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Pengaruh Electronic Word of Mouth (E-WOM) Melalui Media Sosial Facebook Terhadap Keputusan Pembelian Konsumen Pada Shopee
Bibliografi : 5 Bab 107 Halaman + Lampiran + Buku + Jurnal + Internet

ABSTRAK

Shopee saat ini menjadi pemimpin pasar e-commerce di Indonesia. Konsumen Shopee menggunakan Facebook untuk membangun hubungan dengan konsumen lain dalam bentuk pertukaran informasi tentang Shopee. Diketahui perilaku konsumen di era digital bersifat interaktif dalam mencari informasi terkait suatu produk maupun jasa. Fenomena ini dinamakan *electronic word of mouth* (e-WOM). e-WOM dianggap kredibel dan terpercaya karena merupakan hasil pengalaman nyata seseorang dalam mengonsumsi produk atau jasa. Karena hal tersebut e-WOM menjadi salah satu faktor dalam keputusan pembelian.

Teori *Stimulus-Organisme-Response* (SOR) menjelaskan efek merupakan reaksi khusus terhadap stimulus khusus sehingga seorang dapat menghamparkan dan memperkirakan kesesuaian antara pesan dan reaksi komunikasi. Penelitian ini bertujuan untuk mengukur pengaruh *electronic word of mouth* terhadap proses pengambilan keputusan pembelian menggunakan Shopee.

Penelitian ini menggunakan paradigma positivistik dengan pendekatan kuantitatif eksplanatif. Metode yang digunakan adalah penelitian survey pada pengikut aktif akun Facebook Shopee Indonesia @ShopeeID. Dimana peneliti mengumpulkan data secara primer yaitu menyebarkan kuesioner kepada responden sebanyak 100 dengan menggunakan teknik *purposive sampling*.

Berdasarkan hasil dari penelitian menunjukkan bahwa variabel *electronic word of mouth* berpengaruh signifikan terhadap variabel keputusan pembelian menggunakan Shopee.

Kata Kunci: *Electronic Word of Mouth*, Keputusan Pembelian, E-commerce



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The Effect of Electronic Word of Mouth (E-WOM) Through Facebook Social Media on Consumer Purchase Decisions at Shopee

Bibliography : 5 Chapters 107 Pages + Attachments + Books + Journals + Internet

ABSTRACT

Shopee is currently the leader of the e-commerce market in Indonesia. Shopee consumers use Facebook to build relationships with other consumers in the form of exchanging information about Shopee. It is known that consumer behavior in the digital era is interactive in finding information related to a product or service. This phenomenon is called electronic word of mouth (e-WOM). e-WOM is considered credible and reliable because it is the result of a person's real experience in consuming a product or service. Because of this, e-WOM is one of the factors in purchasing decisions.

The Stimulus Organism Response (SOR) theory explains that the effect is a special reaction to a special stimulus so that one can overlay and predict the suitability between the message and the communicant's reaction. This study aims to measure the effect of electronic word of mouth on the purchasing decision-making process using Shopee.

This research uses a positivistic paradigm with an explanative quantitative approach. The method used is survey research on active followers of the Shopee Indonesia Facebook account @ShopeeID. Where the researchers collected data in a premiere way, namely distributing questionnaires to 100 respondents using purposive sampling technique.

Based on the results of the study, it shows that the electronic word of mouth variable has a significant effect on the purchase decision variable using Shopee

Keywords: Electronic Word of Mouth, Purchase Decision, Consumer Behavior