

ABSTRAK

Persaingan industri kosmetik di Indonesia semakin pesat. Hal ini ditandai oleh tingkat persaingan antar perusahaan kosmetik yg semakin ketat. Make Over merupakan Beauty Brand dengan data penjualan yang paling rendah. Karena Make Over memiliki harga yang berdaya saing tinggi dan ulasan dari konsumen negatif membuat daya saing semakin tinggi. Tujuan Penelitian untuk mengetahui pengaruh harga dan ulasan online terhadap keputusan pembelian. Jenis penelitian menggunakan deskriptif kuantitatif, dengan sampel 90 responden. Teknik pengambilan sampel di ambil dengan teknik Cluster Random Sampling, instrumen pengumpulan data dengan kuesioner. Analisis data menggunakan analisis Regresi Linier Berganda. Hasil penelitian ini menunjukkan bahwa; (1) harga secara parsial mempunyai berpengaruh signifikan terhadap keputusan pembelian, (2) ulasan online secara parsial berpengaruh signifikan terhadap keputusan pembelian, (3) terdapat pengaruh simultan antara harga dan ulasan online terhadap keputusan pembelian.

Kata Kunci : Harga; Ulasan Online; Keputusan Pembelian; Make Over.



The competition in the cosmetic industry in Indonesia is growing rapidly. This is marked by the level of competition between cosmetic companies that is getting tighter. Make Over is a Beauty Brand with the lowest sales data. Because Make Over has a highly competitive price and negative consumer reviews make competitiveness even higher. The purpose of the study was to determine the effect of prices and online reviews on purchasing decisions. This type of research uses quantitative descriptive, with a sample of 90 respondents. The sampling technique was taken using the Cluster Random Sampling technique, the data collection instrument was a questionnaire. Data analysis using Multiple Linear Regression analysis. The results of this study indicate that; (1) price partially has a significant effect on purchasing decisions, (2) online reviews partially have a significant effect on purchasing decisions, (3) there is a simultaneous influence between price and online reviews on purchasing decisions.

Keywords: Price; Online Reviews; Purchase Decision; Make Over.