

ANALISIS PENGARUH *ELECTRONIC WORD OF MOUTH* (*EWOM*), GAYA HIDUP DAN *CUSTOMER EXPERIENCE* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *VIRTUAL MULTIPLAYER ONLINE BATTLE ARENA (MOBA) GAME ESPORT MOBILE LEGEND*

ABSTRAK

Penelitian ini bertujuan untuk menganalisa Pengaruh *Electronic Word of Mouth*, Gaya Hidup dan *Customer Experience* terhadap Keputusan Pembelian Produk *Virtual Game Mobile Legend*. Jenis penelitian ini adalah penelitian kuantitatif dengan teknik pengumpulan data yaitu menggunakan metode survei melalui pengedaran kuesioner. Sampel yang digunakan dalam penelitian ini adalah 122 masyarakat Yogyakarta yang bermain *Mobile Legend* yang sudah pernah melakukan *top up diamond* minimal 3 kali. Analisis dalam penelitian ini menggunakan Uji Instrumen (Uji Validitas dan Uji Reliabilitas), Uji Asumsi Klasik (Uji Normalitas, Uji Multikolinearitas, dan Uji Heterokedastisitas), Analisis Data (Analisis Statistik Deskriptif, Analisis Regresi Linier Berganda, Uji t dan Uji F. Item pertanyaan untuk semua variabel terbukti valid dan reliabel. Uji asumsi klasik menghasilkan data berdistribusi normal, model regresi tidak terjadi multikolinearitas dan tidak terjadi heterokedastisitas. Hasil dari penelitian ini membuktikan bahwa: (1) Variabel *Electronic Word of Mouth* tidak berpengaruh secara signifikan terhadap Keputusan Pembelian, (2) Variabel Gaya Hidup berpengaruh secara signifikan terhadap Keputusan Pembelian, (3) Variabel *Customer Experience* berpengaruh secara signifikan terhadap Keputusan Pembelian.

Kata kunci: *Electronic Word of Mouth*, Gaya Hidup, *Customer Experience*, Keputusan Pembelian.

ANALYSIS OF THE EFFECT OF ELECTRONIC WORD OF MOUTH (EWOM), LIFESTYLE AND CUSTOMER EXPERIENCE ON PURCHASE DECISIONS FOR VIRTUAL PRODUCT MULTIPLAYER ONLINE BATTLE ARENA (MOBA) GAME ESPORT MOBILE LEGEND

ABSTRACT

This study aims to analyze the influence of Electronic Word of Mouth, Lifestyle and Customer Experience on Purchase Decisions of virtual product Mobile Legend. This type of research is quantitative research with data collection techniques using survey methods through the distribution of questionnaires. The sample used in this study were 122 people who play Mobile Legend in Yogyakarta who has doing diamond top up for 3 times minimum transaction. The analysis in this study uses Instrument Test (Validity Test and Reliability Test), Classical Assumption Test (Normality Test, Multicollinearity Test, and Heteroscedasticity Test), Data Analysis (Descriptive Statistical Analysis, Multiple Linear Regression Analysis, t Test and F Test. Question items for all variables proved to be valid and reliable. The classical assumption test results in normally distributed data, the regression model does not occur multicollinearity and heteroscedasticity does not occur. The results of this study proves that: (1) Electronic Word of Mouth variable has no significant effect on Purchase Decision, (2) Lifestyle variable has significant effect on Purchase Decision, (3) Customer Experience variable has an effect on significantly to the Purchase Decision.

Keywords: *Electronic Word of Mouth, Lifestyle, Customer Experience, Purchase Decision.*