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**PENGARUH *ONLINE CUSTOMER REVIEW* TERHADAP
ONLINE PURCHASE DECISION
(Survei pada Pengguna Bukalapak di Indonesia yang Tergabung
dalam Grup Facebook Bukalapak)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang
Sarjana Pendidikan Program Studi Pendidikan Bisnis



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2023**

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**PENGARUH *ONLINE CUSTOMER REVIEW* TERHADAP
*ONLINE PURCHASE DECISION***
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dalam Grup Facebook Bukalapak)

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ABSTRAK

Hanah Fatukha Rahmawati (1900248) “**Pengaruh *Online Customer Review* terhadap *Online Purchase Decision* (Survei pada Pengguna Bukalapak di Indonesia yang Tergabung dalam Grup Facebook Bukalapak)**” di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM

Penelitian ini bertujuan memperoleh gambaran dan pengaruh dari *online customer review* terhadap *online purchase decision* pada pengguna Bukalapak. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 9.900 dengan sampel berjumlah 200 responden pengguna Bukalapak yang tergabung dalam grup Facebook Bukalapak dengan menggunakan teknik *sample random sampling*. Data diolah secara statistik menggunakan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran *online customer review* dan *online purchase decision* berada pada kategori tinggi. *Online customer review* memiliki pengaruh positif dan signifikan terhadap *online purchase decision*. Temuan ini menunjukkan bahwa penerapan *online customer review* dapat membangun dan membentuk *online purchase decision* pada pengguna Bukalapak. Dimensi *credibility* dalam *online customer review* memberi kontribusi yang paling besar dalam membentuk *online purchase decision*.

Kata Kunci: *Online Customer Review, Online Purchase Decision*

ABSTRACT

Hanah Fatukha Rahmawati (1900248) "*The Effect of Online Customer Review through Online Purchase Decision (Survey of Bukalapak users in Indonesia who are members of the Bukalapak Facebook group)*" under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. and Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

This research aims to obtain an overview and influence of online customer reviews on online purchase decisions among Bukalapak users. This research uses descriptive and verification methods with a quantitative approach. The population in this study amounted to 9,900 with a sample of 200 Bukalapak user respondents who are members of the Bukalapak Facebook group using a random sampling technique. The data is processed statistically using the Structural Equation Modeling (SEM) method. The findings in this study found that online customer review and online purchase decisions were in the high category. Online customer reviews have a positive and significant influence on online purchase decisions. These findings indicate that the application of online customer reviews can build and shape online purchase decisions for Bukalapak users. The credibility dimension in online customer reviews gives the biggest contribution in shaping online purchase decisions.

Keywords: Online Customer Review, Online Purchase Decision

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PENGARUH ONLINE CUSTOMER REVIEW TERHADAP ONLINE PURCHASE DECISION (SURVEI PADA PENGGUNA BUKALAPAK DI INDONESIA YANG TERGABUNG DALAM GRUP FACEBOOK BUKALAPAK)

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