

PENGARUH *DIRECTMARKETING*, GAYA HIDUP DAN *ELECTRONIC WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN PADA *ONLINE SHOP* SEPATU GROSIR PRATIWI

Abstrak

Tujuan penelitian ini adalah untuk mengetahui pengaruh *direct marketing*, gaya hidup dan *electronic word of mouth* terhadap keputusan pembelian pada *Online Shop* Sepatu Grosir Pratiwi. Jenis penelitian ini adalah Kuantitatif. Populasi dalam penelitian ini sebanyak 100 konsumen yang membeli produk sepatu di *Online Shop* Sepatu Grosir Pratiwi. Teknik pengambilan sampel yang dilakukan dalam penelitian ini adalah menggunakan sampel purposive sampling. Metode pengumpulan data berupa wawancara dan kuesioner. Penelitian ini menggunakan teknik uji regresi berganda, uji t, uji F, dan uji koefisien determinasi. Hasil penelitian menunjukkan bahwa *direct marketing* dan gaya hidup secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian pada *Online Shop* Sepatu Grosir Pratiwi. *Electronic word of mouth* tidak berpengaruh signifikan terhadap keputusan pembelian pada *Online Shop* Sepatu Grosir Pratiwi.

Kata Kunci : *Direct Marketing*, Gaya Hidup, *Electronic Word Of Mouth* dan Keputusan Pembelian

THE INFLUENCE OF DIRECT MARKETING, LIFESTYLE AND ELECTRONIC WORD OF MOUTH ON PURCHASE DECISIONS IN PRATIWI WHOLESALE SHOES ONLINE SHOP

ABSTRACT

The purpose of this study was to determine the effect of direct marketing, lifestyle and electronic word of mouth on purchasing decisions at the Pratiwi Online Shop Shoes Wholesale. This type of research is quantitative. The population in this study were 100 consumers who bought shoe products at the Pratiwi Wholesale Shoe Online Shop. The sampling technique used in this study was using purposive sampling. Data collection methods in the form of interviews and questionnaires. This research uses multiple regression test, t test, F test, and coefficient of determination test. The results of the study indicate that direct marketing and lifestyle have a positive and significant effect on purchasing decisions at the Pratiwi Wholesale Shoe Online Shop. Electronic word of mouth has no significant effect on purchasing decisions at the Pratiwi Wholesale Shoes Online Shop.

Keywords: Direct Marketing, Lifestyle, Electronic Word Of Mouth and Purchase Decision