

ABSTRAK

Said Hisyam,2022

: Pengaruh Segmentasi, Kualitas Produk dan *Electronik Word of Mouth* Terhadap Keputusan Pembelian di Showroom Suzuki Arista. Dosen Pembimbing: Abdul Jalal, S.E., M.Si. dan Akhirman, S.Sos., M.M.

Penelitian ini bertujuan untuk mengetahui Pengaruh Segementasi, Kualitas Produk dan Electronic Word of Mouth Terhadap Keputusan Pembelian di Showroom Suzuki Arista. Variabel independen dalam penelitian ini adalah Segmentasi, Kualitas Produk dan *Electronic Word of Mouth* sedangkan variabel dependennya yaitu Keputusan Pembelian. Data yang digunakan dalam penelitian ini adalah data primer yang berupa kusioner. Populasi dalam penelitian ini adalah Showroom Suzuki Arista sebanyak 65 orang. Teknik Pengujian Kualitas Data dengan metode Uji Validitas dan Uji Reliabilitas. Penelitian ini menggunakan teknik pengumpulan data berupa kusioner dengan pengukuran skala ordinal. Teknik analisis yang digunakan adalah teknik kuantitatif yaitu dengan analisis regresi linear berganda, pengujian hipotesis dan uji koefisien determinasi. Pengelolaan dengan bantuan program SPSS 26. Hasil dari penelitian ini menunjukkan bahwa secara parsial Segmentasi, Kualitas Produk, dan *Electronic Word of Mouth* berpengaruh signifikan terhadap Keputusan Pembelian. Secara simultan Segmentasi, Kualitas Produk dan *Electronik Word of Mouth* berpengaruh signifikan terhadap Keputusan Pembelian. Terdapat 80% yang mampu dijelaskan Segmentasi, Kualitas Produk dan *Electronik Word of Mouth* terhadap Keputusan Pembelian.

Kata Kunci

: Segmentasi, Kualitas Produk, *Electronic Word of Mouth*, Keputusan Pembelian

ABSTRACT

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: The Effect of Segmentation, Product Quality and Electronic Word of Mouth on Purchasing Decisions at suzuki Arista Showroom. Promoter Team: Abdul Jalal, S.E., M.Si. dan Akhirman, S.Sos., M.M.

This study aims to determine the Effect of Segmentation, Product Quality and Electronic Word of Mouth on Purchasing Decisions at the Suzuki Arista Showroom. The independent variables in this study are Segmentation, Product Quality and Electronic Word of Mouth while the dependent variables are Purchasing Decisions. The data used in this study are primary data in the form of questionnaires. The population in this study was the Suzuki Arista Showroom of 65 people. Data Quality Testing Techniques with Validity Test and Reliability Test methods. This study used a data collection technique in the form of a questionnaire with ordinal scale measurements. The analysis technique used is a quantitative technique, namely by multiple linear regression analysis, hypothesis testing and determination coefficient test. Data management with the help of the SPSS 26 program. The results of this study show that partially Segmentation, Product Quality, and Electronic Word of Mouth have a significant effect on Purchasing Decisions. Simultaneously Segmentation, Product Quality and Electronic Word of Mouth have a significant effect on Purchasing Decisions. There are 80% that can be explained segmentation, product quality and electronic Word of Mouth to purchasing decisions.

Keyword

: Segmentation, Product Quality, Electronic Word of Mouth, Purchasing Decisions