

ABSTRAK

Pengaruh E-WOM, Digital Marketing, dan Online Customer Review Terhadap Keputusan Pembelian Produk T-Shirt Deathless Store Pada Pengguna Shopee Mahasiswa Universitas Kadiri

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Penelitian ini dilatarbelakangi oleh kemajuan teknologi informasi pada industri fashion termasuk sektor pakaian yang mengalami perkembangan yang pesat khususnya pada produk pakaian T-shirt. Penelitian ini bertujuan guna melihat pengaruh E-WOM, digital marketing, dan online customer review terhadap keputusan pembelian produk T-Shirt Deathless Store pada pengguna shopee mahasiswa Universitas Kadiri. Metode yang digunakan yakni metode kuantitatif dengan jenis asosiatif kausalitas. Populasi yang terdapat pada penelitian ini yaitu mahasiswa Universitas Kadiri dengan sampel sebanyak 100 responden yang didapat menggunakan teknik purposive sampling. Alat penelitian menggunakan kuesioner skala likert dengan teknik analisis data yang dipakai adalah analisis regresi linear berganda. Hasil penelitian menunjukkan bukti empiris bahwa variabel E-WOM, digital marketing, dan online customer review secara parsial dan simultan berpengaruh positif dan signifikan terhadap keputusan pembelian produk T-Shirt Deathless Store pada pengguna shopee mahasiswa Universitas Kadiri. Dengan nilai koefisien determinasi sebesar 69,6%.

Kata Kunci : E-WOM, Digital Marketing, Online Customer Review, Keputusan Pembelian

ABSTRACT

The Influence of E-WOM, Digital Marketing, and Online Customer Review on Decisions of Purchase of T-Shirt Deathless Store Products on Shopee Users Students of Kadiri University

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This research is driven by advances in information technology in the fashion industry including the clothing sector that is undergoing rapid development especially in T-shirt products. The study aims to look at the influence of E-WOM, digital marketing, and online customer reviews on purchasing decisions of T-Shirt Deathless Store products on the shopee users of Kadiri University students. The method used is the quantitative method with the associative type of causality. The population included in the study was a Kadiri University student with a sample of 100 respondents obtained using purposive sampling techniques. The research tool using a likert scale questionnaire with data analysis techniques used is double linear regression analysis. The results of the research show empirical evidence that E-WOM variables, digital marketing, and online customer reviews, partially and simultaneously, have a positive and significant influence on the purchase decision of T-Shirt Deathless Store products in Kadiri University student shopee users. With a determination coefficient of 69.6%.

Keywords: *E-WOM, Digital Marketing, Online Customer Review, Purchase Decision*