

**PENGARUH ULASAN KONSUMEN *ONLINE* DAN
PEMASARAN AFILIASI TERHADAP MINAT PEMBELIAN
ULANG**

(Survei pada Followers Instagram Ms Glow Beauty di Indonesia)

SKRIPSI

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



Oleh

Uthiya Syafitri Husaeni

1704187

FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS

UNIVERSITAS PENDIDIKAN INDONESIA

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Oleh :
Uthiya Syafitri Husaeni
1704187

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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LEMBAR PENGESAHAN

PENGARUH ULASAN KONSUMEN *ONLINE* DAN PEMASARAN AFILIASI TERHADAP MINAT PEMBELIAN ULANG (Survei pada Followers Instagram MS Glow Beauty)

Skripsi ini telah disetujui dan disahkan oleh:

Pembimbing I



Dr. Bambang Widjajanta, M.M
NIP. 196110221989031002

Pembimbing II

 22/8/23

Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM
NIP. 198208302005022003

Menyetujui

Ketua Program Studi Pendidikan Bisnis

 22/8/23

Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM
NIP. 198208302005022003

Tanggung Jawab Yudiris



Uthiya Syafitri Husaeni
NIM. 1704187

PERNYATAAN KEASLIAN ISI SKRIPSI

Dengan ini menyatakan bahwa skripsi dengan judul “Pengaruh Ulasan Konsumen *Online* Dan Pemasaran Afiliasi Terhadap Minat Pembelian Ulang (Survei pada Followers Instagram Ms Glow Beauty)” beserta seluruh isinya adalah benar-benar karya sendiri tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam skripsi ini atau ada klaim dari pihak lain terhadap keaslian skripsi ini.

Bandung, September 2023

Yang membuat Pernyataan,



Uthiya Syafitri Husaeni
NIM. 1704187

ABSTRAK

Uthiya Syafitri Husaeni (1704187), Pengaruh Ulasan Konsumen *Online* Dan Pemasaran Afiliasi Terhadap Minat Pembelian Ulang (Survei pada Followers Instagram Ms Glow Beauty) di bawah bimbingan Dr. Bambang Widjajanta., M.M dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh ulasan konsumen *online* dan pemasaran afiliasi terhadap minat pembelian ulang. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif yaitu dengan penggambaran dan pemaparan variabel-variabel yang diteliti dan kemudian ditarik kesimpulan. Variabel terikat dalam penelitian ini adalah minat pembelian ulang (Y), ulasan konsumen *online* (X_1) dan pemasaran afiliasi (X_2) sebagai variabel bebas. Populasi dalam penelitian ini adalah *followers* instagram MS Glow Beauty di Indonesia. Metode penelitian yang digunakan dalam penelitian ini yaitu metode *explanatory survey*. Metode *explanatory survey* dilakukan melalui kegiatan pengumpulan informasi menggunakan kuesioner dengan tujuan untuk mengetahui pendapat dari sebagian populasi yang diteliti terhadap penelitian. Teknik analisis data yang digunakan untuk mengetahui pengaruh dan hubungan dalam penelitian ini yaitu teknik analisis regresi linier berganda. Hasil temuan penelitian ini menunjukkan bahwa gambaran ulasan konsumen *online*, pemasaran afiliasi dan minat pembelian ulang berada pada kategori baik. ulasan konsumen *online* dan pemasaran afiliasi memiliki pengaruh yang positif dan signifikan terhadap minat pembelian ulang konsumen.

Kata kunci: ulasan konsumen online, pemasaran afiliasi, dan minat pembelian ulang

ABSTRACT

Uthiya Syafitri Husaeni (1704187), *The Influence of Online Consumer Reviews and Affiliate Marketing on Repurchase Intentions (Survey on Ms Glow Beauty Instagram Followers) Under the guidance of Dr. Bambang Widjajanta., M.M dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., M.M.*

This study aims to determine the effect of online consumer reviews and affiliate marketing on repurchase intention. The type of research used is descriptive and verification, namely by describing and exposing the variables studied and then drawing conclusions. The dependent variables in this study are repurchase intention (Y), online consumer reviews (X₁) and affiliate marketing (X₂) as independent variables. The population in this study were MS Glow Beauty Instagram followers in Indonesia. The research method used in this study is the explanatory survey method. The explanatory survey method is carried out through information gathering activities using a questionnaire with the aim of knowing the opinions of some of the population studied in the research. The data analysis technique used to determine the influence and relationship in this study is the multiple linear regression analysis technique. The findings of this study indicate that the description of online consumer reviews, affiliate marketing and repurchase intention are in the good category. online consumer reviews and affiliate marketing have a positive and significant influence on consumer repurchase intention.

Keywords: *online consumer reviews, affiliate marketing and repurchase intention*

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