

**PENGARUH *ONLINE CUSTOMER REVIEW* TERHADAP
ONLINE PURCHASE INTENTION MELALUI *BRAND IMAGE*
(Survei terhadap Anggota Komunitas MLBB Indonesia di
Facebook terhadap *Smartphone Poco*)**

SKRIPSI

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



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UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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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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Universitas Pendidikan Indonesia
Januari 2025

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PENGARUH *ONLINE CUSTOMER REVIEW* TERHADAP *ONLINE PURCHASE INTENTION* MELALUI *BRAND IMAGE* (SURVEI TERHADAP ANGGOTA KOMUNITAS MLBB INDONESIA DI FACEBOOK TERHADAP *SMARTPHONE POCO*)

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Menyatakan dengan sesungguhnya bahwa skripsi dengan judul "**Pengaruh Online Customer Review terhadap Online Purchase Intention melalui Brand Image (Survei terhadap Anggota Komunitas MLBB Indonesia di Facebook terhadap Smartphone Poco)**" ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung risiko dan sanksi yang dijatuhkan kepada saya apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini.

Bandung, Januari 2025

Yang membuat pernyataan,

A handwritten signature in black ink is placed over a red revenue stamp. The stamp features the Garuda Pancasila emblem and the text '1000', 'METERAI', and 'TEMPEL'. A unique alphanumeric code '600BFAMX140881653' is visible at the bottom of the stamp.

Sarah Nurul Izzah
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ABSTRAK

Sarah Nurul Izzah (2103781) **“Pengaruh *Online Customer Review* terhadap *Online Purchase Intention* melalui *Brand Image* (Survei terhadap Anggota Komunitas MLBB Indonesia di Facebook terhadap *Smartphone Poco*”** di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Dr. Bambang Widjajanta, M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *Online Customer Review* terhadap *Online Purchase Intention* melalui *Brand Image* terhadap Anggota Komunitas MLBB Indonesia di Facebook terhadap *Smartphone Poco*. Penelitian ini menggunakan jenis penelitian deskriptif dan verifikatif dengan pendekatan kuantitatif. Metode yang digunakan pada penelitian ini adalah *explanatory survey*, dengan menggunakan metode penarikan sampel *simple random sampling* sehingga ukuran sampel sebanyak 346 responden yang merupakan anggota komunitas MLBB Indonesia di Facebook. Data diolah secara statistik menggunakan metode *Structural Equation Modelling* (SEM) dengan menggunakan program AMOS for Windows. Hasil temuan pada penelitian ini menemukan bahwa gambaran *Online Customer Review*, *Brand Image* dan *Online Purchase Intention* berada pada kategori tinggi. *Online Customer Review* dan *Brand Image* memiliki pengaruh signifikan terhadap *Online Purchase Intention*. Temuan ini menunjukkan bahwa penerapan *Online Customer Review* melalui *Brand Image* akan mendorong *Online Purchase Intention* terhadap anggota komunitas MLBB Indonesia di Facebook terhadap *smartphone Poco*. Berdasarkan hasil penelitian, peneliti merekomendasikan agar dapat mempertahankan dan meningkatkan *Online Purchase Intention* melalui program-program komunitas yang melibatkan pelanggan agar mampu meningkatkan minat beli terhadap Poco.

Kata Kunci: *Brand Image*, *Online Customer Review*, *Online Purchase Intention*

ABSTRACT

Sarah Nurul Izzah (2103781) ***“The Influence of Online Customer Review on Online Purchase Intention through Brand Image (Survey of MLBB Indonesia Community Members on Facebook towards Poco Smartphone)”*** under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. and Dr. Bambang Widjajanta, M.M.

