

**PENGARUH *ELECTRONIC WORD OF MOUTH* (E-WOM),
INFLUENCER, DAN GAYA HIDUP TERHADAP KEPUTUSAN
PEMBELIAN HIJAB LAFIYE
(Survei Pada Konsumen Lafiye di Provinsi Daerah Istimewa Yogyakarta)**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh *electronic word of mouth* (e-WOM), *influencer*, dan gaya hidup terhadap keputusan pembelian hijab Lafiye. Populasi dalam penelitian ini adalah konsumen hijab Lafiye di Provinsi Daerah Istimewa Yogyakarta. Teknik pengambilan sampel menggunakan *nonprobability sampling* dengan metode *purposive sampling*. Data diperoleh dari kuesioner yang disebarakan melalui *Google Form*, dengan jumlah responden sebanyak 100 responden. Teknik analisis data yang digunakan dalam penelitian ini yaitu analisis deskriptif, analisis regresi linier berganda, uji F, uji t, dan koefisien determinasi dengan menggunakan program *Statistical Product and Service Solutions* versi 29. Hasil dari penelitian ini menunjukkan bahwa: 1) *Electronic word of mouth* (e-WOM) berpengaruh signifikan terhadap keputusan pembelian hijab Lafiye. 2) *Influencer* berpengaruh signifikan terhadap keputusan pembelian hijab Lafiye. 3) Gaya Hidup berpengaruh signifikan terhadap keputusan pembelian hijab Lafiye.

Kata kunci: *Electronic word of mouth* (e-WOM), *Influencer*, Gaya Hidup, Keputusan Pembelian

**THE EFFECT OF *ELECTRONIC WORD OF MOUTH* (E-WOM),
INFLUENCER, AND LIFESTYLE ON THE PURCHASE DECISION OF
LAFIYE**
(A Survey of Lafiye Consumers in the Special Region of Yogyakarta Province)

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ABSTRACT

This study aims to analyze and determine the effect of electronic word of mouth (e-WOM), influencer, and lifestyle on the purchase decision of Lafiye hijab. The population in this study consist of consumers of Lafiye hijab in the Special Region of Yogyakarta. The sampling technique used was nonprobability sampling with the purposive sampling method. The data were obtained from questionnaires distributed through Google Form, resulting in 100 respondents. The data analysis techniques used in this study were descriptive analysis, multiple linier regression analysis, F-test, t-test, and the coefficient of determination, using the Statistical Product and Service Solutions version 29 program. The results of this study indicate that: 1) Electronic word of mouth (e-WOM) has a significant effect on the purchase decision of Lafiye hijab. 2) Influencer has a significant effect on the purchase decision of Lafiye hijab. 3) Lifestyle has a significant effect on the purchase decision of Lafiye hijab.

Keywords: *Electronic word of mouth (e-WOM), Influencer, Lifestyle, Purchase Decision*