

ABSTRACT

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PENGARUH ADVERTISING ATTRACTIVENESS, INFLUENCER MARKETING, CREDIBILITY DAN ONLINE CUSTOMER REVIEWS TERHADAP PURCHASE DECISION PADA OLX

(CII + 102 pages; 7 Figures; 19 Tables; 2 Appendices)

This research aims to analyze the influence of Advertising Attractiveness on Purchase Decisions, To analyze the influence of Influencer Marketing on Purchase Decisions, To analyze the influence of Online Customer Reviews on Purchase Decisions, To analyze the influence of Trustworthiness on Purchase Decisions, To analyze the influence of Attractiveness on Purchase Decisions, To analyze the influence Expertise on Purchase Decisions on OLX Vehicle Buying and Selling. The type of research used in this research is quantitative research by distributing questionnaires to test the relationship between variables in this research. The population in this study were OLX site users in Jabodetabek with a sample of 100 respondents. The sampling method used is purposive sampling. The conclusion of this research is that Advertising Attractiveness has a positive influence on purchasing decisions. Influencer Marketing Has a Positive Influence on Purchase Decision s, rejected. Online Customer Reviews Have a Positive Influence on Purchase Decision s, rejected. Trustworthiness Has a Positive Influence on Purchase Decision s, rejected. Attractiveness Has a Positive Influence on Purchase Decision s, accepted. Expertise Has a Positive Influence on Purchase Decision s, accepted.

Keywords : *Entrepreneurial Attitude, Entrepreneurial Education, Entrepreneurial Mindset, Self-Efficacy.*

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ABSTRAK

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PENGARUH *ADVERTISING ATTRACTIVENESS*, *INFLUENCER MARKETING*, *CREDIBILITY* DAN *ONLINE CUSTOMER REVIEWS* TERHADAP *PURCHASE DECISION* PADA OLX
(CII + 102 halaman; 7 Gambar; 19 Tabel; 2 Lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *Advertising Attractiveness* terhadap *Purchase Decision*, Untuk menganalisis pengaruh *Influencer Marketing* terhadap *Purchase Decision*, Untuk menganalisis pengaruh *Online Customer Reviews* terhadap *Purchase Decision*, Untuk menganalisis pengaruh *Trustworthiness* terhadap *Purchase Decision*, Untuk menganalisis pengaruh *Attractiveness* terhadap *Purchase Decision*, Untuk menganalisis pengaruh *Expertise* terhadap *Purchase Decision* pada OLX Jual Beli Kendaraan. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif dengan membagikan kuesioner untuk menguji hubungan antar variabel pada penelitian ini. Populasi dalam penelitian ini adalah Pengguna situs OLX di Jabodetabek dengan sampel sebanyak 100 responden. Metode sampling yang digunakan adalah *purposive sampling*. Kesimpulan pada penelitian ini adalah *Advertising Attractiveness* Berpengaruh Positif Terhadap *Purchase Decision* diterima. *Influencer Marketing* Berpengaruh Positif Terhadap *Purchase Decision*, ditolak. *Online Customer Reviews* Berpengaruh Positif Terhadap *Purchase Decision*, ditolak. *Trustworthiness* Berpengaruh Positif Terhadap *Purchase Decision*, ditolak. *Attractiveness* Berpengaruh Positif Terhadap *Purchase Decision*, diterima. *Expertise* Berpengaruh Positif Terhadap *Purchase Decision*, diterima.

Kata kunci : *Entrepreneurial Attitude, Entrepreneurial Education, Entrepreneurial Mindset, Self-Efficacy.*

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