

ABSTRAK

Solikhah Nur Rohmah. 2024. Pengaruh Harga, Online Customer Review, Kualitas Pelayanan dan Brand Image Terhadap Keputusan Pembelian Menggunakan Pembayaran Shopee PayLater Di Kota Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. (II) Dr. Apriyanti, S.E., M.M.CPSMM.

Abstrak :

Penelitian ini bertujuan untuk membuktikan secara empiris pengaruh harga, online customer review, kualitas pelayanan dan brand image terhadap keputusan pembelian menggunakan pembayaran Shopee PayLater di Kota Madiun. Metode yang digunakan menggunakan metode kuantitatif dengan alat analisis menggunakan Smart-PLS 3.0. Hasil penelitian secara parsial variabel harga, kualitas pelayanan dan brand image berpengaruh positif dan signifikan terhadap keputusan pembelian menggunakan pembayaran Shopee PayLater di Kota Madiun. Variabel online customer review tidak berpengaruh terhadap keputusan pembelian menggunakan pembayaran Shopee PayLater di Kota Madiun. Sedangkan secara simultan variabel harga, online customer review, kualitas pelayanan dan brand image berpengaruh positif dan signifikan terhadap keputusan pembelian menggunakan pembayaran Shopee PayLater di Kota Madiun.

Kata Kunci: Harga, Online Customer Review, Kualitas Pelayanan, Brand image, Keputusan Pembelian.

Abstrak :

This Research aims to empirically prove the influence of price, online customer reviews, service quality and brand image on purchasing decisions using Shopee PayLater payments in Madiun City. The method used in this research is a quantitative method with the Smart-PLS 3.0 analysis tool. The partial research result show that the variables price, service quality and brand image have a positive and significant effect on purchasing decisions using Shopee PayLater payments in Madiun City. The online customer reviews variable has no influence on purchasing decisions using Shopee PayLater payments in Madiun City. Meanwhile, simultaneously the price variables, online customer reviews, service quality and brand image have a positive and significant effect on purchasing decisions using Shopee PayLater payments in Madiun City.

Keywords: Price, Online Customer Reviews, Service Quality, Brand Image, Purchase Decisions.