

PENGARUH *SOCIAL MEDIA MARKETING* DAN *ONLINE CONSUMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *SKINCARE* SVAH KEINA BEAUTY

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Abstrak

Tujuan dari penelitian ini yakni guna menguji pengaruh *Social Media Marketing* dan *Online Consumer Review* baik secara parsial ataupun simultan terhadap keputusan pembelian produk *Skincare* Svah Keina Beauty. Penelitian kuantitatif ialah rancangan penelitian yang dipergunakan pada penelitian ini dengan melibatkan sampel sebanyak 70 sampel yang didapatkan melalui teknik atau metode *non-probability sampling* yakni *proposive sampling*. Instrumen yang dipakai didalam studi ini yaitu kuesioner, sementara analisa datanya memakai analisis regresi linier berganda. Hasil dari penelitian ini yakni: 1) *Social Media Marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian *Skincare* Svah Keina Beauty, 2) *Online Consumer Review* berpengaruh positif dan signifikan terhadap keputusan pembelian *Skincare* Svah Keina Beauty dan 3) *Social Media Marketing* dan *Online Consumer Review* berpengaruh signifikan terhadap keputusan pembelian *Skincare* Svah Keina Beauty.

Kata-kata kunci: keputusan pembelian,, *online consumer review*, *social media marketing*.

**THE INFLUENCE OF SOCIAL MEDIA MARKETING AND ONLINE
CONSUMER REVIEWS ON PRODUCT PURCHASE DECISIONS
SVAH KEINA BEAUTY SKINCARE**

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Abstract

The purpose of this study is to test the influence of Social Media Marketing and Online Consumer Reviews, both partially and simultaneously, on purchasing decisions for Svah Keina Beauty Skincare products. Quantitative research is a research design used in this study involving a sample of 70 samples obtained through non-probability sampling techniques or methods, namely propositional sampling. The instrument used in this study was a questionnaire, while the data analysis used multiple linear regression analysis. The results of this study are: 1) Social Media Marketing has a positive and significant influence on purchasing decisions for Svah Keina Beauty Skincare, 2) Online Consumer Reviews has a positive and significant influence on purchasing decisions for Svah Keina Beauty Skincare, and 3) Social Media Marketing and Online Consumer has a positive and significant influence on purchasing decisions for Svah Keina Beauty Skincare.

Keywords: *purchasing decisions, online consumer reviews, social media marketing.*