This research aims to obtain an overview and the influence of Online Customer Review on Online Purchase Intention through Brand Image among MLBB Indonesia Community Members on Facebook for Poco Smartphone. This research employed a descriptive and verificative research design with a quantitative approach. The sampling method used in this research was explanatory survey, by using simple random sampling method with a sample size of 346 respondents who were members on MLBB Indonesia Community on Facebook. The data was statistically processed using the Structural Equation Modelling (SEM) method with the AMOS for Windows program. The findings of this research revealed that the overall picture of Online Customer Review, Brand Image, and Online Purchase Intention was categorized as high. Both Online Customer Review and Brand Image had a significant influence on Online Purchase Intention. These findings indicate that the implementation of Online Customer Review through Brand Image will encourage Online Purchase Intention of MLBB Indonesia community members on Facebook towards Poco smartphone. Based on the research results, the researcher recommends maintaining and enhancing Online Purchase Intention through community programs that involve customers in order to increase buying interest in Poco.

Keywords: Brand Image, Online Customer Review, Online Purchase Intention

KATA PENGANTAR

Dengan mengucapkan segala puji dan syukur penulis panjatkan kepada Tuhan Yang Maha Esa karena dengan rahmat, karunia dan kehendak-Nya penulis dapat menyelesaikan skripsi yang berjudul “Pengaruh *Online Customer Review* terhadap *Online Purchase Intention* melalui *Brand Image*” sebagai salah satu syarat menempuh ujian sidang Sarjana Pendidikan, Program Studi Pendidikan Bisnis, Universitas Pendidikan Indonesia. Penyusunan skripsi ini dilakukan untuk memperoleh gambaran *Online Customer Review*, *Brand Image* dan *Online Purchase Intention*, serta pengaruh *Online Customer Review* terhadap *Online Purchase Intention* melalui *Brand Image*.

Penulis menyadari bahwa skripsi ini masih memiliki kekurangan, sehingga saran dan kritik dari pembaca sangat diharapkan sebagai bahan evaluasi untuk penulisan selanjutnya. Penulis telah berusaha secara optimal dalam menyusun skripsi ini, dengan harapan dapat memberikan manfaat dan kontribusi bagi kemajuan dunia pemasaran digital.

Bandung, Januari 2025

Penulis

Sarah Nurul Izzah

UCAPAN TERIMAKASIH

Alhamdulillah puji syukur penulis panjatkan kehadirat Allah SWT karena atas rahmat dan karunia-Nya penulis dapat menyelesaikan skripsi ini yang disusun dalam rangka memenuhi salah satu syarat memperoleh gelar Sarjana Pendidikan pada Program Studi Pendidikan Bisnis. Penulis menyadari bahwa dalam proses penyusunan skripsi ini tidak lepas dari adanya kerjasama dan dukungan dari berbagai pihak. Oleh karena itu, dalam kesempatan ini penulis menyampaikan terimakasih sebesar-besarnya dan penghargaan yang setinggi-tingginya kepada pihak-pihak berikut ini:

1. Bapak Prof Dr. H. M. Solehudin M.Pd., M.A. selaku Rektor Universitas Pendidikan Indonesia yang telah memberikan kesempatan kepada penulis untuk menempuh pendidikan di Universitas Pendidikan Indonesia. Penulis ucapkan terima kasih atas komitmen telah menciptakan lingkungan akademik yang aman serta nyaman untuk belajar, bertumbuh dan mengeksplorasi ilmu.
2. Ibu Prof. Dr. Hj. Ratih Hurriyati, M.P. selaku Dekan Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia periode 2025-2029 dan Bapak Prof. Dr. H. Eeng Ahman, M.S. selaku Dekan Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia periode 2020-2024 yang telah memberikan kesempatan kepada penulis untuk menempuh pendidikan di Fakultas Pendidikan Ekonomi dan Bisnis, Universitas Pendidikan Indonesia.
3. Ibu Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M selaku Ketua Program Studi Pendidikan Bisnis Universitas Pendidikan Indonesia yang telah memberikan motivasi serta mengarahkan penulis selama masa studi untuk berkembang di jalur akademik dan secara profesional. Semoga Allah selalu memberikan kesehatan, kebahagiaan dan juga kelancaran dalam kehidupan beliau.
4. Bapak Dr. Bambang Widjajanta, M.M. selaku Ketua Tim Pertimbangan Penulisan Skripsi Program Studi Pendidikan Bisnis Universitas Pendidikan Indonesia, dan selaku Dosen Pembimbing II, yang selalu memberikan arahan, bimbingan juga motivasi selama masa studi khususnya selama proses penyelesaian skripsi. Semoga beliau senantiasa diberi kesehatan, kebahagiaan dan juga kelancaran dalam setiap langkah oleh Allah SWT.

