

PENGARUH KUALITAS PRODUK DAN *ELECTRONIC WORD OF MOUTH* (E-WOM) TERHADAP KEPUTUSAN PEMBELIAN DI SUNRISE OUTLET SINGARAJA

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk dan *electronic word of mouth* (E-WOM) baik secara simultan maupun parsial terhadap keputusan pembelian di Sunrise Outlet Singaraja. Rancangan yang digunakan dalam penelitian merupakan penelitian kuantitatif kausal. Subjek dalam penelitian, yaitu Sunrise Outlet Singaraja dan objek dalam penelitian, yaitu kualitas produk, *electronic word of mouth* (E-WOM), dan keputusan pembelian. Penentuan sampel dalam penelitian menggunakan teknik purposive sampling, dengan jumlah sampel yang digunakan sebanyak 170 responden. Instrumen yang digunakan dalam pengumpulan data merupakan kuesioner berskala *likert*, kajian pustaka, dan teknik analisis data yang digunakan merupakan analisis regresi linear berganda dengan uji asumsi klasik. Hasil dari penelitian, yaitu kualitas produk dan *electronic word of mouth* (E-WOM) berpengaruh positif dan signifikan terhadap keputusan pembelian di Sunrise Outlet Singaraja, kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian di Sunrise Outlet Singaraja, *electronic word of mouth* (E-WOM) berpengaruh positif dan signifikan terhadap keputusan pembelian di Sunrise Outlet Singaraja.

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

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ABSTRACT

This study aims to examine the effect of product quality and electronic word of mouth (E-WOM), both simultaneously and partially, on purchase decisions at Sunrise Outlet Singaraja. The research design used is causal quantitative research. The subject of this research is Sunrise Outlet Singaraja, while the objects are product quality, electronic word of mouth (E-WOM), and purchase decisions. The sampling technique used in this study is purposive sampling, with a total of 170 respondents. The instruments used for data collection are Likert-scale questionnaires and literature studies, while the data analysis technique employed is multiple linear regression analysis with classical assumption tests. The results of the study show that product quality and electronic word of mouth (E-WOM) have a positive and significant effect on purchase decisions at Sunrise Outlet Singaraja. Furthermore, product quality has a positive and significant effect on purchase decisions, and electronic word of mouth (E-WOM) also has a positive and significant effect on purchase decisions at Sunrise Outlet Singaraja.

Keywords : *product quality, electronic word of mouth (E-WOM), purchase decision*