

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar pengaruh Promosi dan *Online Customer Review* terhadap Keputusan Pembelian dengan *Online Customer Rating* sebagai Variabel Intervening Pada Pengguna Aplikasi Mahasiswa UPI “YPTK” Padang. Metode pengumpulan data melalui survei dan mengedarkan kuisioner, dengan populasi 10.847 orang sampel 100 responden yang didapatkan dari slovin. Metode analisis yang digunakan adalah *Structural Equation Modeling* (SEM) menggunakan *SmartPLS*.

Hasil penelitian yang didapatkan dimana terdapat pengaruh positif yang signifikan Promosi terhadap *Online Customer Rating*. Terdapat pengaruh positif yang signifikan *Online Customer Review* terhadap *Online Customer Rating*. Terdapat pengaruh positif yang signifikan Promosi terhadap Keputusan Pembelian. Terdapat pengaruh positif yang tidak signifikan *Online Customer Review* terhadap Keputusan Pembelian. Terdapat pengaruh positif yang signifikan *Online Customer Rating* terhadap Keputusan Pembelian. Terdapat pengaruh positif yang signifikan Promosi terhadap Keputusan Pembelian melalui *Online Customer Rating*. Terdapat pengaruh positif yang signifikan *Online Customer Review* terhadap Keputusan Pembelian melalui *Online Customer Rating*.

Kata Kunci : *Promosi, Online Customer Review, Online Cistomer Rating dan Keputusan Pembelian*

ABSTRACT

This study aims to examine how big the influence of Promotion and Online Customer Review on purchasing decisions with Online Customer Rating as an intervening variable on Shopee application users at UPI “YPTK” Padang. The method of collecting data is through surveys and distributing questionnaires, with a population of 10.847 people a sample of 100 respondents obtained from slovin. The analytical method used is Structural Equation Modeling (SEM) using SmartPLS.

The results show that Promotion have a significant positive effect of Online Customer Rating. There is an significant positive effect of Online Customer Review on Online Customer Rating. There is a significant positive effect of Promotion on purchasing decisions. There is a positive and insignificant effect of Online Customer Review on Purchase Decisions. There is a significant positive effect of Online Customer Rating on Purchase Decisions. There is a significant positive effect of Promotion of Purchase Decisions through Online Customer Rating. There is a positive and insignificant effect of Online Customer Review on Purchase Decisions through Online Customer Rating.

Keywords: Promotion, Online Customer Review, Online Customer Rating and Purchase Decision