

ABSTRAK

PENGARUH *ONLINE CUSTOMER REVIEW* DAN PROMOSI PENJUALAN TERHADAP KEPUTUSAN PEMBELIAN PRODUK *SMARTPHONE* DI *E-COMMERCE* SHOPEE PADA *ERA NEW NORMAL*

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Salah satu e-commerce yang paling diminati untuk berbelanja online pada masa pandemi di Indonesia yaitu e-commerce shopee. Selama pandemi, minat masyarakat mengunjungi dan berbelanja online mendorong pada peningkatan nilai transaksi e-commerce. Penelitian ini bertujuan untuk menganalisis dan mengetahui Pengaruh Online Customer Review Dan Promosi Penjualan Terhadap Keputusan Pembelian Produk Smartphone Di E-Commerce Shopee Pada Era New Normal. Jenis penelitian ini adalah penelitian kuantitatif kausalitas dengan metode survei, sebanyak 220 responden diambil dengan teknik non probability sampling. Menggunakan analisis regresi linier berganda dengan menggunakan SPSS 25. Hasil penelitian menunjukkan bahwa variabel Online Customer Review, dan Promosi Penjualan baik secara parsial maupun simultan berpengaruh terhadap keputusan pembelian produk smartphone di e-commerce shopee pada era new normal. Shopee diharapkan dapat lebih memperhatikan lagi kualitas website, pengalaman berbelanja yang menyenangkan, dan meningkatkan promosi yang lebih menarik agar konsumen memiliki minat berbelanja dan tercipta loyalitas yang lebih tinggi.

Kata Kunci : *Online Customer Review, Promosi Penjualan, Keputusan Pembelian*

ABSTRACT

THE EFFECT OF ONLINE CUSTOMER REVIEWS AND SALES PROMOTIONS ON PURCHASE DECISIONS ON SMARTPHONE PRODUCTS AT E-COMMERCE SHOPEE IN THE NEW NORMAL ERA

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One of the most popular e-commerce for online shopping in Indonesia, namely e-commerce shopee. The purpose of this study was to analyze and know the effect of online customer reviews and sales promotions on purchase decisions on smartphone products in e-commerce Shopee in the new normal era. This was a quantitative study of causality with a survey method and the sample of 220 respondents taken using a non-probability sampling technique. The data analysis method in this study used the multiple linear regression analysis using SPSS25. The result of the study showed that online customer review, and sales promotion either partially or simultaneously affected the purchase decision on a smartphone product in e-commerce shopee at the new normal era. Shopee was expected to pay more attention to the quality of the website, pleasant shopping experience, and increase more attractive promotions so that the consumers had an interest in shopping and create higher loyalty.

Keywords: Online Customer Review, Sales Promotion, Purchase Decision