

**PENGARUH PERSEPSI HARGA, CASHBACK DAN ONLINE CUSTOMER
REVIEW TERHADAP MINAT BELI DI MARKETPLACE TOKOPEDIA**

OLEH

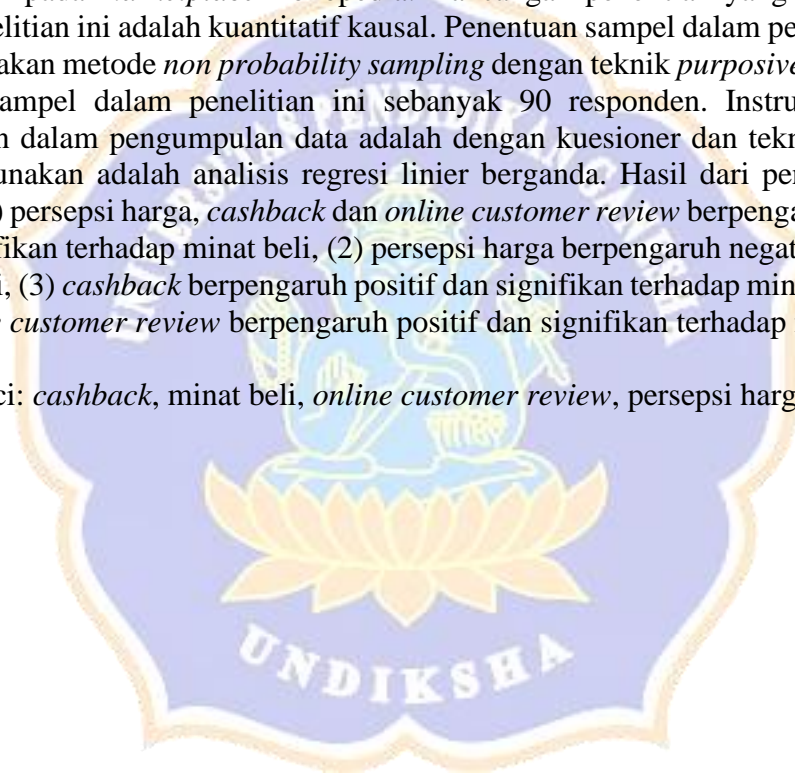
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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh dari persepsi harga, *cashback* dan *online customer review* secara simultan maupun parsial terhadap minat beli pada *marketplace* Tokopedia. Rancangan penelitian yang digunakan pada penelitian ini adalah kuantitatif kausal. Penentuan sampel dalam penelitian ini menggunakan metode *non probability sampling* dengan teknik *purposive sampling*. Jumlah sampel dalam penelitian ini sebanyak 90 responden. Instrumen yang digunakan dalam pengumpulan data adalah dengan kuesioner dan teknik analisis yang digunakan adalah analisis regresi linier berganda. Hasil dari penelitian ini adalah (1) persepsi harga, *cashback* dan *online customer review* berpengaruh positif dan signifikan terhadap minat beli, (2) persepsi harga berpengaruh negatif terhadap minat beli, (3) *cashback* berpengaruh positif dan signifikan terhadap minat beli, dan (4) *online customer review* berpengaruh positif dan signifikan terhadap minat beli.

Kata kunci: *cashback*, minat beli, *online customer review*, persepsi harga



***THE EFFECT OF PRICE PERCEPTION, CASHBACK AND ONLINE
CUSTOMER REVIEWS ON BUYING INTEREST IN THE TOKOPEDIA
MARKETPLACE***

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ABSTRACT

This study aims to examine the influence of price perception, cashback and online customer review simultaneously or partially to the buying interest in marketplace Tokopedia. The research design used in this study is causal quantitative. The determination of the sample in this study uses the non probability sampling with the purposive sampling. The number of samples in this study was 90 respondents. Instruments that The data collected was by questionnaire and the analysis technique used was multiple linear regression analysis. The results of this study are (1) price perception, cashback and online customer review has a positive and significant effect on buying interest, (2) price perception has a negative effect on buying interest, (3) cashback have a positive and significant effect on buying interest, and (4) online customer review have a positive and significant effect on buying interest.

Keywords: cashback, buying interest, online customer reviews, price perception

