

ABSTRAK

Penelitian ini bertujuan untuk menganalisis *influence electronic word of mouth* (E-WOM), citra merek, kualitas produk terhadap keputusan pembelian konsumen matahari.com. Penelitian ini dilakukan terhadap 125 responden konsumen matahari.com. Metode pengumpulan data menggunakan kuisioner. Metode analisis data yang digunakan adalah *Partial Least Square (PLS 3.0)*. Penelitian membuktikan bahwa *electronic word of mouth* (E-WOM) berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen matahari.com, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen matahari.com, dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen matahari.com

Kata kunci : *Electronic Word of Mouth* (E-WOM), Citra Merek, Kualitas Produk, Keputusan Pembelian Konsumen Matahari.com



ABSTRACT

This research is to know the influence of electronic word of mouth (E-WOM), brand image, product quality to the purchase decisions konsumen matahari.com. This study was conducted on 125 respondents of konsumen matahari.com. The data analysis method used is Partial Least Square (PLS 3.0). Research proves that electronic word of mouth (E-WOM) has a positive and significant effect on purchase decisions konsumen matahari.com, brand image has a positive and significant effect on purchase decision konsumen matahari.com, and product quality has a positive and significant impact on purchase decisions konsumen matahari.com.

Keywords: Electronic Word of Mouth (E-WOM), Brand Image, Product Quality, Purchase Decisions Consumen Matahari.com