5. Bapak Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M., selaku Dosen Pembimbing I, yang telah membimbing penulis dalam penyusunan skripsi dengan penuh kesabaran dan ketelitian, memberikan motivasi serta arahan selama proses bimbingan. Terima kasih telah memberikan banyak ilmu, semoga selalu menjadi teladan yang inspiratif dan memberikan makna bagi penulis serta berbagai pihak lainnya. Semoga beliau selalu dalam lindungan Allah SWT diberi pahala yang berlipat ganda, diberikan umur panjang, kebahagiaan, kesehatan serta kelancaran dalam segala urusannya.
6. Segenap Dosen dan Staf Program Studi Pendidikan Bisnis, Universitas Pendidikan Indonesia yang telah memberikan ilmu, motivasi serta tuntunan selama masa perkuliahan penulis. Semoga semua ilmu yang telah diberikan dapat penulis amalkan dan semoga Allah SWT membalas segala kebajikannya.
7. BSI *Scholarship* yang telah memberikan bantuan finansial dan pembinaan selama 6 semester kepada penulis. Terima kasih telah menjadi wadah untuk berkembang, mendapatkan ilmu yang tidak didapatkan di perkuliahan, serta relasi baru dari semua penjuru Indonesia. Semoga program BSI *Scholarship* terus berjalan dan memberikan dampak kepada banyak mahasiswa Indonesia lainnya.

Orang tua tersayang Bapak Imawan Susanto dan Ibu Susri, penulis haturkan rasa syukur dan terima kasih yang tak terhingga atas segala cinta, doa, dukungan dan pengorbanan yang telah diberikan sepanjang hidup ini. Bapak dan Ibu adalah sumber kekuatan penulis untuk terus belajar, berusaha dan terus berkembang. Semua keberhasilan yang penulis capai hingga saat ini tidak akan terwujud tanpa kasih sayang, nasihat serta keridhoan dan keikhlasan yang tak pernah putus dari Bapak dan Ibu. Semoga Allah SWT senantiasa melindungi Bapak dan Ibu, memberikan kesehatan, kebahagiaan serta kelancaran dalam kehidupan Bapak dan Ibu. Penulis persembahkan karya ini sebagai wujud bakti dan rasa terima kasih kepada Bapak dan Ibu tercinta. Adik-adik tersayang, Safira Aulia Imawan dan Syifa Choirunnisa, penulis sampaikan rasa terima kasih yang tulus atas dukungan, motivasi dan kasih sayang yang telah diberikan selama ini. Semoga Allah senantiasa memberikan ilmu yang bermanfaat, kemudahan serta kesuksesan dalam kehidupan kalian. Teman-teman, Linda

Angel Callista, Adisa Siti Nurazizah, Mutiara Chaivazahra Putri Soleh, Rizky Nurbayani, Sherly Aulia Nurizky, Wafa Agnia dan teman-teman yang selalu memberikan bantuan selama masa perkuliahan hingga selesai yang selalu menemani dan memberikan pengalaman baru selama masa perkuliahan sampai selesai. Terima kasih atas segala bantuan, dukungan dan motivasi yang selalu diberikan. Kehadiran kalian memberikan kebahagiaan tersendiri dalam hidup penulis. Semoga Allah selalu memberikan keberkahan, kebahagiaan serta kesuksesan dalam setiap langkah kalian semua. Sebagai penutup, penulis menyampaikan rasa terima kasih yang sebesar-besarnya kepada seluruh pihak yang tidak dapat disebutkan satu per satu atas segala kontribusi dan dukungan yang telah diberikan. Segala bantuan, arahan, dan dorongan yang diterima menjadi pondasi yang kokoh dalam menyelesaikan proses penyusunan skripsi ini. Semoga segala kebaikan yang telah diberikan mendapatkan balasan terbaik dari Allah SWT.

Bandung, Januari 2025

Sarah Nurul Izzah

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