

## ABSTRAK

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Program Studi : Ilmu Komunikasi  
Judul Laporan Skripsi : Pengaruh *Electronic Word of Mouth* Pada Akun Twitter (X) *Autobase* @ohmybeautybank Terhadap Keputusan Pembelian Produk *Fashion* Wanita  
Pembimbing : Dr. Farid Hamid, M.Si

*Electronic word of mouth* dinilai menjadi proses pemasaran yang banyak digunakan di media sosial dan dapat mempengaruhi keputusan pembelian di era digital, di mana proses interaksi lebih mudah dan fleksibel. Twitter (X) menjadi media sosial yang mempunyai peluang komunikasi untuk melakukan aktivitas *electronic word of mouth*. Peluang ini diperluas lagi dengan munculnya fenomena akun *autobase*. Sehingga, penelitian ini bertujuan untuk mengetahui dan mengukur pengaruh *electronic word of mouth* pada akun Twitter (X) *autobase* @ohmybeautybank terhadap keputusan pembelian produk *fashion* wanita.

*Electronic word of mouth* menjadi variabel independen dalam penelitian ini, yang mana memiliki tiga dimensi, yaitu intensitas, *valence of opinion*, dan konten. Sedangkan untuk variabel dependen dalam penelitian ini adalah keputusan pembelian yang memiliki lima dimensi, yaitu pengenalan masalah, pencarian informasi, evaluasi alternatif, keputusan pembelian, dan perilaku pasca pembelian.

Penelitian ini menggunakan paradigma positivisme dengan varian metode survei, pendekatan kuantitatif, dan tipe penelitian eksplanasi. Survei dilakukan terhadap 100 sampel dengan perhitungan *nonprobability sampling* dan teknik *purposive sampling*. Hasil penelitian dengan analisis statistik inferensial menunjukkan bahwa *electronic word of mouth* pada akun Twitter (X) *autobase* @ohmybeautybank berpengaruh secara positif dan signifikan dengan nilai sebesar 46% terhadap keputusan pembelian produk *fashion* wanita.

**Kata Kunci:** *Electronic Word of Mouth*, Twitter (X), Akun *Autobase*, Keputusan Pembelian

## ABSTRACT

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Thesis Title : *The Impact of Electronic Word of Mouth at Twitter Account (X) Autobase @ohmybeautybank on Women's Fashion Product Purchase Decisions*  
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*Electronic word of mouth is considered to be a widely used marketing process on social media that can influence purchase decisions in the digital era, where interactions are easier and more flexible. Twitter (X) is a social media platform that provides communication opportunities for electronic word of mouth activities. These opportunities are further expanded with the emergence of the autobase account phenomenon. Therefore, the aim of this research is to investigate and measure the influence of electronic word of mouth on the Twitter account (X) autobase @ohmybeautybank concerning the purchase decisions of women's fashion products.*

*Electronic word of mouth serves as the independent variable in this research, which encompasses three dimensions: intensity, valence of opinion, and content. Meanwhile, the dependent variable in this study is the purchase decision, which consists of five dimensions: problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior.*

*This research follows a positivism paradigm, employing survey methods, quantitative approaches, and explanatory research. A sample of 100 participants was surveyed using nonprobability sampling with purposive techniques. The results of the research, obtained through inferential statistical analysis, demonstrate that electronic word of mouth on the Twitter account (X) autobase @ohmybeautybank has a positive and significant influence of 46% on product purchase decisions for women's fashion.*

**Keywords :** *Electronic Word of Mouth, Twitter (X), Autobase Account, Purchase Decisions*