

**PENGARUH *BUNDLING PRODUCT* DAN *ELECTRONIC WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA PRODUK SOMETHINC DI *E-COMMERCE***  
**(Studi Pada Mahasiswi Daerah Istimewa Yogyakarta)**

**Oleh:**

**ASTIKA PRIASMARA**

**192304006**

**INTISARI**

Penelitian ini bertujuan untuk mengetahui pengaruh *Bundling Product* dan *Electronic Word of Mouth* terhadap keputusan pembelian konsumen pada produk Somethinc di *e-commerce* dengan studi pada mahasiswi di Daerah Istimewa Yogyakarta. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian merupakan mahasiswi di Daerah Istimewa Yogyakarta. Pengambilan sampel dilakukan dengan menggunakan rumus hair dan didapat 140 orang sebagai responden, namun responden yang diambil adalah 150 responden. Pengambilan sampel dalam penelitian ini menggunakan teknik *non probability sampling*. Teknik pengumpulan data menggunakan kuesioner berupa *google form*. Teknik analisis data pada penelitian ini menggunakan deskripsi data, uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, dan uji hipotesis.

Hasil peneitian ini menunjukkan bahwa *bundling product* dan *electronic word of mouth* berpengaruh secara parsial dan simultan terhadap keputusan pembelian pada produk Somethinc di *e-commerce* dengan studi pada mahasiswi di Daerah Istimewa Yogyakarta.

**Kata kunci: *Bundling Product*, *Electronic Word of Mouth*, dan Keputusan Pembelian.**

**THE INFLUENCE OF PRODUCT BUNDLING AND ELECTRONIC  
WORD OF MOUTH ON CONSUMER PURCHASE DECISIONS ON  
SOMETHING PRODUCTS IN E-COMMERCE**

**(Study on female students in the Special Region of Yogyakarta)**

**Oleh:**

**ASTIKA PRIASMARA**

**192304006**

**ABSTRACT**

*This study aims to determine the effect of Product Bundling and Electronic Word of Mouth on consumer purchasing decisions on Something products in e-commerce with a study of female students in the Special Region of Yogyakarta. This research is a quantitative research. The population in the study were female students in the Special Region of Yogyakarta. Sampling was carried out using the hair formula and obtained 140 people as respondents, but the respondents taken were 150 respondents. Sampling in this study using non-probability sampling technique. The data collection technique uses a questionnaire in the form of a google form. Data analysis techniques in this study used data description, validity test, reliability test, classical assumption test, multiple linear regression analysis, and hypothesis testing.*

*The results of this study indicate that product bundling and electronic word of mouth have a partial and simultaneous effect on purchasing decisions on Something products in e-commerce with studies on female students in the Special Region of Yogyakarta.*

***Keywords: Product Bundling, Electronic Word of Mouth, and Purchase Decision.***