

ABSTRACT

THE EFFECT OF PRODUCT QUALITY AND ONLINE CONSUMER REVIEWS ON THE PURCHASING DECISION OF POND'S MEN FACE SOAP IN BANDAR LAMPUNG

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The purpose of the study was to determine the effect of Product Quality and Online Consumer Reviews on the Purchasing Decision of Pond's Men Face Soap in Bandar Lampung. The population used in this study consisted of consumers who use Pond's Men Face Soap in Bandar Lampung. A non-probability sampling method was used with purposive sampling, where samples were selected based on certain considerations, with a total sample size of 110 consumers. The method used in this study was multiple linear regression analysis. The data were processed using Microsoft Excel and SPSS 20 software. The independent variables in this study were Product Quality and Online Consumer Review. The dependent variable was Purchasing Decision. The research result proved that Product Quality and Consumer Review both partially and simultaneously affected Purchasing Decision.

Keywords: Product Quality, Online Consumer Review, and Purchasing Decision

