

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word of Mouth* (EWOM) dan Harga terhadap Keputusan Layanan Jasa Transportasi Online Maxim Bike Oleh Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Jambi. Pendekatan penelitian ini menggunakan metode kuantitatif menggunakan data primer dan sekunder. Metode pengumpulan data primer dalam penelitian ini berupa kuesioner yang menggunakan skala likert 1-5 dengan 100 responden yaitu Mahasiswa yang menggunakan Maxim Fakultas Ekonomi dan Bisnis Universitas Jambi aktif di semester genap 2025. Model penelitian dijabarkan dalam persamaan analisis regresi linier berganda. Pengolahan data menggunakan program spss 26. Dari hasil penelitian yang telah dilakukan menunjukkan bahwa *Electronic Word Of Mouth* berpengaruh positif dan signifikan terhadap Keputusan Penggunaan layanan jasa transportasi online Maxim Bike pada mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Jambi. Harga berpengaruh positif dan signifikan terhadap Keputusan Penggunaan. *Electronic Word of Mouth* dan Harga berpengaruh secara simultan terhadap Keputusan. *Electronic Word of Mouth* (EWOM) merupakan strategi pemasaran yang efektif. Ulasan atau komentar dan rekomendasi dari pengguna melalui media sosial berperan besar dalam membentuk persepsi pengguna terhadap Maxim. Hasil uji koefisien determinasi (R^2) sebesar 0,435 yang menunjukkan bahwa pangaruh variabel independen *Electronic Word of Mouth* (EWOM) dan Harga terhadap variabel dependen *Electronic Word Of Mouth* adalah sebesar 43,5% sedangkan sisanya 56,5% dipengaruhi oleh faktor lain diluar penelitian yang diteliti.

Kata Kunci: Electronic Word of Mouth (EWOM), Harga, Keputusan Penggunaan, Etika Bisnis Islam.

ABSTRACT

This study aims to analyze the influence of Electronic Word of Mouth (EWOM) and Price on the Decision to Use Maxim Bike Online Transportation Services by Students of the Faculty of Economics and Business, University of Jambi. This research approach uses a quantitative method using primary and secondary data. The primary data collection method in this study is a questionnaire using a Likert scale of 1-5 with 100 respondents, namely students who use Maxim, Faculty of Economics and Business, University of Jambi actively in the even semester of 2024/2025. The research model is described in a multiple linear regression analysis equation. Data processing uses the SPSS 26 program. The results of the research that has been carried out indicate that Electronic Word of Mouth has a positive and significant effect on the Decision to Use Maxim Bike online transportation services for students of the Faculty of Economics and Business, University of Jambi. Price has a positive and significant effect on the Decision to Use. Electronic Word of Mouth and Price have a simultaneous effect on the Decision. Electronic Word of Mouth (EWOM) is an effective marketing strategy. Reviews or comments and recommendations from users through social media play a major role in shaping user perceptions of Maxim. The result of the coefficient of determination test (R^2) is 0.435 which shows that the influence of the independent variables Electronic Word of Mouth (EWOM) and Price is 43.5% while the remaining 56.5% is influenced by other factors outside the research studied.

Keywords: Electronic Word of Mouth (EWOM), Price, Usage Decision, Islamic Business Ethics.