

## ABSTRAK

Kusumawardani, Rosalina Riesta. 2020. Pengaruh *Social Distancing*, *Word Of Mouth*, Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Sabun Merek *Lifebuoy* Pada *Alfamart* Jemur Wonosari Surabaya. Skripsi. Program Studi Ekonomi & Bisnis. Universitas PGRI Adibuana Surabaya. I Made Bagus Dwiarta, S.E., M.M

Dijelaskan riset ini menganalisa *Social Distancing*, *WOM*, Kualitas Produk terhadap Keputusan Pembelian sabun *lifeboy* alfamart Jemur Wonosari Surabaya 2020. riset ini memakai pendekatan kuantitatif deskriptif, Adapun jumlah populasi yakni tidak diketahui, riset ini dilaksanakan bulan Juni-Juli 2020. Didapatkan hasil *social distancing*  $t_{hitung}$  3,563, serta Sig. ,001 < 05. *WOM*  $t_{hitung}$  2,352, serta Sig. ,022 < 05. Kualitas produk  $t_{hitung}$  5,113, serta Sig. ,000 < 05. Uji-f didapatkan hasil  $f_{hitung}$  67,404 serta Sig. ,000 < 05.

**Kata Kunci:** *Social Distancing*, *WOM*, Kualitas Produk & Keputusan Pembelian.

## ABSTRACT

Kusumawardani, Rosalina Riesta. 2020. *The Influence of Social Distancing, Word Of Mouth, and Product Quality on Consumer Purchase Decisions of Lifebuoy Brand Soap at Alfamart Jemur Wonosari Surabaya*. Thesis, Economic & Business Study Program, Pgri Adibwana University Surabaya. . I Made Bagus Dwiarta,S.E,M.M

*It was explained that this research analyzes Social Distancing, WOM, Product Quality on Purchasing Decisions of Lifeboy Alfamart soap, Jemur Wonosari Surabaya 2020. This research uses a descriptive quantitative approach. The number of population is unknown. 3,563, and Sig. , 001 <05. WOM titung 2,352, and Sig. , 022 <05. Product quality tcount 5,113, and Sig. , 000 <05. The f-test results obtained fcount 67.404 and Sig. , 000 <05.*

**Keyword:** *Social Distancing, WOM, Product Quality & Purchasing Decisions.*