

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh harga, E-WOM, dan ulasan online terhadap keputusan pembelian produk MIXUE melalui aplikasi GO-FOOD di Kota Medan. Metode penelitian menggunakan pendekatan kuantitatif dengan sampel 222 responden. Analisis data dilakukan menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa harga, E-WOM, dan ulasan online berpengaruh positif dan signifikan terhadap keputusan pembelian, baik secara parsial maupun simultan. Nilai Adjusted R Square sebesar 92,7% menunjukkan bahwa ketiga variabel tersebut memiliki pengaruh yang kuat terhadap keputusan pembelian konsumen.

Kata kunci: Harga, E-WOM, Ulasan Online, Keputusan Pembelian

ABSTRACT

This study aims to determine the effect of price, E-WOM, and online reviews on purchasing decisions of MIXUE products through the GO-FOOD application in Medan City. The research used a quantitative approach with 222 respondents as samples. Data were analyzed using multiple linear regression. The results showed that price, E-WOM, and online reviews has a positive and significant effect on purchasing decisions, both partially and simultaneously. The Adjusted R Square value of 92.7% indicates that these three variables have a strong influence on consumer purchasing decisions.

Key words: Price, E-WOM, Online Reviews, Purchasing Decisions