

ABSTRAK

Utarini, Ni Kadek Nora (2025), *Pengaruh Electronic Word Of Mouth, Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Smartphone Samsung di Kota Negara Kabupaten Jembrana*, Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: *Electronic Word of Mouth*; Kualitas Produk, Citra Merek; Keputusan Pembelian

Penelitian ini bertujuan untuk menganalisis pengaruh EWOM, kualitas produk, dan citra merek terhadap keputusan pembelian Smartphone Samsung di Kota Negara, Kabupaten Jembrana. Metode penelitian menggunakan desain pendekatan kuantitatif. Data dikumpulkan melalui kuesioner. Analisis data menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa 1) EWOM berpengaruh signifikan terhadap keputusan pembelian; 2) Kualitas produk berpengaruh namun tidak signifikan terhadap keputusan pembelian; 3) Citra merek berpengaruh signifikan terhadap keputusan pembelian; 4) EWOM, kualitas produk, dan citra merek berpengaruh signifikan terhadap keputusan pembelian. Berdasarkan temuan tersebut dapat disimpulkan, bahwa terdapat pengaruh EWOM, kualitas produk, dan citra merek baik secara terpisah maupun simultan. Namun, kualitas produk tidak berpengaruh terhadap keputusan pembelian secara parsial. Dengan demikian, ketiga variabel tersebut dapat dijadikan prediktor tingkat kecenderungan keputusan pembelian *Smartphone* Samsung di Kota Negara Kabupaten Jembrana.

ABSTRACT

Utarini, Ni Kadek Nora (2025). *The Influence of Electronic Word of Mouth, Product Quality, and Brand Image on the Purchase Decision of Samsung Smartphones in Negara City, Jembrana Regency*. Thesis, Management Science, Graduate Program, Universitas Pendidikan Ganesha.

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Keywords: Electronic Word of Mouth; Product Quality; Brand Image; Purchase Decision.

This study aims to analyze the influence of Electronic Word of Mouth (EWOM), product quality, and brand image on purchasing decisions of Samsung smartphones in Kota Negara, Jembrana Regency. Using a quantitative research design, data were collected through questionnaires and analyzed with multiple linear regression analysis. The results indicate that EWOM and brand image have a significant influence on purchasing decisions, while product quality, although influential, does not show a statistically significant effect when considered individually. However, when EWOM, product quality, and brand image are analyzed collectively, they have a significant impact on purchasing decisions. These findings suggest that EWOM, product quality, and brand image influence purchasing decisions both separately and simultaneously, with the exception of product quality, which does not have a partial effect. Therefore, these three variables can be considered as predictors of consumers' purchasing tendencies for Samsung smartphones in Kota Negara, Jembrana Regency.