

ABSTRAK

Nina Fatmawati, 2023. "Pengaruh *Online Customer Review* dan Program Diskon Terhadap Keputusan Pembelian Produk Fashion Pada *Marketplace* Shopee". Skripsi Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. dibawah bimbingan Ibu Yustina Crismardani, S.Si., M.M.

Skripsi ini bertujuan untuk mengetahui pengaruh *Online Customer Review* dan Program Diskon terhadap Keputusan Pembelian (Studi pada Mahasiswa Universitas Trunojoyo Madura). Jenis penelitian ini adalah penelitian kuantitatif. Metode analisis yang digunakan yaitu Analisis Regresi Linier Berganda dengan bantuan SPSS 25. Teknik pengumpulan data menggunakan kuesioner. Populasi dalam penelitian ini adalah Mahasiswa Universitas Trunojoyo Madura yang pernah membeli produk fashion pada *Marketplace* Shopee. Teknik pengambilan sampel menggunakan teknik *Purposive Sampling*, dengan jumlah sampel dalam penelitian ini sebanyak 97 responden yang memenuhi kriteria dalam penelitian ini.

Hasil dari penelitian ini menunjukkan secara parsial bahwa 1) Variabel *Online Customer Review* berpengaruh positif terhadap Keputusan Pembelian produk fashion pada *marketplace* Shopee, 2) Variabel Program Diskon berpengaruh positif terhadap Keputusan Pembelian produk fashion pada *marketplace* Shopee. Berdasarkan hasil uji F dapat diketahui bahwa variabel *Online Customer Review* dan Program Diskon berpengaruh secara simultan terhadap Keputusan Pembelian produk fashion pada *marketplace* Shopee.

Kata Kunci: *Online Customer Review*, Program Diskon, dan Keputusan Pembelian.

ABSTRACT

Nina Fatmawati, 2023. *The Effect of Online Customer Reviews and Discount Programs on Purchasing Decisions for Fashion Products on the Shopee Marketplace*. Management Study Program Research, Faculty of Economics and Business, Trunojoyo Madura University. under the guidance of Mrs. Yustina Crismardani, S.Sc., M.M.

This research aims to determine the influence Online Customer Review and Discount Programs on Purchasing Decisions (Study on Trunojoyo University Madura Students). This type of research is quantitative Methods. The analytical method used is Multiple Linear Regression Analysis with the help of SPSS 25. The data collection technique uses a questionnaire. The population in this study were students of Trunojoyo Madura University who had bought fashion products on the Shopee Marketplace. The sampling technique uses techniques Purposive Sampling, with a total sample in this study of 97 respondents who met the criteria in this study.

The results of this study indicate partially that 1) Online Customer Review variables have a positive effect on purchasing decisions for fashion products on the Shopee marketplace, 2) The Discount Program variable has a positive effect on purchasing decisions for fashion products on the Shopee marketplace. Based on the results of the F test, it can be seen that the Online Customer Review and Discount Program variables simultaneously influence the Purchasing Decision for fashion products on the Shopee marketplace.

Keywords: *Online Customer Review, Discount Programs, and Purchasing Decisions.*