

ABSTRAK

**PENGARUH HARGA, ULASAN PRODUK, DAN KEMUDAHAN
TERHADAP KEPUTUSAN PEMBELIAN ONLINE TOKO SEPEDA CB
CAKRA BAN**

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2023

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh harga, ulasan produk, dan kemudahan secara simultan terhadap keputusan pembelian online Toko Sepeda Cb Cakra Ban, (2) pengaruh harga terhadap keputusan pembelian online Toko Sepeda Cb Cakra Ban, (3) pengaruh ulasan produk terhadap keputusan pembelian online Toko Sepeda Cb Cakra Ban, (4) pengaruh kemudahan terhadap keputusan pembelian online Toko Sepeda Cb Cakra Ban. Populasi yang digunakan dalam penelitian ini adalah konsumen yang sudah pernah belanja di Toko Sepeda Cb Cakra Ban. Teknik pengambilan sampel menggunakan metode *probability sampling* dengan teknik *simple random sampling*, data diperoleh dengan cara membagikan kuesioner kepada 100 orang responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik dan analisis regresi linear berganda menggunakan program aplikasi SPSS 26. Hasil penelitian ini menunjukkan bahwa: (1) harga, ulasan produk, dan kemudahan berpengaruh secara simultan terhadap keputusan pembelian online, (2) harga berpengaruh terhadap keputusan pembelian online, (3) ulasan produk tidak berpengaruh terhadap keputusan pembelian online, (4) kemudahan tidak berpengaruh terhadap keputusan pembelian online.

Kata kunci: Harga, Ulasan Produk, Kemudahan, Keputusan Pembelian Online

ABSTRACT

**THE EFFECT OF PRICE, PRODUCT REVIEW, AND CONVENIENCE
ON ONLINE PURCHASING DECISION AT CB CAKRA BAN BIKE
SHOP**

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This study aims to determine: (1) the simultaneous effect of price, product review, and convenience on online purchasing decision at Cb Cakra Ban Bike Shop, (2) the effect of price on online purchasing decision at Cb Cakra Ban Bike Shop, (3) the effect of product review on online purchasing decision at Cb Cakra Ban Bike Shop, (4) the effect of convenience on online purchasing decision at Cb Cakra Ban Bike Shop. The population in this study are consumers who have shopped at the Cb Cakra Ban Bike Shop. The sampling technique was a probability sampling method with simple random sampling technique, the data was obtained by distributing questionnaires to 100 respondents. The data analysis technique in this research is descriptive analysis, classical assumption test and multiple linear regression analysis using the SPSS 26. The result of this study show that: (1) price, product review, and convenience have a simultaneous effect on online purchasing decision, (2) price has effect on online purchasing decision, (3) product review has no effect on online purchasing decision, (4) convenience has no effect on online purchasing decision.

Keyword: Price, Product Review, Convenience, Online Purchasing Decision