

ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh Kualitas Iklan, Kepercayaan Konsumen, Harga Produk, Promosi/Diskon, dan *Electronic Word of Mouth* (E-WOM) terhadap Keputusan Pembelian konsumen melalui iklan produk sale di Facebook. Metode yang digunakan adalah pendekatan kuantitatif dengan teknik analisis *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Data dikumpulkan dari 300 responden yang pernah membeli produk sale lewat iklan di Facebook, menggunakan teknik purposive sampling. Hasil analisis menggunakan SmartPLS dan Python menunjukkan bahwa variabel E-WOM, promosi/diskon, dan kualitas iklan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Sebaliknya, kepercayaan konsumen dan harga produk berpengaruh positif, namun tidak signifikan. Nilai R^2 untuk keputusan pembelian adalah 0,789 (SmartPLS) dan 0,777 (Python), sedangkan R^2 adjusted masing-masing sebesar 0,785 dan 0,773, yang menunjukkan bahwa kelima variabel secara bersama-sama menjelaskan sekitar 77–79% variasi keputusan pembelian. Dari hasil tersebut dapat disimpulkan bahwa faktor paling dominan adalah E-WOM. Artinya, ulasan, rekomendasi, dan opini yang disampaikan konsumen lain secara online memiliki peran besar dalam mendorong keputusan pembelian konsumen di Facebook. Promosi yang menarik dan kualitas iklan juga berkontribusi penting, namun pengaruhnya tidak sekuat E-WOM.

Kata Kunci: Keputusan Pembelian, Iklan, Facebook, PLS-SEM

ABSTRACT

This study aims to examine the influence of Advertising Quality, Consumer Trust, Product Price, Promotions/Discounts, and Electronic Word of Mouth (E-WOM) on consumers' Purchase Decisions through Facebook ads for sale products. The study employs a quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) for data analysis. Data were collected from 300 respondents who had purchased sale products through Facebook ads using purposive sampling. The analysis conducted with SmartPLS and Python shows that E-WOM, promotions/discounts, and advertising quality have a positive and significant effect on purchase decisions. In contrast, consumer trust and product price have a positive but not statistically significant effect. The R^2 values for purchase decisions are 0.789 (SmartPLS) and 0.777 (Python), with adjusted R^2 values of 0.785 and 0.773, indicating that all five variables together explain approximately 77–79% of the variance in purchase decisions. The findings suggest that the most dominant factor is E-WOM, meaning that online reviews, recommendations, and opinions from other consumers play a major role in influencing purchase decisions on Facebook. Attractive promotions and high-quality advertisements also contribute significantly, but their impact is not as strong as that of E-WOM.

Keyword: Purchase Decision, Advertising, Facebook, PLS-SEM