

ABSTRACT

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THE INFLUENCE OF ELECTRONIC WORD OF MOUTH, PRODUCT QUALITY, AND EXPERIENTIAL MARKETING ON CUSTOMER PURCHASE DECISION AT V-COFFEE, BINJAI

(xvi+102 pages; 9 figures; 48 tables; 6 appendixes)

V-Coffee Binjai has been operating since 2020. V-Coffee has been experiencing the decline in customer purchase decision which in the long run might affect the sales of the café. The objective of this research is to observe whether electronic word of mouth, product quality, and experiential marketing have influence on customer purchase decision at V-Coffee, Binjai.

Hypothesis is stated as a theoretical answer to the formulation research problem, not yet empirical answer. The hypothesis of this research is Electronic word of mouth, product quality, and experiential marketing have partial and simultaneous influence on V-Coffee, Binjai.

In this research, the writer is going to use quantitative research with descriptive and causal study to explain electronic word of mouth, product quality, experiential marketing, and customer purchase decision. The sample size that the writer use is 100 samples. Data is collected by distributing questionnaires.

This research also passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, and multiple linear regression test and the equation is $Y = -1.149 + 0.296X_1 + 0.147X_2 + 0.251X_3$. The result of the hypothesis test stated that electronic word of mouth, product quality, and experiential marketing have influence on customer purchase decision at V-Coffee.

Recommendation for V-Coffee includes endorsing social media influencers to boost the café popularity, applying FIFO system to take care of product quality, train employee monthly for better hospitality, and creating a relationship with customer by giving out voucher.

Keywords: Electronic Word of Mouth, Product Quality, Experiential Marketing, Customer Purchase Decision

References: 55 (2018 – 2021)

ABSTRAK

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PENGARUH ELEKTRONIC WORD OF MOUTH, KUALITAS PRODUK, DAN PEMASARAN PENGALAMAN TERHADAP KEPUTUSAN PEMBELIAN DI V-COFFEE, BINJAI.

(xvi+102 halaman; 9 gambar; 48 tabel; 6 lampiran)

V-Coffee Binjai telah beroperasi sejak tahun 2020. V-Coffee mengalami penurunan keputusan pembelian pelanggan yang dalam jangka panjang dapat mempengaruhi penjualan kafe tersebut. Tujuan dari penelitian ini adalah untuk mengamati apakah electronic word of mouth, kualitas produk, dan experiential marketing berpengaruh terhadap keputusan pembelian konsumen di V-Coffee, Binjai.

Hipotesis dinyatakan sebagai jawaban teoretis terhadap rumusan masalah penelitian, bukan jawaban empiris. Hipotesis dalam penelitian ini adalah Electronic word of mouth, kualitas produk, dan experiential marketing berpengaruh secara parsial dan simultan di V-Coffee Binjai.

Dalam penelitian ini, penulis akan menggunakan penelitian kuantitatif dengan studi deskriptif dan kausal untuk menjelaskan tentang electronic word of mouth, kualitas produk, experiential marketing, dan keputusan pembelian pelanggan. Besar sampel yang penulis gunakan adalah 100 sampel.

Penelitian ini juga telah lulus uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, dan uji regresi linier berganda dengan persamaan $Y = -1.149 + 0.296X_1 + 0.147X_2 + 0.251X_3$. Hasil pengujian hipotesis menyatakan bahwa electronic word of mouth, kualitas produk, dan experiential marketing berpengaruh terhadap keputusan pembelian konsumen di V-Coffee.

Rekomendasi untuk V-Coffee termasuk mendukung influencer media sosial untuk meningkatkan popularitas kafe, menerapkan sistem FIFO untuk menjaga kualitas produk, melatih karyawan setiap bulan untuk keramahtamahan yang lebih baik, dan menjalin hubungan dengan pelanggan dengan membagikan voucher.

Kata Kunci: Elektronik Word of Mouth, Kualitas Produk, Pemasaran Pengalaman, Keputusan Pembelian

Referensi: 55 (2018 – 2021)