

**PENGARUH *ELECTRONIC WORD OF MOUTH* (E-WOM)
DAN PENGETAHUAN KONSUMEN TERHADAP KEPUTUSAN
PEMBELIAN**

(Studi Pada *followers* Instagram Geprek Benu Jombang)

ABSTRAK

Oleh:

Amalia Nurmayanti

Dosen Pembimbing

Chusnul Rofiah, SE., MM

Penelitian ini bertujuan Untuk mengetahui pengaruh *Electronic Word of Mouth* (*e-Wom*) terhadap Keputusan Pembelian dan Untuk mengetahui pengaruh pengetahuan konsumen terhadap Keputusan Pembelian. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. populasi semua konsumen Geprek Benu Jombang dengan sampel penelitian sebanyak 100 orang, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien determinasi. Berdasarkan hasil penelitian menunjukkan bahwa *Electronic Word of mouth* mampu meningkatkan keputusan pembelian Ayam Geprek Benu Jombang dan Pengetahuan konsumen mampu meningkatkan keputusan pembelian Ayam Geprek Benu Jombang

***Kata Kunci: Electronic Word of Mouth* (*e-Wom*), pengetahuan konsumen dan keputusan pembelian**

**EFFECT OF ELECTRONIC WORD OF MOUTH (E-WOM)
AND CONSUMER KNOWLEDGE OF PURCHASE DECISIONS**
(Study in *followers* Instagram Geprek Bensus Jombang)

ABSTRACT

By:

Amalia Nurmayanti

Consellor

Chusnul Rofiah, SE., MM

This study aims to determine the effect of Electronic Word of Mouth (e-Wom) on Purchasing Decisions and To determine the effect of consumer knowledge on Purchasing Decisions. The study uses explanatory research methods carried out through data collection in the field. population of all consumers. Geprek Bensus Jombang with a research sample of 100 people, data analysis using statistical methods of Multiple Linear Regression and hypothesis testing and coefficients are terminated. Based on research results show that Electronic Word of mouth can improve purchasing decisions Ayam Geprek Bensus Jombang and Consumer knowledge can improve purchasing decisions Ayam Geprek Bensus Jombang

Keywords: Electronic Word of Mouth (e-Wom), consumer knowledge and purchasing decisions