

***ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA MARKETING,
ELECTRONIC WORD OF MOUTH, AND E-SERVICE QUALITY ON
PURCHASE INTENTION IN E-COMMERCE TOKOPEDIA
(CASE STUDY ON FEB UPNVJ STUDENTS)***

By Candra Dewa Wijaya Kusuma

Abstract

This research is a quantitative study that aims to determine whether there is an influence between *social media marketing*, *electronic word of mouth* and *e-service quality* on purchase intention in e-commerce Tokopedia (a case study on FEB UPNVJ students). This study used 100 respondents, with purposive sampling technique. The analysis technique used is the path analysis method and data processing is done through SmartPLS 4.0. The results of the test obtained (1) *social media marketing* has a positive and significant effect on purchase intention in *e-commerce* Tokopedia at FEB UPNVJ. (2) *electronic word of mouth* has a positive and significant effect on purchase intention in *e-commerce* Tokopedia at FEB UPNVJ. (3) *E-service quality* has no effect on purchase intention in *e-commerce* at FEB UPNVJ.

Keywords: *social media marketing, e-wom, e-service quality, and purchase intention.*

**ANALISIS PENGARUH *SOCIAL MEDIA MARKETING*,
ELECTRONIC WORD OF MOUTH, DAN *E-SERVICE QUALITY*
TERHADAP MINAT BELI PADA *E-COMMERCE* TOKOPEDIA
(STUDI KASUS PADA MAHASIWA FEB UPNVJ)**

Oleh Candra Dewa Wijaya Kusuma

Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui apakah terdapat pengaruh antara variabel *social media marketing*, *electronic word of mouth* dan *e-service quality* terhadap minat beli pada *e-commerce* Tokopedia (Studi kasus pada mahasiswa FEB UPNVJ). Penelitian ini menggunakan responden sebanyak 100 orang, dengan teknik pengambilan sampel purposive sampling. Teknik analisis yang digunakan yaitu metode path analisis dan pengolahan data dilakukan melalui SmartPLS 4.0. Hasil dari pengujian diperoleh (1) *social media marketing* berpengaruh positif dan signifikan terhadap minat beli pada *e-commerce* Tokopedia di FEB UPNVJ. (2) *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli pada *e-commerce* Tokopedia di FEB UPNVJ. (3) *E-service quality* tidak berpengaruh terhadap minat beli pada *e-commerce* Tokopedia di FEB UPNVJ.

Kata Kunci: *social media marketing*, *e-wom*, *e-service quality*, dan minat beli.