

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Harga dan *Online Customer Review* terhadap Proses Keputusan Pembelian pada E-Commerce Blibli.com (Survei pada Mahasiswa/I Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Pasundan Kota Bandung) secara simultan dan parsial. Metode yang digunakan adalah dengan metode deskriptif dan metode verifikatif dengan jumlah sampel sebanyak 95 responden. Analisis data yang digunakan adalah Analisis Regresi Linear, koefisien determinasi, dan uji hipotesis.

Hasil penelitian menunjukkan bahwa pada terdapat pengaruh secara simultan Harga dan *Online Customer Review* Terhadap Proses Keputusan Pembelian sebesar 61,3%. Secara parsial Harga terhadap Proses Keputusan Pembelian sebesar 28,8% dan *online customer review* terhadap proses keputusan pembelian sebesar 32,4%.

Kata Kunci: Harga, *Online Customer Review*, Proses Keputusan Pembelian

ABSTRACT

His research aims to determine the influence of Price and Online Customer Reviews on the Purchasing Decision Process on E-Commerce Blibli.com (Survey on Students of the Management Study Program, Faculty of Economics and Business, Pasundan University, Bandung City) simultaneously and partially. The method used is the descriptive method and verification method with a sample size of 95 respondents. The data analysis used is Linear Regression Analysis, coefficient of determination, and hopesis test.

The research results show that there is a simultaneous influence of Price and Online Customer Reviews on the Purchasing Decision Process of 61.3%. Partially, price on the purchasing decision process is 28.8% and online customer reviews on the purchasing decision process is 32.4%.

Keywords: Price, Online Customer Review, Purchasing Decision Process