

## ABSTRAK

Bella Fatikasari. 2024. Pengaruh *Affiliate Marketing*, *Online Customer Review*, dan *Online Customer Rating* Terhadap Keputusan Pembelian Di *E-Commerce* Shopee (Studi Pada Masyarakat Kota Ponorogo). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Pembimbing (II) Erma Wulan Sari, S. Pd., M. Ak.

Penelitian ini berjudul “Pengaruh *Affiliate Marketing*, *Online Customer Review*, dan *Online Customer Rating* Terhadap Keputusan Pembelian Di *E-Commerce* Shopee (Studi Pada Masyarakat Kota Ponorogo)”. Penelitian ini bertujuan untuk mengetahui Pengaruh *Affiliate Marketing*, *Online Customer Review*, dan *Online Customer Rating* Terhadap Keputusan Pembelian Di *E-Commerce* Shopee (Studi Pada Masyarakat Kota Ponorogo). Jenis penelitian yang digunakan dalam penelitian ini adalah pendekatan kuantitatif, sedangkan alat analisis yang digunakan SPSS versi 25. Pengambilan sampel dalam penelitian ini menggunakan Purposive Sampling. Sampel yang digunakan sebanyak 384 responden. Berdasarkan hasil pengujian secara statistik menunjukkan bahwa 1) *Affiliate marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian di *e-commerce* Shopee di Kota Ponorogo. 2) *Online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian di *e-commerce* Shopee di Kota Ponorogo. 3) *Online customer rating* berpengaruh positif dan signifikan terhadap keputusan pembelian di *e-commerce* Shopee di Kota Ponorogo.

Kata kunci: *Affiliate Marketing*, *Online Customer Review*, *Online Customer Rating*, Keputusan Pembelian

#### **ABSTRACT**

*Bella Fatikasari. 2024. The Influence of Affiliate Marketing, Online Customer Reviews, and Online Customer Ratings on Purchasing Decisions in Shopee E-Commerce (Study in Ponorogo City Communities). Thesis. Management, Economics and Business Study Program, Faculty of PGRI Madiun. Supervisor (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Supervisor (II) Erma Wulan Sari, S.Pd., M.Ak.*

*This research aimed to determine the influence of Affiliate Marketing, Online Customer Reviews, and Online Customer Ratings towards Purchasing Decisions at Shopee E-Commerce (Study in Ponorogo City Communities). The type of research used was a quantitative approach, while the analysis tool used was SPSS version 25. Sampling in this research used purposive sampling. The sample used was 384 respondents. Based on statistical test results, it shows: (1) Affiliate marketing has a positive and significant effect towards purchasing decisions at Shopee e-commerce in Ponorogo City; (2) Online customer reviews have a positive and significant influence towards purchasing decisions at Shopee e-commerce in Ponorogo City; (3) Online customer rating has a positive and significant effect towards purchasing decisions at Shopee e-commerce in Ponorogo City.*

*Keywords: Affiliate Marketing, Online Customer Reviews, Online Customer Ratings, Purchase Decisions.*