

**PENGARUH *ONLINE CUSTOMER REVIEWS* TERHADAP  
*PURCHASE INTENTION***

(Survei pada Pengunjung *Website* Blibli di Indonesia)

**Skripsi**

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



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**PENGARUH *ONLINE CUSTOMER REVIEWS* TERHADAP  
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## ABSTRAK

Ririe Novianty (1601332), “**Pengaruh *Online Customer Reviews* terhadap *Purchase* (Survei pada Pengunjung *Website Blibli* di Indonesia)**”. Di bawah bimbingan Prof. Dr. H. Agus Rahayu, M.P dan Drs. H. Rd. Dian Herdiana Utama, M.Si.

Persaingan industri *e-commerce* pada saat ini semakin tinggi, dapat dilihat dari turunnya *purchase intention*. *Purchase intention* merupakan hal yang penting bagi perusahaan yang tidak bisa diabaikan. Meningkatkan *purchase intention* pada diri konsumen perusahaan harus memperhatikan kualitas produk, harga produk, dan meningkatkan berbagai strategi perusahaan, salah satunya meningkatkan *online customer reviews*. Penelitian ini bertujuan untuk mengetahui gambaran *online customer reviews* pada pengunjung *website Blibli* di Indonesia, mengetahui gambaran *purchase intention* pada pengunjung *website Blibli* di Indonesia, dan memperoleh temuan besarnya pengaruh *online customer reviews* terhadap *purchase intention* pada pengunjung *website Blibli* di Indonesia. Jenis penelitian yang digunakan adalah deskriptif eksplanatif, dan metode yang digunakan adalah metode survei menggunakan teknik *simple random sampling* dengan jumlah sampel 400 responden. Teknik analisis data yang digunakan adalah analisis jalur dengan alat bantu *software* komputer SPSS 22.0 *for Windows*. Hasil temuan penelitian ini menunjukkan bahwa gambaran *online customer reviews* dalam kategori baik, gambaran *purchase intention* dalam kategori baik, variabel *online customer reviews* yang memiliki pengaruh tinggi terhadap *purchase intention* adalah dimensi kredibilitas sumber, sedangkan dimensi yang memiliki pengaruh terendah adalah kualitas argumen. Berdasarkan hasil penelitian *purchase intention* dipengaruhi oleh *online customer reviews* dengan kategori kuat dan pengaruh dari luar yang tidak diteliti juga dengan kategori sedang.

**Kata kunci:** *Online customer reviews, online reviews, purchase intention*

## **ABSTRACT**

Ririe Novianty (1601332), "*The Effect of Online Customer Reviews on Purchase intention (Survey on Website Blibli in Indonesia)*". Under the guidance of Prof. Dr. H. Agus Rahayu, M.P and Drs. H. Rd. Dian Herdiana Utama, M.Si.

*E-commerce industry competition at this time is increasingly high, can be seen from the decline in purchase intention. Purchase intention is important for companies that cannot be ignored. Increasing the purchase intention of the consumer company must pay attention to product quality, product prices, and improve various corporate strategies, one of which is increasing online customer reviews. This study aims to determine the description of online customer reviews on Blibli website visitors in Indonesia, knowing the description of purchase intentions on Blibli website visitors in Indonesia, and to find the magnitude of the influence of online customer reviews on purchase intention on Blibli website visitors in Indonesia. This type of research is descriptive explanative, and the method used is a survey method using a simple random sampling technique with a sample size of 400 respondents. Data analysis technique used is path analysis with SPSS 22.0 for Windows computer software. The findings of this study indicate that the description of online customer reviews is in the good category, the description of purchase intention in the good category, the variable online customer reviews that has a high influence on purchase intention is the source credibility dimension, while the dimension that has the lowest influence is the quality of the argument. Based on the results of research purchase intention is influenced by online customer reviews with a strong category and external influences that are not examined also with the medium category.*

