

## ABSTRACT

### **THE EFFECT OF ELECTRONIC WORD OF MOUTH AND PRODUCT VARIATIONS ON PURCHASE DECISIONS IN ONLINE BUYING FORUMS MEDITED THROUGH INTEREST TO BUY (Study on buying and selling groups on Facebook)**

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*The competition in the world of e-commerce is increasing as the competition in it has become very tight. This quantitative study aims to obtain information about the effect of electronic word of mouth, product variations, and buying interest in online buying and selling forums and to determine the effect on purchasing decisions. This study involved 145 respondents of online selling forum users on Facebook, who praised it as a research subject. An online questionnaire was used to collect information about electronic word of mouth, product variations, purchasing interests, and purchasing decisions. The data collected was analyzed using descriptive analysis in the form of actual scores and regression analysis using SPSS 25. The results of this study indicate that there is an indication that electronic word of mouth, product variations, and buying interest influence purchasing decisions on buying and selling forums on Facebook, and buying interest is able to mediate purchasing decisions.*

**Keywords:** *purchase decision, e-commerce, forum, marketing, online marketing*

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