

**Pengaruh *Brand Experience* Dan *Electronic Word Of Mouth (E-Wom)* Terhadap
Keputusan Pembelian Pada Jasa *Wedding Organizer* Aura Salon**

ABSTRAK

Siti Nur Faizah, Teguh Wicaksono, Azzahraty

Manajemen 61201, Ekonomi, Universitas Islam Kalimantan Muhammad Arsyad Al-Banjari
Banjarmasin, 19311130

Manajemen 61201, Ekonomi, Universitas Islam Kalimantan Muhammad Arsyad Al-Banjari
Banjarmasin, 11116028801

Manajemen 61201, Ekonomi, Universitas Islam Kalimantan Muhammad Arsyad Al-Banjari
Banjarmasin, 1128027001

Email : nrfaizahh12@gmail.com

Penelitian pada Jasa *Wedding organizer* Aura Salon ini bertujuan menganalisis pengaruh *Brand Experience* pada Jasa *Wedding organizer* Aura Salon dan *Electronic Word of Mouth* pada Jasa *Wedding organizer* Aura Salon terhadap keputusan pembelian konsumen pada Jasa *Wedding organizer* Aura Salon. Jenis penelitian asosiatif kausal (sebab akibat), dengan menggunakan pendekatan kuantitatif. Pengambilan data dan pengumpulan data dilakukan secara online melalui *google form*. Sample penelitian ini adalah 60 orang konsumen *Wedding organizer* Aura Salon tahun 2022. Teknik pengumpulan data berupa data primer dan data sekunder. Teknik Analisis Data regresi linear berganda menggunakan program SPSS versi 25. Hasil penelitian menunjukkan hipotesis pertama diterima maka *Brand Experience* berpengaruh signifikan terhadap Keputusan Pembelian konsumen *wedding organizer* Aura Salon. Hipotesis kedua diterima maka *Electronic Word Of Mouth* berpengaruh signifikan terhadap Keputusan Pembelian konsumen *wedding organizer* Aura Salon.

Kata kunci : Pengalaman Merk, elektronik dari mulut ke mulut, keputusan pembelian

ABSTRACT

This research on Aura Salon Wedding Organizer Services aims to analyze the influence of Brand Experience on Aura Salon Wedding Organizer Services and Electronic Word of Mouth on Aura Salon Wedding Organizer Services on consumer purchasing decisions on Aura Salon Wedding Organizer Services. Type of causal associative research (cause and effect), using a quantitative approach. Data collection and data collection was carried out online via Google Form. The sample for this research is 60 consumers of the wedding organizer Aura Salon in 2022. Data collection techniques consist of primary data and secondary data. Multiple linear regression data analysis technique using the SPSS version 25 program. The results of the research show that the first hypothesis is accepted, so Brand Experience has a significant effect on purchasing decisions for Aura Salon wedding organizer consumers. The second hypothesis is accepted, so Electronic Word Of Mouth works

Keywords : Brand experience, electronic word of mouth, buying decision

DAFTAR PUSTAKA

- Akbar, M. F. (2020). The Influence of Product Quality and Price on Purchasing Decisions at Mitraindo South Tangerang Online Shop. *Jurnal Ad'ministrare*, 6(2), 237.
- Amarazka, V., & Dewi Shinta, R. (2020). Pengaruh Kualitas Produk Dan E- Wom Terhadap Keputusan Pembelian Portobello Semarang. *IX(Iv)*, 507–513.
- Arda, M. (2017). Analysis of Effect of Promotion and Word of Mouth on Purchase Decision : Case of Student University of Muhammadiyah Sumatera Utara. *JourAnnual International Conference (AIC) Syiah Kuala University*, 334–341.
- Astaki, N. P. D. P. P., & Purnami, N. M. (2019). Peran Word of Mouth Memediasi Kualitas Produk Terhadap Keputusan Pembelian Konsumen. *E- Jurnal Manajemen Universitas Udayana*, 8(9), 5442.
- Badir, M., & Andjarwati, A. L. (2020). The Effect Of Ewom , Ease Of Use And Trust On Purchase Decisions (Study On Tokopedia Application Users). 7(1), 39–52.
<https://doi.org/10.24252/minds.v7i1.13715>
- Brakus, J Josko., Schmitt, Bern H., Zarantonello, Lia. (2015). “*Brand Experience*: What is it? How is it measured? Does it affect Loyalty?. *Journal of marketing*. Vol 73, Hal 52-

