

ABSTRAK

Annisa Putri Larasandy, NIM 7203560003, “Pengaruh Harga dan *Online Customer Review* Terhadap Keputusan Pembelian Produk My Fortunes Bakery Cabang Mutiara Palace Medan Pada Aplikasi Grabfood”. Skripsi Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan.

Penelitian ini bertujuan untuk mengetahui pengaruh harga dan *online customer review* terhadap keputusan pembelian produk My Fortunes Bakery Cabang Mutiara Palace Medan. Jenis penelitian yang digunakan adalah penelitian kuantitatif, dengan teknik pengambilan sampel yaitu *purposive sampling*. Populasi yang digunakan pada penelitian ini adalah konsumen My Fortunes Bakery Cabang Mutiara Palace dan mendapatkan sampel sebanyak 100 sampel. Pengolahan data pada penelitian ini menggunakan *software* SPSS versi 25. Berdasarkan hasil penelitian diperoleh bahwa variabel Harga berpengaruh positif terhadap Keputusan Pembelian, variabel *Online Customer Review* tidak berpengaruh positif terhadap Keputusan Pembelian. Kemudian Harga dan *Online Customer Review* berpengaruh positif dan signifikan terhadap Keputusan Pembelian.

Kata Kunci : Harga, *Online Customer Review* dan Keputusan Pembelian.

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ABSTRACT

Annisa Putri Larasandy, NIM 7203560003, "The Effect of Price and Online Customer Review on the Purchase Decision of My Fortunes Bakery Mutiara Palace Medan Branch on the Grabfood Application". Thesis of the Department of Management, Faculty of Economics, State University of Medan.

This research aims to determine the influence of price and online customer reviews on purchasing decisions for My Fortunes Bakery products, Mutiara Palace Medan Branch. The type of research used is quantitative research, with a sampling technique, namely purposive sampling. The population used in this research was consumers of My Fortunes Bakery Mutiara Palace Branch and a sample of 100 samples was obtained. Data processing in this research used SPSS version 25 software. Based on the research results, it was found that the Price variable had a positive effect on Purchasing Decisions, the Online Customer Review variable did not have a positive effect on Purchasing Decisions. Then Price and Online Customer have a positive and significant effect on Purchasing Decisions.

Keywords: Price, Online Customer Reviews and Purchase Decisions.

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