

ABSTRACT

Ridy Hidayatul Iman, The Impact of Smartphone Product Online Review On Youtube Against Interest in Purchasing Students of the Faculty of Economics and Business, University of Trunojoyo Madura, Under the guidance of Yustina Chrismardani, S.Si., MM.

The research aims to find out about The impact of online reviews consisting of attractiveness, trustworthiness and expertise of the towards buying intention. The study conducate at Faculty of Economics and Business of Trunojoyo University Madura in 2016 to 2019. sampling technique used purposive sampling and analyzed by multiple regression analysis. The results of this research are the online review of smartphone product, consisting of attractiveness, trustworthiness and expertise have simultaneously effect on buying intention, and attractiveness and trustworthiness variables have a partially significant effect on buying intention, while expertise does not have a significant effect on buying intention.

Keywords: online review, attractiveness, trustworthiness, expertise and buying interest.

ABSTRAK

Ridy Hidayatul Iman, Dampak *Online Review* Produk *Smartphone* Di Youtube Terhadap Minat Beli Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Trunojoyo Madura, Dibawah bimbingan Yustina Chrismardani, S.Si.,MM.

Penelitian bertujuan untuk mengetahui tentang *online review* yang terdiri dari *attractiveness* *trustworthiness* dan *expertise* terhadap minat beli Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Trunojoyo Madura tahun 2016 sampai 2019. Pengambilan sampel pada penelitian ini menggunakan *purposive sampling* dan dianalisis menggunakan analisis regresi berganda. Hasil dari penelitian ini *online review* produk *Smartphone* yang terdiri dari *attractiveness*, *trustworthiness* dan *expertise* berpengaruh secara simultan terhadap Minat Beli, dan variabel *attractiveness* dan *trustworthiness* berpengaruh signifikan secara parsial terhadap minat beli, sedangkan variabel *expertise* tidak berpengaruh signifikan secara parsial terhadap minat beli.

Kata kunci : *online review*, *attractiveness*, *trustworthiness*, *expertise* dan minat beli.