

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *perceived ease of use*, *electronic word of mouth*, *electronic service quality* terhadap *purchase decision* pada *mapclub mobile apps*. Penelitian ini dilakukan terhadap 165 responden dengan menggunakan pendekatan kuantitatif. Metode analisis data yang digunakan adalah *Structural Equation Modeling (SEM)*. Hasil penelitian menunjukkan bahwa *perceived ease of use* berpengaruh positif dan tidak signifikan terhadap *purchase decision*, *electronic word of mouth* berpengaruh positif dan tidak signifikan terhadap *purchase decision*, *electronic service quality* berpengaruh positif dan signifikan terhadap *purchase decision*.

Kata kunci: *Perceived Ease Of Use, Electronic Word Of Mouth, Electronic Service Quality, Purchase Decision*



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## **ABSTRACT**

*This study aims to determine the effect of perceived ease of use, electronic word of mouth, electronic service quality on purchase decisions on mapclub mobile apps. This research was conducted on 165 respondents using quantitative approach. The data analysis method used is structural equation modeling (SEM). The result showed that perceived ease of use had a positive but not significant on the purchase decision, electronic word of mouth had a positive and insignificant effect on the purchase decision, electronic service quality had a positive and significant effect on the purchase decision.*

*Keywords: Perceived Ease Of Use, Electronic Word Of Mouth, Electronic Service Quality, Purchase Decision*

