linear regression analysis. The findings also prove (1) brand image and electronic word of mouth contribute significantly to online shopping decisions on the TikTok Shop platform. (2) brand image contributes positively and significantly to online shopping decisions on the TikTok Shop platform. (3) Electronic word of mouth contributes positively and significantly to online shopping decisions on the TikTok Shop platform.

Keywords: brand image, electronic word of mouth, shopping decisions.