

## ABSTRAK

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2022

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**Pengaruh *Electronic Word Of Mouth (eWOM)*, Citra Merek, Kualitas Produk, Dan Harga Terhadap Keputusan Pembelian *Smartphone* Xiaomi Redmi Note 10 Pro Serta Tinjauannya Dari Sudut Pandang Islam. (Studi Kasus Pada *Viewers Channel* YouTube Gadgetin Di DKI Jakarta)**

148 halaman + cxlviii halaman + 28 tabel + 6 gambar + 11 lampiran

### Uraian Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word Of Mouth*, Citra Merek, Kualitas Produk, dan Harga terhadap Keputusan Pembelian (Studi kasus pada *viewers channel* YouTube Gadgetin di DKI Jakarta). Pembahasan masing-masing variabel pada penelitian ini tidak hanya ditinjau dengan pendekatan ilmu pemasaran namun juga dari sudut pandang Islam. Penelitian ini menggunakan data primer dan pengumpulan data dengan *google form*. Populasi dalam penelitian ini yaitu *viewers channel* YouTube Gadgetin di DKI Jakarta. Teknik pengambilan sampel menggunakan metode *Purposive Sampling*. Sampel pada penelitian ini terdiri dari 130 responden. Metode analisis yang digunakan adalah SPSS versi 25. Berdasarkan hasil penelitian ini menunjukkan bahwa *Electronic Word of Mouth* tidak berpengaruh terhadap Keputusan Pembelian. Citra Merek berpengaruh terhadap Keputusan Pembelian. Kualitas Produk tidak berpengaruh terhadap Keputusan Pembelian. Harga berpengaruh terhadap Keputusan Pembelian. *Electronic Word of Mouth*, Citra Merek, Kualitas Produk, dan Harga berpengaruh secara simultan terhadap Keputusan Pembelian.

**Keywords:** *Electronic Word Of Mouth (eWOM)*, Citra Merek, Kualitas Produk, Harga, dan Keputusan Pembelian

## **ABSTRACT**

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***The Influence of Electronic Word Of Mouth (eWOM), Brand Image, Product Quality, and Price on the Purchase Decision of the Xiaomi Redmi Note 10 Pro Smartphone and its Review from an Islamic Perspective (Case Study on Gadgetin's YouTube Channel Viewers in DKI Jakarta)***

*148 pages + cxlviii pages + 28 table + 6 pictures + 11 attachments*

### ***Abstract Description***

*This study aims to analyze the effect of Electronic Word Of Mouth, Brand Image, Product Quality, and Price on Purchase Decisions (a case study on the Gadgetin YouTube channel viewers in DKI Jakarta). The discussion of each variable in this study is not only reviewed from a marketing science approach but also from an Islamic point of view. This study uses primary data and data collection with google form. The population in this study is the Gadgetin YouTube channel viewers in DKI Jakarta. The sampling technique used was the purposive sampling method. The sample in this study consisted of 130 respondents. The analytical method used is SPSS version 25. Based on the results of this study indicate that Electronic Word of Mouth has no effect on purchasing decisions. Brand Image has an effect on Purchase Decision. Product quality has no effect on purchasing decisions. Price affects the Purchase Decision. Electronic Word of Mouth, Brand Image, Product Quality, and Price have a simultaneous effect on Purchase Decisions.*

***Keywords:*** *Electronic Word Of Mouth (eWOM), Brand Image, Product Quality, and Price on the Purchase Decision*