

ABSTRAK

PENGARUH IKLAN *ONLINE* DAN *ONLINE CUSTOMER REVIEW* TERHADAP
MINAT BELI *SKINCARE* AVOSKIN

Fani Oktavianingsih
Universitas Sanata Dharma
Yogyakarta
2021

Penelitian bertujuan untuk mengetahui pengaruh iklan *online* dan *online customer review* terhadap minat beli produk *skincare* merek Avoskin. Populasi dalam penelitian ini adalah perempuan berusia lebih dari 15 tahun yang belum pernah menggunakan produk *skincare* Avoskin. Teknik pengambilan sampel dalam penelitian ini yaitu menggunakan *nonprobability sampling* dengan teknik *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa iklan *online* dan *online customer review* berpengaruh terhadap minat beli produk *skincare* Avoskin.

Kata kunci: iklan *online*, *online customer review*, minat beli



ABSTRACT

THE INFLUENCE OF ONLINE ADVERTISING AND ONLINE CUSTOMER REVIEW ON PURCHASE INTEREST OF AVOSKIN SKINCARE

Fani Oktavianingsih
Sanata Dharma University
Yogyakarta
2021

This study aims to determine the effects of online advertising and online customer reviews on buying interest of avoskin skincare products. The population in this study were women aged more than 15 years who had never used Avoskin skincare products. The sampling technique in this study was non-probability sampling of purposive sampling technique. Data was obtained by distributing questionnaires to 100 respondents. The data analysis technique in this study is multiple linear regression analysis. The results of the study show that online advertising and online customer reviews have effects on buying interest of Avoskin skincare products.

Keywords: online advertising, online customer review, interest in buying.

