

## ABSTRAK

Angelina Simamora. *Pengaruh Harga, Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian Produk Emina di Tiktok Shop (Studi Kasus Mahasiswi di Politeknik WBI)*. Dibimbing oleh Drs. Vinsensius Matondang, MBA dan Asmara Wildani Pasaribu, S.Sos, M.M.

Perkembangan teknologi yang meningkat di Indonesia bisa membawa perubahan signifikan pada sikap konsumen, terutama dalam berbelanja secara online. *Social commerce*, mirip Tiktok Shop menjadi platform yang semakin populer pada kalangan konsumen terutama perempuan belia. Emina, menjadi salah satu brand kosmetik lokal yg market target di remaja serta perempuan belia kelompok usia 15-25 tahun, memanfaatkan tren menggunakan cara berpromosi di Tiktok Shop. Produk Emina yang dikenal menggunakan citra "girly" serta "cute" dan harga yg terjangkau, berhasil menarik perhatian konsumen di platform tersebut. Penelitian ini dilakukan buat mengetahui apakah ada efek harga, Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian Produk Emina di Tiktok Shop dengan studi perkara Mahasiswi di Politeknik WBI menggunakan sampel sebesar 92 responden dan menggunakan metode purposive sampling. Jenis penelitian yaitu kuantitatif asosiatif kausal, menggunakan teknik analisis data regresi linier berganda. Data primer diolah melalui acara SPSS versi 29. yang akan terjadi penelitian membagikan secara parsial atau uji t harga dan online customer rating berpengaruh secara positif serta signifikan terhadap keputusan pembelian, sedangkan online customer review secara parsial tidak berpengaruh terhadap keputusan pembelian. Secara bersamaan atau uji f harga Online Customer Review dan Online Customer Rating berpengaruh secara positif dan signifikan terhadap Keputusan Pembelian.

Kata kunci: Harga, *Online Customer Review*, *Online Customer Rating*, Keputusan Pembelian, Emina.

## **ABSTRACT**

Angelina Simamora. *The Influence of Price, Online Customer Review and Online Customer Rating on Purchase Decision of Emina Products in Tiktok Shop (Case Study of Female Students at WBI Polytechnic)*. Supervised by Drs. Vinsensius Matondang, MBA and Asmara Wildani Pasaribu, S.Sos, M.M.

*The increasing technological development in Indonesia can bring significant changes to consumer attitudes, especially in online shopping. Social commerce, similar to Tiktok Shop, is becoming an increasingly popular platform among consumers, especially young women. Emina, being one of the local cosmetic brands whose market is targeted at teenagers and young women in the age group of 15-25 years, takes advantage of the trend of using promotions on Tiktok Shop. Emina products, which are known to use a "girly" and "cute" image and affordable prices, have managed to attract the attention of consumers on the platform. This study was conducted to find out whether there was an effect of price, Online Customer Review and Online Customer Rating on the Purchase Decision of Emina Products at Tiktok Shop with a case study of female students at the WBI Polytechnic using a sample of 92 respondents and using the purposive sampling method. The type of research is quantitative associative causal, using multiple linear regression data analysis techniques. Primary data was processed through the SPSS version 29 event. What will happen is that the research of distributing partially or the price t test and online customer rating have a positive and significant effect on the purchase decision, while the online customer review has no partial effect on the purchase decision. Simultaneously or test the price of Online Customer Review and Online Customer Rating has a positive and significant effect on the purchase decision*

*Keywords: Price, Online Customer Review, Online Customer Rating, Purchase Decision.Emina.*