

# **ABSTRACT**

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## **THE INFLUENCE OF ONLINE CUSTOMER REVIEW, PROMOTION, AND WORD OF MOUTH ON CUSTOMER PURCHASE DECISION AT ARTECH ELECTRONICS, MEDAN**

(xvi+, 90 pages; 11 figures; 60 tables; 7 appendixes)

Artech Electronics, Medan experienced a decline in customer purchase decisions which resulted in decreased sales data. The objective of this study are investigate whether Online Customer Review, Promotion, and Word of Mouth partial and simultaneous influence customer purchase decisions at Artech Electronics, Medan.

Online Customer Review, Promotion, and Word of Mouth play an important role in increasing customer purchase decisions can encourage the improvement of sales so that it can be more advanced and developed so that competitiveness can increase.

In this research, the writer used quantitative, descriptive, causal research design and IBM SPSS statistics. The sampling technique used was convenience sampling. The population and sample in the study was 150 customers at Artech Electronics, Medan.

This research passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test. The results of hypothesis test showed that Online Customer Review, Promotion, and Word of Mouth partial and simultaneous influence customer purchase decisions at Artech Electronics, Medan and adjusted R square value of 49%.

Recommendations for Artech Electronics, Medan can create automatic links for customer reviews on various social media, increases promotional programs and needs to provide a variety of pleasant service qualities and good after sales.

**Keywords: Customer Review, Promotion Word Of Mouth, Customer Purchase Decisions**

References: 46 (2020-2024)

## **ABSTRAK**

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### ***PENGARUH ULASAN PELANGGAN ONLINE, PROMOSI, DAN WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN PADA ARTECH ELECTRONICS, MEDAN***

*(xvi+, 76 halaman; 11 gambar; 60 tabel; 7 lampiran)*

*Artech Electronics, Medan mengalami penurunan keputusan pembelian pelanggan yang mengakibatkan data penjualan menurun. Penelitian ini bertujuan untuk mengetahui apakah ulasan konsumen online, promosi, dan word of mouth secara parsial dan simultan berpengaruh terhadap keputusan pembelian pelanggan di Artech Electronics, Medan.*

*Ulasan konsumen online, promosi, dan word of mouth berperan penting dalam meningkatkan keputusan pembelian pelanggan dapat mendorong peningkatan penjualan sehingga dapat lebih maju dan berkembang sehingga daya saing dapat meningkat.*

*Dalam penelitian ini, penulis menggunakan desain penelitian kuantitatif, deskriptif, kausal dan statistik IBM SPSS. Teknik pengambilan sampel yang digunakan adalah convenience sampling. Populasi dan sampel dalam penelitian ini adalah 150 pelanggan di Artech Electronics, Medan.*

*Penelitian ini telah melalui uji validitas, uji reliabilitas, uji normalitas, uji multikolinieritas, uji heteroskedastisitas, uji regresi linier berganda. Hasil uji hipotesis menunjukkan bahwa ulasan konsumen online, promosi dan word of mouth secara parsial dan simultan berpengaruh terhadap keputusan pembelian pelanggan di Artech Electronics, Medan dan nilai adjusted R square sebesar 49%.*

*Rekomendasi untuk Artech Electronics, Medan dapat membuat tautan otomatis untuk ulasan pelanggan di berbagai media sosial, meningkatkan program promosi dan perlu memberikan berbagai kualitas layanan yang menyenangkan dan purna jual yang baik.*

***Kata kunci: Ulasan Pelanggan, Promosi, Word of Mouth, Keputusan Pembelian Pelanggan Referensi 46 (2020-2024)***