

ABSTRAK

PENGARUH PROMOSI, HARGA, *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *FASHION* (STUDI PADA MAHASISWA UNIVERSITAS LAMPUNG PENGGUNA *MARKETPLACE SHOPEE*)

Oleh

CRISTOFER AMI NUGROHO

Penelitian ini bertujuan untuk mengetahui pengaruh promosi, harga, *online customer review* terhadap keputusan pembelian produk *fashion* pada mahasiswa Universitas Lampung pengguna *marketplace* Shopee. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan menggunakan metode *explanatory research*. Populasi dalam penelitian ini adalah mahasiswa jurusan Ilmu Administrasi Bisnis Universitas Lampung angkatan 2019-2022. Teknik pengambilan sampel dalam penelitian ini yaitu *proportional stratified random sampling* dengan sampel sebanyak 88 responden. Analisis data dalam penelitian ini menggunakan analisis regresi linear berganda. Berdasarkan hasil penelitian dan analisis data menunjukkan bahwa (1) secara parsial promosi tidak berpengaruh secara signifikan terhadap keputusan pembelian produk *fashion*, (2) secara parsial harga berpengaruh secara signifikan terhadap keputusan pembelian produk *fashion*, (3) secara parsial *online customer review* berpengaruh secara signifikan terhadap keputusan pembelian produk *fashion*, (4) secara simultan promosi, harga, *online customer review* berpengaruh secara signifikan terhadap keputusan pembelian produk *fashion*.

Kata Kunci: Promosi, Harga, *Online Customer Review*, Keputusan Pembelian

ABSTRACT

THE EFFECT OF PROMOTION, PRICE, ONLINE CUSTOMER REVIEW ON PURCHASE DECISIONS OF FASHION PRODUCTS (STUDY ON STUDENTS OF LAMPUNG UNIVERSITY USER MARKETPLACE SHOPEE)

By

CRISTOFER AMI NUGROHO

This study aims to determine the effect of promotion, price, online customer review to product purchase decisions fashion to students at the University of Lampung user marketplace Shopee. The type of research used is quantitative research using the method explanatory research. The population in this study were students majoring in Business Administration at the University of Lampung, class of 2019-2022. The sampling technique in this study is proportional stratified random sampling with a sample of 88 respondents. Data analysis in this study used multiple linear regression analysis. Based on the results of research and data analysis, it shows that (1) partially, promotions do not significantly influence product purchasing decisions fashion, (2) partially, the price has a significant effect on product purchasing decisions fashion, (3) partially, online customer review significantly influence product purchasing decisions fashion, (4) simultaneously promotions, prices, online customer review significantly influence product purchasing decisions fashion.

Keywords: Promotion, Price, Online Customer Review, Purchase Decision