

***The Influence of Electronic Word of Mouth, Price, and Product Quality on
Purchasing Decisions at Janji Jiwa Coffee***

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Abstract

This study aims to analyze and prove the impact of three independent variables, namely Electronic Word of Mouth (E-WOM), Price, dan Product Quality on Purchasing Decisions on Soul Promise Coffee. The method used in quantitative with a descriptive approach and inferential analysis through the SmartPLS version 4.0. The research population consist of domiciled DKI Jakarta, who have purchased coffee Janji Jiwa. Data was collected using a questionnaire of 100 respondents who had purchased Janji Jiwa product. This distribution of respondents data was carried out by distributing statements via google form, distributed to social media, such as WhatsApp, Instagram, Telegram, and Twitter. The results showed that the three independent variables, namely Electronic Word of Mouth (E-WOM), Price, dan Product Quality have a positive and significant influence on Purchasing Decisions.

Keyword: *Electronic Word of Mouth (E-WOM), Price, dan Product Quality, Purcashing Decision coffee Janji Jiwa.*

**Pengaruh *Electronic Word of Mouth*, Harga, Kualitas Produk Terhadap
Keputusan Pembelian Coffee Janji Jiwa**

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Abstrak

Penelitian ini bertujuan untuk menganalisis dan membuktikan dampak dari tiga variabel independent, yaitu *Electronic Word of Mouth* (E-WOM), Harga, dan Kualitas Produk terhadap Keputusan Pembelian pada Coffee Janji Jiwa. Metode yang digunakan adalah kuantitatif dengan pendekatan deskriptif dan analisis inferensial melalui aplikasi SmartPLS versi 4.0. Populasi penelitian terdiri dari berdomisili DKI Jakarta, yang telah melakukan pembelian coffee Janji Jiwa. Data dikumpulkan menggunakan kuesioner terhadap 100 responden yang pernah membeli produk Janji Jiwa. Penyebaran data responden dilakukan dengan menyebarkan pernyataan-pernyataan melalui google form, disebarkan ke media sosial, seperti WhatsApp, Instagram, Telegram, dan Twitter. Hasil penelitian menunjukkan bahwa ketiga variabel independen, yaitu *Electronic Word of Mouth* (E-WOM), Harga, dan Kualitas Produk memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian.

Kata Kunci: *Electronic Word of Mouth*, Harga, Kualitas Produk, Keputusan Pembelian Coffee Janji Jiwa