

ABSTRAK

PENGARUH CITRA MEREK, PROMOSI, KEPERCAYAAN, DAN ONLINE COSTUMER REVIEW TERHADAP MINAT BELI MENGUNAKAN APLIKASI ZALORA

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh citra merek terhadap minat beli, (2) pengaruh promosi terhadap minat beli, (3) pengaruh kepercayaan terhadap minat beli, (4) pengaruh *online costumer review* terhadap minat beli. Populasi dalam penelitian ini adalah konsumen yang menggunakan aplikasi Zalora di Daerah Istimewa Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan menyebarkan kuesioner tentang citra merek, promosi, kepercayaan, dan *online costumer review* kepada 100 responden. Uji instrumen penelitian menggunakan uji validitas dan reliabilitas. Teknik analisis menggunakan analisis regresi linear berganda, uji asumsi klasik, uji t, dan uji koefisien determinan dengan aplikasi IBM SPSS *statistic 22*. Hasil penelitian menunjukkan bahwa: (1) Citra merek tidak berpengaruh terhadap minat beli, (2) Promosi berpengaruh terhadap minat beli, (3) Kepercayaan tidak berpengaruh terhadap minat beli, (4) *Online costumer review* tidak berpengaruh terhadap minat beli.

Kata Kunci: Citra Merek, Promosi, Kepercayaan, *Online Costumer Review*, Minat Beli.

ABSTRACT

***THE INFLUENCE OF BRAND IMAGE, PROMOTION, TRUST, AND ONLINE
COSTUMER REVIEWS ON PURCHASE INTEREST USING THE ZALORA
APPLICATION***

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This study aims to determine: (1) the influence of brand image on purchase intention, (2) the influence of promotion on purchase intention, (3) the influence of trust on purchase intention, (4) the influence of online customer reviews on purchase intention. The population in this study consists of consumers who use the Zalora application in the Special Region of Yogyakarta. The sampling technique used was purposive sampling. Data was obtained by distributing questionnaires about brand image, promotion, trust, and online customer reviews to 100 respondents. The research instrument was tested for validity and reliability. The analysis technique used multiple linear regression analysis, classical assumption tests, t-tests, and coefficient determinant tests using the IBM SPSS Statistics 22 application. The results of the study indicate that: (1) Brand image does not influence purchase intention, (2) Promotion influences purchase intention, (3) Trust does not influence purchase intention, (4) Online customer reviews do not influence purchase intention.

Keywords: Brand Image, Promotion, Trust, Online Customer Review, Purchase Intention.