

PENGARUH KUALITAS PRODUK DAN *ELECTRONIC WORD OF MOUTH* (E-WOM) TERHADAP KEPUTUSAN PEMBELIAN BUSANA ADAT BALI PADA CERRY KEBAYA UBUD

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk dan *electronic word of mouth* (e-WOM) terhadap keputusan pembelian busana adat Bali pada Cerry Kebaya Ubud. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian kausal. Subjek dalam penelitian ini adalah konsumen yang pernah membeli produk Cerry Kebaya Ubud, sedangkan objek penelitian meliputi kualitas produk, *electronic word of mouth* (e-WOM), dan keputusan pembelian. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan metode *purposive sampling*. Jumlah sampel dalam penelitian ini sebanyak 150 responden. Pengumpulan data dilakukan melalui penyebaran kuesioner yang kemudian dianalisis menggunakan analisis regresi linier berganda dengan bantuan program SPSS. Penelitian ini dilakukan karena adanya fenomena fluktuasi penjualan pada Cerry Kebaya Ubud meskipun kualitas produk dan aktivitas *electronic word of mouth* (e-WOM) yang dimiliki tergolong baik. Hasil penelitian menunjukkan bahwa: (1) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian busana adat Bali pada Cerry Kebaya Ubud, (2) *electronic word of mouth* (e-WOM) berpengaruh positif dan signifikan terhadap keputusan pembelian busana adat Bali pada Cerry Kebaya Ubud, dan (3) kualitas produk dan *electronic word of mouth* (e-WOM) berpengaruh positif dan signifikan secara simultan terhadap keputusan pembelian busana adat Bali pada Cerry Kebaya Ubud. Temuan penelitian ini menunjukkan bahwa semakin baik kualitas produk yang ditawarkan dan semakin positif *electronic word of mouth* (e-WOM) yang diterima konsumen, maka semakin tinggi pula keputusan konsumen untuk membeli produk busana adat Bali pada Cerry Kebaya Ubud. Implikasi dari penelitian ini adalah Cerry Kebaya Ubud diharapkan mampu mempertahankan dan meningkatkan kualitas produknya, serta mendorong terciptanya *electronic word of mouth* (e-WOM) yang positif melalui pelayanan yang baik dan pemanfaatan media sosial secara optimal. Selain itu, perusahaan juga perlu terus berinovasi dalam mengembangkan produk agar dapat meningkatkan kepuasan serta keputusan pembelian konsumen.

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

THE EFFECT OF PRODUCT QUALITY AND ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE DECISIONS FOR BALINESE TRADITIONAL CLOTHING AT CERRY KEBAYA UBUD

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ABSTRACT

This study aims to examine the influence of product quality and electronic word of mouth (e-WOM) on purchasing decisions for traditional Balinese clothing at Cerry Kebaya Ubud. This study employs a quantitative approach with a causal research design. The subjects of this study are consumers who have previously purchased products from Cerry Kebaya Ubud, while the research variables include product quality, electronic word of mouth (e-WOM), and purchase decisions. The sampling technique used is non-probability sampling with a purposive sampling method. The sample size for this study was 150 respondents. Data collection was conducted through the distribution of questionnaires, which were then analyzed using multiple linear regression analysis with the assistance of SPSS software. This study was conducted due to the phenomenon of sales fluctuations at Cerry Kebaya Ubud despite the fact that product quality and electronic word-of-mouth (e-WOM) activities were considered good. The results of the study indicate that: (1) product quality has a positive and significant effect on the decision to purchase Balinese traditional clothing at Cerry Kebaya Ubud, (2) electronic word of mouth (e-WOM) has a positive and significant effect on the decision to purchase Balinese traditional clothing at Cerry Kebaya Ubud, and (3) Product quality and electronic word of mouth (e-WOM) have a simultaneous, positive, and significant effect on the decision to purchase Balinese traditional clothing at Cerry Kebaya Ubud. The findings of this study indicate that the higher the quality of the products offered and the more positive the electronic word of mouth (e-WOM) received by consumers, the more likely consumers are to purchase Balinese traditional clothing at Cerry Kebaya Ubud. The implications of this study are that Cerry Kebaya Ubud is expected to be able to maintain and improve its product quality, as well as encourage the creation of positive electronic word of mouth (e-WOM) through good service and optimal use of social media. In addition, the company also needs to continue innovating in product development in order to increase consumer satisfaction and purchasing decisions.

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