PENGARUH *ONLINE CUSTOMER REVIEW, ONLINE CUSTOMER RATING,* DAN *BRAND COMMUNITY* TERHADAP KEPUTUSAN PEMBELIAN PADA *MARKETPLACE* DI KOTA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *online customer review, online customer rating,* dan *brand community* terhadap keputusan pembelian pada *marketplace* di Kota Yogyakarta. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan jumlah 100 responden. Teknik pengumpulan data menggunakan kuesioner secara langsung yang telah diuji validitas dan reliabilitas. Uji yang digunakan dalam penelitian ini adalah analisis deskriptif, uji instrumen (uji validitas dan uji reliabilitas), uji asumsi klasik (uji normalitas, uji linearitas, uji multikolinearitas dan uji heteroskedastisitas), analisis regresi linier berganda dan uji hipotesis (uji t, uji f, dan uji koefisien determinasi). Hasil penelitian menunjukkan bahwa secara bersama-sama faktor *online customer review, online customer rating*, dan *brand community* berpengaruh secara signifikan terhadap keputusan pembelian. *Online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian di *marketplace*. *Online customer rating* berpengaruh positif dan signifikan terhadap keputusan pembelian di *marketplace*. *Brand community* berpengaruh positif dan signifikan terhadap keputusan pembelian di *marketplace*.

Kata Kunci: *Online Customer Review, Online Customer Rating, Brand Community*.

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THE INFLUENCE OF ONLINE CUSTOMER REVIEWS, ONLINE CUSTOMER RATINGS, AND BRAND COMMUNITY ON PURCHASING DECISIONS IN MARKETPLACE IN YOGYAKARTA CITY

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Abstract

This study aimed to analyze the effect of online customer reviews, online customer ratings, and brand communities to purchasing decisions on marketplace in city of Yogyakarta. This study used primary data with data collection methods through the distribution of questionnaires that were tested for validity and reliability. The sampling technique study used was purposive sampling with total of 100 respondents. The collection technique using direct questionnaire method that has been tested for validity and reliability. The tests used in this study were descriptive analysis, instrument tests (validity and reliability tests), classic assumption tests (normality test, linearity test, multicollinearity test and heteroscedasticity test), Multiple linear regression analysis and hypothesis tests (t-test, f-test, and determination coefficient test). The results showed that together the factors of online customer reviews, online customer ratings, and brand community significantly effect on purchasing decisions. Online customer review variables have a positive and significant effect on purchasing decisions in the marketplace. Online customer rating variables have a positive and significant effect on purchasing decisions in the marketplace. Brand community variables have a positive and significant effect on purchasing decisions in the marketplace.

Keywords*: Online Customer Review, Online Customer Rating, Brand Community.*