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Pengaruh *Online Customer Review* Pada Media *Online Female Daily Network* Terhadap Minat Beli Konsumen Produk Kosmetik Focallure (Studi *Followers Instagram @Femaledailynetwork*).

Jumlah Halaman : 128 halaman + lampiran

Bibliografi : 50 acuan, Tahun 1993 - 2021

ABSTRAK

Online Customer Review dan Minat Beli merupakan hal yang tidak terpisahkan. Hal tersebut dapat dikatakan bahwa ulasan konsumen online adalah pemasaran komunikasi dan periklanan yang berperan dalam proses minat beli konsumen untuk mengidentifikasi dan mengevaluasi produk yang mereka butuhkan. Female Daily Network adalah halaman forum dan *review* sebagai wadah bagi para anggota untuk berbagi informasi dan ulasan mengenai produk-produk kosmetika maupun berbagi tips lain seputar dunia wanita. Atas dasar inilah penulis kemudian memutuskan untuk melakukan penelitian terhadap pengaruh yang dihasilkan dari melihat ulasan di situs Female Daily dan minat beli konsumen kepada produk Focallure. Penelitian ini bertujuan untuk mengetahui besarnya pengaruh *Online Customer Review* pada media *online Female Daily Network* terhadap Minat Beli produk kosmetik Focallure.

Penelitian ini menggunakan teori Dimensi *Online Customer Review* Menurut Flanagan dan Metzger (Kredibel, Keahlian, Menyenangkan) dan teori Minat Beli, Menurut Ferdinand (Transaksional, Refensial, Prefensial, Eksploratif).

Tipe penelitian yang digunakan bersifat eksplanatif dengan pendekatan kuantitatif. Dan metode pengumpulan data menggunakan metode *survey* berupa kuesioner dengan jumlah sampel 107 responden yang merupakan *Followers Instagram @Femaledailynetwork*.

Hasil penelitian berdasarkan analisis data menunjukkan bahwa Kredibel merupakan dimensi *Online Customer Review* yang paling dominan dan berpengaruh terhadap minat beli konsumen. Berdasarkan uji hipotesis secara simultan *online customer review* memiliki pengaruh terhadap minat beli konsumen. Dari hasil penelitian ini diperoleh kesimpulan bahwa besarnya Pengaruh *Online Customer Review* pada media *online Female Daily Network* Terhadap Minat Beli Focallure adalah 39,7%.

Kata Kunci: *Online Customer Review*, Female Daily Network, Minat Beli, Focallure.



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The Effect of Online Customer Reviews on Female Daily Network's Online Media on Consumer Purchase Interest of Focallure Cosmetics (Study of Instagram Followers @Femaledailynetwork).

Number of Pages : 128 pages + attachments

Bibliography : 50 references, Year 1993 - 2021

ABSTRACT

Online Customer Reviews and Buying Interest are inseparable. It can be said that online consumer reviews are marketing communications and advertising that play a role in the process of consumer buying interest to identify and evaluate the products they need. Female Daily Network is a forum and review page as a forum for members to share information and reviews about cosmetic products as well as share other tips about women's world. On this basis, the author then decided to research the effect resulting from looking at reviews on the Female Daily website and consumer buying interest in Focallure products. This study aims to determine the magnitude of the influence of Online Customer Review on the online media of the Female Daily Network on the Buying Interest of Focallure cosmetic products.

This study uses the Online Customer Review Dimension theory according to Flanagan and Metzger (Credible, Expertise, Fun) and the Buying Interest theory, according to Ferdinand (Transactional, Refensial, Prefensial, Explorative).

The type of research used is explanatory with a quantitative approach. And the data collection method used a survey method in the form of a questionnaire with a sample of 107 respondents who were Instagram Followers @Femaledailynetwork. The results of the study based on data analysis showed that Credibility was the most dominant dimension of Online Customer Review and had an effect on consumer buying interest. Based on hypothesis testing simultaneously online customer review has an influence on consumer buying interest. From the results of this study, it was concluded that the magnitude of the influence of Online Customer Reviews on the online media of Female Daily Network on Buying Interest in Focallure was 39.7%.

Keywords: Online Customer Review, Female Daily Network, Buying Interest, Focallure.