

ABSTRAK

PENGARUH *BRAND IMAGE* DAN *ONLINE CONSUMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN LIPSTIK MEREK MAYBELINE DI SHOPEE

Oleh:

Khofifah Parawansyah

Penelitian ini bertujuan untuk mengetahui pengaruh *brand image* dan *online consumer review* terhadap keputusan pembelian lipstik merek Maybeline di Shopee. Jenis penelitian yang digunakan adalah penelitian kuantitatif Populasi yang dipilih dalam penelitian ini adalah konsumen Lipstik Merek Maybeline di Shopee. Metode penarikan sampel yang digunakan dalam penelitian ini adalah *nonprobability sampling* dengan menggunakan teknik pengambilan *purposive sampling* maka diperoleh 100 responden. Metode analisis data yang digunakan pada penelitian ini adalah analisis regresi linier berganda. Hasil analisis menyatakan bahwa *brand image* dan *online consumer review* terhadap keputusan pembelian lipstik merek Maybeline di Shopee.

Kata Kunci: *Brand Image, Online Consumer Review Dan Keputusan Pembelian*

ABSTRACT

THE INFLUENCE OF BRAND IMAGE AND ONLINE CONSUMER REVIEWS ON PURCHASING DECISIONS FOR MAYBELINE BRAND LIPSTICK AT SHOPEE

By:

Khofifah Parawansyah

This study aims to determine the effect of brand image and online consumer review on purchasing decisions for Maybeline brand lipstick at Shopee. The type of research used is quantitative research. The population selected in this study were consumers of Maybeline Brand Lipstick at Shopee. The sampling method used in this study was nonprobability sampling using purposive sampling technique, so 100 respondents were obtained. The data analysis method used in this study is multiple linear regression analysis. The results of the analysis state that brand image and online consumer reviews on purchasing decisions for Maybeline brand lipstick at Shopee.

**Keywords: Brand Image, Online Consumer Review and Purchasing
Decisions**