

**PERANAN *ONLINE CUSTOMER REVIEW* DAN *ONLINE CUSTOMER RATING* TERHADAP KEPUTUSAN PEMBELIAN PERODUK REVLON
DI LAZADA**

ABSTRAK

Penelitian ini memiliki latar belakang dari adanya perbedaan hasil penelitian mengenai variabel *online customer review* dan *online customer rating* terhadap keputusan pembelian. Penelitian ini bertujuan untuk mengetahui peranan *Online Customer Review* dan *Online Customer Rating* terhadap Keputusan Pembelian produk Revlon di Lazada. Populasi yang digunakan dalam penelitian ini adalah wanita yang pernah melakukan pembelian produk revlon di lazada. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *nonprobability sampling*. Penentuan sampel menggunakan teknik *purposive sampling* dengan jumlah dengan jumlah sampel sebanyak 100 orang wanita. Metode penelitian yang digunakan pada penelitian ini adalah metode deskriptif verifikatif dengan pendekatan kuantitatif, penelitian ini menggunakan analisis data regresi linier berganda. Adapun hasil dari penelitian menunjukkan bahwa terdapat pengaruh *online customer review* dan *online customer rating* terhadap keputusan pembelian. Dari hasil uji koefisien kolerasi determinasi dihasilkan R square sebesar 0.607. Artinya keputusan pembelian dipengaruhi oleh *online customer review* dan *online customer rating* sebesar 6,07% sedangkan sisanya sebesar 39,3% dipengaruhi oleh faktor-faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: *Online Customer Review, Online Customer Rating, Keputusan Pembelian*

THE ROLE OF ONLINE CUSTOMER REVIEW AND ONLINE CUSTOMER RATING ON PURCHASING DECISIONS FOR REVLON PRODUCTS

AT LAZADA

ABSTRACT

This research has a background of differences in research results regarding the variables of online customer review and online customer rating on purchasing decisions. This study aims to determine the role of Online Customer Review and Online Customer Rating on the Purchasing Decision of Revlon products on Lazada. The population used in this study were women who had made purchases of revlon products on lazada. The sampling technique used in this study was nonprobability sampling. Sample determination using a technique using purposive sampling technique with a total sample of 100 women. The research method used in this study is a descriptive method with a quantitative approach, this study uses multiple linear regression data analysis. The results of the study show that there is an influence of online customer reviews and online customer ratings on purchasing decisions. From the results of the coefficient of coefficient of determination, an R square of 0.607 was produced. This means that purchasing decisions are influenced by online customer reviews and online customer ratings of 6.07% while the remaining 39.3% is influenced by other factors that were not studied in this study.

Keywords: Online Customer Review, Online Customer Rating, Purchase Decision