

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh online customer review (OCR), harga (HRG) dan uang saku (USK) terhadap permintaan barang di shopee. Populasi dalam penelitian ini adalah mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Jambi. Sampel yang digunakan sebanyak 115 responden yang dipilih secara acak. Sumber data yang digunakan dalam penelitian ini adalah melalui penyebaran kuesioner. Metode yang digunakan adalah regresi linier berganda Jenis data yang digunakan dalam penelitian ini adalah pendekatan kuantitatif yang bertujuan untuk mengetahui pengaruh *online customer review*, harga dan uang saku.

Hasil penelitian berdasarkan uji simultan disimpulkan bahwa variabel independen (online customer review, harga, uang saku, jenis kelamin dan tempat tinggal) secara simultan berpengaruh signifikan terhadap variabel dependen (permintaan barang) di shopee di kalangan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Jambi. Sementara untuk hasil uji parsial didapatkan bahwa variabel harga, uang saku dan jenis kelamin berpengaruh terhadap permintaan barang di shoppe. Namun, untuk variabel ocr dan tempat tinggal belum mampu mempengaruhi permintaan di shopee di kalangan mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Jambi. Hasil uji koefisien determinasi menunjukkan bahwa terdapat korelasi (hubungan) antara variabel independen dengan variabel dependen (permintaan barang). Nilai R squer (R^2) sebesar 0.220 berarti bahwa sebesar 22%. Dengan kata lain regresi mampu menjelaskan 22% dari perubahan yang terjadi pada permintaan barang, sementara sisanya (78%) di pengaruhi oleh faktor lain di luar dari variabel bebas yang tidak diteliti.

Kata Kunci: Online_Customer_Reviews, Harga, Uang_Saku, Permintaan_Barang

ABSTRACT

This study aims to analyze the effect of online customer review (OCR), price (HRG) and pocket money (USK) on the demand for goods at shopee. The population in this study were students of the Faculty of Economics and Business, Jambi University. The sample used was 115 respondents who were randomly selected. The data source used in this study was through distributing questionnaires. The method used is multiple linear regression. The type of data used in this study is a quantitative approach which aims to determine the effect of online customer reviews, prices and pocket money.

The results of the study based on the simultaneous test concluded that the independent variables (online customer review, price, pocket money, gender and place of residence) simultaneously had a significant effect on the dependent variable (demand for goods) at shopee among students of the Faculty of Economics and Business, Jambi University. Meanwhile, for the partial test results, it was found that the variables of price, pocket money and gender had an effect on the demand for goods in shopee. However, the variables ocr and place of residence have not been able to influence demand at shopee among students of the Faculty of Economics and Business, Jambi University. The coefficient of determination test results show that there is a correlation (relationship) between the independent variable and the dependent variable (demand for goods). The R square value (R^2) of 0.220 means that it is 22%. In other words, regression is able to explain 22% of the changes that occur in the demand for goods, while the rest (78%) is influenced by other factors outside of the independent variables not examined.

Keywords: *online_customer_reviews, price, pocket_money, for_good_at_shopee*