

***The Influence Product Quality, Electronic Word Of Mouth, And Price Terhadap  
Purchase Intention On Wuling Almaz Car In Jabodetabek***

***By Ahmad Alwi***

***Abstract***

*Vehicles have now become a necessity for society in carrying out daily activities, especially four-wheeled vehicles, this has encouraged companies to compete in making the best car for the company. This research was conducted with the aim of analyzing the influence of product quality, electronic word of mouth, and price on purchasing interest in Wuling Almaz car products in Jabodetabek. This research is quantitative research and the sample that has been determined is people who are active in the Jabodetabek area with a sample size of 100 respondents. The sampling technique was carried out using non-probability sampling with a purposive sampling method. Data was collected using a questionnaire and analysis was carried out using the SmartPLS 4.0 application. The results of this research show that: (1) Product quality has a significant and positive effect on purchase intention, (2) electronic word of mouth has a positive and significant effect on purchase intention, and (3) price has no significant effect on purchase intention.*

***Keywords:*** *product quality, electronic word of mouth, price, purchase intention*

# **Pengaruh Kualitas Produk, *Electronic Word Of Mouth*, Dan Harga Terhadap Minat Beli Mobil Wuling Almaz Di Jabodetabek**

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## **Abstrak**

Kendaraan saat ini sudah menjadi kebutuhan masyarakat dalam menjalankan kegiatan sehari-hari terutama kendaraan roda empat, hal ini mendorong perusahaan berlomba-lomba dalam membuat mobil yang terbaik bagi perusahaan. Penelitian ini dilakukan dengan tujuan untuk menganalisis pengaruh kualitas produk, *electronic word of mouth*, dan harga terhadap minat beli pada produk mobil Wuling Almaz di Jabodetabek. Penelitian ini merupakan penelitian kuantitatif dan sampel yang telah ditentukan yaitu masyarakat yang beraktivitas di daerah Jabodetabek dengan jumlah sampel sebanyak 100 responden. Teknik pengambilan sampel dilakukan dengan non probability sampling dengan metode purposive sampling. Pengumpulan data dengan menggunakan kuesioner dan analisis dilakukan menggunakan aplikasi SmartPLS 4.0. Hasil pada penelitian ini menunjukkan bahwa: (1) Kualitas Produk berpengaruh dan signifikan terhadap minat beli, (2) *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli, dan (3) harga tidak berpengaruh signifikan terhadap minat beli.

**Kata Kunci:** kualitas produk, *electronic word of mouth*, harga, minat beli