

PENGARUH *FLASH SALE* DAN *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN ARTHA LDT+ DI SHOPEE

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *flash sale* dan *online customer review* terhadap keputusan pembelian produk Artha LDT+ di Shopee. Rancangan penelitian menggunakan kuantitatif kausal. Penentuan sampel dalam penelitian ini menggunakan metode *nonprobability sampling* dengan teknik *pusposive sampling*. Instrumen pengumpulan data yang digunakan adalah kuesioner dengan teknik analisis regresi linier berganda dan dianalisis menggunakan regresi linier berganda melalui SPSS versi 25, dengan jumlah sampel yang digunakan sebanyak sebanyak 140 responden. Hasil penelitian menunjukkan bahwa secara simultan, *flash sale* dan *online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara parsial, masing-masing variabel, baik *flash sale* maupun *online customer review*, juga berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: Keputusan Pembelian, *Flash Sale*, *Online Customer Review*

THE EFFECT OF FLASH SALES AND ONLINE CUSTOMER REVIEWS ON ARTHA LDT+ PURCHASE DECISIONS ON SHOPEE

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ABSTRACT

This study aims to analyze the influence of flash sales and online customer reviews on purchasing decisions for Artha LDT+ products on Shopee. The research design uses a causal quantitative approach. The sample determination in this study uses a nonprobability sampling method with a purposive sampling technique. The data collection instrument used was a questionnaire with multiple linear regression analysis techniques and was analyzed using multiple linear regression through SPSS version 25, with a sample size of 140 respondents. The results of the study indicate that simultaneously, flash sales and online customer reviews have a positive and significant effect on purchasing decisions. Partially, each variable, both flash sales and online customer reviews, also has a positive and significant effect on purchasing decisions.

Keywords: Purchase Decision, Flash Sale, Online Customer Review