

ABSTRAK

Fenomena yang melatarbelakangi penelitian ini adalah meningkatnya tren belanja *online* di kalangan masyarakat, khususnya produk *fashion* lokal seperti Dobujack yang dipasarkan melalui *marketplace Shopee*. Keputusan pembelian konsumen dipengaruhi oleh berbagai faktor, termasuk *online customer review* dan diskon. Penelitian ini bertujuan untuk mengetahui, mendeskripsikan dan menganalisis pengaruh *online customer review* dan diskon, baik secara parsial maupun simultan, terhadap keputusan pembelian produk *fashion* Dobujack di *marketplace Shopee*. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan deskriptif dan verifikatif. Jumlah sampel penelitian sebanyak 100 responden, dengan teknik pengambilan sampel menggunakan non-probability sampling, khususnya *purposive sampling*. Hasil analisis regresi linear berganda menunjukkan bahwa secara simultan, *online customer review* dan diskon berpengaruh signifikan terhadap keputusan pembelian. Secara parsial, *online customer review* berpengaruh signifikan terhadap keputusan pembelian, sedangkan diskon tidak memiliki pengaruh signifikan. Penelitian ini diharapkan dapat memberikan manfaat praktis bagi Dobujack dalam merancang strategi pemasaran yang lebih tepat sasaran, khususnya dengan memperkuat aspek *review online* sebagai faktor dominan, serta mengoptimalkan strategi diskon agar lebih efektif. Dari sisi akademis, penelitian ini dapat menjadi referensi tambahan terkait perilaku konsumen di *e-commerce* dalam konteks industri *fashion* lokal.

Kata Kunci: Diskon, Keputusan Pembelian, *Online Customer Review*.

ABSTRACT

The phenomenon behind this study is the increasing trend of online shopping among the public, especially for local fashion products such as Dobujack, which are marketed through the Shopee marketplace. Consumer purchasing decisions are influenced by various factors, including online customer reviews and discounts. This study aims to determine, describe, and analyze the influence of online customer reviews and discounts, both partially and simultaneously, on the purchase decision of Dobujack fashion products on the Shopee marketplace. The research method used is quantitative with a descriptive and verifcative approach. The number of research samples was 100 respondents, with a sampling technique using non-probability sampling, specifically purposive sampling. The results of multiple linear regression analysis show that simultaneously, online customer reviews and discounts have a significant effect on purchasing decisions. Partially, online customer reviews have a significant effect on purchasing decisions, while discounts have no significant effect. This study is expected to provide practical benefits for Dobujack in designing more targeted marketing strategies, particularly by strengthening online reviews as a dominant factor and optimizing discount strategies to be more effective. From an academic perspective, this study can serve as an additional reference regarding consumer behavior in e-commerce in the context of the local fashion industry.

Keywords: Discount, Online Customer Review, Purchase Decision.

