

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh *e-wom*, persepsi harga, *Perceived Quality* dan promosi terhadap CACO Broring Jember. Penelitian ini menggunakan pendekatan kuantitatif, pengambilan sampel dilakukan melalui purposive sampling dan menggunakan 96 responden sebagai sampel dengan kriteria responden sudah pernah melakukan pembelian minimal 1 kali dan responden berjenis kelamin laki-laki maupun perempuan yang berusia diatas 17 tahun. Jenis data yang digunakan adalah data primer dan data sekunder, dimana data primer diperoleh melalui pengisian kuisisioner dan data sekunder dipeoleh dari buku jurnal, artikel yang berkaitan dengan kualitas produk, kualitas layanan dan keragaman produk. Metode analisis data yang digunakan uji instrumen data, uji asumsi klasik, analisis regresi liner berganda dan uji hipotesis. Hasil pengujian ini menunjukkan bahwa variabel *e-wom*, persepsi harga, *Perceived Quality* dan promosi berpengaruh signifikan terhadap *Buying Decision*.

Kata Kunci : *EWOM*, persepsi Harga, *Perceived Quality*, Promosi, *Buying Decision*



ABSTRACT

The reason this research was conducted was to determine the effect of e-wom, perceived price, perceived quality, and promotion on CACO Broring Jember. This research uses a quantitative approach, sampling is done through purposive sampling. It uses 96 respondents as a sample with the criteria that the respondent has made a purchase at least 1 times and the respondent is male or female over 17 years old. The types of data used are primary data and secondary data, where primary data is obtained through filling out questionnaires, and secondary data is obtained from journal books, and articles related to product quality, service quality, and product diversity. The data analysis methods used are data instrument tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing. The results of this test indicate that the variables e-wom, perceived price, perceived quality, and promotion have a significant effect on Buying Decisions.

Keywords: E-WOM, Perceived Price, Perceived Quality, Promotion, Buying Decision

