

**PENGARUH *ELECTRONIC WORD OF MOUTH* TERHADAP  
KEPUTUSAN PEMBELIAN PADA E-COMMERCE  
(Studi pada Tokopedia dan Shopee)**

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**ABSTRAK**

Seiring dengan perkembangan teknologi dan internet, *e-commerce* sebagai sarana jual-beli secara *online* tidak lepas kaitannya dengan strategi pemasaran untuk mengembangkan bisnis. Fenomena *electronic word of mouth* menjadi penting dalam penentuan keputusan pembelian. Tujuan penelitian ini adalah untuk mengetahui pengaruh *electronic word of mouth* terhadap keputusan pembelian. *Electronic Word of Mouth* merupakan komunikasi secara tertulis dengan media elektronik yang berhubungan dengan keunggulan atau pengalaman pembeli dalam produk yang dibeli melalui teknologi elektronik. Terdapat tujuh dimensi *electronic word of mouth* yang digunakan dalam penelitian ini yaitu *platform assistance, concern for other, economic incentive, helping company, expressing positive emotions, venting negative feelings, dan advice seeking*. Penelitian ini menggunakan pendekatan kuantitatif dengan instrumen menggunakan kuesioner dan dianalisis menggunakan analisis regresi berganda. Sampel yang dipakai adalah 85 responden dengan kriteria pernah berbelanja *online* dan mengetahui pengertian dari ulasan. Hasil penelitian ini menunjukkan bahwa *electronic word of mouth* berpengaruh terhadap keputusan pembelian dengan tiga dimensi *electronic word of mouth* berpengaruh secara signifikan.

**Kata Kunci :** *Electronic Word of Mouth, E-Commerce, Keputusan Pembelian, Regresi Berganda*

# **THE EFFECT OF ELECTRONIC WORD OF MOUTH TOWARDS PURCHASE DECISION ON E-COMMERCE (CASE STUDY ON TOKOPEDIA AND SHOPEE)**

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## **ABSTRACT**

Along with the development of technology and the internet, e-commerce as a means of buying and selling online cannot be separated from its relationship with marketing strategies to develop business. The phenomenon of electronic word of mouth becomes important in determining purchasing decisions. The purpose of this study was to determine the effect of electronic word of mouth on purchasing decisions. Electronic Word of Mouth is written communication with electronic media related to the excellence or experience of buyers in products purchased through electronic technology. There are seven dimensions of electronic word of mouth used in this study, namely platform assistance, concern for others, economic incentives, helping companies, expressing positive emotions, venting negative feelings, and advice seeking. This research uses a quantitative approach with instruments using a questionnaire and analyzed using multiple regression analysis. The sample used was 85 respondents with criteria ever shop online and know the meaning of reviews. The results of this study indicate that electronic word of mouth influences purchasing decisions with three dimensions of electronic word of mouth significantly influence.

**Kata Kunci :** *Electronic Word of Mouth, E-Commerce, Purchasing Decision, Multiple Regression*