

PENGARUH *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK PADA *MARKETPLACE* (STUDI KASUS MASYARAKAT BENGKALIS)

Nama : Winda Lestari
NIM : 5103211513
Dosen Pembimbing : Tri Handayani, S.E., M.Si.

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *online customer review* terhadap keputusan pembelian produk kosmetik pada marketplace (Studi Kasus Masyarakat Bengkalis). Jenis penelitian yang digunakan adalah asosiatif dengan pendekatan kuantitatif. Data dikumpulkan melalui kuesioner dengan teknik *snowball sampling* kepada 100 responden yang pernah membeli produk kosmetik secara online. Hasil analisis deskriptif menunjukkan rata-rata skor variabel *online customer review* sebesar 4,51 (kategori Sangat Tinggi) dan *keputusan pembelian* sebesar 4,53 (kategori Sangat Tinggi). Uji signifikansi menunjukkan nilai t hitung $9,138 > t$ tabel $1,984$ dan $\text{sig. } 0,000 < 0,05$, yang berarti *online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian. Nilai korelasi (R) sebesar $0,678$ dan nilai koefisien determinasi (KD) sebesar $0,460$, yang artinya pengaruh sebesar 46% , sisanya 54% dipengaruhi oleh faktor lain di luar penelitian ini.

Kata Kunci: Keputusan Pembelian, Kosmetik, *Marketplace*, *Online Customer Rreview*, Produk

***THE INFLUENCE OF ONLINE CUSTOMER REVIEW ON THE
PURCHASE DECISION OF COSMETIC PRODUCTS IN THE
MARKETPLACE (CASE STUDY OF THE BENGKALIS
COMMUNITY)***

Name : Winda Lestari
Student Registration Number : 5103211513
Dosen Pembimbing : Tri Handayani, S.E., M.Si.

Abstract

This study aims to analyze the influence of online customer reviews on the purchase decision of cosmetic products on marketplaces (Case Study of the Bengkalis Community). The type of research used is associative with a quantitative approach. Data were collected through questionnaire using the snowball sampling technique from 100 respondents who had purchased cosmetic products online. Descriptive analysis results showed that the average score of the online customer review variable was 4.51 (Very High category) and purchase decision was 4.53 (Very High category). The significance test showed a t-count of 9.138 > t-table of 1.984 and a significance value of 0.000 < 0.05, indicating that online customer reviews have a positive and significant effect on purchase decisions. The correlation value (R) was 0.678 and the coefficient of determination (KD) was 0.460, meaning that online customer reviews influenced purchase decisions by 46%, while the remaining 54% was influenced by other factors not examined in this study.

Keywords: *Cosmetics, Marketplace, Online Customer Review, Product, Purchase Decision,*