

ABSTRAK

Delfira Yuniarti Sjarif, 2022. Pengaruh Kualitas Produk Terhadap *Electronic Word Of Mouth* Di Instagram Dan Dampaknya Terhadap Keputusan Pembelian Pada Distro Velmerd Kota Ternate. Ketua Komisi: Dr. E. Ida Hidayanti, SE., M.Si, Anggota Komisi: Ririn Damayanti, SE., M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk terhadap *electronic word of mouth* di instagram dan dampaknya terhadap keputusan pembelian. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini yaitu pada konsumen yang berbelanja di distro Velmerd Kota Ternate. Jumlah sampel penelitian adalah sebanyak 135 responden. Teknis analisis data yang digunakan dalam penelitian ini adalah menggunakan analisis path modeling dengan menggunakan Smart Partial Least Square (PLS) versi 3 sebagai alat uji statistik.

Hasil penelitian ini menunjukkan bahwa: (1) kualitas produk berpengaruh signifikan terhadap *electronic word of mouth*; (2) *electronic word of mouth* berpengaruh signifikan terhadap keputusan pembelian; (3) kualitas produk berpengaruh signifikan terhadap keputusan pembelian; (4) kualitas produk berpengaruh signifikan terhadap keputusan pembelian melalui *electronic word of mouth*.

Kata kunci: Kualitas Produk, *Electronic Word Of Mouth*, dan Keputusan Pembelian.

ABSTRACT

Delfira Yuniarti Sjarif, 2022. *The Effect of Product Quality on Electronic Word Of Mouth on Instagram and Its Impact on Purchase Decisions at Velmerd Distros in Ternate City.* Chairman of the Commission: Dr. E. Ida Hidayanti, SE., M.Si, Commission Member: Ririn Damayanti, SE., M.M.

This study aims to determine the effect of product quality on electronic word of mouth on Instagram and its impact on purchasing decisions. This research is a quantitative research. The population in this study is the consumers who shop at the Velmerd distribution in Ternate City. The number of research samples was 135 respondents. The technical analysis of the data used in this research is path modeling analysis using Smart Partial Least Square (PLS) version 3 as a statistical test tool.

The results of this study indicate that: (1) product quality has a significant effect on electronic word of mouth; (2) electronic word of mouth has a significant effect on purchasing decisions; (3) product quality has a significant effect on purchasing decisions; (4) product quality has a significant effect on purchasing decisions through electronic word of mouth.

Keywords: Product Quality, Electronic Word Of Mouth, and Purchase Decision.