

ABSTRAK

Ramadhani, Wulan. 2022. Pengaruh *Electronic Word Of Mouth (eWOM)* dan Harga terhadap Keputusan Pembelian sepeda motor matic merek Honda pada Dealer Sumber Kencana Motor Leces Probolinggo. Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga di Probolinggo.

Penelitian dilakukan di Dealer Sumber Kencana Motor Leces bertujuan untuk mengetahui pengaruh *electronic word of mouth (eWOM)* dan harga secara simultan dan secara parsial terhadap keputusan pembelian sepeda motor matic merek Honda pada Dealer Sumber Kencana Motor Leces Probolinggo.

Jenis penelitian yang digunakan yaitu jenis penelitian kuantitatif dengan desain kausal, dengan variabel yang digunakan terdiri atas *electronic word of mouth (eWOM)*, harga, dan keputusan pembelian. Metode analisis data penelitian ini yaitu metode deskriptif kuantitatif dengan menggunakan statistik berupa analisis regresi berganda sebelumnya diuji keabsahan dan kecukupan data dengan uji validitas, reliabilitas dan uji asumsi klasik.

Hasil penelitian menunjukkan bahwa *Electronic word of mouth (eWOM)* dan harga secara simultan berpengaruh signifikan terhadap keputusan pembelian sepeda motor matic merek Honda pada Dealer Sumber Kencana Motor Leces Probolinggo, dan *Electronic word of mouth (eWOM)* dan harga secara parsial berpengaruh signifikan terhadap keputusan pembelian sepeda motor matic merek Honda pada Dealer Sumber Kencana Motor Leces Probolinggo. Hendaknya Dealer Sumber Kencana Motor Leces gencar menggunakan media online sebagai sarana mengomunikasikan produk sepeda motor merek Honda, dan tetap memberikan potongan harga pada jenis atau varian sepeda motor matic yang banyak diminati konsumen agar konsumen semakin tertarik untuk melakukan pembelian.

Kata Kunci : *Electronic Word of Mouth (eWOM)*, Harga, dan Keputusan Pembelian

ABSTRACT

Ramadhani, Wulan. 2022. The Influence of Electronic Word Of Mouth (eWOM) and Price on the Purchase Decision of Honda brand automatic motorcycles at Sumber Kencana Motor Leces Probolinggo Dealership. Management Study Program, Faculty of Economics, Panca Marga University in Probolinggo.

The study conducted at the Dealership Sumber Kencana Motor Leces aimed to determine the influence of electronic word of mouth (eWOM) and price simultaneously and partially on the purchase decision of honda brand automatic motorcycles.

The type of research used is a type of quantitative research with a causal design, with the variables used consisting of electronic word of mouth (eWOM), price, and purchase decisions. The data analysis method of this study is a quantitative descriptive method using statistics in the form of multiple regression analysis previously tested for the validity and adequacy of the data with tests of validity, reliability and classical assumption tests.

The results showed that electronic word of mouth (eWOM) and price simultaneously had a significant effect on the purchase decision of Honda brand automatic motorcycles at Sumber Kencana Motor Leces Probolinggo Dealerships, and Electronic word of mouth (eWOM) and price partially significantly affected the purchase decision of Honda brand automatic motorcycles at Sumber Kencana Motor Leces Probolinggo Dealerships. Sumber Kencana Motor Leces Dealers should aggressively use online media as a means of communicating products such as Honda brand motorcycles, and continue to provide discounts on types or variants of automatic motorcycles that are in great demand by consumers so that consumers are more interested in making purchases.

Keywords : Electronic Word of Mouth (eWOM), Price, and Purchase Decision