

ABSTRAK

Mulia Puspita Sari, Nim 7203210017, “Pengaruh Persepsi Harga Dan *Online Customer Review* Terhadap Keputusan Pembelian Pakaian *Brand Erigo* Di Platform *Shopee* Pada Mahasiswa/I Fakultas Ekonomi Jurusan Manajemen Universitas Negeri Medan”

Penelitian ini dilakukan untuk mengetahui apakah ada pengaruh Persepsi Persepsi Harga dan *Online Customer Review* terhadap Keputusan pembelian pakaian *Brand Erigo* di Platform *Shopee* pada mahasiswa/i fakultas Ekonomi jurusan Manajemen Universitas Negeri Medan. Penelitian ini menggunakan kuantitatif, populasi dalam penelitian ini berjumlah 828 Mahasiswa/i Fakultas Ekonomi Jurusan Manajemen Universitas Negeri Medan.

Teknik pengambilan sampel yang digunakan adalah Purposive Sampling dan diperoleh sampel sebanyak 100 Mahasiswa yang telah memenuhi kriteria yang telah di tentukan. Teknik pengumpulan data dalam penelitian dilakukan dengan Uji F, Uji t dan Koefisien determinasi yang sebelumnya data telah di uji menggunakan uji validitas, uji realibilitas dan uji asumsi klasik. Pengolahan data menggunakan program SPSS 26.

Hasil penelitian menunjukkan bahwa Persepsi Harga dan *Online Customer Review* berpengaruh signifikan terhadap Keputusan Pembelian. Secara simultan Persepsi Harga dan *Online Customer Review* berpengaruh signifikan terhadap Keputusan Pembelian. Koefisien Determinasi yang disesuaikan (adjusted R²) sebesar 0,751 yang berarti variabel Persepsi Harga dan *Online Customer* mampu memberikan kontribusi terhadap pengaruh Keputusan Pembelian sebesar 75,1% sementara sisanya sebesar 24,9% ditentukan oleh variabel-variabel lain diluar model penelitian ini. Hal ini menunjukkan bahwa masih terdapat variabel-variabel lain yang dapat menjelaskan Keputusan Pembelian.

Kata Kunci: Persepsi Harga, *Online Customer Review*, Keputusan Pembelian

ABSTRACT

Mulia Puspita Sari, Nim 7203210017, "The Effect of Price Perception and Online Customer Review on Purchasing Decisions for Erigo Brand Clothing on the Shopee Platform for Students / Faculty of Economics, Department of Management, State University of Medan"

This study was conducted to determine whether there is an effect of Price Perception and Online Customer Review on purchasing decisions for Erigo Brand clothing on the Shopee Platform for students from the Faculty of Economics majoring in Management, Medan State University. This study uses quantitative, the population in this study amounted to 828 students from the Faculty of Economics, Department of Management, State University of Medan.

The sampling technique used was Purposive Sampling and obtained a sample of 100 students who met the predetermined criteria. The data collection technique in the study was carried out with the F test, t test and coefficient of determination before the data had been tested using validity test, reliability test and classical assumption test. Data processing using the SPSS 26 program.

The results showed that Price Perception and Online Customer Review had a significant effect on Purchasing Decisions. Simultaneously, Price Perception and Online Customer Review have a significant effect on Purchasing Decisions. The adjusted coefficient of determination (adjusted R²) is 0.751, which means that the variables of Price Perception and Online Customer are able to contribute to the influence of Purchasing Decisions by 75,1%, while the remaining 24,9% is determined by other variables outside this research model. This shows that there are still other variables that can explain Purchasing Decisions.

Keywords: Price Perception, Online Customer Review, Purchase Decision

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