

PENGARUH PERSEPSI *ELECTRONIC WORD OF MOUTH* (E-WOM) TERHADAP KEPUTUSAN PEMBELIAN PADA *FOLLOWERS* AKUN BASE *TWITTER* @OHMYBEAUTYBANK

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ABSTRAK

Akun base Twitter @ohmybeautybank saat ini menjadi salah satu media sosial yang menjadi wadah bagi konsumen untuk mendapatkan informasi terhadap suatu produk mengenai skincare, lifestyle, dan bodycare. Informasi berupa review online atau electronic word of mouth dari konsumen lain yang telah memiliki pengalaman atas suatu produk. Hal ini dapat memengaruhi persepsi konsumen sehingga konsumen dapat menentukan untuk membeli suatu produk atau tidak. Persepsi electronic word of mouth merupakan proses pengamatan seseorang untuk menyimpulkan suatu informasi berdasarkan opini yang disampaikan oleh orang lain melalui media internet. Tujuan dalam penelitian ini bertujuan untuk mengetahui pengaruh persepsi electronic word of mouth (E-WoM) terhadap keputusan pembelian pada followers base Twitter @ohmybeautybank. Subjek penelitian ini adalah 56 followers akun base Twitter @ohmybeautybank yang menggunakan teknik purposive sample dalam pengambilan sampel. Skala yang digunakan yaitu skala persepsi electronic word of mouth dari Jeong & Jang (2011) dan skala pengambilan keputusan dari Swastha (2017). Analisis data dilakukan dengan teknik analisis regresi linier sederhana. Hasil penelitian menunjukkan nilai signifikansi $p= 0,009$ ($p<0,05$), artinya persepsi electronic word of mouth berpengaruh terhadap keputusan pembelian pada followers akun base Twitter @ohmybeautybank. Sumbangan efektif (SE) setiap aspek persepsi electronic word of mouth yang berkontribusi tinggi terhadap keputusan pembelian dimulai dari aspek helping company 17.7%, aspek concern for others 10.1%, dan aspek expressing positive emotion 7.8%. Maka dari itu, aspek helping company merupakan aspek yang paling berpengaruh terhadap keputusan pembelian dalam penelitian ini.

Kata Kunci: *Akun Base Twitter @ohmybeautybank, Keputusan Pembelian, Persepsi Electronic Word of Mouth.*

THE EFFECT OF ELECTRONIC WORD OF MOUTH (E-WOM) PERCEPTION ON PURCHASE DECISIONS ON FOLLOWERS OF TWITTER BASE ACCOUNT @OHMYBEAUTYBANK

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ABSTRACT

The Twitter base account @ohmybeautybank is currently one of the social media platforms for consumers to get information about a product regarding skincare, lifestyle and bodycare. The information is in the form of online reviews or electronic word of mouth from other consumers who have had experience with a product. This can affect consumer perceptions so that consumers can determine whether to buy a product or not. Perception of electronic word of mouth is the process of observing someone to conclude information based on opinions conveyed by other people via the internet. The aim of this study is to determine the effect of electronic word of mouth (E-WoM) perceptions on purchasing decisions on Twitter followers base @ohmybeautybank. The subjects of this study were 56 followers of the Twitter base account @ohmybeautybank who used a purposive sample technique in sampling. The scale used is the electronic word of mouth perception scale from Jeong & Jang (2011) and the decision-making scale from Swastha (2017). Data analysis was performed using a simple linear regression analysis technique. The results showed a significance value of $p = 0.009$ ($p < 0.05$), meaning that the perception of electronic word of mouth influences purchase decisions for followers of the Twitter base account @ohmybeautybank. The effective contribution (SE) of every aspect of electronic word of mouth perception that contributes highly to purchasing decisions starts from the helping company aspect of 17.7%, the aspect of concern for others 10.1%, and the aspect of expressing positive emotion 7.8%. Therefore, the helping company aspect is the most influential aspect of purchasing decisions in this study.

Keywords: Account Base Twitter @ohmybeautybank, Purchase Decision, Perception Electronic Word of Mouth.