

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh Penggunaan *Influencer*, *Online Customer Review*,
Rating dan *Event* Terhadap Keputusan Pembelian Produk
Fashion Erigo Pada *Platform* Shopee

Penelitian ini bertujuan untuk menganalisis pengaruh influencer, online customer review, rating, dan event terhadap keputusan pembelian produk fashion Erigo pada platform Shopee. Penelitian menggunakan metode kuantitatif dengan teknik penyebaran kuesioner kepada 96 responden yang merupakan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Hasil analisis menunjukkan bahwa secara parsial influencer, online customer review, rating, dan event berpengaruh signifikan terhadap keputusan pembelian. Secara simultan, keempat variabel tersebut juga terbukti memiliki pengaruh yang signifikan terhadap keputusan pembelian. Temuan ini menunjukkan bahwa strategi pemasaran digital melalui influencer, ulasan pelanggan, penilaian produk, serta event promosi mampu meningkatkan kepercayaan dan minat beli konsumen terhadap produk Erigo di Shopee.

Kata Kunci: Influencer, Online Customer Review, Rating, Event, Keputusan Pembelian, Erigo, Shopee.

ABSTRACT

Nama : Muammar Khalis
Program Studi : Management
Judul : The Influence of Influencers, Online Customer Reviews, Ratings, and Events on Purchase Decisions for Erigo Fashion Products on the Shopee Platform

This study aims to analyze the influence of influencers, online customer reviews, ratings, and events on purchasing decisions for Erigo fashion products on the Shopee platform. This research employs a quantitative method using a questionnaire distributed to 96 respondents who are students of the Faculty of Economics and Business at Malikussaleh University. The results indicate that influencer, online customer review, rating, and event variables each have a significant partial effect on purchasing decisions. Simultaneously, the four variables also show a significant influence on purchasing decisions. These findings demonstrate that digital marketing strategies through influencers, customer reviews, product ratings, and promotional events effectively increase consumer trust and purchase intention toward Erigo products on Shopee.

Keywords: *Influencer, Online Customer Review, Rating, Event, Purchase Decision, Erigo, Shopee.*