PENGARUH *ELECTRONIC WORD OF MOUTH* DALAM *ONLINE REVIEW* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *SMARTPHONE XIAOMI* (SURVEI PADA FOLLOWERS INSTAGRAM @erafonestores)

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ABSTRAK

Penelitian ini bertujuan untuk membahas *electronic word of mouth* dalam *online review* terhadap keputusan pembelian produk *smartphone* Xiaomi, dengan menggunakan teori perbedaan individu. Metode yang digunakan dalam penelitian ini adalah kuantitatif eksplanatif dengan menggunakan sumber data primer berupa kuesioner sebagai instrument penelitiannya. Populasi penelitian ini yaitu followers Instagram @erafonestores, teknik pengambilan sampel dilakukan dengan teknik *non probability sampling* dengan metode *purposive sampling*, karena sampel dipilih sesuai kriteria yang sudah di tentukan untuk mengikuti survei yang diadakan. Peneliti menggunakan tahapan uji validitas dan uji reliabilitas untuk menguji instrument kuesioner yang sudah dibuat. Tahapan analisis data menggunakan uji korelasi, uji koefisien determinasi, uji regresi, dan uji hipotesis. Teknik pengujian data dilakukan dengan program SPSS 20. Hasil penelitian ini menunjukan bahwa korelasi variabel X terhadap variabel Y memiliki hubungan yang kuat dengan nilai korelasi sebesar 0,799. Berdasarkan hasil perhitungan koefisien determinasi menunjukkan pengaruh yang ditimbulkan oleh *Electronic Word of Mouth* dalam *Online Review* terhadap Keputusan Pembelian produk *Smartphone* Xiaomi sebesar 82%, sedangkan sisanya bisa dipengaruhi oleh faktor-faktor lain. Lalu untuk hasil uji hipotesis yaitu Ho ditolak dan Ha diterima yang berarti terdapat adanya pengaruh *electronic word of mouth* dalam *online review* terhadap keputusan pembelian produk *smartphone* xiaomi.

Kata kunci: Komunikasi Pemasaran, Periklanan, *Electronic Word of Mouth, Online Review,* Keputusan Pembelian.

THE EFFECT OF ELECTRONIC WORD OF MOUTH IN ONLINE REVIEW TOWARD THE PURCHASE DECISION OF XIAOMI SMARTPHONE PRODUCTS (*SURVEY ON INSTAGRAM FOLLOWERS* @erafonestores)

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ABSTRACT

This research aims to discuss electronic word of mouth in an online review of purchasing decisions for Xiaomi smartphone products, using the theory of individual differences. The method used in this research is quantitative explanatory by using primary data sources in the form of a questionnaire as the research instrument. The population of this study is Instagram followers @erafonestores, the sampling technique is carried out using a non-probability sampling technique with a purposive sampling method, because the sample is selected according to the criteria that have been determined to take part in the survey held. Researchers used the stages of validity and reliability testing to test the questionnaire instrument that had been made. Stages of data analysis using correlation test, coefficient of determination test, regression test, and hypothesis testing. The data testing technique was carried out with the SPSS 20 program. The result of this research indicate that the correlation of variable X to variable Y has a strong relationship with a correlation value of 0.799. Based on the results of the calculation of the coefficient of determination, it shows that the influence caused by Electronic Word of Mouth in the Online Review on the Purchase Decision of Xiaomi Smartphone products is 82%, while the rest can be influenced by other factors. Then for the results of the hypothesis test, namely Ho is rejected and Ha is accepted, which means that there is an influence of electronic word of mouth in online reviews on purchasing decisions for Xiaomi smartphone products.

Keywords: *Marketing Communication, Advertising, Electronic Word of Mouth, Online Review, Purchase Decision.*