

## ABSTRACT

### ***THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND PERCEIVED QUALITY ON PURCHASING DECISIONS***

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*This research aims to explore the influence of electronic word of mouth (e-WOM) and perceived quality on purchasing decisions on the Shopee e-commerce platform in the city of Tasikmalaya. A quantitative method was employed using a survey approach and purposive sampling to collect primary data from 120 respondents. The research findings indicate that both electronic word of mouth and perceived quality significantly influence purchasing decisions. Multiple linear regression analysis reveals that both factors contribute positively to purchasing decisions. This is evident from the results of the t-test or partial test, where both have a significance value  $< 0.05$ , as well as the F-test or simultaneous test, which also has a significance value  $< 0.05$ . The practical implications of this research emphasize the importance of maintaining product quality and service, as well as paying attention to customer reviews and opinions in online marketing strategies. Suggestions for future research include delving into other indicators affecting purchasing decisions and adding variables that influence such decisions. This study contributes to understanding online consumer behavior and e-commerce strategies in Indonesia.*

**Keywords:** *Electronic Word of Mouth (e-WOM); perceived quality; purchasing decisions*

**ABSTRAK**

**PENGARUH *ELECTRONIC WORD OF MOUTH* DAN *PERCEIVED QUALITY* TERHADAP KEPUTUSAN PEMBELIAN**

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Penelitian ini bertujuan untuk mengeksplorasi pengaruh *electronic word of mouth* (e-WOM) dan *perceived quality* terhadap keputusan pembelian di *platform e-commerce* Shopee di Kota Tasikmalaya. Metode kuantitatif digunakan dengan pendekatan survei dan purposive sampling untuk mengumpulkan data primer dari 120 responden. Hasil penelitian menunjukkan bahwa *electronic word of mouth* dan *perceived quality* memiliki pengaruh signifikan terhadap keputusan pembelian. Analisis regresi linear berganda menunjukkan bahwa keduanya memiliki kontribusi positif terhadap keputusan pembelian. Dilihat dari hasil uji t atau uji parsial dimana keduanya memiliki nilai signifikansi  $< 0,05$ , serta pada uji f atau uji simultan yang juga memiliki nilai signifikansi  $< 0,05$ . Implikasi praktis dari penelitian ini adalah pentingnya menjaga kualitas produk dan pelayanan, serta memperhatikan ulasan dan opini konsumen dalam strategi pemasaran *online*. Saran untuk penelitian selanjutnya adalah mendalami indikator lain yang memengaruhi keputusan pembelian dan menambahkan variabel yang mempengaruhi keputusan pembelian. Penelitian ini memberikan kontribusi pada pemahaman perilaku konsumen *online* dan strategi *e-commerce* di Indonesia.

**Kata Kunci:** *Electronic Word of Mouth (e-WOM)*; *perceived quality*; keputusan pembelian.