

PENGARUH *PRICE PERCEPTION*, *PRODUCT QUALITY*, DAN *ONLINE CUSTOMER REVIEW* TERHADAP *PRODUCT PURCHASING DECISIONS* OLEH MAHASISWA GENERASI Z PENGGUNA *SOCIAL COMMERCE* TIKTOKSHOP DI DAERAH ISTIMEWA YOGYAKARTA DENGAN *CUSTOMER SATISFACTION* SEBAGAI VARIABEL *INTERVENING*

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Abstrak

Penelitian ini bertujuan untuk menguji Pengaruh *Price Perception*, *Product Quality*, Dan *Online Customer Review* Terhadap *Product Purchasing Decisions* Pengguna *Social Commerce* Tiktokshop Di kalangan Mahasiswa Generasi Z Di Daerah Istimewa Yogyakarta Dengan *Customer Satisfaction* Sebagai Variabel *Intervening*. Penelitian dilakukan dengan pendekatan kuantitatif dengan kuesioner sebagai metode pengambilan data primer. dengan sampel 100 responden berusia 18-28 tahun yang berada di wilayah Yogyakarta, serta menggunakan teknik *purposive sampling*. Metode analisis menggunakan SEM PLS dengan software Smart PLS 4. Hasil menunjukan bahwa *price perception* berpengaruh positif dan signifikan terhadap *product purchase decision*, *product quality* berpengaruh positif dan signifikan terhadap *product purchase decision*, *online customer review* berpengaruh positif dan signifikan terhadap *product purchase decision*, *price perception* berpengaruh positif dan signifikan terhadap *customer satisfaction*, *product quality* berpengaruh positif dan signifikan terhadap *customer satisfaction*, *online customer review* berpengaruh positif dan signifikan terhadap *customer satisfaction*. *price perception*, *product quality*, dan *online customer review* mampu memediasi *customer satisfaction* terhadap purchase decision dengan hasil positif dan signifikan.

Kata Kunci: *Price Perception*, *Quality Product*, *Online Customer Review*, *Customer Satisfaction* dan *Purchase Decision*.

08/13/20


***THE EFFECT OF PRICE PERCEPTION, PRODUCT QUALITY, AND
ONLINE CUSTOMER REVIEW ON PRODUCT PURCHASING DECISIONS
BY GENERATION Z STUDENTS USING SOCIAL COMMERCE
TIKTOKSHOP IN THE SPECIAL REGION OF YOGYAKARTA USING
CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE***

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Abstract

This study aims to investigate the impact of price perception, product quality, and online customer reviews on the purchasing decisions of social commerce TikTok Shop users among Generation Z students in the Special Region of Yogyakarta, with customer satisfaction serving as an intervening variable. The research was conducted using a quantitative approach, employing a questionnaire as the primary data collection method. A sample of 100 respondents aged 18 to 28 years from the Yogyakarta area was selected using a purposive sampling technique. The analysis was performed using Structural Equation Modelling (SEM) with Partial Least Squares (PLS) analysis through SmartPLS 4 software. The results indicate that price perception, product quality, and online customer reviews each have a positive and significant effect on product purchase decisions. Additionally, price perception, product quality, and online customer reviews have a positive and significant influence on customer satisfaction. Moreover, price perception, product quality, and online customer reviews serve as significant mediators, positively influencing the relationship between customer satisfaction and purchase decisions.

Keywords: Price Perception, Quality Product, Online Customer Review, Customer Satisfaction and Purchase Decision.