68. *America: America Marketing Assosiation.*

- Chanaya, N. (2020). Pengaruh *Brand Experience* Dan *Electronic Word Of Mouth* (E-Wom) Terhadap Keputusan Pembelian Pada Jasa *Wedding Organizer* Perfect Moment. *Agora*, 8(1).
- Cetin, G & Dincer, FI. (2014). “Anatolia : An International Journal of Tourism and Hospital Research Influence of Customer Experience on loyalty and word of mouth in hospital operations “. *Journal of Tourism & Hospitally*, Volume 25 , Hal 37-41.
- Citra, N., Soraya, T., & Marlana, N. (2020). Pengaruh Word of Mouth Dan Kualitas Produk Terhadap Keputusan Pembelian Bakso Boedjangan Di Surabaya (the Effect of Word of Mouth and Product Quality Towards the Purchase Decision of Boedjangan Bakso in Surabaya). *Jurnal Penelitian Ilmu Manajemen (Jpim)*
- Durianto, Darmadi., Sugiarto & Sitinjak, Toni. (2019). *Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: Gramedia Pustaka Utama.
- Farin Fahira, H., & Lestari, B. (2021). Pengaruh Elektronik Word Of Mouth Dan Kualitas Produk Terhadap Keputusan Pembelian Paket Acne. 169–172.
- Ferrinadewi, Erna. (2018). *Merek & Psikologi Konsumen: Implikasi pada Strategi Pemasaran*. Yogyakarta: Graha Ilmu.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 26* (10th ed.). Badan Penerbit Universitas Diponegoro.

- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). eWOM Scale: wordofmouth measurement scale for eservices context. *Canadian Journal of Administrative Sciences/Revue Canadienne Des Sciences de l'Administration*, 27(1), 5–23.
- Halim, dkk. (2020). *Marketing dan Media Sosial*. Bandung: Media Sains Indonesia
- Hamidi. (2015). *Metode Penelitian Kualitatif*. UMM Press.
- Ismagilova, Elvira., Dwivedi, Yogesh K., Slade, Emma., Williams, Michael D.(2017). *Electronic Word Of Mouth (eWOM) in the marketing context: astate of the art analysis and future directions*. Switzerland: Springer
- Kotler, Philip, Lane Keller, K., Swee Hoon Ang, P., Tan, C. T., & Leong, S. M. (2018). *Marketing Management: An Asian Perspective* (Edisi 7). Pearson.
- Kotler, Phillip Armstrong, G. (2018). *Principles of Marketing*. Pearson.
- Lesmana, N., Masnita, Y., & Kurniawati, K. (2023). Peran Mediasi *Electronic Word Of Mouth* dan *Brand Experience* pada Pengaruh Social Media Marketing terhadap Brand Equity. *Jurnal Administrasi Bisnis*, 12(1), 31-42.
- Purba, F. R., & Paramita, E. L. (2021). *The Influence of eWOM and Customer Satisfaction on Purchasing Decisions*. 5(4).
- Puspitaningtyas, Y. A. (2019). *Pengaruh Kualitas Produk , Electronic Word Of Mouth (E-WOM), dan Lokasi terhadap Keputusan Pembelian Ayam Panggang Bu Setu di Gandu Magetan*. 02(September), 545–558.
- Sahin, Azize., Zehir, Cemal., & Kitapchi, Hakan. (2016). The effect of *Brand Experience*, trust and satisfaction on building brand loyalty: an empirical research on global brands. *Jurnal Procedia Social and Behavioral Sciene*. Vol 24, hal 1288-1301. Turkey: Gebze institute of technology.
- Sandi, B. (2017). Pengaruh E-Wom dan costumer experience terhadap keputusan pembelian produk pakaian di situs jual beli online Tokopedia. *MBR (Management and Business Review)*, 1(2), 106-115.
- Sunarto. (2016). *Perilaku Konsumen*. Yogyakarta: UMUS.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Tjiptono, F. (2019). *Strategi Pemasaran* (edisi 4). Penerbit Andi.
- Tjiptono, F., & Chandra, G. (2019). *Service, Quality, and Satisfaction* (edisi 4). Yogyakarta: Andi Offset.
- Zahrani, D. R. (2018). *Pengaruh Visual Brand Communication Dan Brand Experience Melalui Electronic Word Of Mouth Terhadap Keputusan Mengikuti Training Kelas Pola Pertolongan Allah (PPA)* (Bachelor's Thesis, Fakultas Ekonomi Dan Bisnis Uin Jakarta).
- Zulvia, M., & Rachmi, A. (2018). Pengaruh Word Of Mouth dan Kualitas Produk Terhadap Keputusan Pembelian Lipstik Wardah. *Jurnal Aplikasi Bisnis*, 4(1), 9–13.