

ABSTRAK

**PENGARUH *HEALTHY LIFESTYLE*, *E-WOM* DAN PERSEPSI
KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK
DIET DETOX
(STUDI KASUS PRODUK FLIMTY)**

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Tujuan penelitian Ini adalah untuk mengetahui pengaruh *Healthy Lifestyle*, *E-WOM*, Persepsi Kualitas Produk terhadap Keputusan Pembelian produk diet *detox* Flimty. Jenis penelitian ini merupakan penelitian Kuantitatif asosiatif kausal. Metode pengambilan sampel yang digunakan pada penelitian ini menggunakan *probability sampling* dengan teknik *simple random sampling* dengan jumlah sampel sebanyak 180 responden. Populasi dalam penelitian ini adalah pengguna produk diet *detox* Flimty. Penelitian ini menggunakan metode analisis SEM PLS. Hasil Penelitian disimpulkan bahwa *Healthy Lifestyle* tidak berpengaruh terhadap Keputusan Pembelian produk diet *detox* Flimty. *E-WOM* berpengaruh terhadap Keputusan Pembelian produk diet *detox* Flimty. Persepsi Kualitas Produk berpengaruh terhadap Keputusan Pembelian produk diet *detox* Flimty.

Kata Kunci : *Healthy Lifestyle*, *E-WOM*, Persepsi Kualitas Produk dan Keputusan Pembelian.

ABSTRACT

THE EFFECT OF HEALTHY LIFESTYLE, E-WOM, AND PERCEIVED PRODUCT QUALITY ON PURCHASE DECISION FOR DETOX DIET PRODUCTS

(A Case Study of Flimty Products)

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The purpose of this study was to find the effect of healthy lifestyle, E-WOM, and perceived product quality on the purchase decision for Flimty detox diet products. This type of research was a causal associative quantitative research. The sampling method used in this study was probability sampling with the simple random sampling technique with the total sample of 180 respondents. The population in this study were the Flimty detox diet product users. This study used the PLS-SEM analysis method. The result of the study concluded that healthy lifestyle had no effect on purchase decisions for Flimty detox diet products, E-WOM had an effect on the purchase decision for Flimty detox diet products, and perceived product quality affected the purchase decision for Flimty detox diet products.

Keywords: Healthy Lifestyle, E-WOM, Perceived Product Quality, and Purchase Decision.