

ABSTRAK

UMKM menjadi bagian yang sangat penting dalam ekonomi lokal. Salah satunya adalah rumah makan bebek cak Satriyo yang terletak di Lumajang. Adapun tujuan penelitian ini untuk mengetahui seberapa besar pengaruh dari *electronic word of mouth (E-WOM)*, harga dan *Prceived quality* terhadap keputusan pembelian. Metode penelitian yang digunakan adalah kuantitatif dengan pengumpulan data melalui kuesioner kepada 60 responden menggunakan teknik Random sampling. Hasil analisis regresi berganda menunjukkan bahwa *electronic word of mouth (E-WOM)* dan *Prceived quality* memiliki pengaruh signifikan terhadap keputusan pembelian, sementara Hargadc tidak menunjukkan pengaruh signifikan. Koefisien determinasi (R^2) sebesar 0,455 menunjukkan bahwa 45,5% variasi dalam keputusan pembelian dapat dijelaskan oleh variabel *electronic word of mouth (E-WOM)*, harga dan *Prceived quality*

Kata Kunci: *Electronic word of mouth*, Harga, *Perceived quality*, Keputusan Pembelian



ABSTRACT

MSMEs are a very important part of the local economy. One of them is the Cak Satriyo duck restaurant located in Lumajang. The purpose of this study was to determine how much influence electronic word of mouth (E-WOM), price and perceived quality have on purchasing decisions. The research method used was quantitative with data collection through questionnaires to 60 respondents using the Random sampling technique. The results of multiple regression analysis showed that electronic word of mouth (E-WOM) and perceived quality have a significant influence on purchasing decisions, while Pricedc did not show a significant influence. The coefficient of determination (R^2) of 0.455 indicates that 45.5% of the variation in purchasing decisions can be explained by the variables electronic word of mouth (E-WOM), price and perceived quality

Keywords: Electronic word of mouth, Price, Product Quality, Purchasing Decisions

