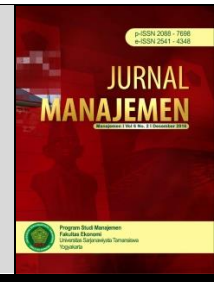




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PENGARUH ONLINE CUSTOMER REVIEW DAN HARGA TERHADAP MINAT BELI KONSUMEN PADA MARKETPLACE SHOPEE (STUDI KASUS PADA PRODUK FEYSTYLE.ID)

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Informasi Naskah

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Revisi:

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Kata Kunci: *online customer reviews, price, consumer's buying interest*

Abstrak

The aims this study to determine the effect of online customer reviews on consumers' buying interest, the effect of price affect consumers' buying interest, the effect of online customer review and price affect consumers' buying interest in Shopee marketplace.

The method used in this study is a survey method with a quantitative approach. Meanwhile, to analyze the data obtained, descriptive analysis and associative analysis are used, including simple Correlation Coefficient Analysis, Multiple Coefficient Analysis, Determination Coefficient Test, and Hypothesis Test using Significance Test (t Test and F Test).

The results of the multiple linear regression analysis are known to be $Y = 5.344 + 0.653bX_1 + 0.325bX_2$, which means that if the weight of X_1 increases by 1 then the weight of Y will increase by 0.653X, as well as if the weight of X_2 increases by 1 then Y will increase by 0.325. From the results of the analysis of the multiple correlation coefficient, it can be seen that the correlation coefficient between the online customer review variable and the price to buying interest is 0.710. Based on the table of numbers 0.710 is between the interval 0.60 – 0.799 which means strong.

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