

**PENGARUH *ONLINE CUSTOMER REVIEW* DAN HARGA TERHADAP
MINAT BELI PADA *MARKETPLACE SHOPEE*
DI SINGARAJA**

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ABSTRAK

Kajian studi ini memiliki tujuan mengujikan pengaruh *online customer review* dan harga bagi minat beli, mencakup dengan individual dan bersamaan. Desain studi yang dipergunakan yakni studi kuantitatif kausal. Subjek pada temuan ini yakni masyarakat di kota Singaraja dengan usia 17 tahun ke atas yang telah mengunduh aplikasi Shopee dan menggunakan untuk melihat *review-review* produk. Objek studi ini yakni *online customer review*, harga dan minat beli. Penentuan sampelnya mempergunakan teknik *purposive sampling*. Jumlah sampel yang diujikan sebanyak 130 informan. Teknik pengumpulan datanya mempergunakan kuesioner dan dianalisis melalui penggunaan analisis regresi linier berganda. Hasil studi ini memberi bukti dimana *online customer review* dan harga menyumbang pengaruhnya bagi minat beli.

Kata kunci: harga, minat beli, *online customer review*.

***THE INFLUENCE OF ONLINE CUSTOMER REVIEW AND PRICE
ON PURCHASE INTENTION AT SHOPEE MARKETPLACE
IN SINGARAJA***

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ABSTRACT

This study has the objective of examining the effect of online customer reviews and prices on purchase intention, including individually and simultaneously. The study design used is a causal quantitative study. The subjects in this finding were people in the city of Singaraja aged 17 and over who had downloaded the Shopee application and used it to view product reviews. The object of this study is online customer reviews, prices and buying interest. Determination of the sample using purposive sampling technique. The number of samples tested was 130 informants. The data collection technique uses a questionnaire and is analyzed through the use of multiple linear regression analysis. The results of this study provide evidence that online customer reviews and prices contribute to purchase intention.

Keywords: online customer review, price, purchase intention