

**PENGARUH REPUTASI, *ELECTRONIC WORD OF MOUTH* DAN *WEB QUALITY* TERHADAP KEPUTUSAN PEMBELIAN SHOPEE
DI JOMBANG**

ABSTRAK

Oleh:

Mohamad Sofa Permadi

Dosen Pembimbing

Chusnul Rofiah, SE., MM

Penelitian ini bertujuan mengetahui dan menjelaskan pengaruh Reputasi, Electronic Word Of Mouth dan Web Quality terhadap keputusan pembelian Shopee di Kecamatan Jombang. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi dalam penelitian ini konsumen yang melakukan pembelian pada Shopee di kota Jombang dengan sampel sebanyak 100 orang, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien determinasi. Berdasarkan hasil penelitian menunjukkan bahwa Reputasi mampu meningkatkan keputusan pembelian pada pengguna aplikasi e-commerce di Jombang. *Electronic Word of Mouth* yang baik mampu meningkatkan keputusan pembelian pada pengguna aplikasi e-commerce di Jombang dan Web Quality yang baik mampu meningkatkan keputusan pembelian pada pengguna aplikasi e-commerce di Jombang.

Kata Kunci: Reputasi, Electronic Word Of Mouth dan Web Quality terhadap keputusan pembelian

THE INFLUENCE OF REPUTATION, ELECTRONIC WORD OF MOUTH AND WEB QUALITY ON PURCHASE DECISIONS SHOPEE AT JOMBANG

ABSTRACT

by:

Mohamad Sofa Permadi

Advisor

Chusnul Rofiah, SE., MM

This study aims to determine and explain the effect of Reputation, Electronic Word Of Mouth and Web Quality on Shopee purchasing decisions in Jombang District. The research uses explanatory research methods which are carried out through data collection in the field. The population in this study were consumers who made purchases at Shophee in the city of Jombang with a sample of 100 people. The data were analyzed using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on the results of the study, it shows that reputation is able to increase purchasing decisions for e-commerce application users in Jombang. Good Electronic Word of Mouth can improve purchasing decisions for e-commerce application users in Jombang and good Web Quality can improve purchasing decisions for e-commerce application users in Jombang

Keywords: Reputation, Electronic Word Of Mouth and Web Quality on purchasing decision

