

ABSTRACT

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THE INFLUENCE OF ELECTRONIC WORD OF MOUTH, PRODUCT QUALITY, AND SOCIAL MEDIA PRESENCE TOWARD PURCHASE DECISION AT JOHNSON'S BABY PRODUCT

(xvi+80 pages; 6 figures; 24 tables; 6 appendices)

Many people are buying baby products online due to the growing demand for convenience, including Johnson's Baby, a popular brand for baby skin and hair care. However, negative eWOM regarding baby powder cancer allegations, concerns over cornstarch-based formulas, and declining social media engagement influence purchasing decisions.

This study targets consumers of Johnson's Baby Powder products. With an unknown population size, the Lemeshow formula determined a sample of 96 respondents. Data was analyzed using SPSS 26.00, including validity, reliability, normality, heteroscedasticity, multicollinearity, linearity tests, and hypothesis testing through F-Test and t-Test.

The findings show that electronic word of mouth (eWOM), product quality, and social media presence each have a positive and significant effect on purchasing decisions for Johnson's Baby products.

Recommendations include improving eWOM by addressing concerns transparently, ensuring consistent product safety to build consumer confidence, and optimizing social media strategies to boost engagement and trust. These actions can strengthen Johnson's Baby's position in the market.

Keywords: Electronic Word of Mouth, Product Quality, Social Media Presence, Purchase Decision

ABSTRAK

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PENGARUH DARI ELEKTRONIK DARI MULUT KE MULUT, KUALITAS PRODUK, DAN KEHADIRAN MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK BAYI JOHNSON'S

(xvi+80 halaman; 6 gambar; 24 tabel; 6 lampiran)

Banyak orang membeli produk bayi secara online karena meningkatnya permintaan akan kemudahan, termasuk Johnson's Baby, merek populer untuk perawatan kulit dan rambut bayi. Namun, eWOM negatif terkait tuduhan kanker pada bedak bayi, kekhawatiran soal formula berbahan maizena, dan menurunnya keterlibatan di media sosial memengaruhi keputusan pembelian.

Penelitian ini menargetkan konsumen produk bedak Johnson's Baby. Dengan populasi yang tidak diketahui, formula Lemeshow digunakan untuk menentukan sampel sebanyak 96 responden. Data dianalisis menggunakan SPSS 26.00, mencakup uji validitas, reliabilitas, normalitas, heteroskedastisitas, multikolinearitas, linearitas, serta pengujian hipotesis dengan uji F dan uji t.

Hasil penelitian menunjukkan bahwa electronic word of mouth (eWOM), kualitas produk, dan kehadiran media sosial memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk Johnson's Baby.

Rekomendasi meliputi meningkatkan eWOM dengan transparansi dalam menangani isu, menjaga keamanan produk secara konsisten untuk membangun kepercayaan konsumen, serta mengoptimalkan strategi media sosial guna meningkatkan keterlibatan dan kepercayaan pelanggan. Langkah-langkah ini dapat memperkuat posisi Johnson's Baby di pasar.

Kata Kunci: Electronic Word of Mouth, Kualitas Produk, Kehadiran Media Sosial, Keputusan Pembelian