

ABSTRAK

PENGARUH DIGITAL MARKETING, ONLINE CUSTOMER REVIEW, DAN KREDIBILITAS TERHADAP KEPUTUSAN PEMBELIAN PRODUK MOTHER OF PEARL DI YOGYAKARTA

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2023

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan *digital marketing*, *online customer review*, dan kredibilitas terhadap keputusan pembelian produk Mother Of Pearl di Yogyakarta, (2) pengaruh secara parsial *digital marketing* terhadap keputusan pembelian produk Mother Of Pearl di Yogyakarta, (3) pengaruh secara parsial *online customer review* terhadap keputusan pembelian produk Mother Of Pearl di Yogyakarta, (4) pengaruh secara parsial kredibilitas terhadap keputusan pembelian produk Mother Of Pearl di Yogyakarta. Penelitian ini dilakukan pada bulan Maret 2023. Populasi dalam penelitian ini adalah konsumen Mother Of Pearl yang berada di Yogyakarta. Responden pada penelitian ini sebanyak 100 orang dengan teknik pengambilan sampel *purposive sampling*. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis linear berganda, dengan menggunakan SPSS versi 20. Hasil penelitian menunjukkan bahwa: (1) *digital marketing*, *online customer review*, dan kredibilitas berpengaruh terhadap keputusan pembelian produk Mother Of Pearl di Yogyakarta, (2) *digital marketing* secara parsial berpengaruh terhadap keputusan pembelian produk Mother Of Pearl di Yogyakarta, (3) *online customer review* secara parsial berpengaruh terhadap keputusan pembelian produk Mother Of Pearl di Yogyakarta, (4) kredibilitas secara parsial berpengaruh terhadap keputusan pembelian produk Mother Of Pearl di Yogyakarta.

Kata kunci : *Digital Marketing*, *Online Customer Review*, Kredibilitas, dan Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF DIGITAL MARKETING, ONLINE CUSTOMER REVIEWS, AND CREDIBILITY ON PURCHASING DECISIONS MOTHER OF PEARL PRODUCTS IN YOGYAKARTA

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This study aims to determine: (1) the simultaneous influence of digital marketing, online customer reviews, and credibility on purchasing decisions for Mother Of Pearl products in Yogyakarta, (2) the partial influence of digital marketing on purchasing decisions for Mother Of Pearl products in Yogyakarta, (3) the partial influence of online customer reviews on purchasing decisions for Mother Of Pearl products in Yogyakarta, (4) the partial influence of credibility on purchasing decisions for Mother Of Pearl products in Yogyakarta. This research was conducted in March 2023. The population in this study were Mother Of Pearl consumers in Yogyakarta. Respondents in this study were 100 people with purposive sampling technique. The data analysis technique used in this research is multiple linear analysis, using SPSS version 20. The results showed that: (1) digital marketing, online customer reviews, and credibility have an effect on purchasing decisions for Mother Of Pearl products in Yogyakarta, (2) digital marketing partially affects purchasing decisions for Mother Of Pearl products in Yogyakarta, (3) online customer reviews partially affect purchasing decisions for Mother Of Pearl products in Yogyakarta, (4) credibility partially affects purchasing decisions for Mother Of Pearl products in Yogyakarta.

Keywords: Digital Marketing, Online Customer Review, Credibility, and Purchase Decision