

ABSTRAK

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PENGARUH *ONLINE REVIEW*, *SOCIAL MEDIA MARKETING*, DAN KUALITAS PELAYANAN TERHADAP MINAT BELI ULANG PADA PT. KREATIVITAS ASET INDONESIA

(xv+89 halaman, 13 gambar; 39 tabel; 4 lampiran)

Tujuan dari penelitian ini adalah Untuk menguji dan menganalisa pengaruh *Online Review*, *Social Media Marketing*, dan Kualitas Pelayanan berpengaruh terhadap Minat Beli Ulang Pada PT Kreativitas Aset Indonesia.

Dalam penelitian ini, penulis menggunakan desain penelitian kuantitatif dan SPSS. Jumlah sampel adalah 130 pelanggan. Teknik sampling yang digunakan adalah *snowball sampling*. Teknik analisa data menggunakan analisis regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa secara parsial *Online Review* berpengaruh terhadap Minat Beli Ulang, secara parsial *Social Media Marketing* berpengaruh terhadap Minat Beli Ulang, secara parsial Kualitas Pelayanan berpengaruh terhadap Minat Beli Ulang dan secara simultan *Online Review*, *Social Media Marketing* dan Kualitas Pelayanan berpengaruh terhadap Minat Beli Ulang.

Rekomendasi perusahaan dalam rangka peningkatkan minat beli ulang antara lain dengan rutin dan konsisten dalam pemantauan sosial media dan bekerja sama dengan berbagai perbankan dan *e-wallet* serta berbagai *e-commerce* agar mendukung kemudahan transaksi bagi pelanggan.

Kata kunci: *Online Review*, *Social Media Marketing*, Kualitas Pelayanan Minat Beli Ulang

Referensi: 37 (2018-2022)

ABSTRACT

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THE INFLUENCE OF ONLINE REVIEW, SOCIAL MEDIA MARKETING, AND SERVICE QUALITY ON THE INTEREST AT PT. KREATIVITAS ASET INDONESIA

(xv+89 pages, 13 drawings; 39 Tables; 4 appendices)

The purpose of this study was to examine and analyze the effect of Online reviews, Social Media Marketing, and quality of Service affect the interest in re-purchase at PT Kreativitas Aset Indonesia.

In this study, the authors used quantitative research design and SPSS. The number of samples is 130 customers. The sampling technique used is snowball sampling. Data analysis techniques using multiple linear regression analysis.

The results of this study showed that partially online Review effect on interest in re-purchase, partially Social Media Marketing effect on interest in re-purchase, partially quality of Service effect on interest in re-purchase and simultaneously Online Review, Social Media Marketing and quality of Service effect on re-purchase interest.

The company's recommendations in order to increase repurchase interest include routinely and consistently monitoring social media and working with various banks and e-wallets as well as various e-commerce to support ease of transactions for customers.

Keywords: Online Review, Social Media Marketing, Service Quality re-purchase interest.

Reference: 37 (2018-2022)