

ABSTRAK

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Pengaruh *Electronic Word Of Mouth (E-WOM)* dan Kualitas Produk Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Mediasi Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Gen-Z Konsumen Madamie Gie di DKI Jakarta)

90 halaman + xii halaman + 16 tabel + 4 gambar + 16 lampiran

Penelitian ini bertujuan untuk mengetahui pengaruh *electronic word of mouth* dan Kualitas Produk Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Mediasi Pada Produk Madame Gie Serta Tinjauannya Dari Sudut Pandang Islam. Populasi dalam penelitian adalah Konsumen Gen-Z di DKI Jakarta. Teknik pengambilan sampel yang digunakan adalah *Non-Probability Sampling*. Jumlah sampel pada penelitian ini sebanyak 108 orang. Data dikumpulkan dengan menggunakan metode survey dengan instrument kuisioner. Metode analisis data yang digunakan yaitu analisis Partial Least Square (PLS) Structural Equation Model.

Hasil penelitian menunjukkan bahwa: (1) *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli (p-value: <0,001) (2) *electronic word of mouth* berpengaruh positif tidak signifikan terhadap keputusan pembelian (p-value: >0,005) (3) kualitas produk berpengaruh positif dan signifikan terhadap minat beli (p-value: <0,001) (4) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian (p-value: <0,001) (5) minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian (p-value: <0,001) (6) minat beli tidak dapat memediasi pengaruh *electronic word of mouth* terhadap keputusan pembelian p-value: >0,005) (7) minat beli dapat memediasi pengaruh kualitas produk terhadap keputusan pembelian.

Dalam sudut pandang Islam bisnis jual beli dapat dilakukan selama mengikuti prinsip-prinsip agama Islam, karena dalam islam nilai kejujuran, kepercayaan, manfaat suatu barang sangat penting diutamakan.

Kata kunci: *electronic word of mouth*, kualitas produk, minat beli, keputusan pembelian

ABSTRACT

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The Influence of Electronic Word Of Mouth (E-WOM) and Product Quality on Purchase Decisions Through Purchase Intention as a Mediation Variable and Its Review from an Islamic Perspective (Case Study on Gen-Z Consumers at Madamie Gie in DKI Jakarta)

90 pages + xii pages + 16 tables + 4 pictures + 16 attachments

This study aims to determine the effect of electronic word of mouth and product quality on purchasing decisions through purchase intention as a mediating variable on Madame Gie's products and its review from an Islamic point of view. The population in this study is Gen-Z Consumers in DKI Jakarta. The sampling technique used is Non-Probability Sampling. The number of samples in this study was 108 people. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square (PLS) Structural Equation Model analysis.

The results showed that: (1) electronic word of mouth had a positive and significant effect on buying interest (p-value: <0.001) (2) electronic word of mouth had a positive and insignificant effect on purchasing decisions (p-value: >0.005) (3) product quality has a positive and significant effect on buying interest (p-value: <0.001) (4) product quality has a positive and significant effect on purchasing decisions (p-value: <0.001) (5) buying interest has a positive and significant effect on decisions purchase (p-value: <0.001) (6) buying interest cannot mediate the effect of electronic word of mouth on purchasing decisions p-value: >0.005) (7) buying interest can mediate the effect of product quality on purchasing decisions.

From an Islamic point of view, buying and selling business can be carried out as long as it follows the principles of Islam, because in Islam the value of honesty, trust, and the benefits of an item are very important.

Keywords: electronic word of mouth, product quality, buying interest, purchasing decisions