

ABSTRAK

Laila Erra Fazira Br Tamba, NIM 7213510020. “Pengaruh Kualitas Produk, Harga dan *Online Customer Review* Terhadap Keputusan Pembelian Lipstik Maybelline di Shopee Pada Mahasiswa Prodi Manajemen Angkatan 2021 Fakultas Ekonomi Universitas Negeri Medan” Skripsi Jurusan Manajemen, Fakultas Ekonomi Universitas Negeri Medan 2025.

Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Produk, Harga, dan *Online Customer Review* terhadap Keputusan Pembelian Lipstik Maybelline di Shopee pada Mahasiswa Prodi Manajemen Angkatan 2021 Fakultas Ekonomi Universitas Negeri Medan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode total sampling, yang melibatkan 68 orang responden. Teknik analisis data dilakukan melalui uji validitas, reliabilitas, asumsi klasik, kemudian dilanjutkan dengan uji-t, uji-F, dan koefisien determinasi, menggunakan aplikasi SPSS versi 26. Hasil penelitian menunjukkan bahwa secara parsial, variabel Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan tingkat signifikansi sebesar 1,8%. Variabel Harga juga berpengaruh positif signifikan dengan tingkat signifikansi sebesar 0,1%. Selanjutnya, variabel *Online Customer Review* berpengaruh positif signifikan dengan tingkat signifikansi sebesar 2,1%. Secara simultan, ketiga variabel tersebut berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan tingkat signifikansi sebesar 0,0%. Nilai koefisien determinasi (R^2) sebesar 40,5%, yang berarti bahwa 40,5% variasi Keputusan Pembelian dapat dijelaskan oleh Kualitas Produk, Harga, dan *Online Customer Review*, sedangkan sisanya sebesar 59,5% dipengaruhi oleh faktor lain di luar model penelitian ini.

Kata kunci: Kualitas Produk, Harga, *Online Customer Review*, Keputusan Pembelian.

ABSTRACT

Laila Erra Fazira Br Tamba, Student ID 7213510020. “The Influence of Product Quality, Price, and Online Customer Review on Purchasing Decisions of Maybelline Lipstick on Shopee among 2021 Management Students of the Faculty of Economics, State University of Medan”. Undergraduate Thesis, Department of Management, Faculty of Economics, State University of Medan, 2025.

This study aims to analyze the influence of Product Quality, Price, and Online Customer Review on Purchasing Decisions of Maybelline Lipstick on Shopee among the 2021 Management Students of the Faculty of Economics, State University of Medan. The research applied a quantitative approach with a total sampling method involving 68 respondents. Data analysis techniques included validity and reliability tests, classical assumption tests, followed by t-test, F-test, and coefficient of determination (R^2) using SPSS version 26. The results of the study indicate that partially, the Product Quality variable has a positive and significant effect on Purchasing Decisions with a significance level of 1.8%. The Price variable also has a positive and significant effect with a significance level of 0.1%. Furthermore, the Online Customer Review variable has a positive and significant effect with a significance level of 2.1%. Simultaneously, these three variables have a positive and significant effect on Purchasing Decisions with a significance level of 0.0%. The coefficient of determination (R^2) value is 40.5%, which means that 40.5% of the variation in Purchasing Decisions can be explained by Product Quality, Price, and Online Customer Reviews, while the remaining 59.5% is influenced by other factors outside this research model.

Keywords: Product Quality, Price, Online Customer Review, Purchasing Decision, Maybelline.