

PENGARUH *ELECTRONIC WORD OF MOUTH*, *CELEBRITY ENDORSEMENT* DAN KEMUDAHAN TRANSAKSI TERHADAP KEPUTUSAN PEMBELIAN PADA SHOPEE DI WILAYAH DIY

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *electronic word of mouth*, *celebrity endorsement*, dan kemudahan transaksi terhadap keputusan pembelian pada *e-commerce* Shopee di wilayah DIY. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 97 responden. Pengumpulan data primer dilakukan dengan metode kuesioner melalui *google formulir* yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan analisis regresi *logistic* dengan bantuan program IBM SPSS Statistic 25. Hasil analisis data menunjukkan bahwa secara bersama-sama faktor *electronic word of mouth*, *celebrity endorsement* dan kemudahan transaksi berpengaruh secara positif dan signifikan terhadap keputusan pembelian yang dibuktikan dengan nilai signifikansi $0,00 < 0,05$. Secara parsial *electronic word of mouth* dan kemudahan transaksi berpengaruh secara positif dan signifikan terhadap keputusan pembelian yang dibuktikan dengan nilai signifikansi $0,006 < 0,05$ dan $0,045 < 0,05$. Namun *celebrity endorsement* tidak memiliki pengaruh terhadap keputusan pembelian, hal ini dibuktikan dengan nilai signifikansi $0,670 > 0,05$. Berdasarkan hasil uji koefisien determinasi (model summary) menunjukkan bahwa kemampuan variabel independen yaitu *electronic word of mouth*, *celebrity endorsement* dan kemudahan transaksi berpengaruh terhadap variabel dependen yaitu keputusan pembelian sebesar 53,1%, sedangkan sisanya dipengaruhi oleh variabel lain diluar model penelitian sebesar 46,9%.

Kata Kunci: *Electronic Word of Mouth*, *Celebrity Endorsement*, *Kemudahan Transaksi dan Keputusan Pembelian*.

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**THE INFLUNCE OF ELECTRONIC WORD OF MOUTH, CELEBRITY
ENDORSEMENT AND EASE OF TRANSACTION ON PURCHASE
DECISION AT SHOPEE IN DIY REGION**

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Abstract

This study aimed to analyze the effects of electronic word of mouth, celebrity endorsement, and ease of transactions on purchase decision on Shopee e-commerce in the DIY area. The method used in sampling was purposive sampling of 97 respondents. Primary data collection by questionnaire through google forms that had been tested for validity and reliability. The analysis in this study used logistic regression analysis by IBM SPSS Statistic 25 program. The results of data analysis showed that together the factors of electronic word of mouth, celebrity endorsement, and ease of transactions had positive and significant effect on purchase decision as shown from significance value $0.00 < 0.05$. Partially, electronic word of mouth and ease of transactions have a positive and significant effect on purchase decision, by the significance value of $0.006 < 0.05$ and $0.045 < 0.05$. However, celebrity endorsement had no influence on purchase decision, the significance value was $0.670 > 0.05$. Based on the results of determination test coefficients (model summary), it showed that the ability of the independent variables, namely electronic word of mouth, celebrity endorsement, and ease of transactions, to influence the dependent variable, purchase decision for 53.1%, while the rest was influenced by other variables outside the research model for 46.9%.

Keywords: *Electronic Word of Mouth, Celebrity Endorsement, Ease of Transaction and Purchase Decision*

