

ABSTRAK

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THE INFLUENCE OF ONLINE CUSTOMER REVIEW AND PERCEIVED QUALITY TOWARD CUSTOMER PURCHASE DECISION AT LAZADA ONLINE RETAIL COMPANY

(161 pages; 13 figures; 49 tables; 8 appendices)

Di dunia bisnis saat ini, dampak globalisasi telah mempengaruhi semua aspek kehidupan, termasuk industri bisnis. Kemunculan media sosial akibat globalisasi membuat banyak bisnis beralih ke jualan online, dan munculnya berbagai platform e-commerce seperti Lazada, Tokopedia, BukaLapak, Shopee, dan lain-lain. Setiap e-commerce harus memberikan fasilitas terbaik dan terus berinovasi agar pelanggan tetap nyaman dalam berbelanja online. Penelitian ini bertujuan untuk menganalisis pengaruh Online Customer Review dan Perceived Quality terhadap Keputusan Pembelian Pelanggan.

Dalam menganalisis data, metode penelitian yang digunakan penulis dalam penelitian ini adalah penelitian kuantitatif. Metode analisis data yang digunakan adalah analisis statistik deskriptif, pengujian instrumen penelitian, uji asumsi klasik, analisis regresi linier, pengujian hipotesis dan uji determinan yang diolah dalam aplikasi SPSS versi 25.

Tujuan penelitian adalah untuk mengetahui apakah ada pengaruh yang signifikan online customer review, perceived quality dan keduanya secara simultan terhadap keputusan pembelian pelanggan di Lazada Online Retail Company. Hasil analisis menunjukkan bahwa review pelanggan online dan atribut produk secara parsial dan simultan berpengaruh signifikan terhadap keputusan pembelian pelanggan. Nilai R square sebesar 0,423 yang berarti 42,3% keputusan pembelian konsumen dapat dijelaskan oleh kedua variabel bebas, sedangkan sisanya 57,7% dijelaskan oleh variabel di luar peneliti.

Kata kunci: Online Customer Review, Perceived Quality, Customer Purchase Decision

Referensi: 20 (2016-2021)

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In today's world, the impact of globalization has affected all aspects of life, including the business industry. The emergence of social media due to globalization has made many businesses turn to sell online, and the emergence of various e-commerce platforms such as Lazada, Tokopedia, BukaLapak, Shopee, and others. Every e-commerce must provide the best facilities and continue innovating so that customers remain comfortable shopping online. This study aims to analyze the influence of Online Customer Review and Perceived Quality on Customers Purchase Decision.

In analyzing data, the research method used by the author in this study is quantitative research. The data analysis method used is descriptive statistical analysis, research instrument testing, classical assumption test, linear regression analysis, hypothesis testing, and determinant test which is processed in an application of SPSS version 25.

The purpose of the study was to find out whether there was a significant influence online customer review, perceived quality, and both simultaneously on customer purchase decisions at Lazada Online Retail Company. The results of the analysis show that online customer reviews and product attributes partially and simultaneously have a significant effect on customer purchase decisions. The value of R square is 0.423 which means that 42.3% of consumer purchase decisions can be explained by the two independent variables, while the remaining 57.7% is explained by variables outside of the researcher.

Kata kunci: Online Customer Review, Perceived Quality, Customer Purchase Decision

References: 20 (2016-2021)