

**PENGARUH *ONLINE CUSTOMER REVIEW* TERHADAP
ONLINE PURCHASE DECISION PADA PENGGUNA
BUKAOLSHOP DI INDONESIA**

SKRIPSI

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



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UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis

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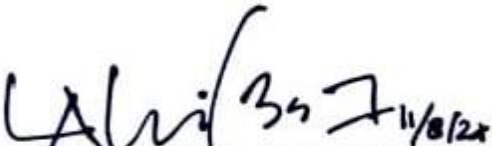
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**PENGARUH ONLINE CUSTOMER REVIEW TERHADAP ONLINE PURCHASE
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Bandung, Agustus 2024

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ABSTRAK

Suwartini Pebriyanti (2009570) “**Pengaruh *Online Customer Review* terhadap *Online Purchase Decision* pada Pengguna BukaOlshop di Indonesia**” di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. dan Drs. Girang Razati, M.Si.

Penelitian ini bertujuan memperoleh gambaran dan pengaruh *online customer review* terhadap *online purchase decision* pada pengguna BukaOlshop. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi yang digunakan menggunakan sampel jenuh sebanyak 100 pengguna sebagai *membership* BukaOlshop yang tergabung dalam Grup Telegram BukaOlshop Official. Data diolah secara statistik menggunakan metode *Path Analysis* (Analisis Jalur). Hasil temuan pada penelitian ini menemukan bahwa gambaran *online customer review* dan *online purchase decision* berada pada kategori tinggi. Variabel *online customer review* memiliki pengaruh positif dan signifikan terhadap *online purchase decision* secara simultan, hasil pengaruh langsung menemukan bahwa *perceived usefulness* tidak memiliki pengaruh signifikan terhadap *online purchase decision* secara parsial. Temuan ini menunjukkan bahwa penerapan *online customer review* dapat membangun dan membentuk *online purchase intention* pada pengguna BukaOlshop. Berdasarkan implikasi hasil penelitian, *online customer review* positif dapat mempengaruhi persepsi dan kepercayaan pengguna tentang BukaOlshop yang mampu menciptakan *online purchase decision*.

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

ABSTRACT

Suwartini Pebriyanti (2009570) *conducted a study titled "The Impact of Online Customer Reviews on Online Purchase Decision BukaOlshop User in Indonesia" under the supervision of Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. and Drs. Girang Razati, M.Si.*

This study aims to obtain an overview and influence of online customer reviews on online purchase decision on BukaOlshop users. This study uses descriptive and verification methods with a quantitative approach. The population used a saturated sample of 100 users as a BukaOlshop membership who are members of the official BukaOlshop Telegram group. The data is processed statistically using the method of Path Analysis (path analyst). The findings of this study found that the picture of online customer review and online purchase decision are in the high category. Variable online customer review has a positive and significant effect on online purchase decision simultaneously, the results of direct influence found that perceived usefulness does not have a significant effect on online purchase decision partially. This finding shows that the application of online customer review can build and shape online purchase intention in BukaOlshop users. Based on the implications of research results, online customer reviews can positively affect the perception and trust of users about BukaOlshop that is able to create online purchase decision.

Keywords: *Online Customer Review, Online Purchase Decision*

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Skripsi ini dikerjakan dengan sebaik dan seoptimal mungkin dengan harapan dapat memberikan manfaat dan kontribusi positif bagi perkembangan ilmu pengetahuan ekonomi dan bisnis, khususnya di bidang implementasi *digital marketing*. Penulis menyadari masih terdapat kekurangan dan kesalahan pada skripsi ini, oleh karena itu dengan segala kerendahan hati penulis mengharapkan kritik dan saran lanjutan yang membangun untuk dijadikan landasan perbaikan yang berguna bagi pengembangan ilmu pengetahuan.

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