


**PENGARUH *PERCEIVED PRICE*, *ELECTRONIC WORD OF MOUTH*,
DAN *PERCEIVED RISK* TERHADAP *PURCHASE DECISION* MELALUI
PERCEIVED VALUE SEBAGAI VARIABEL MEDIASI PADA PRODUK
FASHION KEBAYA BALI DI *PLATFORM ONLINE TIKTOK SHOP***

I Gusti Ayu Kirana Andari Putri

Abstrak

Penelitian ini bertujuan menganalisis pengaruh *perceived price*, *electronic word of mouth*, dan *perceived risk* terhadap *purchase decision* dengan *perceived value* sebagai variabel mediasi pada produk *fashion kebaya Bali* di *platform online* TikTok Shop. Penelitian menggunakan pendekatan kuantitatif dengan teknik *non-probability sampling* melalui metode *snowball sampling* dan jumlah sampel sebanyak 100 responden. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan SPSS versi 23 dengan uji instrumen, asumsi klasik, koefisien determinasi, analisis jalur, serta uji hipotesis. Hasil penelitian menunjukkan bahwa *perceived price* berpengaruh positif dan signifikan, *electronic word of mouth* berpengaruh positif namun tidak signifikan, dan *perceived risk* berpengaruh negatif dan signifikan terhadap *purchase decision*. Selain itu, *perceived value* berpengaruh positif dan signifikan terhadap *purchase decision* serta mampu memediasi pengaruh *perceived price*, *electronic word of mouth*, dan *perceived risk* terhadap *purchase decision*. Temuan ini memberikan implikasi bagi pelaku usaha *fashion kebaya Bali* di TikTok Shop untuk lebih menekankan strategi penetapan harga dan pengurangan risiko sehingga meningkatkan nilai yang dirasakan dan mendorong keputusan pembelian konsumen.

Kata Kunci: *Perceived Price, Electronic Word of Mouth, Perceived Risk, Perceived Value, Purchase Decision*

 11/2/2026

THE EFFECT OF PERCEIVED PRICE, ELECTRONIC WORD OF MOUTH, AND PERCEIVED RISK ON PURCHASE DECISION THROUGH PERCEIVED VALUE AS A MEDIATION VARIABLE ON BALI KEBAYA FASHION PRODUCTS ON THE TIKTOK SHOP ONLINE PLATFORM

I Gusti Ayu Kirana Andari Putri

Abstract

This study aims to analyze the effects of perceived price, electronic word of mouth, and perceived risk on purchase decisions, with perceived value as a mediating variable, for Bali kebaya fashion products on the online platform TikTok Shop. The research employed a quantitative approach using non-probability sampling through the snowball sampling method, with a total sample of 100 respondents. Data were collected through questionnaires and analyzed using SPSS version 23, including instrument testing, classical assumption tests, coefficient of determination, path analysis, and hypothesis testing. The results indicate that perceived price has a positive and significant effect, electronic word of mouth has a positive but insignificant effect, and perceived risk has a negative and significant effect on purchase decision. In addition, perceived value has a positive and significant effect on purchase decision and mediates the effects of perceived price, electronic word of mouth, and perceived risk on purchase decision. These findings imply that Bali kebaya fashion sellers on TikTok Shop should emphasize pricing strategies and risk-reduction measures to enhance perceived value and encourage consumer purchase decisions.

Keywords: *Perceived Price, Electronic Word of Mouth, Perceived Risk, Perceived Value, Purchase Decision*