

**ABSTRACT**

SITTI ISRA. 2025. The Influence of Electronic Word of Mouth and Product Quality on Skintific Skincare Purchase Decisions Through Shopee Among FEB Students at Muhammadiyah University of Makassar. Thesis. Department of Management, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by: Andi Mappatempo Badawi and Nurinaya.

This study aims to analyze the influence of Electronic Word of Mouth (E-WOM) and product quality on the purchase decisions of Skintific skincare through Shopee among students of the Faculty of Economics and Business at Muhammadiyah University of Makassar. The research employed a quantitative approach. The sample consisted of 110 students from the Faculty of Economics and Business, Muhammadiyah University of Makassar, selected using the Malhotra formula. The data used in this research were quantitative, obtained from questionnaires related to the research problem. Data collection was conducted through questionnaire distribution, observation, and documentation study. The data sources included both primary and secondary data. The data analysis methods applied included validity tests, reliability tests, classical assumption tests, multiple linear regression, and hypothesis testing using SPSS version 30. The results showed that the electronic word of mouth variable (X1), based on the t-test, obtained a t-count of 8.575 > t-table of 1.985 with a significance level of 0.001, and the product quality variable (X2) obtained a t-count of 9.497 > t-table of 1.985 with a significance level of 0.001. Thus, it can be concluded that the electronic word of mouth variable has a positive and significant influence on purchase decisions, as does the product quality variable, which also has a positive and significant influence on Skintific skincare purchase decisions through Shopee among FEB students at Muhammadiyah University of Makassar.

Keywords: Electronic Word of Mouth, Product Quality, Purchasing Decisions.



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ABSTRAK

SITTI ISRA. 2025. Pengaruh Electronic Word of Mouth dan Kualitas Produk terhadap Keputusan Pembelian Skincare Skintific Melalui Shopee Pada Mahasiswa FEB di Universitas Muhammadiyah Makassar. Skripsi. Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh: Andi Mappatempo Badawi dan Nurinaya

Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word of Mouth* (E-WOM) dan kualitas produk terhadap keputusan pembelian *skincare Skintific* melalui Shopee pada mahasiswa Fakultas Ekonomi dan Bisnis di Universitas Muhammadiyah Makassar. Jenis penelitian yang dilakukan adalah kuantitatif. Sampel terdiri dari 110 mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar, yang dipilih menggunakan rumus Malhotra. Data yang digunakan dalam penelitian ini adalah data kuantitatif yang diperoleh dari kuesioner terkait masalah yang diteliti. Pengumpulan data dilakukan melalui distribusi kuesioner, observasi dan studi dokumentasi. Sumber data mencakup data primer dan sekunder. Metode analisis data yang diterapkan meliputi uji validitas, uji reliabilitas, uji asumsi klasik, regresi linear berganda, serta pengujian hipotesis menggunakan SPSS versi 30. Hasil penelitian menunjukkan variabel *electronic word of mouth* (X1) melalui uji t diperoleh t hitung $8,575 > t$ tabel 1,985 dengan tingkat signifikansi 0,001, dan variabel kualitas produk (X2) diperoleh t hitung $9,497 > t$ tabel 1,985 dengan tingkat signifikansi 0,001. Maka dapat disimpulkan variabel *electronic word of mouth* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian, begitupun variabel harga berpengaruh positif dan signifikan terhadap keputusan pembelian *skincare Skintific* melalui Shopee pada mahasiswa FEB di Universitas Muhammadiyah Makassar.

Kata kunci: *Electronic Word of Mouth, Kualitas Produk, Keputusan Pembelian*



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