

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *influencer marketing* dan *online consumer review* terhadap proses keputusan pembelian (survei pada konsumen *clothing brand* Mawla Indonesia di *marketplace* Shopee) secara simultan maupun parsial.

Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 63 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, uji hipotesis dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *influencer marketing* dan *online consumer review* terhadap proses keputusan pembelian. *Influencer marketing* dan *online consumer review* berpengaruh secara simultan terhadap proses keputusan pembelian. Secara parsial *influencer marketing* berpengaruh terhadap proses keputusan pembelian dan *online consumer review* berpengaruh secara parsial terhadap proses keputusan pembelian.

Kata kunci: *Influencer Marketing*, *Online Consumer Review* dan Proses Keputusan Pembelian

ABSTRACT

This study aims to determine the effect of influencer marketing and online consumer review on the purchase decision process (a survey of Mawla Indonesia clothing brand consumers in the Shopee Marketplace) simultaneously or partially.

The research method used is descriptive and verification methods with a total sample of 63 respondents. Testing the research instrument using validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, hypothesis testing and coefficient of determination.

The results showed there was a positive and significant influence between influencer marketing and online consumer review on the purchase decision process. Influencer marketing and online consumer review have a simultaneous effect on the purchase decision process. Partially influencer marketing has an effect on the purchase decision process and online consumer review partially effect the purchase decision process.

Keywords: Influencer Marketing, Online Consumer Review and Purchase Decision Process