

## ABSTRAK

Skripsi ini dengan judul “ Pengaruh Harga, Promosi Dan Online Customer Review Terhadap Keputusan Pembelian Melalui Marketplace Tokopedia Pada Masyarakat Kecamatan Ngadiluwih Kediri” yang ditulis oleh Regilsa Fuila Unique, NIM 17402153426, Fakultas Ekonomi dan Bisnis Islam, Jurusan Ekonomi Syariah, UIN Sayyid Ali Rahmatullah Tulungagung, Pembimbing Siswahyudianto, M.M.

Penelitian ini dilatar belakangi oleh perkembangan internet yang berkembang sangat pesat hingga menjadi suatu gaya hidup semua masyarakat. Penggunaan teknologi juga tidak terbatas hanya untuk mendapatkan serta mengakses informasi saja, namun juga memenuhi berbagai macam kebutuhan seperti belanja melalui online shop. Perubahan terhadap gaya hidup masyarakat tersebut menyebabkan *marketplace* menagalami pemingkatan yang signifikan terutama marketplace Tokopedia.

Rumusan masalah dalam penelitian skripsi ini, yaitu 1) Apakah harga berpengaruh secara signifikan terhadap keputusan pembelian melalui *marketplace* Tokopedia? 2)Apakah promosi berpengaruh secara signifikan terhadap keputusan pembelian melalui marketplace Tokopedia? 3)Apakah *Online Customer Review* berpengaruh secara signifikan terhadap keputusan pembelian melalui marketplace Tokopedia? 4)Apakah harga , promosi dan *Online Customer Review* berpengaruh secara signifikan terhadap keputusan pembelian melalui marketplace Tokopedia?.

Penelitian ini menggunakan pendekatan penelitian kuantitatif dengan jenis penelitian dengan pengambilan sample adalah non probability sampling. Dengan jumlah 385 responden yang berupa konsumen pengguna marketplace shoppee di daerah Kecamatan Ngadiluwih Kediri. Teknik analisis ini menggunakan uji instrument data, uji asumsi klasik, uji regresi linier, dan uji hipotesis.

Tujuan Dari Penelitian Ini Adalah Untuk Untuk Menganalisis Bahwa Harga Berpengaruh Secara Signifikan Terhadap Keputusan Pembelian Melalui Marketplace Tokopedia, Untuk Menganalisis Bahwa *Online Customer Review* Berpengaruh Secara Signifikan Terhadap Keputusan Pembelian Melalui Marketplace Tokopedia, Untuk Menganalisis Bahwa Promosi Berpengaruh Secara Signifikan Terhadap Keputusan Pembelian Melalui Marketplace Tokopedia, Untuk Menganalisis Bahwa Harga , Promosi , dan *Online Customer Review* Berpengaruh Secara Signifikan Terhadap Keputusan Pembelian Melalui Marketplace Tokopedia.

Hasil penelitian ini adalah sebagai berikut : 1) Berdasarkan hasil penelitian dapat diketahui bahwa harga berpengaruh secara signifikan terhadap keputusan pembelian belanja online melalui marketplace Tokopedia, 2) Berdasarkan hasil penelitian dapat diketahui bahwa promosi berpengaruh secara signifikan terhadap keputusan pembelian belanja online melalui marketplace Tokopedia, 3) Berdasarkan hasil penelitian dapat diketahui bahwa promosi berpengaruh secara signifikan terhadap keputusan pembelian belanja online melalui marketplace Tokopedia, 4) Berdasarkan hasil penelitian dapat diketahui bahwa harga, promosi dan Online Customer Review berpengaruh secara signifikan terhadap keputusan pembelian belanja online melalui marketplace Tokopedia.

**Kata Kunci : Marketplace, Harga, Promosi dan Online Customer Review**

## **ABSTRACT**

*This thesis is entitled "Influence of Price, Promotion and Online Customer Review on Purchase Decisions Through Tokopedia Marketplace in Kecamatan Ngadiluwih Kediri Society" written by Regilsa Fuila Unique, NIM 17402153426, Faculty of Economics and Islamic Business, Department of Sharia Business Management, UIN Sayyid Ali Rahmatullah Tulungagung, Supervisor of Siswahyudianto, M.M.*

*This research is motivated by the development of the internet which is growing very rapidly to become a lifestyle for all people. The use of technology is also not limited to just getting and accessing information, but also meeting various needs, such as shopping through an online shop. These changes to people's lifestyles have caused the marketplace to experience a significant increase, especially the Tokopedia marketplace. The problems in this thesis research, namely 1) Does the price have a significant effect on purchasing decisions through the Tokopedia marketplace? 2) Does promotion have a significant effect on purchasing decisions through the Tokopedia marketplace? 3) Does the Online Customer Review have a significant effect on purchasing decisions through the Tokopedia marketplace? 4) Do prices, promotions and Online Customer Reviews have a significant effect on purchasing decisions through the Tokopedia marketplace?.*

*This study uses a quantitative research approach with this type of research with non-probability sampling. With a total of 385 respondents who are consumers who use the shopee marketplace in the Kecamatan Ngadiluwih Kediri area. This analysis technique uses instrument data test, classical assumption test, linear regression test, and hypothesis testing.*

*The purpose of this research is to analyze that price has a significant effect on purchasing decisions through the Tokopedia Marketplace, to analyze that Online Customer Reviews have a significant effect on purchasing decisions through the Tokopedia marketplace, to analyze that promotions have a significant effect on purchasing decisions through the Tokopedia marketplace, to analyze That Prices, Promotions, and Online Customer Reviews Have a Significant Influence on Purchase Decisions Through the Tokopedia Marketplace. The results of this study are as follows: 1) Based on the results of the study, it can be seen that price has a significant effect on online shopping purchasing decisions through the Tokopedia marketplace, 2) Based on the research results, it can be seen that promotions have a significant effect on online shopping purchasing decisions through the Tokopedia marketplace, 3 ) Based on the results of the study, it can be seen that promotion has a significant effect on online shopping purchasing decisions through the Tokopedia marketplace, 4) Based on the results of the study, it can be seen that prices, promotions and Online Customer Reviews significantly influence online shopping purchasing decisions through the Tokopedia marketplace.*

**Keywords: Marketplace, Price, Promotion and Online Customer Review**