

ABSTRAK

Irlyaningtyas, NIM 7193143003, Pengaruh *Online Customer Review* Dan Diferensiasi Produk Terhadap Keputusan Pembelian Produk *Fashion* Pada *Marketplace Shopee* (Studi Pada Mahasiswa Prodi Pendidikan Bisnis Stambuk 2021 Fakultas Ekonomi Universitas Negeri Medan), Skripsi, Jurusan Pendidikan Ekonomi, Program Studi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan, 2024

Masalah yang dimiliki dalam penelitian ini adalah mahasiswa merasa sulit membedakan antara ulasan yang jujur dan objektif dengan ulasan yang dibuat oleh pihak yang memiliki kepentingan tertentu. Masih cukup banyak responden yang tidak tertarik untuk membaca *online customer review* berdasarkan hasil pra survey. Masih kurangnya pengetahuan dan pemahaman serta mahasiswa ragu-ragu terhadap diferensiasi produk fashion.

Penelitian ini dilaksanakan pada mahasiswa prodi pendidikan bisnis stambuk 2021 Fakultas Ekonomi Universitas Ekonomi. Teknik pengambilan sampel dilakukan dengan rumus *slovin* sebanyak 44 responden yang disebar dengan *google form*. Teknik analisa data menggunakan uji asumsi klasik, uji regresi linear berganda, uji hipotesis, dan uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa *online customer review* tidak berpengaruh terhadap keputusan pembelian dengan nilai *t*-hitung $< t$ -tabel yaitu $1.372 < 1.682$ dan nilai signifikan $0.177 > 0.05$, diferensiasi produk tidak berpengaruh terhadap keputusan pembelian dengan nilai *t*-hitung $< t$ -tabel yaitu $0.339 < 1.682$ dan nilai signifikan $0.736 > 0.05$, serta secara simultan *online customer review* dan diferensiasi produk tidak berpengaruh terhadap keputusan pembelian dengan nilai *F*-hitung $< F$ -tabel yaitu $1.185 < 3.226$ dan nilai signifikansi $0.316 > 0.05$. Berdasarkan nilai *R-Square* sebesar 0.055 yang berarti 5,5% variabel keputusan pembelian dipengaruhi oleh *online customer review* dan diferensiasi produk sementara 94,5% lainnya merupakan kontribusi dari variabel lain yang tidak termasuk ke dalam penelitian ini.

Kata Kunci: *Online Customer Review*, **Diferensiasi Produk**, **Keputusan Pembelian**

ABSTRACT

Irlyaningtyas, NIM 7193143003, The Influence of Online Customer Reviews and Product Differentiation on Decisions to Purchase Fashion Products on the Shopee Marketplace (Study of Stambuk Business Education Study Program Students 2021, Faculty of Economics, Medan State University) Thesis, Department of Economics, Business Education Study Program, Faculty of Economics, Medan State University, 2024

The problem with this research is that students find it difficult to distinguish between honest and objective reviews and reviews made by parties who have certain interests. There are still quite a lot of respondents who are not interested in reading online customer reviews based on pre-survey results. There is still a lack of knowledge and understanding and students are hesitant about the differentiation of fashion products.

This research was carried out on students of the 2021 Stambuk business education study program, Faculty of Economics, University of Economics. The sampling technique was carried out with a slovin's formula of 44 respondents distributed using Google form. Data analysis techniques use classical assumption tests, multiple linear regression tests, hypothesis tests, and coefficient of determination tests.

The research results show that online customer reviews have no effect on purchasing decisions with a t-count value $< t$ -table, namely $1.372 < 1.682$ and a significant value of $0.177 > 0.05$, product differentiation has no effect on purchasing decisions with a t-count value $< t$ -table, namely $0.339 < 1.682$ and a significant value of $0.736 > 0.05$, and simultaneously online customer reviews and product differentiation have no effect on purchasing decisions with an F-count value $< F$ -table, namely $1.185 < 3.226$ and a significance value of $0.316 > 0.05$. Based on the R-Square value of 0.055, which means 5.5% of purchasing decision variables are influenced by online customer reviews and product differentiation, while the other 94.5% is the contribution of other variables not included in this research.

Keywords: *Online Customer Review, Product Differentiation, Decisions to Purchase*