

RINGKASAN

Mustika Ekawati, 2014. **Pengaruh *Electronic Word of Mouth* terhadap Pengetahuan Konsumen serta Dampaknya pada Keputusan Pembelian (Survei pada Followers Account Twitter @WRPdiet)**. Dr. Srikandi Kumadji, MS., Andriani Kusumawati, S.Sos, M.Si, DBA. 165 Hal + xiv

Penelitian ini bertujuan untuk menjelaskan: (1) pengaruh *electronic word of mouth* terhadap pengetahuan konsumen; (2) pengaruh *electronic word of mouth* terhadap Keputusan Konsumen; (3) pengaruh pengetahuan konsumen terhadap keputusan pembelian.

Jenis penelitian yang digunakan adalah penelitian penjelasan atau *explanatory research* dengan pendekatan kuantitatif. Variabel dalam penelitian ini meliputi *electronic word of mouth*, pengetahuan konsumen dan keputusan pembelian. Populasi penelitian ini adalah *followers* pada *account* twitter @WRPdiet yang pernah menggunakan produk WRP. Sampel sebanyak 116 orang responden yang diambil menggunakan teknik *simple random sampling* dan metode pengumpulan data menggunakan kuesioner. Analisis data yang digunakan adalah analisis deskriptif dan analisis jalur (*path analysis*).

Hasil analisis jalur (*Path analysis*) menunjukkan bahwa: (1) variabel *electronic word of mouth* (X) berpengaruh langsung dan signifikan terhadap variabel pengetahuan konsumen (Y_1); (2) Variabel *electronic word of mouth* (X) berpengaruh langsung dan signifikan terhadap variabel keputusan pembelian (Y_2); (3) Variabel pengetahuan konsumen (Y_1) berpengaruh langsung dan signifikan terhadap keputusan pembelian (Y_2). Dengan demikian, WRP harus lebih aktif *update* keunggulan produk serta berinteraksi dengan konsumen untuk memicu *electronic word of mouth*.

Kata Kunci : *Electronic Word of Mouth*, Pengetahuan Konsumen, Keputusan Pembelian

SUMMARY

Mustika Ekawati, 2014. **The Effect of Electronic Word of Mouth to Consumer Knowledge and the Impact on Purchase Decisions. (Survey on Followers Twitter Account @WRPdiet)**. Dr. Srikandi Kumadji, MS., Andriani Kusumawati S.Sos, M.Si, DBA. 165 Hal + xiv

This research aims to : (1) investigate direct influence of electronic word of mouth on consumers knowledge; (2) investigate direct influence of electronic word of mouth on purchase decisions; (3) investigate direct influence of consumer knowledge on purchase decisions.

The variables in this research is electronic word of mouth, consumer knowledge and purchase decisions. The research method was conducted by explanatory research with quantitative approach. The participants of this research are the followers of the @WRPdiet Twitter account who are ever consume WRP product. The total sample is 116 respondents. The sampling technique was employed simple random sampling. In this research, questionnaire was used for collecting data. Both descriptive analysis and path analysis was employed for analysing data and verifying the hypothesis.

The results of path analysis shows that: (1) electronic word of mouth (X) has direct influence on consumer knowledge (Y_1); (2) electronic word of mouth (X) has direct influence on purchase decisions (Y_2); (3) consumer knowledge (Y_1) has direct influence on purchase decisions (Y_2). Therefore, WRP must be actively to updating the excellence of product and interact with the consumer to trigger electronic word of mouth.

Key Words : Electronic word of Mouth, Consumer Knowledge, Purchase Decisions