**Keywords:** *Online customer reviews, online reviews, purchase intention.*

## DAFTAR ISI

<b>ABSTRAK</b> .....	i
<b>ABSTRACT</b> .....	ii
<b>KATA PENGANTAR</b> .....	iii
<b>UCAPAN TERIMA KASIH</b> .....	iv
<b>DAFTAR ISI</b> .....	viii
<b>DAFTAR TABEL</b> .....	xiii
<b>DAFTAR GAMBAR</b> .....	xv
<b>BAB I PENDAHULUAN</b> .....	1
1.1 Latar Belakang Penelitian .....	1
1.2 Identifikasi Masalah.....	19
1.3 Rumusan Masalah.....	20
1.4 Tujuan Penelitian .....	20
1.5 Kegunaan Penelitian .....	20
<b>BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS</b> .....	21
2.1 Kajian Pustaka .....	21
2.1.1 <i>Marketing Management</i> .....	21
2.1.1.1 Konsep <i>Marketing Management</i> .....	21
2.1.1.2 Definisi <i>Management Marketing</i> .....	22
2.1.2 <i>Marketing Communication</i> .....	23
2.1.2.1 Definisi <i>Marketing Communication</i> .....	23
2.1.3 <i>Integreted Marketing Communication (IMC)</i> .....	23
2.1.4 <i>Social Media</i> .....	25
2.1.5 <i>Consumer Behavior</i> .....	26
2.1.2.5 Definisi <i>Consumer Behavior</i> .....	26
2.1.2.6 Ruang Lingkup Kajian <i>Consumer Behavior</i> .....	27
2.1.2.7 <i>Consumer Decision Making</i> .....	28
2.1.6 <i>Evaluasi Alternatif (Evaluation Alternatives)</i> .....	32
2.1.7 <i>Konsep Online Customer Reviews</i> .....	33

2.1.7.1	Definisi <i>Online Customer Reviews</i> .....	34
2.1.7.2	Dimensi <i>Online Customer Reviews</i> .....	36
2.1.8	Konsep <i>Purchase Intention</i> .....	38
2.1.8.1	Definisi <i>Purchase intention</i> .....	39
2.1.8.2	Dimensi <i>Purchase intention</i> .....	41
2.1.9	Pengaruh <i>Online Customer Reviews</i> terhadap <i>Purchase Intention</i> ....	43
2.1.10	Penelitian Terdahulu .....	44
2.2	Kerangka Pemikiran .....	47
2.3	Hipotesis .....	51
<b>BAB III METODOLOGI PENELITIAN</b> .....		51
3.1	Objek Penelitian .....	51
3.2	Metode Penelitian .....	51
3.2.1	Jenis Penelitian dan Metode yang Digunakan .....	51
3.2.2	Operasional Variabel .....	52
3.2.3	Jenis dan Sumber Data .....	57
3.2.4	Populasi, Sampel dan Teknik Sampling .....	59
3.2.4.1	Populasi .....	59
3.2.4.2	Sampel .....	59
3.2.4.3	Teknik Penarikan Sampel .....	60
3.2.5	Teknik Pengumpulan Data .....	61
3.2.6	Pengujian Validitas dan Realibilitas .....	62
3.2.6.1	Pengujian Validitas .....	62
3.2.6.2	Hasil Pengujian Validitas .....	64
3.2.6.3	Pengujian Reliabilitas .....	67
3.2.6.4	Hasil Pengujian Reliabilitas .....	69
3.2.7	Teknik Analisis Data .....	69
3.2.7.1	Analisis Deskriptif .....	70
3.2.7.2	Analisis Eksplanatif Menggunakan Analisis Jalur ( <i>Path Analysis</i> ) .....	73
3.2.7.3	Pengujian Hipotesis .....	79

