

## **ABSTRACT**

**FELIX**

**03013190014**

### **THE INFLUENCE OF ONLINE CUSTOMER REVIEW, BRAND IMAGE AND BRAND TRUST ON CUSTOMER PURCHASE DECISION AT KEMANGI SEAFOOD RESTAURANT, MEDAN**

(xviii + 120 pages; 6 figures; 64 tables; 11 appendixes)

Developments in the restaurant industry in Indonesia are becoming increasingly diverse, with establishments competing to become the best industry. This study aims to determine the influence of online customer review, brand image, and brand trust on customer purchase decisions at Kemangi Seafood Restaurant, Medan.

This research used a quantitative, descriptive, and causal research design to know the influence between independent and dependent variables. This research used a sample of the 97 respondents, with the questionnaire distributed in Medan city. The sampling technique employed a non-probability sampling method with a convenience sampling technique. The respondents sample who lives in Medan City, are customers of Kemangi Seafood Restaurant, have experience with Kemangi Seafood Restaurants, and have purchased Kemangi Seafood Restaurant products. Data analysis involved a validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, and multiple linear regression analysis using SPSS version 25.

Based on the results of data analysis passed the research test and hypothesis testing in the study showed that online customer reviews, brand image, and brand trust had a partial and simultaneous influence on customer purchase decision at Kemangi Seafood Restaurant, Medan.

**Keywords: Online Customer Review, Brand Image, Brand Trust, Customer Purchase Decision**

**References: 70 (2018-2023)**

## **ABSTRAK**

**FELIX**

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### ***PENGARUH ULASAN PELANGGAN ONLINE, CITRA MEREK DAN KEPERCAYAAN MEREK TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI RESTORAN KEMANGI SEAFOOD, MEDAN***

*(xviii + 120 halaman; 6 gambar; 64 tabel; 11 lampiran)*

*Perkembangan pada industri restoran di Indonesia saat ini semakin beragam dan bersaing untuk menjadi yang terbaik. Penelitian ini memiliki tujuan untuk mengetahui pengaruh ulasan pelanggan online, citra merek dan kepercayaan merek terhadap keputusan pembelian pelanggan di Restoran Kemangi Seafood, Medan.*

*Jenis Penelitian ini menggunakan desain penelitian kuantitatif, deskriptif, dan kausal untuk mengetahui pengaruh antar variabel independen dan dependen. Penelitian ini menggunakan sampel sebanyak 97 responden dimana penyebaran kuisioner dilaksanakan di Kota Medan. Pengambilan sampel menggunakan metode non-probability sampling dengan teknik convenience sampling. Sampel responden yang berdomisili di Kota Medan merupakan pelanggan Restoran Kemangi Seafood yang mempunyai pengalaman tentang Restoran Kemangi Seafood, dan melakukan pembelian produk Restoran Kemangi Seafood. Analisis data menggunakan uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, analisis regresi linier berganda menggunakan SPSS versi 25.*

*Berdasarkan hasil analisis data lolos dalam uji penelitian dan hasil uji hipotesis dalam penelitian menunjukkan bahwa ulasan pelanggan online, citra merek dan kepercayaan merek berpengaruh secara parsial dan simultan terhadap keputusan pembelian pelanggan di Restoran Kemangi Seafood, Medan.*

***Kata Kunci: Ulasan Pelanggan Online, Citra Merek, Kepercayaan Merek, Keputusan Pembelian Pelanggan***

***Referensi: 70 (2018-2023)***