

PENGARUH *ELECTRONIC WORD OF MOUTH* (E-WOM), CITRA MEREK, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN MINUMAN HAUS!

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh tiga variabel independen, yaitu *electronic word of mouth* (E-WOM), citra merek, dan harga terhadap keputusan pembelian minuman Haus! di Jakarta Selatan. Penelitian ini menggunakan metode kuantitatif dengan teknik analisis deskriptif untuk menjelaskan karakteristik sampel dan teknik analisis inferensial menggunakan alat bantu analisis SmartPLS 4.0. Populasi dalam penelitian ini terdiri dari konsumen minuman Haus! di Jakarta Selatan dengan sampel sebanyak 100 responden yang dipilih melalui metode *non probability sampling* berupa *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner menggunakan Google Form yang disebar melalui media sosial. Hasil analisis menunjukkan bahwa citra merek dan harga memiliki pengaruh positif dan signifikan terhadap keputusan pembelian minuman Haus!. Sedangkan *electronic word of mouth* (E-WOM) tidak berpengaruh dan tidak signifikan terhadap keputusan pembelian minuman Haus!. Penelitian ini memberikan wawasan yang lebih mendalam mengenai faktor-faktor yang mempengaruhi keputusan pembelian dalam konteks *electronic word of mouth* (E-WOM), citra merek, dan harga minuman Haus!.

Kata Kunci: citra merek; *electronic word of mouth* (e-wom); harga; keputusan pembelian; minuman Haus!

***THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM),
BRAND IMAGE, AND PRICE ON PURCHASING DECISIONS FOR
HAUS! DRINKS.***

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Abstract

This study aims to analyze the effect of three independent variables, namely electronic word of mouth (E-WOM), brand image, and price on purchasing decisions for Haus! drinks in South Jakarta. This study uses quantitative methods with descriptive analysis techniques to describe sample characteristics and inferential analysis techniques using SmartPLS 4.0 analysis tools. The population in this study consisted of consumers of Haus! drinks in South Jakarta with a sample of 100 respondents selected through a non-probability sampling method in the form of purposive sampling. Data was collected through distributing questionnaires using Google Forms which were distributed via social media. The results of the analysis show that brand image and price have a positive and significant influence on purchasing decisions for Haus! drinks. Meanwhile, electronic word of mouth (E-WOM) has no effect and is not significant on purchasing decisions for Haus! drinks. This study provides deeper insight into the factors that influence purchasing decisions in the context of electronic word of mouth (E-WOM), brand image, and the price of Haus! drinks.

Keywords: *brand image ; electronic word of mouth (e-wom); Haus! drinks
price; purchase decision*