<b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN</b> .....	82
4.1 Profil Perusahaan dan Karakteristik Pengunjung <i>Website</i> Blibli.....	82
4.1.1 Profil Perusahaan .....	82
4.1.1.1 Sejarah Singkat .....	83
4.1.2 Karakteristik Pengunjung <i>Website</i> Blibli .....	84
4.1.2.1 Karakteristik Pengunjung <i>Website</i> Blibli Berdasarkan Jenis Kelamin	84
4.1.2.2 Karakteristik Pengunjung Berdasarkan Usia .....	85
4.1.2.3 Karakteristik Pengunjung Berdasarkan Pendidikan Terakhir. 85	
4.1.2.4 Karakteristik Pengunjung Berdasarkan Pekerjaan.....	86
4.1.2.5 Karakteristik Pengunjung Berdasarkan Penghasilan/Uang Saku Per Bulan .....	87
4.1.3 Pengalaman Pengunjung <i>Website</i> Blibli.....	88
4.1.3.1 Pengalaman Pengunjung Berdasarkan Jangka Waktu Mengunjungi <i>Website</i> Blibli.....	88
4.1.3.2 Pengalaman Pengunjung Berdasarkan Alasan Mengunjungi <i>Website</i> Blibli .....	89
4.1.3.3 Pengalaman Pengunjung Berdasarkan Kunjungan <i>Website E-Commerce</i> Lain .....	90
4.2 Tanggapan Responden mengenai <i>Online Customer Reviews</i> pada <i>Website</i> Blibli di Indonesia.....	91
4.2.1 Tanggapan Responden terhadap Dimensi <i>Argument Quality</i> .....	91
4.2.2 Tanggapan Responden terhadap Dimensi <i>Volume</i> .....	95
4.2.3 Tanggapan Responden terhadap Dimensi <i>Valence</i> .....	97
4.2.4 Tanggapan Responden terhadap Dimensi <i>Timeliness</i> .....	100
4.2.5 Tanggapan Responden terhadap Dimensi <i>Source Credibility</i> .....	103
4.2.6 Rekapitulasi Tanggapan Responden mengenai Variabel <i>Online Customer Reviews</i> .....	105
4.3 Tanggapan Responden mengenai <i>Purchase intention</i> pada <i>Website</i> Blibli di Indonesia.....	107
4.3.1 Tanggapan Responden terhadap Dimensi <i>Purchase Intention Best on Product Characteristics</i> .....	107



4.3.2	Tanggapan Responden terhadap Dimensi <i>Purchase Intention Best on Previous Online Shopping</i> .....	110
4.3.3	Tanggapan Responden terhadap Dimensi <i>Purchase Intention Best on Trust in Online Shopping</i> .....	112
4.3.4	Rekapitulasi Tanggapan Responden mengenai Variabel <i>Purchase intention</i> .....	115
4.4	Pengujian Hipotesis .....	117
4.4.1	Pengujian Asumsi Analisis Jalur .....	117
4.4.2	Pengujian Koefisien Korelasi dan Koefisien Jalur .....	117
4.4.3	Koefisien Determinasi Total ( $R^2$ ) .....	119
4.4.4	Pengaruh Langsung dan Tidak Langsung .....	120
4.4.5	Koefisien Jalur Epsilon (Variabel Lain) .....	123
4.4.6	Pengujian Hipotesis secara Simultan.....	123
4.4.7	Pengujian secara Parsial .....	124
4.4.7.1	Pengujian <i>Argument Quality</i> ( $X_1$ ) terhadap <i>Purchase intention</i> (Y) .....	125
4.4.7.2	Pengujian <i>Volume</i> ( $X_2$ ) terhadap <i>Purchase intention</i> (Y).....	126
4.4.7.3	Pengujian <i>Valence</i> ( $X_3$ ) terhadap <i>Purchase intention</i> (Y)....	126
4.4.7.4	Pengujian <i>Timeliness</i> ( $X_4$ ) terhadap <i>Purchase intention</i> (Y) .....	127
4.4.7.5	Pengujian <i>Source Credibility</i> ( $X_5$ ) terhadap <i>Purchase intention</i> (Y) .....	127
4.4.7.6	Pengujian Hipotesis .....	128
4.5	Pembahasan Hasil Penelitian .....	129
4.5.1	Pembahasan <i>Online Customer Reviews</i> .....	129
4.5.2	Pembahasan <i>Purchase intention</i> .....	130
4.5.3	Pembahasan Pengaruh <i>Online Customer Reviews</i> terhadap <i>Purchase intention</i> .....	131
4.6	Implikasi Hasil Penelitian .....	132
4.6.1	Temuan Penelitian Bersifat Teoritis .....	132
4.6.2	Temuan Penelitian Bersifat Empiris.....	133
4.6.3	Implikasi Hasil Penelitian <i>Online Customer Reviews</i> terhadap <i>Purchase intention</i> pada Program Studi Pendidikan Bisnis .....	134

