

ABSTRACT

**THE EFFECT OF ONLINE CUSTOMER REVIEW
AND SOCIAL MEDIA MARKETING ON
BUYER DECISIONS ON THE
TIKTOK SHOP MARKETPLACE
IN TASIKMALAYA**

Oleh

Aldy Isya Nugraha

NPM. 173402056

Guide 1 : Ane Kurniawati

Guide 2 : Alfin Nur Fahmi Mufreni

The purpose of this study is to determine the extent of the influence of Online Customer Reviews and Social Media Marketing on Buyer Decisions on the Tiktok Shop marketplace in Tasikmalaya. The research method used is a survey method with a quantitative method approach, while the sampling technique uses non-probability sampling and purposive sampling methods. The data collection technique used for primary data is done through a questionnaire, secondary data is obtained from literature reviews and other relevant parties. The analysis tool uses multiple linear regression analysis. The results of the study show that: (1) Online Customer Reviews have an influence but are not significant on Buyer Decisions, (2) Social Media Marketing has a significant influence on Purchase Decisions. and (3) Online Customer Reviews and Social media marketing have a significant influence on Buyer Decisions.

Keywords: Online Customer Review, Social Media Marketing, Buyer Decisions.

ABSTRAK

**PENGARUH *ONLINE CUSTOMER REVIEW* DAN
SOCIAL MEDIA MARKETING TERHADAP
KEPUTUSAN PEMBELI PADA
MARKETPLACE TIKTOK SHOP
DI TASIKMALAYA**

Oleh

Aldy Isya Nugraha

NPM. 173402056

Pembimbing 1 : Ane Kurniawati

Pembimbing 2 : Alfin Nur Fahmi Mufreni

Tujuan Penelitian ini untuk mengetahui besarnya pengaruh *Online Customer Review*, dan *Social Media Marketing*, terhadap Keputusan pembeli pada marketplace Tiktok Shop di tasikmalaya. Metode penelitian yang digunakan adalah metode survey dengan pendekatan metode kuantitatif, sedangkan teknik penarikan sampel menggunakan metode non-probability sampling dan purposive sampling. Teknik pengumpulan data yang digunakan untuk data primer dilakukan melalui kuisisioner, data sekunder diperoleh dari kajian kepustakaan dan pihak lain yang relevan. Alat analisis menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa: (1) *Online Customer Review* terdapat pengaruh tapi tidak signifikan terhadap Keputusan Pembeli, (2) *Social Media Marketing* berpengaruh signifikan terhadap Keputusan Pembelian. dan (3) *Online Customer Review* dan *Social media marketing* berpengaruh Signifikan terhadap Keputusan Pembeli.

Kata Kunci: *Online Customer Review*, *Social Media Marketing*, Keputusan Pembeli.