

ABSTRAK

Deva Rahmawati. 2023. Pengaruh *Customer Review* Dan *Sales Promotion* Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening (Studi kasus pada pengguna *E-commerce* di Tasikmalaya)

Di era *society* 5.0 banyak perusahaan yang berpindah menggunakan *e-commerce* salah satunya *e-commerce* shopee. Pada *e-commerce* shopee calon konsumen tidak bisa melihat produk secara langsung sehingga memungkinkan terjadinya ketidaksesuaian antara produk yang ditawarkan dengan produk yang diterima. Maka dari itu, informasi mengenai produk sangat penting sebelum melakukan pembelian di *e-commerce* shopee, informasi produk dapat berupa *customer review*. Melihat *customer review* menjadi hal yang penting bagi konsumen sebelum melakukan keputusan pembelian. Selain itu, faktor yang mempengaruhi minat pembelian di shopee yaitu adanya *sales promotion* berupa gratis ongkir atau diskon. Adapun tujuan dari penelitian ini adalah untuk mengetahui apakah *customer review*, *sales promotion*, minat beli dan keputusan pembelian memiliki keterkaitan antara satu sama lain.

Metode yang digunakan dalam penelitian ini adalah metode analisis *Structural Equation Modeling-Partial Least Square* (SEM-PLS). Teknik pengumpulan data melalui kuesioner. Populasi dalam penelitian ini adalah pengguna shopee di Kab/Kota Tasikmalaya dengan sampel 100 orang. Analisis data dan uji hipotesis yang digunakan yaitu *inner model* dan *outer model*

Berdasarkan hasil analisis data yang dilakukan, maka diperoleh hasil uji *R-Square* pertama variabel *customer review* dan *sales promotion* memiliki pengaruh terhadap minat beli sebesar 48%. *R Square* kedua variabel *customer review* dan *sales promotion* memiliki pengaruh terhadap keputusan pembelian sebesar 39%.

Untuk setiap hipotesis yang melalui variabel intervening dinyatakan diterima karena memiliki nilai *t* statistik > 1.96 dan nilai *p value* < 0.10 , akan tetapi terdapat satu hipotesis yang tidak melalui variabel intervening dinyatakan ditolak karena memiliki nilai *t* statistik $1.311 < 1.96$ dan nilai *p value* > 0.10 .

Kesimpulan dari penelitian ini adalah minat beli (Z) mampu memediasi variabel *customer review* (X1) dan *sales promotion* (X2) terhadap keputusan pembelian (Y) maka hipotesis diterima.

Kata Kunci : *Customer Review*, *Sales Promotion*, Minat Beli, Keputusan Pembelian

ABSTRACT

Deva Rahmawati. 2023. The Influence of Customer Review and Sales Promotion Against Purchase Decision With Purchase Intention As Intervening Variable (Case study on E-commerce users in Tasikmalaya)

In the era of society 5.0, many companies have switched to using e-commerce, one of which is e-commerce shopee. In e-commerce shopee, potential consumers cannot see the product directly, which allows for discrepancies between the products offered and the products received. Therefore, information about products is very important before making purchases at e-commerce shopee, product information can be in the form of customer reviews. Seeing customer reviews is important for consumers before making a purchase decision. In addition, the factors that influence buying interest at Shopee are sales promotions in the form of free shipping or discounts. The purpose of this research is to find out whether customer reviews, sales promotions, purchase intentions and purchasing decisions are related to one another.

The method used in this study is the method of analysis Structural Equation Modeling-Partial Least Square (SEM-PLS). Data collection techniques through questionnaires. The population in this study were shopee users in the Tasikmalaya Regency/City with a sample of 100 people. Data analysis and hypothesis testing used are the inner model and the outer model.

Based on the results of data analysis carried out, the first R-Square test results obtained with customer review and sales promotion variables have an influence on buying interest by 48%. R Square both customer review and sales promotion variables have an influence on purchasing decisions by 39%.

For each hypothesis that uses the intervening variable it is declared accepted because it has a t statistic > 1.96 and a p value < 0.10 , but there is one hypothesis that does not use the intervening variable which is declared rejected because it has a t statistic value $1.311 < 1.96$ and a p value > 0.10 .

The conclusion of this study is that buying interest (Z) is able to mediate variable customer review (X1) and sales promotion (X2) on purchasing decisions (Y) then the hypothesis is accepted.

Keyword : Customer Review, Sales Promotion, Purchase Intention, Purchase Decision