

The Influence Of Electronic Word Of Mouth, Price, And Brand Image On Consumer Buying Decision On Honda Hr-V Cars At Pt. Mandalatama Armada Motor Demak Branch

Hari Difarangga Aulia Syah Putra¹, Bayu Kurniawan² Rr. Hawik Ervina Indiworo³

^{1,2,3}*Universitas PGRI Semarang, Indonesia,*

Corresponding Author : haridifarangga21@gmail.com

Abstract

This study aims to determine the Influence of Electronic Word Of Mouth, Price, and Brand Image on Consumer Buying Decisions on Honda HR-V Cars at PT. Mandalatama Armada Motor, Demak Branch. The population in this study were all car consumers at PT. Mandalatama Armada Motor, Demak Branch, this study used a probability sampling technique with a simple random sampling method using the Moe formula, a margin of error with a sample size of 98.01 and rounded up to 98 respondents. Data analysis in this study used multiple linear regression analysis using the SPSS version 24 program. The results of the analysis and discussion showed that partially Electronic Word Of Mouth had a positive and significant effect on Consumer Buying Decisions on Honda HR-V Cars at PT. Mandalatama Armada Motor, Demak Branch. Partially, Price has a positive and significant effect on Consumer Buying Decisions on Honda HR-V Cars at PT. Mandalatama Armada Motor, Demak Branch. Partially Brand Image has a positive and significant effect on Consumer Buying Decision on Honda HR-V Cars at PT. Mandalatama Armada Motor, Demak Branch

Keywords: Electronic Word Of Mouth; Price; Brand Image; Buying Decision