<b>BAB V KESIMPULAN DAN REKOMENDASI</b> .....	136
5.5 Kesimpulan .....	136
5.2 Rekomendasi.....	137
<b>DAFTAR PUSTAKA</b> .....	141

## DAFTAR TABEL

1.1	<i>Traffic Rank Starup E-commerce</i> di Indonesia .....	4
1.2	Pengunjung <i>Web</i> Bulanan, <i>Ranking Appstore</i> , <i>Ranking Playstore</i> , Twitter, Instagram, Facebook <i>Starup E-commerce</i> Indonesia Tahun 2017-2019.....	4
1.3	<i>Bounce Rate</i> , <i>Daily Pageviews Per Visitor</i> , <i>Daily Time On Site Starup E-Commerce</i> Indonesia Tahun 2019.....	6
1.4	Gambaran Mengenai Indikator <i>Purchase Intention best on Product Characteristics</i> Pengunjung Website Blibli di Indonesia.....	7
1.5	Gambaran Mengenai Indikator <i>Purchase Intention Best on Previous Online Shopping Experience</i> Pengunjung Website Blibli Di Indonesia.....	8
1.6	Gambaran Mengenai Indikator <i>Purchase Intention Best on Trust in Online Shopping</i> Pengunjung Website Blibli di Indonesia.....	9
1.7	<i>Reviews App Store</i> Konsumen Blibli di Indonesia.....	10
2.1	Definisi <i>Online Customer Reviews</i> Menurut Para Ahli.....	34
2.2	Definisi <i>Purchase intention</i> Menurut Para Ahli.....	38
2.3	Penelitian Terdahulu.....	43
3.1	Operasionalisasi Variabel.....	53
3.2	Jenis dan Sumber Data.....	58
3.3	Hasil Uji Validitas Variabel X ( <i>Online Customer Reviews</i> ).....	64
3.4	Hasil Uji Validitas Variabel Y ( <i>Purchase intention</i> ).....	68
3.5	Hasil Uji Reliabilitas.....	69
3.6	Skor Alternatif.....	70
3.7	Tabulasi Data Penelitian.....	70
3.8	Kriteria Penafsiran Hasil Perhitungan Data Deskriptif.....	72
3.9	Pedoman untuk Memberikan Interpretasi Pengaruh (Guilford).....	79
4.1	Karakteristik Responden Berdasarkan Jenis Kelamin.....	84
4.2	Karakteristik Responden Berdasarkan Usia.....	85
4.3	Karakteristik Responden Berdasarkan Pendidikan Terakhir.....	86
4.4	Arakteristik Responden Berdasarkan Pekerjaan.....	86
4.5	Karakteristik Responden Berdasarkan Penghasilan/Uang Saku Per Bulan.....	87
4.6	Pengalaman Responden Berdasarkan Jangka Waktu Mengunjungi.....	88
4.7	Pengalaman Responden Berdasarkan Alasan Kunjungan.....	89
4.8	Pengalaman Responden Berdasarkan Kunjungan E-Commerce Lain.....	90
4.9	Tanggapan Responden Pengunjung <i>Website</i> Blibli di Indonesia terhadap Dimensi <i>Argument Quality</i> .....	92
4.10	Tanggapan Responden Pengunjung <i>Website</i> Blibli di Indonesia terhadap Dimensi <i>Volume</i> .....	95
4.11	Tanggapan Responden Pengunjung <i>Website</i> Blibli di Indonesia terhadap Dimensi <i>Valence</i> .....	98
4.12	Tanggapan Responden Pengunjung <i>Website</i> Blibli di Indonesia terhadap Dimensi <i>Timeliness</i> .....	100
4.13	Tanggapan Responden Pengunjung <i>Website</i> Blibli di Indonesia terhadap Dimensi <i>Source Credibility</i> .....	103
4.14	Rekapitulasi Tanggapan Pengunjung <i>Website</i> Blibli Terhadap <i>Online Customer Reviews</i> .....	105

