

# Pengaruh electronic word of mouth di social media youtube terhadap keputusan pembelian: studi pada perempuan yang terpapar e-wom produk lipstik Wardah di youtube = The influence of electronic word of mouth on social media youtube towards purchase decision: study on women who have been exposed to Wardah lipstick product ewom on youtube

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## Abstrak

Perkembangan teknologi internet dan penggunaan media sosial membuat electronic word of mouth menjadi salah satu bentuk penyebaran pesan yang digunakan oleh konsumen untuk mencari informasi terkait sebuah produk. Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh electronic word of mouth di social media Youtube terhadap keputusan pembelian produk lipstik Wardah. Penelitian ini menggunakan pendekatan kuantitatif dan terdiri dari dua variabel yaitu variabel electronic word of mouth dan variabel keputusan pembelian. Data diperoleh melalui penyebaran kuesioner dengan teknik purposive sampling. Sampel dari penelitian ini berjumlah 96 responden yang pernah terpapar pesan electronic word of mouth di social media Youtube mengenai produk lipstik Wardah. Hasil penelitian menunjukkan bahwa electronic word of mouth di social media Youtube memiliki pengaruh terhadap keputusan pembelian.

.....The growth of internet and the use of social media has made electronic word of mouth become one of the dissemination form of a message that is used by consumer to seek for a product's information. The purpose of this research is to analyze the influence of electronic word of mouth on social media Youtube towards Wardah lipstick product purchase decision. This research uses quantitative approach and consist of two variables which are electronic word of mouth and purchase decision. The data were collected through questionnaire with purposive sampling technique. The sample of this research are 96 respondents who have been exposed to an electronic word of mouth on social media Youtube about Wardah's lipstick product. The result of this research shows that electronic word of mouth on social media Youtube have a strong influence towards purchase decision.