

ABSTRAK

Gressinda Clarita Prima. 2024. *Pengaruh Online Customer Review Dan Influencer Marketing Terhadap Keputusan Pembelian Hijab Belshouse Di Aplikasi Shopee Melalui Minat Beli Sebagai Variabel Intervening (Studi Empiris Pada Masyarakat Kota Madiun)*. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun. Pembimbing (1) Dr. Heny Sidanti, S.E., M.M. Pembimbing (2) Rihan Mustafa Zahri, S.E., M.M.

Tujuan dalam penelitian ini adalah untuk membuktikan secara empiris mengenai Pengaruh Online Customer Review dan Influencer Marketing terhadap keputusan pembelian Hijab Belshouse di aplikasi Shopee melalui minat beli sebagai variabel intervening (Studi Empiris Pada Masyarakat di Kota Madiun). Penelitian ini merupakan penelitian kuantitatif dengan jumlah sampel sebanyak 384 orang. Metode pengambilan sampel yaitu menggunakan sampel limeshow. Pengambilan data menggunakan kuesioner dengan penyebaran melalui google form. Teknik analisis data menggunakan alat uji berupa software SmartPLS versi 4.0 Hasil penelitian ini menunjukkan bahwa: Online customer review berpengaruh terhadap keputusan pembelian, Influencer marketing tidak berpengaruh terhadap keputusan pembelian, Online customer review berpengaruh terhadap minat beli, Influencer marketing tidak berpengaruh terhadap minat beli, Minat beli berpengaruh terhadap keputusan pembelian, Online customer review berpengaruh terhadap keputusan pembelian melalui minat beli Influencer marketing tidak berpengaruh terhadap keputusan pembelian melalui minat beli.

Kata Kunci : *Online Customer Review, Influencer Marketing, Keputusan Pembelian Dan Minat Beli*

ABSTRACT

Gressinda Clarita Prima. 2024. *The Influence of Online Customer Reviews and Influencer Marketing on the Decision to Purchase the Belshouse Hijab in the Shopee Application Through Purchase Interest as an Intervening Variable* (Empirical Study in the Community of Madiun City). Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Advisor (1) Dr. Heny Sidanti, S.E., M.M. Advisor (2) Rihan Mustafa Zahri, S.E., M.M.

The aim of this research is to empirically prove the influence of online customer reviews and influencer marketing on purchasing decisions for the Belshouse Hijab on the Shopee application through purchase interest as an intervening variable (Empirical Study in Madiun City Communities). This research is a quantitative study with a sample size of 384 people. The sampling method uses limeshow samples. Data collection uses a questionnaire distributed via Google Form. The data analysis technique uses a test tool in the form of SmartPLS software version 4.0. The research results show that: Online customer reviews influence purchasing decisions, Influencer marketing does not influence purchasing decisions, Online customer reviews influence purchasing interest, Influencer marketing does not influence purchasing interest, Purchase interest influences purchasing decisions, Online customer reviews influence purchasing decisions through purchase interest. Influencer marketing does not influence purchasing decisions through purchase interest.

Keywords: Online Customer Reviews, Influencer Marketing, Purchase Decisions and Purchase Intentions