

ANALISIS PENGARUH *ELECTRONIC WORD OF MOUTH* (E-WOM) TERHADAP KEPUTUSAN PEMBELIAN PADA CAFE FLOOR BENGKALIS (STUDI KASUS PADA MASYARAKAT BENGKALIS)

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic word of mouth* terhadap keputusan pembelian pada cafe floor (Studi Kasus Pada Masyarakat Bengkulu). Jenis penelitian adalah penelitian asosiatif. Pengambilan data dalam bentuk kuesioner melalui *google form* dengan metode sampel *Non Probability Sampling*, yaitu teknik *Purposive Sampling*. Sampel diambil 100 orang responden, yaitu masyarakat Aktif Bengkulu dan pernah melakukan pembelian pada cafe floor. Adapun hasil analisis deskriptif variabel Keputusan Pembelian skor mean rata-rata 3,83 dan termasuk kedalam kategori kelas Sa Tinggi. Sedangkan hasil analisis deskriptif variabel *Electronic word of mouth* skor mean rata-rata 3,68 dan termasuk kedalam kategori kelas Tinggi. Dari hasil perhitungan uji signifikansi variabel *electronic word of mouth* dilihat bahwa $t_{hitung} 9,538 > t_{tabel} 1,984$ dengan $sig 0,000 < \alpha = 0,05$. Dengan demikian, dapat disimpulkan bahwa *Electronic word of mouth* berpengaruh positif dan signifikan terhadap Keputusan Pembelian pada cafe floor. Besarnya nilai korelasi atau hubungan (R) adalah sebesar 0,694 dan diperoleh besar *R square* atau disebut dengan koefisien determinasi (KD) adalah sebesar 0,481 yang artinya *electronic word of mouth* mempengaruhi keputusan pembelian sebesar 69,4% dan sisanya dipengaruhi oleh variabel lain yang tidak dijelaskan dalam penelitian ini.

Kata Kunci : Bengkulu, Cafe Floor, *Electronic word of mouth*, Keputusan Pembelian, Ulasan

ANALYSIS OF THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE DECISIONS ON CAFE FLOOR BENGKALIS (CASE STUDY ON THE PEOPLE OF BENGKALIS)

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Abstract

This study aims to analyze the influence of Electronic word of mouth on purchasing decisions on the cafe floor (Case Study in the Bengkalis Community). The type of research is associative research. Data collection is in the form of a questionnaire via Google Form with a Non-Probability Sampling sample method, namely the Purposive Sampling technique. The sample was taken from 100 respondents, namely the Active Bengkalis community and had made purchases on the cafe floor. The results of the descriptive analysis of the Purchase Decision variable mean score is 3.83 and is included in the High Sa class category. While the results of the descriptive analysis of the Electronic word of mouth variable mean score is 3.68 and is included in the High class category. From the results of the calculation of the significance test of the electronic word of mouth variable, it is seen that $t \text{ count } 9.538 > t \text{ table } 1.984$ with $\text{sig } 0.000 < \alpha = 0.05$. Thus, it can be concluded that Electronic word of mouth has a positive and significant effect on Purchasing Decisions on the cafe floor. The value of the correlation or relationship (R) is 0.694 and the R square value or coefficient of determination (KD) is 0.481, which means that electronic word of mouth influences purchasing decisions by 69.4% and the rest is influenced by other variables not explained in this study.

Keywords: Bengkalis, Cafe Floor, Electronic word of mouth, Purchase Decision, Reviews