

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *online customer review* dan *e-service quality* terhadap keputusan pembelian produk *fashion* di *marketplace* Shopee pada mahasiswa manajemen Angkatan 2018 Universitas Buana Perjuangan Karawang, baik secara parsial maupun simultan. Populasi dalam penelitian ini adalah 61 mahasiswa manajemen Angkatan 2018 Universitas Buana Perjuangan Karawang yang telah memenuhi kriteria, teknik *sampling* yang digunakan pada penelitian ini yaitu *non-probability sampling*. Sampel yang digunakan adalah menggunakan sampel jenuh, yaitu dengan menjadikan seluruh populasi menjadi sampel. Penelitian ini dilakukan dengan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Metode analisis yang digunakan adalah analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda dengan alat bantu IBM SPSS 26. Hasil penelitian ini menunjukkan bahwa: (1) variabel *online customer review* berpengaruh secara parsial terhadap keputusan pembelian produk *fashion* di *marketplace* Shopee, (2) variabel *e-service quality* berpengaruh secara parsial terhadap keputusan pembelian produk *fashion* di *marketplace* Shopee, (3) secara simultan *online customer review* dan *e-service quality* berpengaruh terhadap keputusan pembelian produk *fashion* di *marketplace* Shopee.

Kata kunci: *ocr*, *e-service quality*, keputusan pembelian



ABSTRACT

This study aims to determine the influence of online customer reviews and e-service quality on the decision to purchase fashion products in the Shopee marketplace in management students of the Class of 2018, Buana Perjuangan Karawang University, both partially and simultaneously. The population in this study was 61 management students of the Class of 2018, Buana Perjuangan Karawang University who had met the criteria, the sampling technique used in this study was non-probability sampling. The sample used is to use a saturated sample, that is, by turning the entire population into a sample. This research was conducted with descriptive and verifiable methods with a quantitative approach. The analytical methods used are descriptive analysis, classical assumption tests, multiple linear regression analysis with IBM SPSS 26 tools. The results of this study show that: (1) the online customer review variable partially affects the decision to buy fashion products in the Shopee marketplace, (2) the variable e-service quality partially affects the decision to purchase fashion products in the Shopee marketplace, (3) simultaneously online customer reviews and e-service quality affect the decision to purchase fashion products in the Shopee marketplace.

Keywords: ocr, e-service quality, purchasing decisions

