

ABSTRACT

This study aims to find out the effect of promotion and Online Consumer Reviews on purchasing decision, survey on to answer the problem formulation regarding promotion, Online Consumer Reviews and purchasing decision. The research method used is descriptive and verification methods with a total sample of 85 people. Testing of research instruments using the validity and reliability test. Data analysis methods used are multiple linear regression analysis, multiple correlation, coefficient of determination and using SPSS 25 tools.

The results showed that there was a positive and significant influence between promotion and Online Consumer Reviews on purchasing decision. The magnitude of the effect of promotion and Online Consumer Reviews on purchasing decision amounted to 69,5% and the remaining 30,5% was influenced by other variables not examined. Partially the magnitude of effect of promotion on purchase decision by 30,18% and the effect of Online Consumer Reviews on purchasing decision by 39,42%, so it can be concluded that Online Consumer Reviews provides the greatest influence on purchasing decision.

Keywords: Promotion, Online Consumer Reviews, Purchase Decision