4.15	Tanggapan Responden Pengunjung <i>Website</i> Blibli Di Indonesia Terhadap Dimensi <i>Purchase Intention best on Product Characteristics</i> .....	108
4.16	Tanggapan Responden Pengunjung <i>Website</i> Blibli Di Indonesia Terhadap Dimensi <i>Previous Online Shopping</i> .....	110
4.17	Tanggapan Responden Pengunjung <i>Website</i> Blibli Di Indonesia Terhadap Dimensi <i>Trust In Online Shopping</i> .....	113
4.18	Rekapitulasi Tanggapan Pengunjung <i>Website</i> Blibli Terhadap <i>Purchase Intention</i> .....	115
4.19	Uji Kolmogorov Smirnov.....	117
4.20	Matriks Korelasi Antara Dimensi <i>Online Customer Reviews (X)</i> Terhadap <i>Purchase Intention (Y)</i> .....	118
4.21	Koefisien Determinasi Total X1, X2, X4, Dan X5 Terhadap Y.....	120
4.22	Hasil Uji Pengaruh Langsung Dan Tidak Langsung <i>Online Customer Reviews (X)</i> Terhadap <i>Purchase Intention (Y)</i> .....	120
4.23	Uji Hipotesis Simultan.....	124
4.24	Hasil Uji Hipotesis Simultan.....	124
4.25	Uji Hipotesis Parsial.....	125
4.26	Pengujian Parsial <i>Argument Quality (X1)</i> Terhadap <i>Purchase Intention (Y)</i> .....	126
4.27	Pengujian Parsial Volume <i>(X2)</i> Terhadap <i>Purchase Intention (Y)</i> .....	126
4.28	Pengujian Parsial Valence <i>(X3)</i> Terhadap <i>Purchase Intention (Y)</i> .....	127
4.29	Pengujian Parsial Timeliness <i>(X4)</i> Terhadap <i>Purchase Intention (Y)</i> .....	127
4.30	Pengujian Parsial Source Credibility <i>(X5)</i> Terhadap <i>Purchase Intention (Y)</i> .....	128

## DAFTAR GAMBAR

2.1	<i>The Wheel Of Consumer Behavior</i> .....	27
2.2	Proses Keputusan Pembelian.....	30
2.3	Proses Pengambilan Keputusan Pembelian.....	31
2.4	Tahapan Pengambilan Keputusan Pembelian.....	32
2.5	Kerangka Pemikiran Pengaruh Online Customer <i>Reviews</i> Terhadap <i>Purchase intention</i> .....	49
2.6	Paradigma Penelitian Pengaruh Dimensi Online Customer <i>Reviews</i> Terhadap <i>Purchase intention</i> .....	50
3.1	Garis Kontinum Penelitian Online Customer <i>Reviews</i> Dan <i>Purchase Intention</i> .....	72
3.2	Struktur Hubungan Kausal Antara X Dan Y.....	73
3.3	Diagram Jalur Hipotesis Utama.....	74
3.4	Diagram Jalur Sub Hipotesis.....	75
4.1	Garis Kontinum Penilaian Dimensi <i>Argument Quality</i> .....	94
4.2	Garis Kontinum Penilaian Dimensi <i>Volume</i> .....	97
4.3	Garis Kontinum Penilaian Dimensi <i>Valence</i> .....	100
4.4	Garis Kontinum Penilaian Dimensi <i>Timeliness</i> .....	102
4.5	Garis Kontinum Penilaian Dimensi <i>Source Credibility</i> .....	105
4.6	Garis Kontinum Penilaian Variabel <i>Online Customer Reviews</i> .....	107
4.7	Garis Kontinum Penilaian Dimensi <i>Purchase Intention best on Product Characteristics</i> .....	109
4.8	Garis Kontinum Penilaian Dimensi <i>Purchase Intention best on Previous Online Shopping</i> .....	112
4.9	Garis Kontinum Penilaian Dimensi <i>Purchase Intention best on Trust In Online Shopping</i> .....	114
4.10	Garis Kontinum Penilaian Variabel <i>Purchase Intention best on Purchase Intention</i> .....	116
4.11	Diagram Koefisien Korelasi Antar Sub Variabel.....	119

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