

## **ABSTRACT**

### ***THE EFFECTS OF SALES PROMOTION, ONLINE CUSTOMER REVIEW, AND CUSTOMER TRUST ON CONSUMER PURCHASE DECISION (Survey on Shopee User Student at University of Lampung)***

**By**

**Fransiska Helen Wandita**

*This research was aimed to find out the effects of sales promotion, online customer review, and customer trust on consumer purchase decision Shopee user student at University of Lampung. The research applies the explanatory with quantitative approach. The population in this were Shopee user students at University of Lampung. The sampling technique in this study is non probability sampling with purposive sampling method with sample off 100 respondents. The data were obtained from questionnaire through likert scale. Data analysis using multiple linear regression with used SPSS version 24 program. The result of this study showed variable sales promotion and customer trust has significant effect, while variable online customer review has not effect on consumer purchase decision.*

**Keyword : Sales Promotion, Online Customer Review, Customer Trust, Consumer Purchase Decision**

## **ABSTRAK**

### **PENGARUH *SALES PROMOTION*, *ONLINE CUSTOMER REVIEW*, DAN *CUSTOMER TRUST* TERHADAP KEPUTUSAN PEMBELIAN**

**(Survei Pada Mahasiswa Pengguna Shopee di Universitas Lampung)**

**Oleh**

**Fransiska Helen Wandita**

Penelitian ini bertujuan untuk mengetahui besarnya pengaruh *sales promotion*, *online customer review*, dan *customer trust* terhadap keputusan pembelian mahasiswa pengguna Shopee di Universitas Lampung. Jenis penelitian ini yaitu *explanatory research* dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah mahasiswa pengguna Shopee di Universitas Lampung. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling* dengan sampel berjumlah 100 responden. Teknik pengumpulan data menggunakan kuesioner dengan skala *likert*. Analisis data menggunakan regresi linier berganda dengan menggunakan program SPSS versi 24. Hasil penelitian menyatakan bahwa variabel *sales promotion* dan *customer trust* berpengaruh signifikan sedangkan variabel *online customer review* tidak berpengaruh signifikan terhadap keputusan pembelian konsumen.

**Kata Kunci : *Sales Promotion*, *Online Customer Review*, *Customer Trust*, Keputusan Pembelian Konsumen.**