# ABSTRAK

EKA WIDYAWATI. 2061201075. Pengaruh Kualitas Produk, *Online Customer Review*, dan *Online Customer Rating* Terhadap Keputusan Pembelian Customer pada Brand Skincare Camille Beauty by Nadya Shavira. Di bawah bimbingan SUTIA BUDI.

Tujuan penelitian ini untuk mengetahui pengaruh Kualitas Produk, *Online Customer Review*, dan *Online Customer Rating* terhadap Keputusan Pembelian *Customer* pada Brand Skincare Camille Beauty by Nadya Shavira. Penelitian ini menggunakan metode asosiatif kuantiitaif dengan jumlah sampel sebanyak 100 orang dengan menggunakan teknik *sampling purposive*. Hasil penelitian ini menunjukkan bahwa Kualitas Produk berpengaruh signifikan sebesar 3.225 terhadap Keputusan Pembelian dan *Online Customer Rating* berpengaruh signifikan sebesar 3.943 terhadap Keputusan Pembelian. Sedangkan *Online Customer Review* tidak berpengaruh signifikan terhadap Keputusan Pembelian dengan hasil sebesar 1.325. Secara simultan Kualitas Produk, *Online Customer Review,* dan *Online Customer Rating* berpengaruh signifikan sebesar 15.500 terhadap Keputusan Pembelian, dengan hasil perhitungan yang sudah diperoleh dapat disimpulkan bahwasanya antara Kualitas Produk, Online Customer Review, dan Online Customer Rating berpengaruh positif terhadap Keputusan Pembelian.

**Kata kunci**: Kualitas Produk, *Online Customer Review*, *Online Customer Rating*, Keputusan Pembelian

# *ABSTRACT*

*EKA WIDYAWATI. 2061201075. The Influence of Product Quality, Online Customer Reviews, and Online Customer Ratings on Customer Purchasing Decisions on Btand Skincare Camille Beauty by Nadya Shavira. Under the guidance of SUTIA BUDI.*

*The aim of this research is to determine the influence of product quality, online customer reviews and online customer ratings on customer purchasing decisions for the skincare brand Camille Beauty by Nadya Shavira. This research uses a quantitative associative method with a sample size of 100 people using purposive sampling techniques. The results of this research show that Product Quality has a significant effect of 3.225 on Purchasing Decisions and Online Customer Rating has a significant effect of 3.943 on Purchasing Decisions. Meanwhile, Online Customer Reviews do not have a significant effect of 1.325 on Purchasing Decisions with results of. Simultaneously, Product Quality, Online Customer Reviews, and Online Customer Ratings have a significant effect of 15,500 on Purchasing Decisions. With the calculation results that have been obtained, it can be concluded that product quality, online customer reviews and online customer ratings have a positive influence on purchasing decisions.*

***Keywords****: Product Quality, Online Customer Reviews, Online Customer Ratings, Purchase Decisions*