

PENGARUH PROMOSI, LIVE SHOPPING, DAN ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN DI TOKOPEDIA

ABSTRAK

Abstract: *This study aims to analyze the influence of promotion, live shopping, and online customer reviews on consumers' purchasing decisions on Tokopedia. Data was collected through an online questionnaire involving 125 active Tokopedia users. The analytical techniques used include validity and reliability tests, multiple linear regression analysis, and hypothesis testing with the assistance of statistical software. The results indicate that promotion, live shopping, and online customer reviews have an effect on purchasing decisions. Simultaneously, these three variables contribute 50.1% to consumer purchasing decisions.*

Keywords: *promotion, live shopping, online customer reviews, purchasing decisions, Tokopedia*

Abstrak: *Penelitian ini bertujuan untuk menganalisis pengaruh promosi, live shopping, dan ulasan pelanggan secara online terhadap keputusan pembelian konsumen di Tokopedia. Data dikumpulkan melalui kuesioner online dengan responden berjumlah 125 orang yang aktif menggunakan aplikasi Tokopedia. Teknik analisis yang digunakan meliputi uji validitas, reliabilitas, analisis regresi linear berganda, serta uji hipotesis dengan bantuan software statistik. Hasil penelitian menunjukkan bahwa variabel promosi, live shopping, dan online customer review berpengaruh terhadap keputusan pembelian. Selain itu, secara simultan ketiga variabel tersebut memberikan kontribusi sebesar 50,1% terhadap keputusan pembelian konsumen.*

Kata kunci: *promosi, live shopping, ulasan pelanggan online, keputusan pembelian, Tokopedia*