

ABSTRAK

Kata kunci: electronic word of mouth, iklan, rating pelanggan

Skripsi dengan judul “Pengaruh Strategi *Electronic Word Of Mouth*, Iklan dan Rating Pelanggan terhadap Keputusan Pembelian Produk *Sunscreen Facetology* Di *Marketplace* Shopee (Studi Pada Masyarakat Pengguna Shopee Di Kecamatan Campurdarat)” ini ditulis oleh Hanifatul Dwi Pratiwi, mahasiswa Program Studi Manajemen Bisnis Syariah di UIN Sayyid Ali Rahmatullah Tulungagung, Dosen Pembimbing Vida Maria Ulfa, M.M.

Penelitian ini didasarkan pada tren perilaku konsumen saat ini, di mana *electronic word of mouth*, iklan, dan rating pelanggan sering dianggap sebagai faktor kunci yang mempengaruhi preferensi konsumen, terutama di kalangan masyarakat pengguna shopee yang cenderung mengandalkan informasi online dalam proses pengambilan keputusan mereka. Fokus masalah penelitian ini adalah (1)Apakah strategi *electronic word of mouth* berpengaruh terhadap keputusan pembelian produk sunscreen facetology? (2)Apakah iklan berpengaruh terhadap keputusan pembelian produk sunscreen facetology? (3)Apakah rating pelanggan berpengaruh terhadap keputusan pembelian produk sunscreen facetology? (4)Apakah *electronic word of mouth*, iklan dan rating pelanggan secara bersamaan berpengaruh terhadap keputusan pembelian produk sunscreen facetology? Teknik yang digunakan dalam pengambilan sampel pada penelitian ini adalah *Accidental* sampling. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 70 responden yaitu masyarakat pengguna shopee di Kecamatan Campurdarat yang pernah atau sedang menggunakan produk sunscreen facetology yang melakukan pembelian di *marketplace* shopee. Data-data yang telah memenuhi uji validitas, uji reliabilitas dan uji asumsi klasik. Pengujian hipotesis menggunakan uji T menunjukkan bahwa variabel *electronic word of mouth* dan rating pelanggan tidak berpengaruh signifikan terhadap keputusan pembelian sedangkan variabel iklan berpengaruh signifikan terhadap keputusan pembelian. Kemudian melalui uji F dapat diketahui bahwa variabel *electronic word of mouth*, iklan dan rating pelanggan berpengaruh signifikan secara bersama-sama dalam kepuasan pelanggan.

ABSTRACT

Keywords: electronic word of mouth, advertising, customer ratings

The thesis entitled "The Influence of Electronic Word of Mouth Strategy, Advertising and Customer Ratings on Purchasing Decisions of Facetology Sunscreen Products in the Shopee Marketplace (A Study of Shopee Users in Campurdarat District)" was written by Hanifatul Dwi Pratiwi, a student of the Sharia Business Management Study Program at UIN Sayyid Ali Rahmatullah Tulungagung, Supervisor Vida Maria Ulfa, M.M.

This study is based on current consumer behavior trends, where electronic word of mouth, advertising, and customer ratings are often considered key factors influencing consumer preferences, especially among Shopee users who tend to rely on online information in their decision-making process. The focus of this research problem is (1) Does the electronic word of mouth strategy affect the purchase decision of Facetology sunscreen products? (2) Does advertising affect the purchase decision of Facetology sunscreen products? (3) Does customer rating affect the purchase decision of Facetology sunscreen products? (4) Do electronic word of mouth, advertising and customer ratings simultaneously affect the purchase decision of Facetology sunscreen products? The technique used in sampling in this study was Accidental sampling. The number of samples used in this study was 70 respondents, namely Shopee users in Campurdarat District who had or were using Facetology sunscreen products who made purchases on the Shopee marketplace. Data that has met the validity test, reliability test and classical assumption test. Hypothesis testing using the T test shows that the electronic word of mouth and customer rating variables do not have a significant effect on purchasing decisions while the advertising variable has a significant effect on purchasing decisions. Then through the F test it can be seen that the variables of electronic word of mouth, advertising and customer ratings have a significant effect together on customer satisfaction.