

ABSTRAK

Miracle Mates terdapat masalah pada proses keputusan pembelian konsumen berdasarkan rating toko yang relatif rendah dibandingkan toko sejenis serta penjualan yang mengalami fluktuasi, sehingga menunjukkan bahwa proses keputusan pembelian konsumen belum optimal. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Pengujian Instrumen penelitian menggunakan SPSS. Metode analisis data yang digunakan adalah analisis regresi linear berganda, analisis korelasi berganda, koefisien determinasi serta uji hipotesis secara simultan (uji F) dan parsial (uji t). Hasil penelitian menunjukkan bahwa *Online Customer Review* berpengaruh positif dan signifikan terhadap Proses Keputusan Pembelian dengan koefisien regresi sebesar 0,109, sedangkan *Online Customer Rating* berpengaruh positif dan signifikan terhadap Proses Keputusan Pembelian dengan koefisien regresi sebesar 0,816. Selanjutnya, *Online Customer Review* dan *Online Customer Rating* secara simultan berpengaruh positif dan signifikan terhadap Proses Keputusan Pembelian dengan nilai Fhitung sebesar 296,268 dan tingkat signifikansi $< 0,001$. Nilai koefisien determinasi sebesar 0,859 menunjukkan bahwa *Online Customer Review* dan *Online Customer Rating* memberikan pengaruh sebesar 85,90%. terhadap Proses Keputusan Pembelian, sedangkan 14,10% lainnya dipengaruhi oleh faktor lain yang tidak diteliti.

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

ABSTRACT

Miracle Mates there are problems in the consumer purchase decision process based on relatively low store ratings compared to similar stores and fluctuations in sales, thus showing that the consumer purchase decision process is not optimal. The research method used is a descriptive and verifiable method with a sample of 100 respondents. Testing The research instrument uses SPSS. The data analysis methods used are multiple linear regression analysis, multiple correlation analysis, determination coefficients and simultaneous (F test) and partial (t test) hypothesis tests. The results of the study show that Online Customer Review has a positive and significant effect on the Purchase Decision Process with a regression coefficient of 0.109, while Online Customer Rating has a positive and significant effect on the Purchase Decision Process with a regression coefficient of 0.816. Furthermore, Online Customer Review and Online Customer Rating simultaneously had a positive and significant effect on the Purchase Decision Process with a Fcal value of 296.268 and a significance level of < 0.001 . The determination coefficient value of 0.859 showed that Online Customer Review and Online Customer Rating had an influence of 85.90%. on the Purchase Decision Process, while the other 14.10% was influenced by other factors that were not studied.

Keywords: *Online Customer Review, Online Customer Rating, Purchase Decisions Process*