

## ABSTRAK

SALMA MAYVIANA ZAHRANI. NIM : 2161201151. Pengaruh *Electronic Word Of Mouth (E-WOM)* Dan *Online Customer Experience* Terhadap Keputusan Pembelian Produk Skintific Di Shopee. Dibawah bimbingan Ir. Ambardi, M.Si.

Pertumbuhan e-commerce di Indonesia telah mengubah pola konsumsi, terutama dalam pembelian produk skincare secara daring. Shopee, sebagai marketplace terbesar, menjadi platform utama bagi merek seperti Skintific yang meraih penjualan tinggi. Fenomena ini menunjukkan dukungan dari ulasan konsumen daring (*Electronic Word of Mouth/E-WOM*) dan pengalaman berbelanja digital (*Online Customer Experience/OCE*). Namun, belum ada kejelasan empiris mengenai pengaruh kedua faktor tersebut terhadap keputusan pembelian. Beberapa konsumen masih ragu meskipun ada banyak ulasan positif, sementara yang lain lebih dipengaruhi oleh kualitas pengalaman berbelanja. Penelitian ini bertujuan menguji pengaruh *E-WOM* dan *OCE* terhadap keputusan pembelian produk Skintific di Shopee. Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif. Sampel penelitian berjumlah **97 responden** yang diperoleh melalui teknik purposive sampling. Analisis data dilakukan melalui uji validitas, reliabilitas, uji asumsi klasik, regresi linier berganda, uji t, uji F, dan koefisien determinasi ( $R^2$ ). Hasil penelitian menunjukkan bahwa *E-WOM* berpengaruh positif dan signifikan terhadap keputusan pembelian ( $t\text{-hitung} = 5,209 > t\text{-tabel} = 1,986$ ; sig.  $<,001$ ). *OCE* juga berpengaruh positif dan signifikan terhadap keputusan pembelian ( $t\text{-hitung} = 7,605 > t\text{-tabel} = 1,986$ ; sig.  $<,001$ ). Secara simultan, kedua variabel independen berpengaruh signifikan terhadap keputusan pembelian ( $F\text{-hitung} = 101,366 > f\text{-tabel} = 3,09$ ; sig.  $<,001$ ). Nilai koefisien determinasi ( $R^2$ ) sebesar 0,683 menunjukkan bahwa 68,3% variasi keputusan pembelian dapat dijelaskan oleh *E-WOM* dan *OCE*, sedangkan sisanya 31,7% dipengaruhi oleh faktor lain di luar model penelitian. Temuan ini menegaskan bahwa ulasan daring konsumen serta pengalaman berbelanja online yang baik memiliki peran penting dalam meningkatkan keputusan pembelian produk Skintific di Shopee.

**Kata kunci** : *Electronic Word of Mouth*, *Online Customer Experience*, Keputusan Pembelian, Skintific, Shopee.

## **ABSTRACT**

SALMA MAYVIANA ZAHRANI. NIM : 2161201151. *The Influence of Electronic Word Of Mouth (E-WOM) and Online Customer Experience on the Decision to Purchase Skintific Products on Shopee. Under the guidance of Ir. Ambardi, M.Si.*

*The growth of e-commerce in Indonesia has changed consumption patterns, especially in the online purchase of skincare products. Shopee, as the largest marketplace, has become the main platform for brands such as Skintific, which has achieved high sales. This phenomenon shows the support of online consumer reviews (Electronic Word of Mouth/E-WOM) and digital shopping experiences (Online Customer Experience/OCE). However, there is no empirical clarity regarding the influence of these two factors on purchasing decisions. Some consumers remain hesitant despite numerous positive reviews, while others are more influenced by the quality of the shopping experience. This study aims to examine the influence of E-WOM and OCE on purchasing decisions for Skintific products on Shopee. This study used a quantitative method with an associative approach. The research sample consisted of 97 respondents obtained through purposive sampling. Data analysis was performed through validity and reliability tests, classical assumption tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination ( $R^2$ ). The results of the study indicate that E-WOM has a positive and significant effect on purchasing decisions (calculated  $t = 5.209 > \text{table } t = 1.986$ ; sig.  $<.001$ ). OCE also has a positive and significant effect on purchasing decisions ( $t\text{-count} = 7.605 > t\text{-table} = 1.986$ ; sig.  $<.001$ ). Simultaneously, both independent variables have a significant effect on purchasing decisions ( $F\text{-count} = 101.366 > f\text{-table} = 3.09$ ; sig.  $<.001$ ). The coefficient of determination ( $R^2$ ) value of 0.683 indicates that 68.3% of the variation in purchase decisions can be explained by E-WOM and OCE, while the remaining 31.7% is influenced by other factors outside the research model. These findings confirm that consumer online reviews and positive online shopping experiences play an important role in increasing purchase decisions for Skintific products on Shopee.*

*Keyword : Electronic Word of Mouth, Online Customer Experience, Purchase Decision, Skintific, Shopee*