

ABSTRAK

PENGARUH KUALITAS PRODUK, *ONLINE CUSTOMER REVIEW* DAN *CELEBRITY ENDORSER* TERHADAP KEPUTUSAN PEMBELIAN *SUNSCREEN AZARINE MELALUI MARKETPLACE SHOPEE*

(Studi pada Mahasiswa di Yogyakarta)

Maria Giovani Dahemat
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui (1) pengaruh kualitas produk, *online customer review*, dan *celebrity endorser* secara simultan terhadap keputusan pembelian, (2) pengaruh kualitas produk terhadap keputusan pembelian, (3) pengaruh *online customer review* terhadap keputusan pembelian, dan (4) pengaruh *celebrity endorser* terhadap keputusan pembelian. Teknik pengambilan sampel menggunakan nonprobability sampling dengan metode purposive sampling. Data diperoleh melalui penyebaran kuesioner dengan menggunakan *google form* kepada 385 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, dan analisis regresi linear berganda dengan menggunakan program SPSS versi 26. Hasil penelitian ini menunjukkan bahwa: (1) kualitas produk, *online customer review* dan *celebrity endorser* secara simultan berpengaruh terhadap keputusan pembelian, (2) kualitas produk secara parsial berpengaruh terhadap keputusan pembelian, (3) *online customer review* secara parsial berpengaruh terhadap keputusan pembelian, (4) *celebrity endorser* secara parsial berpengaruh terhadap keputusan pembelian.

Kata Kunci: Kualitas Produk, *Online Customer Review*, *Celebrity Endorser* Dan Keputusan Pembelian.

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, ONLINE CUSTOMER REVIEW, AND CELEBRITY ENDORSER ON THE PURCHASE DECISION OF AZARINE SUNSCREEN THROUGH SHOPEE MARKETPLACE
(A Study on University Students in Yogyakarta)

Maria Giovani Dahemat
Management Study Program, Faculty of Economics
Sanata Dharma University
Yogyakarta
2025

This study aims to determine (1) the simultaneous influence of product quality, online customer reviews, and celebrity endorsers on purchase decisions, (2) the influence of product quality on purchase decisions, (3) the influence of online customer reviews on purchase decisions, and (4) the influence of celebrity endorsers on purchase decisions. The sampling technique used nonprobability sampling with the purposive sampling method. Data were obtained by distributing questionnaires via Google Forms to 385 respondents. The data analysis techniques used in this study are descriptive analysis, classical assumption tests, and multiple linear regression analysis using SPSS 26. The results of this study indicate that: (1) product quality, online customer reviews, and celebrity endorsers simultaneously influence purchase decisions, (2) product quality partially influences purchase decisions, (3) online customer reviews partially influence purchase decisions, and (4) celebrity endorsers partially influence purchase decisions.

Keywords: Product quality, online customer review, celebrity endorser, purchase decision