

**THE EFFECT OF ELECTRONIC WORD OF MOUTH (E-WOM),
CUSTOMER REVIEW, AND PROMOTION ON PURCHASE DECISIONS AT
TIKTOKSHOP FOR STUDENTS OF THE FACULTY OF ECONOMICS,
LAMONGAN ISLAMIC UNIVERSITY**

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ABSTRACT

This study aims to explain the significant influence of Electronic Word Of Mouth (X1), Customer Review (X2) and Promotion (X3) partially and simultaneously on Purchase Decision (Y). And variables that have a dominant influence on purchasing decisions. This study used a quantitative method by distributing questionnaires. The population in this study were students of the economics faculty of Lamongan Islamic University and the sample used was 98 respondents. Data analysis uses test equipment, namely validity test, reliability test, classic assumption test, multiple linear regression test, multiple correlation test, coefficient of determination test, t test and F test.

The results of the analysis show that all the data collected shows valid and reliable results. The SPSS output results show that the multiple correlation value is 0.686 and the coefficient of determination is (R²) 0.678. From the ttable calculation, the result is 1.986 and tcount X1 is 2.317. X2 tcount is 2.146. And X3 tcount is 4.079 indicating that there is a partial influence on the purchase decision (Y). Meanwhile, from the calculation of Fcount, the result is 27.928 and Ftable is 2.70 which indicates that there is a simultaneous effect. And in the multiple linear regression analysis test, the value of $Y = 3.464 + 0.132 X1 + 0.128 X2 + 0.432 X3$ was obtained. Based on the results of this study, the most dominant variable influencing purchasing decisions (Y) is Promotion (X3), then Electronic Word Of Mouth (X1) and Customer Review (X2).

Keywords: Electronic Word Of Mouth, Customer Reviews, Promotions, and Purchasing Decisions.

**PENGARUH *ELECTRONIC WORD OF MOUTH (E-WOM)*, *CUSTOMER REVIEW*, DAN *PROMOTION* TERHADAP KEPUTUSAN PEMBELIAN
PADA TIKTOKSHOP DI KALANGAN MAHASISWA FAKULTAS
EKONOMI UNIVERSITAS ISLAM LAMONGAN**

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RINGKASAN

Penelitian ini bertujuan untuk menjelaskan pengaruh signifikan Electronic Word Of Mouth (X1), Customer Review (X2) dan Promotion (X3) secara parsial dan simultan terhadap Keputusan Pembelian (Y). Dan variabel yang memiliki pengaruh dominan terhadap Keputusan Pembelian. Penelitian ini menggunakan metode kuantitatif dengan cara menyebarkan kuesioner. Populasi dalam penelitian ini adalah Mahasiswa fakultas ekonomi Universitas Islam Lamongan dan sampel yang digunakan 98 responden. Analisa data menggunakan alat uji yaitu uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linier berganda, uji korelasi berganda, uji koefisien determinasi, uji t dan uji F.

Hasil analisis menunjukkan bahwa semua data yang terkumpul menunjukkan hasil yang valid dan reliabel. Hasil output SPSS menunjukkan bahwa nilai korelasi berganda sebesar 0,686 dan koefisien determinasi sebesar (R²) 0,678. Dari perhitungan t tabel didapatkan hasil sebesar 1,986 dan thitung X1 sebesar 2,317. X2 thitung sebesar 2,146. Dan X3 thitung sebesar 4,079 sehingga menunjukkan bahwa terdapat pengaruh secara parsial terhadap keputusan pembelian (Y). Sedangkan dari perhitungan F hitung didapatkan hasil sebesar 27,928 dan F tabel sebesar 2,70 yang menunjukkan bahwa terdapat pengaruh secara simultan. Dan pada uji analisis regresi linier berganda didapatkan nilai $Y = 3,464 + 0,132 X1 + 0,128 X2 + 0,432 X3$. Berdasarkan hasil penelitian tersebut variabel yang paling dominan mempengaruhi keputusan pembelian (Y) adalah Promotion (X3), kemudian Electronic Word Of Mouth (X1) dan Customer Review (X2).

Kata Kunci : *Electronic Word Of Mouth*, *Customer Review*, Promosi, dan Keputusan Pembelian.