

## ABSTRAK

**Cici Nurhayati, Nim 7152210002.” Pengaruh Inovasi Produk dan *Word of Mouth* (WOM) Terhadap Keputusan Pembelian *Smartphone* Xioami Pada Mahasiswa Jurusan Manajemen Universitas Negeri Medan”.**

Permasalahan yang dijumpai berkaitan dengan keputusan pembelian konsumen pada *smartphone* Xiaomi adalah munculnya pesaing-pesaing baru yang menggerus pangsa pasar. Inovasi Produk dan *Word of Mouth* merupakan faktor yang dapat memberikan kontribusi terhadap Keputusan Pembelian.

Penelitian bertujuan untuk mengetahui bagaimana pengaruh Inovasi Produk dan *Word of Mouth* terhadap Keputusan Pembelian *smartphone* Xiaomi. Penelitian ini dilakukan di Fakultas Ekonomi Universitas Negeri Medan. Populasi 79 orang dan sampel 79 orang pula. Dengan metode *total sampling*, dimana jumlah populasi yang kurang dari 100 seluruh populasinya dijadikan sampel.

Hasil penelitian menunjukkan bahwa variabel Inovasi Produk (X1) diperoleh  $t_{hitung} > t_{tabel}$  ( $6,043 > 1,991$ ) dengan nilai tingkat signifikan  $0,000 < 0,05$  artinya variabel Inovasi Produk berpengaruh secara signifikan terhadap Keputusan Pembelian. Kemudian variabel *Word of Mouth* (X2) diperoleh nilai  $t_{hitung} > t_{tabel}$  ( $5,565 > 1,991$ ) dengan nilai tingkat signifikan  $0,000 < 0,05$  artinya variabel *Word of Mouth* juga berpengaruh secara signifikan terhadap Keputusan Pembelian *smartphone* Xiaomi.

**Kata Kunci: Inovasi Produk, *Word of Mouth* dan Keputusan Pembelian.**

## **ABSTRACT**

***Cici Nurhayati, Nim 7152210002." The Influence of Product Innovation and Word of Mouth (WOM) on Xioami Smartphone Purchase Decisions in Management Department Students, State University of Medan".***

*The problem encountered with regard to consumer purchasing decisions on Xiaomi smartphones is the emergence of new competitors that erode market share. Product Innovation and Word of Mouth are factors that can contribute to Purchase Decisions.*

*This study aims to determine how the influence of Product Innovation and Word of Mouth on the Purchase Decision of Xiaomi smartphones. This research was conducted at the Faculty of Economics, State University of Medan. The population is 79 people and the sample is 79 people. With the total sampling method, where the total population is less than 100 the entire population is sampled.*

*The results showed that the Product Innovation variable (X1) was obtained  $t_{count} > t_{table}$  ( $6.043 > 1.991$ ) with a significant level value of  $0.000 < 0.05$ , meaning that the Product Innovation variable had a significant effect on Purchase Decisions. Then the Word of Mouth variable (X2) obtained a value of  $t_{count} > t_{table}$  ( $5.565 > 1.991$ ) with a significant level value of  $0.000 < 0.05$ , meaning that the Word of Mouth variable also significantly influences purchasing decisions on Xiaomi smartphones.*

***Keywords: Product Innovation, Word of Mouth and Purchase Decision.***