

ABSTRAK

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Judul : Pengaruh *Brand Image*, e-WOM, dan Harga Terhadap Keputusan Pembelian Produk *Skincare* Garnier Pada Platform Shopee (Studi Kasus Gen Z Kelurahan Kalibata RT 05, Jakarta Selatan)
xvi + 113 halaman

Penelitian ini bertujuan untuk menganalisis pengaruh *brand image*, *electronic word of mouth* (e-WOM), dan harga, baik secara parsial maupun simultan, terhadap keputusan pembelian produk *skincare*. Fokus penelitian diarahkan pada Generasi Z yang berdomisili di Kelurahan Kalibata RT 05, Jakarta Selatan.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian berjumlah 78 responden, dengan pengumpulan data melalui kuesioner berskala Likert. Data dianalisis menggunakan regresi linear berganda untuk menguji pengaruh *brand image* (X1), e-WOM (X2), dan harga (X3) terhadap keputusan pembelian (Y).

Hasil penelitian menunjukkan bahwa secara parsial *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai signifikansi $0,000 < 0,05$ dan $T_{hitung} 5,889 > T_{tabel} 1,995$. E-WOM juga berpengaruh signifikan dengan nilai signifikansi $0,008 < 0,05$, serta harga berpengaruh signifikan dengan nilai signifikansi $0,002 < 0,05$ dan $t_{hitung} 3,209 > T_{tabel} 1,995$.

Secara simultan, ketiga variabel berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai koefisien determinasi sebesar 0,931, yang berarti 93,1% variasi keputusan pembelian dapat dijelaskan oleh model penelitian, sementara sisanya dipengaruhi oleh faktor lain di luar penelitian.

Kata Kunci: *Brand Image*, e-WOM, Harga, Keputusan Pembelian.

Referensi: 32 Buku, 49 Jurnal, dan 4 Internet

ABSTRACT

Name : Nurul Khotimah

NIM : 3013241002

Title : *The Influence of Brand Image, Electronic Word of Mouth (E-WOM), and Price on Purchasing Decisions for Garnier Skincare Products on the Shopee Platform (A Case Study of Generation Z in RT 05, Kalibata, South Jakarta)*

xvi + 113 pages

This study aims to analyze the effect of brand image, electronic word of mouth (e-WOM), and price, both partially and simultaneously, on purchasing decisions for skincare products. The focus of the study is on Generation Z residing in Kalibata RT 05, South Jakarta.

This research employs a quantitative approach using a survey method. The sample consists of 78 respondents, with data collected through a Likert-scale questionnaire. The data are analyzed using multiple linear regression to examine the influence of brand image (X1), e-WOM (X2), and price (X3) on purchasing decisions (Y).

The results indicate that, partially, brand image has a positive and significant effect on purchasing decisions, with a significance value of $0.000 < 0.05$ and a t-value of $5.889 > 1.995$. E-WOM also has a significant effect, with a significance value of $0.008 < 0.05$, while price shows a significant effect with a significance value of $0.002 < 0.05$ and a t-value of $3.209 > 1.995$.

Simultaneously, all three variables have a positive and significant effect on purchasing decisions, with a coefficient of determination of 0.931. This indicates that 93.1% of the variation in purchasing decisions is explained by the research model, while the remaining portion is influenced by other factors outside the scope of this study.

Keywords: Brand Image, e-WOM, Price, Purchase Decision

References: 32 Books, 49 Journals, and 4 Internet Sources