

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word of Mouth*, Harga, Kualitas Pelayanan Terhadap Keputusan Pembelian layanan pesan antar Shopee Food. Populasi dalam penelitian ini adalah 120 Konsumen. Metode pengambilan sampel dilakukan dengan metode *convenience* sampling. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian berupa kuesioner kepada Konsumen. Metode analisis data menggunakan Partial Least Square (Smart-PLS). Penelitian ini membuktikan bahwa *Electronic Word of Mouth* positif dan signifikan terhadap Keputusan Pembelian. Harga Tidak signifikan terhadap Keputusan Pembelian. Dan Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Keputusan Pembelian.

Kata kunci : *Electronic Word of Mouth*, Harga, Kualitas Pelayanan, Keputusan Pembelian



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ABSTRACT

This study aims to analyze the effect of Electronic Word of Mouth, Price, Service Quality on Purchase Decisions for Shopee Food delivery services. The population in this study is 120 consumers. The sampling method was carried out by convenience sampling method. The data collection method uses a survey method, with research instruments in the form of questionnaires to consumers. The data analysis method uses Partial Least Square (Smart-PLS). This study proves that Electronic Word of Mouth is positive and significant to Purchase Decisions. Price Not significant to Purchase Decision. And Service Quality has a positive and significant effect on Purchasing Decisions.

Keywords: Electronic Word of Mouth, Price, Quality of Service, Purchase Decision

