

**Pengaruh *E-WOM (Electronic Word Of Mouth)* Dan *Perceived Quality*
Terhadap *Purchase Decision* (Studi Pada Konsumen Produk Kecantikan MS
Glow di Shopee)**

ABSTRAK Oleh:

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Penelitian ini bertujuan untuk (1) mengetahui dan menganalisis pengaruh *e-wom (electronic word of mouth)* terhadap *purchase decision* pada konsumen produk kecantikan MS Glow di Shopee, (2) mengetahui dan menganalisis pengaruh *perceived quality* terhadap *purchase decision* pada konsumen produk kecantikan MS Glow di Shopee. Metode penelitian yang digunakan adalah kuantitatif dengan menggunakan *explanatory research* yang bertujuan untuk menguji hipotesis guna menjelaskan kedudukan antar variabel. Variabel yang diteliti yaitu *e-wom (electronic word of mouth)*, *perceived quality*, dan *purchase decision*. Responden yang digunakan sebanyak 105 orang dengan menyebarkan kuesioner kepada konsumen MS Glow yang membeli melalui Shopee karena terpengaruh *e-wom (electronic word of mouth)* dan *perceived quality*. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dan uji hipotesis dan diolah menggunakan SPSS versi 24. Berdasarkan analisis dapat disimpulkan bahwa *e-wom (electronic word of mouth)* dan *perceived quality* berpengaruh signifikan terhadap *purchase decision*. Hasil pengujian koefisien determinasi menunjukkan tingkat kontribusi *e-wom (electronic word of mouth)* dan *perceived quality* terhadap *purchase decision* sebanyak 53,6% dan sisanya sebesar 46,4% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata kunci: *E-WOM (Electronic Word Of Mouth)*, *Perceived Quality*, *Purchase Decision*

The Effect Of E-WOM (Electronic Word Of Mouth) And Perceived Quality On Purchase Decision (Study on Consumers of MS Glow Beauty Products at Shopee)

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This study aims to (1) determine and analyze the effect of e-wom (electronic word of mouth) to purchase decision on consumers of MS Glow beauty products at Shopee, (2) knowing and analyzing the effect perceived quality to purchase decision to consumers of MS Glow beauty products at Shopee. The research method used is quantitative by using explanatory research which aims to test the hypothesis to explain the position between variables. The variables studied are e-wom (electronic word of mouth), perceived quality, and purchase decision. 105 respondents were used by distributing questionnaires to MS Glow consumers who bought through Shopee because they were affected e-wom (electronic word of mouth) and perceived quality. The data analysis technique used is multiple linear regression analysis and hypothesis testing and is processed using SPSS version 24. Based on the analysis it can be concluded that e-wom (electronic word of mouth) and perceived quality significant effect on purchase decision. The test results of the coefficient of determination show the level of contribution e-wom (electronic word of mouth) and perceived quality to purchase decision as much as 53.6% and the remaining 46.4% is influenced by other factors not examined in this study.

Keywords: *E-WOM (Electronic Word Of Mouth), Perceived Quality, Purchase Decision*