

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menguji pengaruh harga, kualitas produk, dan E-WOM terhadap *purchase decision* shopee pada generasi Z.

Jenis penelitian ini adalah penelitian kuantitatif. Sampel dalam penelitian ini diperoleh dengan menggunakan metode *purposive sampling*, yaitu teknik pengambilan sampel dengan berdasarkan kriteria-kriteria tertentu. Berdasarkan metode *purposive sampling*, data tersebut didapatkan sebanyak 100 sampel yang diperoleh dari penyebaran kuesioner pada pengguna shopee yang bergenerasi Z. Metode analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa harga, kualitas produk, dan E-WOM memiliki nilai yang positif dan berpengaruh signifikan terhadap *purchase decision* pada shopee.

Kata kunci : Harga, Kualitas Produk, dan E-WOM



ABSTRACT

This research aimed to find out and examine the effect of price, product quality, and E-WOM (Electronic Word of Mouth) on Shopee consumers' purchase decisions for Generation Z.

The research was quantitative research. Moreover, the data collection technique used purposive sampling technique, in which the sample was based on criteria given. In line with that, there were 100 respondents as a research sample. Furthermore, the instrument in data collection technique used questionnaires. The questionnaires were distributed to the respondents who were Shopee consumers and belonged to Generation Z. Additionally, the data analysis technique used multiple linear regression analysis.

According to the research result, it concluded that price had a positive and significant effect on Shopee consumers' purchase decisions. Likewise, product quality had a positive and significant effect on Shopee consumers' purchase decisions. Similarly, E-WOM (Electronic Word of Mouth) had a positive and significant effect of on Shopee consumers' purchase decisions.

Keywords: Price, Product Quality, E-WOM



