

ABSTRACT

This study aims to analyze the effect of prices, product reviews and e-service quality on online purchasing decisions on Tokopedia. This study uses three independent variables: the price variables, product reviews and e-service quality, and one dependent variable is online purchasing decisions. The population in this study were consumers who had made a purchase or transaction on the Tokopedia site at least 1 time based on their own decision. In a range of ages 19 to 34 years, so that 450 respondents are to be sampled in this study. The method of collecting primary data is a questionnaire using a Likert scale. The data analysis methods used is the validity test, reliability test, t test, f test, coefficient of determination, correlation between dimensions and multiple linear regression analysis. Based on the results of data analysis, addressing price variables, product reviews and e-service quality partially and simultaneously has a positive and significant influence on online purchasing decisions at Tokopedia with the efficiency dimension on the e-service quality variable that has the most influence on online purchasing decisions.

Keywords: Online purchasing decisions, prices, product reviews, e-service quality



ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh harga, ulasan produk dan *e-service quality* terhadap keputusan pembelian *online* di Tokopedia. Penelitian ini menggunakan tiga variabel independen: variabel harga, ulasan produk dan *e-service quality*, serta satu variabel dependen yaitu keputusan pembelian *online*. Populasi dalam penelitian ini adalah konsumen yang pernah melakukan pembelian atau transaksi pada situs Tokopedia minimal 1 kali berdasarkan keputusan sendiri dengan *range* usia 19 sampai dengan 34 tahun, sehingga didapatkan 450 responden untuk menjadi sampel penelitian ini. Metode pengumpulan data primer berupa kuisisioner dengan menggunakan skala Likert. Metode analisis data yang digunakan adalah uji validitas, uji reliabilitas, uji t, uji f, koefisiensi determinasi, korelasi antar dimensi serta analisis regresi linear berganda. Berdasarkan hasil analisis data, menunjukan variabel harga, ulasan produk dan *e-service quality* secara parsial dan simultan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian *online* di Tokopedia dengan dimensi efisiensi pada variabel *e-service quality* yang paling berpengaruh terhadap keputusan pembelian *online* .

Kata Kunci: Keputusan pembelian *online*, harga, ulasan produk, *e-service quality*

