

## ABSTRAK

Adinda Rizky Hayu Pangestu, Diversifikasi Produk camilan dan *E-Wom* terhadap keputusan pembelian (studi pada *e-commerce* shopee eateat Gresik di kabupaten Gresik). Dibawah bimbingan: Dr. A. Yahya Suryawinata S.E., M.Si.

Tujuan penelitian adalah untuk menjelaskan Diversifikasi Produk camilan, *E-Wom* dan keputusan pembelian di *E-commerce* Eateat Gresik. Tujuan lain dalam penelitian ini adalah untuk menjelaskan pengaruh Diversifikasi Produk camilan, *E-Wom* dan keputusan pembelian di *E-commerce* Eateat Gresik secara parsial.

Penelitian ini menggunakan metode kuantitatif dengan menggunakan analisis deskriptif dan analisis regresi linier berganda . Data penelitian diperoleh dengan menyebarkan kuesioner yang menggunakan skala *likert* dengan menggunakan sampel sebesar 90 responden. Penelitian ini menggunakan metode teknik *probability sampling; simple random sampling* alat yang digunakan adalah dengan bantuan program SPSS IBM 25.

Berdasarkan hasil penelitian hasil Uji Normalitas semua variable dikatakan valid, hasil Uji Reliabilitas semua variabel dinyatakan reliabel. Diversifikasi produk cemilan Eateat di Gresik pada *e-commerce* shopee dalam kategori “efektif”, *E-wom (Electronic Word of Mouth)* Eateat di Gresik pada *e-commerce* shopee dalam kategori “baik” dan Keputusan pembelian produk camilan Eateat di Gresik pada *e-commerce* shopee dalam kategori “tepat”. Diversifikasi produk dan *E-wom (Electronic Word of Mouth)* memiliki pengaruh positif dan signifikan terhadap tingkat keputusan pembelian ke *e-commerce* shopee Eateat Gresik.

**Kata kunci:** Diversifikasi Produk, *E-Wom (electronic Word of Mouth)*, Keputusan Pembelian.

## **ABSTRACT**

*Adinda Rizky Hayu Pangestu, Snack Product Diversification and E-Wom on Purchasing Decision (study on e-commerce shopee eat eat Gresik in Gresik Regency). Under the guidance: Dr. A. Yahya Suryawinata S.E., M.Si.*

*The objective of this study is to explain the snack product diversification, E-Wom and purchasing decision in E-commerce Eat eat Gresik. Another objective of this study is to partially explain the effect of snack product diversification, E-Wom and purchasing decision in E-commerce Eat eat Gresik.*

*This study uses quantitative method using descriptive analysis and multiple linear regression analysis. Data of the study are obtained by distributing questionnaires using a Likert scale with a sample of 90 respondents. This study uses a probability sampling technique; simple random sampling tool is used with the help of the SPSS IBM 25 program.*

*Based on the results of the normality test, all variables are stated to be valid, the results of the reliability test for all variables are stated to be reliable. The snack product diversification of Eat eat in Gresik on e-commerce shopee is in the "effective" category, E-wom (Electronic Word of Mouth) Eat eat in Gresik on e-commerce shopee is in the "good" category and the purchasing decision of Eat eat snack products in Gresik on e-commerce shopee is in the "right" category. Product diversification and E-WOM (Electronic Word of Mouth) have a positive and significant effect on the level of purchasing decision to e-commerce shopee of Eat eat Gresik.*

**Keywords:** *Product Diversification, E-Wom (electronic Word of Mouth), Purchasing Decision.*