ABSTRACT

The objective of this study is to ascertain the impact of electronic word of mouth, price, and location on purchase decision. The population consists of all guests who are currently staying at The Jayakarta Bali Beach Resort Residence and Spa. A sample of 100 respondents will be selected from this population. The data analysis technique employs many statistical tests including validity test, reliability test, classical assumption test, multiple linear regression analysis, partial correlation analysis, multiple correlation analysis, determination coefficient test, F test, and t test. The study results demonstrate that electronic word of mouth has a substantial and favourable impact on purchasing decisions, as indicated by the regression coefficient value of 0.602, the t_{count} value of 3.753, and its significance level of 0.000. The regression analysis shows that price has a strong positive impact on purchase decisions, as indicated by the coefficient value of 0.349, the t_{count} value of 3.196, and a significance level of 0.002. The impact of location on purchase decisions is both positive and significant, as indicated by the regression coefficient of 0.329, the t_{count} value of 2.650, and a significance level of 0.009, which satisfies the criteria for statistical significance. Both electronic word of mouth, price, and location have a considerable impact on purchasing decisions, as evidenced by the f_{count} value of 47.456. The regression equation, $Y = 6.023 + 0.602X1 + 0.349X2 + 0.329X3$, demonstrates this relationship, with a significant level of 0.000.

Keywords: Electronic Word Of Mouth, Price, Location, Purchase Decision

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *electronic word of mouth*, harga dan lokasi terhadap keputusan pembelian. Populasi menggunakan seluruh tamu yang menginap di *The* Jayakarta Bali *Beach Resort Residence and Spa* dan sampel sebanyak 100 responden. Teknik analisis data menggunakan Uji Validitas, Uji Reliabilitas, Uji Asumsi Klasik, Anaisis Regresi Linear Berganda, Analisis Korelasi Parsial, Analisis Korelasi Berganda, Uji Koefisien Determinasi, Uji F dan Uji t. Dari hasil penelitian dapat dilihat bahwa *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian, dibuktikan dengan nilai koefisien regresi sebesar 0,602, nilai t_{hitung} = 3,753 dan signifikannya sebesar 0,000, harga berpengaruh positif signifikan terhadap keputusan pembelian, dibuktikan dengan nilai koefisien regresi sebesar 0,349, nilai t_{hitung} = 3,196 dan signifikannya sebesar 0,002, lokasi berpengaruh positif dan sigifikan terhadap keputusan pembelian, dibuktikan dengan nilai koefisien regresi sebesar 0,329, nilai t_{hitung} = 2,650 dan signifikannya sebesar 0,009 yang memenuhi ketentuan signifikannya <0,050 dan secara simultan *electronic word of mouth*, harga dan lokasi berpengaruh signfikan terhadap keputusan pembelian, Dibuktikan dengan f_{hitung} = 47,456, persamaan regresi yaitu $Y = 6,023 + 0,602X_1 + 0,349X_2 + 0,329X_3$ dengan tingkat signifikannya sebesar 0,000.

Kata Kunci: *Electronic Word Of Mouth, Harga, Lokasi, Keputusan Pembelian*