

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *online customer review* dan layanan *cash on delivery* terhadap keputusan pembelian di *marketplace* survei pada siswa SMAN 1 Pangkalan. Jenis penelitian menggunakan kuantitatif dengan metode *deskriptif survey* dan *explanatory survey*. Teknik penentuan sampel menggunakan *nonprobability sampling* dengan pendekatan *purposive sampling* didapatkan 150 responden Siswa SMAN 1 Pangkalan. Teknik analisis data yang digunakan adalah regresi linier berganda, pengolahan data menggunakan program IBM SPSS 25. Berdasarkan hasil penelitian dapat disimpulkan. *Online customer review* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian pada *marketplace* dikalangan Siswa SMAN 1 Pangkalan. Layanan *cash on delivery* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian pada *marketplace* dikalangan Siswa SMAN 1 Pangkalan. *Online customer review* dan Layanan *cash on delivery* secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian pada *marketplace* dikalangan Siswa SMAN 1 Pangkalan.

Kata kunci: *online customer review*, layanan *cash on delivery*, keputusan pembelian



ABSTRACT

This research aims to determine the influence of online customer review and cash on delivery services on purchasing decisions in marketplace surveys in SMAN 1 Pangkalan students. This type of research uses quantitative methods with the method of deskriptif survey and explanatory survey. Sample determination techniques using nonprobability sampling with a purposive sampling approach were obtained by 150 respondents of SMAN 1 Pangkalan Students. The data analysis technique used is multiple linear regression assisted using the IBM SPSS program. Based on the results of the study can be concluded. Online customer review partially has a positive and significant effect on purchasing decisions on the marketplace among SMAN 1 Pangkalan Students. Cash on delivery services partially have a positive and significant effect on purchasing decisions on the marketplace among SMAN 1 Pangkalan Students. Online customer review and cash on delivery services simultaneously have a positive and significant impact on purchasing decisions in the marketplace among students of SMAN 1 Pangkalan.

Keywords: online customer review, cash on delivery service, purchasing decision

