

## ABSTRAK

Perkembangan teknologi dan informasi dalam bentuk digital dalam dunia usaha semakin canggih, salah satu bentuk implementasi dari perkembangan digital tersebut adalah *electronic commerce*. Transaksi yang diterapkan dalam berbisnis melalui *e-commerce* dapat mempengaruhi keputusan pembelian *costumer* dalam membeli sebuah produk. Penelitian ini dilakukan bertujuan untuk mengetahui pengaruh hubungan variabel persepsi harga, kualitas produk dan *electronic word of mouth (e-wom)* dan terhadap keputusan pembelian pada *Online Shop* Shopee dengan *Brand Awareness* sebagai Variabel Moderasi. Teknik sampling yang digunakan adalah *purposive sampling*, yaitu suatu teknik pengambilan sumber data dengan penentuan sampel dengan pertimbangan tertentu. Data yang digunakan adalah data primer menggunakan kuesioner yang disebar kepada 150 responden pengguna Shopee di Jakarta Barat. Metode analisis dengan menggunakan aplikasi *Structural Positive and Equation Model (SEM) Partial Least Square* (smartPLS 4.0.9.6).

Hasil penelitian menunjukkan (1) Persepsi harga berpengaruh positif signifikan terhadap Keputusan pembelian (2) kualitas produk berpengaruh positif signifikan terhadap Keputusan pembelian (3) *Electronic Word Of Mouth (E-wom)* tidak berpengaruh terhadap Keputusan pembelian (4) Kesadaran Merek mampu memoderasi pengaruh persepsi harga terhadap Keputusan pembelian (5) Kesadaran Merek mampu memoderasi pengaruh kualitas produk terhadap Keputusan pembelian (6) Kesadaran Merek mampu memoderasi pengaruh *Electronic Word Of Mouth (E-wom)* terhadap Keputusan pembelian.

Kata kunci : Persepsi Harga, Kualitas Produk, *Electronic Word Of Mouth (E-wom)* dan Kesadaran Merek, Keputusan Pembelian.

## **ABSTRACT**

*The development of technology and information in digital form in the business world is increasingly sophisticated, one form of implementation of this digital development is electronic commerce. Transactions implemented in doing business via e-commerce can influence consumer purchasing decisions in purchasing a product. This research was conducted with the aim of finding out the influence of the relationship between price perception variables, product quality and electronic word of mouth (E-wom) and on purchasing decisions at the Shopee online shop with Brand Awareness as a moderating variable. The sampling technique used is purposive sampling, which is a technique for collecting data sources by determining samples with certain considerations. The data used is primary data using a questionnaire distributed to 150 Shopee user respondents in West Jakarta. The analysis method uses the Structural Positive and Equation Model (SEM) Partial Least Square application (smartPLS 4.0.9.6).*

*The research results show (1) Price perception has a significant positive effect on purchasing decisions (2) product quality has a significant positive effect on purchasing decisions (3) Electronic Word of Mouth (E-wom) has no effect on purchasing decisions (4) Brand Awareness is able to moderate the influence price perception on purchasing decisions (5) Brand awareness is able to moderate the influence of product quality on purchasing decisions (6) Brand awareness is able to moderate the influence of Electronic Word Of Mouth (E-wom) on purchasing decisions.*

*Keywords: Price Perception, Product Quality, Electronic Word Of Mouth (E-wom) and Brand Awareness, Purchasing Decisions.*