ABSTRAK

Ruth Melisha Purba, NIM : 7221250006. "Pengaruh *Online Customer Review* dan Harga terhadap Minat Beli produk Daviena Skincare di *E-Commerce* Shopee (Studi pada mahasiswa Program Studi Bisnis Digital Universitas Negeri Medan)"

Penelitian ini bertujuan untuk mengetahui pengaruh *Online Customer Review* dan Harga terhadap Minat Beli produk Daviena Skincare pada mahasiswa Program Studi Bisnis Digital Universitas Negeri Medan. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linier berganda. Sampel penelitian berjumlah 112 responden yang diperoleh melalui penyebaran kuesioner.

Hasil penelitian menunjukkan bahwa *Online Customer Review* berpengaruh positif dan signifikan terhadap Minat Beli dengan nilai t hitung sebesar 5,326 > t tabel 1,981 dan signifikansi 0,000 < 0,05. Variabel Harga juga berpengaruh positif dan signifikan terhadap Minat Beli dengan nilai t hitung sebesar 6,098 > t tabel 1,981 dan signifikansi 0,000 < 0,05. Secara simultan, *Online Customer Review* dan Harga berpengaruh signifikan terhadap Minat Beli dengan nilai F hitung sebesar 103,414 > F tabel 3,080 dan signifikansi 0,000 < 0,05. Nilai koefisien determinasi (R^2) sebesar 0,655 menunjukkan bahwa 65,5% variasi Minat Beli dapat dijelaskan oleh kedua variabel independen, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian.

Kata Kunci: Online Customer Review, Harga, Minat Beli

ABSTRACT

Ruth Melisha Purba, NIM: 7221250006. "The Influence of Online Customer Reviews and Price on Purchase Intention of Daviena Skincare Products on Shopee E-Commerce (Study on Students of the Digital Business Study Program at Universitas Negeri Medan)".

This study aims to determine the influence of Online Customer Reviews and Price on Purchase Intention of Daviena Skincare products among students of the Digital Business Study Program at Universitas Negeri Medan. This research used a quantitative approach with multiple linear regression analysis. The research sample consisted of 112 respondents obtained through questionnaire distribution.

The results showed that Online Customer Reviews had a positive and significant effect on Purchase Intention with a t-value of 5.326 > t-table 1.981 and a significance value of 0.000 < 0.05. The Price variable also had a positive and significant effect on Purchase Intention with a t-value of 6.098 > t-table 1.981 and a significance value of 0.000 < 0.05. Simultaneously, Online Customer Reviews and Price significantly affected Purchase Intention with an F-value of 103.414 > F-table 3.080 and a significance value of 0.000 < 0.05. The coefficient of determination (R^2) value of 0.655 indicates that 65.5% of the variation in Purchase Intention can be explained by both independent variables, while the remaining percentage is influenced by other factors outside this study.

Keywords: Online Customer Reviews, Price, Purchase Intention