

ABSTRAK

Noviatul Ula, NIM. 7162143004, Pengaruh *Online Customer Review*, *Online Customer Rating* Dan Pengetahuan Mata Kuliah Perilaku Konsumen Terhadap Minat Pembelian Pada *Online Market Place* Mahasiswa Program Studi Pendidikan Bisnis Fakultas Ekonomi Universitas Negeri Medan.

Penelitian ini membahas tentang Seberapa Besar Pengaruh *Online Customer Review*, *Online Customer Rating* Dan Pengetahuan Mata Kuliah Perilaku Konsumen Terhadap Minat Pembelian Pada *Online Market Place* Mahasiswa Program Studi Pendidikan Bisnis Fakultas Ekonomi Universitas Negeri Medan.

Penelitian ini dilakukan di Universitas Negeri Medan dengan populasi sebanyak 89 orang dan diambil menjadi seluruh sampel dengan teknik pengambilan sampelnya dilakukan dengan cara *teknik Sampling* (Sampel Total). Teknik pengumpulan data yang dilakukan dalam penelitian ini diukur menggunakan angket. Validitas tes diuji dengan menggunakan korelasi *Product Moment*. Reabilitas tes diuji dengan *Crombach Alpha*. Data dianalisis dengan regresi linear berganda. Untuk menguji hipotesis secara simultan digunakan uji t dan uji f.

Berdasarkan hasil analisis data maka dapat ditarik kesimpulan terdapat pengaruh positif dan signifikan antara *Online Customer Review*, *Online Customer Rating* Dan Pengetahuan Mata Kuliah Perilaku Konsumen Terhadap Minat Pembelian Pada *Online Market Place* Mahasiswa Program Studi Pendidikan Bisnis Fakultas Ekonomi Universitas Negeri Medan.

Kata Kunci: *Online Customer Review*, *Online Customer Rating*, Pengetahuan Mata Kuliah Perilaku Konsumen, Minat Pembelian Pada *Online Market Place*.

ABSTRACT

Noviatul Ula, NIM. 7162143004, The Influence of Online Customer Reviews, Online Customer Ratings, and Knowledge of Consumer Behavior on Purchase Interest in Market Place Students of the Business Education Study Program, Faculty of Economics, State University of Medan.

This study discusses how big the influence of online customer reviews, online customer ratings and knowledge of consumer behavior courses on buying interest in online market places by students of the Business Education Study Program, Faculty of Economics, Medan State University.

This research was conducted at the State University of Medan with a population of 89 people and was taken as the entire sample with the sampling technique carried out by the Sampling technique (Total Sample). The data collection technique used in this study was using a questionnaire. The validity test was tested using the Product Moment correlation. Reliability tested with Crombach Alpha. Data were analyzed by multiple linear regression. To test the hypothesis simultaneously used t test and f test.

Based on the results of data analysis, it can be concluded that there is a positive and significant influence between Online Customer Review, Online Customer Rating and Knowledge of Consumer Behavior Courses on Purchase Interest in Online Market Place Students of the Business Education Study Program, Faculty of Economics, State University of Medan, both partially and simultaneously.

Keywords: Online Customer Reviews, Online Customer Ratings, Knowledge of Consumer Behavior Courses, Purchase Interest in Online Market Places.

