

ABSTRAK

Penelitian ini dilakukan untuk mengetahui kualitas produk, *online customer review* dan keputusan pembelian secara *online* pada marketplace Shopee di kalangan mahasiswa Program Studi Manajemen UBP Karawang. Penelitian dilakukan dengan menggunakan metode *explanatory survey* dengan pendekatan kuantitatif. Populasi pada penelitian ini adalah mahasiswa Program Studi Manajemen UBP Karawang yang pernah melakukan kegiatan belanja *online* di marketplace Shopee. Teknik pengambilan sampel menggunakan *non probability sampling* dengan pendekatan *purposive sampling*, jumlah sampel yang diambil sebanyak 96 responden. Analisis data penelitian ini menggunakan analisis regresi berganda.. Hasil penelitian menunjukkan bahwa kualitas produk dan *online customer review* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, secara simultan kualitas produk dan *online customer review* berpengaruh secara positif dan signifikan.

Kata Kunci: kualitas produk, ulasan pelanggan online dan keputusan pembelian



ABSTRACT

This research was conducted to determine product quality, online customer reviews and online purchasing decisions on the Shopee marketplace among students of the UBP Karawang Management Study Program. The research was conducted using an explanatory survey method with a quantitative approach. The population in this study were students of the UBP Karawang Management Study Program who had done online shopping activities in the Shopee marketplace. The sampling technique used non-probability sampling with a purposive sampling approach, the number of samples taken was 96 respondents. The data analysis of this study used multiple regression analysis. The results showed that product quality and online customer reviews partially had a positive and significant effect on purchasing decisions, simultaneously product quality and online customer reviews had a positive and significant effect.

Keywords: *product quality, online customer reviews and purchasing decisions*

