

ABSTRAK

PENGARUH IKLAN *ONLINE*, HARGA, DAN *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN PRODUK PADA *E-COMMERCE TIKTOK SHOP*

(Studi pada Mahasiswa di Daerah Istimewa Yogyakarta)

Valentino Febrian Dwi Saputra
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui : (1) pengaruh secara simultan iklan *online*, harga, dan *online customer review* terhadap keputusan pembelian, (2) pengaruh iklan *online* terhadap keputusan pembelian, (3) pengaruh harga terhadap keputusan pembelian, (4) pengaruh *online customer review* terhadap keputusan pembelian. Teknik pengambilan sampel dengan menggunakan cara sampling *purposive*. Data diperoleh dengan membagikan kuesioner tentang iklan *online*, harga, *online customer review*, dan keputusan pembelian kepada 112 responden mahasiswa di Daerah Istimewa Yogyakarta. Teknik analisis dalam penelitian adalah analisis deskriptif, uji asumsi klasik, dan analisis regresi linear berganda dibantu dengan *software* data SPSS *Statistic* 26. Hasil penelitian menunjukkan bahwa (1) iklan *online*, harga, dan *online customer review* secara simultan berpengaruh secara positif terhadap keputusan pembelian, (2) iklan *online* berpengaruh secara positif terhadap keputusan pembelian, (3) harga tidak berpengaruh terhadap keputusan pembelian, (4) *online customer review* berpengaruh secara positif terhadap keputusan pembelian.

Kata Kunci : Iklan *Online*, Harga, *Online Customer Review*, Keputusan Pembelian

ABSTRACT

**THE INFLUENCE OF ONLINE ADVERTISING, PRICE, AND ONLINE
CUSTOMER REVIEW ON PRODUCT PURCHASING DECISIONS IN
TIKTOK SHOP E-COMMERCE**
(Study on College Students in DIY)

Valentino Febrian Dwi Saputra
Sanata Dharma University
Yogyakarta
2023

This study aims to determine: (1) the simultaneous effect of online advertising, prices, and online customer reviews on purchasing decisions, (2) the effect of online advertising on purchasing decisions, (3) the effect of price on purchasing decisions, (4) the effect of online customer reviews on purchasing decisions. The sampling technique used purposive sampling method. Data was obtained by distributing questionnaires about online advertising, prices, online customer reviews, and purchasing decisions to 112 student respondents in DIY (Special Region of Yogyakarta). The analysis technique in this study was descriptive analysis, classical assumption test, and multiple linear regression analysis assisted with SPSS Statistic 26 data software. The results showed that (1) online advertising, prices, and online customer reviews simultaneously have a positive effect on purchasing decisions, (2) online advertising has a positive effect on purchasing decisions, (3) prices have no effect on purchasing decisions, (4) online customer reviews have a positive effect on purchasing decisions.

Keywords : Online Advertising, Price, Online Customer Review, and Purchasing Decisions