

## ABSTRAK

**Mutiara Zelviana raudah, Nim 7203510001, “Pengaruh Harga dan *Online Customer Review* terhadap Keputusan Pembelian *Skincare* Skintific di Shopee pada Mahasiswa Jurusan Manajemen Fakultas Ekonomi Unimed”**

Penelitian ini dilakukan untuk mengetahui apakah ada Pengaruh Harga dan *Online Customer Review* terhadap Keputusan Pembelian *Skincare* Skintific di Shopee pada Mahasiswa Jurusan Manajemen Fakultas Ekonomi Unimed. Penelitian ini menggunakan kuantitatif, populasi dalam penelitian ini berjumlah 97 Mahasiswa.

Teknik pengambilan sampel yang digunakan adalah Total Sampling dan diperoleh sampel sebanyak 97 responden 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 Harga dan *Online Customer Review* berpengaruh signifikan terhadap Keputusan Pembelian. Secara simultan Harga dan *Online Customer Review* berpengaruh signifikan terhadap Keputusan Pembelian. Koefisien Determinasi yang disesuaikan ( $\text{adjusted } R^2$ ) yang berarti variabel Harga dan *Online Customer Review* mampu memberikan kontribusi terhadap pengaruh Keputusan Pembelian sementara sisanya 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:** Harga, *Online Customer Review*, Keputusan Pembelian.

## **ABSTRACT**

***Mutiara Zelviana raudah, Nim 7203510001, "The Effect of Price and Online Customer Reviews on Skintific Skincare Purchasing Decisions at Shopee for Students of the Management Department, Faculty of Economics Unimed"***

*This study was conducted to determine whether there is an effect of price and online customer reviews on purchasing decisions for Skintific Skincare at Skintific Official Shop E-Commerce Shopee for students of the Department of Management, Faculty of Economics, State University of Medan. This study uses quantitative, the population in this study amounted to 97 students.*

*The sampling technique used was Total Sampling and obtained a sample of 97 respondents 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 research results show that price and online customer reviews have a significant effect on purchasing decisions. Simultaneously Price and Online Customer Reviews have a significant influence on Purchasing Decisions. The adjusted Determination Coefficient (adjusted R<sup>2</sup>) which means that the Price and Online Customer Review variables are able to contribute to the influence of Purchasing Decisions while the rest is determined by other variables outside this research model. This shows that there are still other variables that can explain purchasing decisions.*

***Keywords: Price, Online Customer Review, Purchase Decision.***

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