

ABSTRAK

PENGARUH ULASAN PELANGGAN ONLINE DAN PROMOSI ELEKTRONIK TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK KOSMETIK SKINTIFIC DI LIVE SHOPPING SHOPEE DENGAN MINAT BELI SEBAGAI VARIABLE INTERVENING

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Penelitian ini bertujuan untuk menganalisis pengaruh ulasan pelanggan online dan Promosi Elektronik elektronik terhadap keputusan pembelian pada produk kosmetik Skintific di live shopping Shopee dengan minat beli sebagai variable intervening. Jenis penelitian yang digunakan adalah kuantitatif asosiatif, dengan populasi yang mencakup seluruh pengikut Skintific yang berjumlah 3.600.000. Sampel dipilih menggunakan teknik purposive sampling, melibatkan 400 responden. Data dianalisis menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa ulasan pelanggan online berpengaruh terhadap minat beli pada produk kosmetik Skintific di live shopping Shopee. Promosi Elektronik elektronik berpengaruh terhadap minat beli pada produk kosmetik Skintific di live shopping Shopee. Ulasan pelanggan online berpengaruh terhadap keputusan pembelian pada produk kosmetik Skintific di live shopping Shopee. Promosi Elektronik elektronik tidak berpengaruh terhadap keputusan pembelian pada produk kosmetik Skintific di live shopping Shopee. Minat beli berpengaruh terhadap keputusan pembelian pada produk kosmetik Skintific di live shopping Shopee. Ulasan pelanggan online berpengaruh terhadap keputusan pembelian pada produk kosmetik Skintific di live shopping Shopee melalui minat beli. Promosi Elektronik elektronik berpengaruh terhadap keputusan pembelian pada produk kosmetik Skintific di live shopping Shopee melalui minat beli.

Kata Kunci: Ulasan Pelanggan Online, Promosi Elektronik Elektronik, Keputusan Pembelian Dan Minat Beli

ABSTRACT

THE IMPACT OF LIFESTYLE AND PROMOTIONS ON PURCHASING DECISIONS OF THE LOCAL FASHION BRAND ROUGHNECK IN E-COMMERCE WITH CONSUMER BEHAVIOR AS AN INTERVENING VARIABLE

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This study aims to analyze the influence of online customer reviews and electronic promotions on purchasing decisions for Skintific cosmetic products in Shopee live shopping, with purchase intention as an intervening variable. The type of research used is associative quantitative, with a population consisting of all Skintific followers totaling 3,600,000. The sample was selected using purposive sampling, involving 400 respondents. Data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The results show that online customer reviews influence purchase intention for Skintific cosmetic products in Shopee live shopping. Electronic promotions also influence purchase intention. Online customer reviews have a direct effect on purchasing decisions. However, electronic promotions do not have a direct effect on purchasing decisions. Purchase intention significantly affects purchasing decisions. Furthermore, online customer reviews affect purchasing decisions through purchase intention. Similarly, electronic promotions influence purchasing decisions through purchase intention.

Keywords: Online Customer Reviews, Electronic Promotions, Purchase Decisions, Purchase Intention.