

## ABSTRAK

Fakultas Ekonomi dan Bisnis  
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**Pengaruh *Electronic Word Of Mouth* dan *Brand Ambassador* dengan Minat Beli Sebagai Faktor Mediator Terhadap Keputusan Pembelian Pada *E-commerce* Shopee Serta Tinjauannya Dalam Sudut Pandang Islam (Studi pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas YARSI Program Studi Manajemen 2016)**

139 halaman + xvii halaman + 27 tabel + 11 gambar + 3 lampiran

### Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *electronic word of mouth* dan *brand ambassador* terhadap keputusan pembelian dengan minat beli sebagai faktor mediator. Penelitian didesain sebagai *explanatory research*. Populasi penelitian adalah Mahasiswa Fakultas Ekonomi dan Bisnis Prodi Manajemen 2016 dengan jumlah sampel 74 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan analisis jalur (*path analysis*) melalui program *SPSS (Statistical Package for the Social)*. Hasil penelitian menunjukkan bahwa: *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli, *brand ambassador* berpengaruh positif dan signifikan terhadap minat beli, *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian, *brand ambassador* berpengaruh positif dan signifikan terhadap keputusan pembelian, minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian, minat beli memediasi pengaruh *electronic word of mouth* terhadap keputusan pembelian, minat beli memediasi pengaruh *brand ambassador* terhadap keputusan pembelian. Menurut pandangan Islam, terdapat etika dalam melakukan komunikasi dalam melakukan transaksi jual beli. dalam komunikasi merupakan etika yang didasarkan kepada data dan fakta, tidak memutarbalikkan kenyataan yang ada dan informasi yang disampaikan dapat diakui integritas dan kredibilitasnya. Dalam membeli produk juga haruslah sesuai dengan kebutuhan dan kegunaannya. Karena islam tidak memperbolehkan umatnya membeli sesuatu yang tidak bermanfaat.

**Kata Kunci** : *Brand Ambassador, Electronic Word Of Mouth, Keputusan Pembelian, Minat Beli*

**ABSTRACT**

*Faculty Of Economy and Business*

*Study Program S1 Management*

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*The Influence of Electronic Word Of Mouth and Brand Ambassador with Purchase Decision in Shopee E-commerce and Seen from Islamic Persentative (Study of Faculty of Economics and Business Student YARSI University Program Study Management 2016)*

*139 pages + xvii pages + 27 tables + 11 pictures + 3 attachments*

**ABSTRACT**

*This research aim to determine the effect of electronic word of mouth and brand ambassadors on purchasing decisions with buying interest as a mediating factor. The study was designed as explanatory research. The study population was the 2016 Faculty of Economics and Business Management Study Program students with a sample of 74 respondents. The sampling technique uses non-probability sampling method, with purposive sampling technique through questionnaires. Data analysis method is done by path analysis (path analysis) through the SPSS (Statistical Package for the Social) program. The results showed that: electronic word of mouth had a positive and significant effect on purchase intention, brand ambassador had a positive and significant effect on purchase intention, purchase intention has a positive and significant effect on purchasing decisions, purchase intention mediates the influence of electronic word of mouth on purchasing decisions, purchase intention mediates the influence of brand ambassadors on purchasing decisions. According to the Islamic view, there is ethics in communicating in buying and selling transactions. in communication an ethics based on data and facts, does not distort the reality and the information conveyed can be recognized for its integrity and credibility. In buying products must also be in accordance with the needs and uses. Because Islam does not allow its people to buy things that are not useful.*

**Kata Kunci** : *Brand Ambassador, Electronic Word Of Mouth, Purchase Decision, Purchase Intention*