

ABSTRAK

PENGARUH HARGA, KUALITAS PRODUK, DAN *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA PRODUK WARDAH MELALUI CITRA MEREK DI KALANGAN KONSUMEN APLIKASI SHOPEE

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Penelitian ini dilatarbelakangi oleh perubahan perilaku konsumen dalam menentukan keputusan pembelian di Aplikasi Shopee. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh harga, kualitas produk, dan *online customer review* terhadap keputusan pembelian pada produk Wardah di kalangan konsumen aplikasi Shopee mahasiswa aktif Pendidikan Ekonomi Universitas Lampung dengan citra merek sebagai variabel intervening. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif verifikatif.

Data dikumpulkan melalui *survey*, kuesioner, dan dokumentasi dengan jumlah sampel sebanyak 82 responden mahasiswa aktif Pendidikan Ekonomi Universitas Lampung yang telah menggunakan dan melakukan pembelian produk Wardah di aplikasi Shopee yang diperoleh menggunakan teknik *non-probability* sampling dan teknik sampel jenuh sebagai teknik sampling.

Instrumen penelitian ini berupa kuesioner yang telah diuji melalui uji validitas (*product moment*) dan uji reliabilitas, selanjutnya di uji menggunakan uji asumsi klasik yang meliputi uji linearitas regresi (ANOVA), uji multikolinearitas (TOL), uji autokorelasi (*durbin watson*), dan uji heteroskedastisitas (*spearman' rank*). Kemudian dilakukan uji hipotesis menggunakan analisis jalur.

Hasil analisis menunjukkan bahwa $\rho YX_1 = 0,314$, $\rho YX_2 = 0,302$, $\rho YX_3 = 0,332$, $\rho ZX_1 = 0,106$, $\rho ZX_2 = 0,426$, $\rho ZX_3 = -0,154$, $rX_1X_2 = 0,813$, $rX_1X_3 = 0,726$, $rX_2X_3 = 0,860$, $RY(X_1, X_2, X_3) = 0,883$, $RY^2(X_1, X_2, X_3) = 0,779$, $RZ(X_1, X_2, X_3) = 0,981$, $RZ^2(X_1, X_2, X_3) = 0,963$.

Kata Kunci: *Citra Merek, Harga, Keputusan Pembelian Konsumen Kualitas Produk, Online Customer Review*

ABSTRACT

THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND ONLINE CUSTOMER REVIEW ON CONSUMER PURCHASING DECISIONS FOR WARDAH PRODUCTS THROUGH BRAND IMAGE AMONG CONSUMERS ON THE SHOPEE APPLICATION

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This research is motivated by changes in consumer behavior in determining purchasing decisions on the Shopee Application. The purpose of this study is to analyze the effect of price, product quality, and online customer reviews on purchasing decisions on Wardah products among Shopee application consumers of active students of Economics Education, University of Lampung with brand image as an intervening variable. This study uses a quantitative approach with a descriptive verification method. Data were collected through surveys, questionnaires, and documentation with a sample size of 82 respondents of active students of Economics Education, University of Lampung who had used and purchased Wardah products on the Shopee application which were obtained using non-probability sampling techniques and saturated sampling techniques as sampling techniques. This research instrument is in the form of a questionnaire that has been tested through validity tests (product moment) and reliability tests, then tested using classical assumption tests including regression linearity tests (ANOVA), multicollinearity tests (TOL), autocorrelation tests (durbin watson), and heteroscedasticity tests (spearman's rank). Then the hypothesis test was carried out using path analysis. The analysis results show that $\rho YX_1 = 0,314$, $\rho YX_2 = 0,302$, $\rho YX_3 = 0,332$, $\rho ZX_1 = 0,106$, $\rho ZX_2 = 0,426$, $\rho ZX_3 = -0,154$, $rX_1X_2 = 0,813$, $rX_1X_3 = 0,726$, $rX_2X_3 = 0,860$, $RY(X_1, X_2, X_3) = 0,883$, $RY^2(X_1, X_2, X_3) = 0,779$, $RZ(X_1, X_2, X_3) = 0,981$, $RZ^2(X_1, X_2, X_3) = 0,963$.

Key words: *brand image, consumer purchasing decision, online customer review, product quality, price.*