

ABSTRAK

PENGARUH PROMOSI, *ONLINE CUSTOMER REVIEW*, DAN *ONLINE CUSTOMER RATING* TERHADAP KEPUTUSAN PEMBELIAN (STUDI PADA PENGGUNA *MARKETPLACE* SHOPEE DI INDONESIA)

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Penelitian ini bertujuan untuk mengetahui pengaruh promosi, *online customer review*, dan *online customer rating* terhadap keputusan pembelian pada pengguna *marketplace* Shopee di Indonesia. Jenis penelitian adalah *explanatory research* dengan pendekatan kuantitatif. Populasi yang digunakan merupakan pengguna *marketplace* Shopee di Indonesia. Data tersebut diperoleh dari kuesioner yang diisi secara *online*, penarikan sampel menggunakan *probability sampling* dengan teknik *purposive sampling* dengan jumlah sampel 100 responden. Analisis data menggunakan analisis statistik deskriptif dan uji asumsi klasik dengan alat bantu aplikasi SPSS 28.0. Berdasarkan hasil uji t (parsial) menunjukkan bahwa variabel promosi, *online customer review*, dan *online customer rating* masing-masing berpengaruh signifikan terhadap keputusan pembelian. Hasil uji F (simultan) menjelaskan bahwa promosi, *online customer review*, dan *online customer rating* secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian. Kemudian uji R² menunjukkan bahwa sebanyak 57,9% keputusan pembelian dipengaruhi oleh promosi, *online customer review*, dan *online customer rating* dan sisanya sebanyak 42,1% keputusan pembelian dipengaruhi oleh variabel yang lainnya.

Kata Kunci: Promosi, Online Customer Review, Online Customer Rating, Keputusan Pembelian.

ABSTRACT

THE INFLUENCE OF PROMOTION, ONLINE CUSTOMER REVIEW, AND ONLINE CUSTOMER RATING ON PURCHASE DECISIONS (STUDY ON SHOPEE MARKETPLACE USERS IN INDONESIA)

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This study aims to determine the effect of promotions, online customer reviews, and online customer ratings on purchasing decisions for Shopee marketplace users in Indonesia. This type of research is explanatory research with a quantitative approach. The population used is Shopee marketplace users in Indonesia. The data was obtained from a questionnaire that was filled out online, the sample was drawn using probability sampling with a purposive sampling technique with a sample of 100 respondents. Data analysis used descriptive statistical analysis and classical assumption test with SPSS 28.0 application tools. Based on the results of the t-test (partial) shows that the variables of promotion, online customer review, and online customer rating each have a significant effect on purchasing decisions. The results of the F (simultaneous) test explain that promotion, online customer review, and online customer rating together have a significant effect on purchasing decisions. Then the R² test shows that as many as 57.9% of purchasing decisions are influenced by promotions, online customer reviews, and online customer ratings and the remaining 42.1% of purchasing decisions are influenced by other variables.

Keywords: Promotion, Online Customer Review, Online Customer Rating, Purchase Decision.