

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *influencer marketing*, *word of mouth*, dan *customer review* terhadap keputusan pembelian pada Marketplace Tokopedia di Kota Surabaya.

Penelitian ini termasuk penelitian kuantitatif dengan populasi konsumen yang melakukan pembelian pada Marketplace Tokopedia di Surabaya yang jumlahnya tidak diketahui dengan pasti (*infinite population*). Dengan menggunakan rumus *lemeshow*, maka jumlah sampel dapat ditentukan 100 responden. Teknik penentuan sampel menggunakan *purposive sampling*, sedangkan teknik pengumpulan data dengan menggunakan kuesioner yang disebarakan kepada pengguna platform Tokopedia di Surabaya. Metode analisis data yang digunakan adalah analisis regresi linier berganda dengan menggunakan alat bantu program SPSS versi 26.

Hasil penelitian ini menunjukkan bahwa *influencer marketing*, *word of mouth*, dan *customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian pada Marketplace Tokopedia di Kota Surabaya. Berdasarkan hasil koefisien determinasi (*R Square*) diperoleh nilai sebesar 0,640. Hal ini menunjukkan bahwa variabel *influencer marketing*, *word of mouth*, dan *customer review* dalam penelitian ini dapat menjelaskan 64% terhadap keputusan pembelian. Sedangkan sisanya sebesar 11,7% dipengaruhi oleh variabel lain yang tidak termasuk dalam penelitian ini.

Kata Kunci: *influencer marketing*, *word of mouth*, *customer review*, keputusan pembelian

ABSTRACT

This research aimed to determine and analyze the effect of influencer marketing, word of mouth, and customer reviews on the purchasing decisions at Tokopedia Marketplace in Surabaya.

The research was quantitative. Moreover, the population was consumers who purchased at Tokopedia Marketplace in Surabaya, which has an infinite population. In line with that, there were 100 respondents. Furthermore, purposive sampling was used as the data collection technique. The instrument in the data collection technique was a questionnaire. The questionnaires were distributed to the respondents who were users of Tokopedia in Surabaya. Additionally, there were multiple linear regression with SPSS 26.

*The result showed that influencer marketing, word of mouth, and customer reviews had a significantly positive effect on the purchasing decisions at Tokopedia Marketplace in Surabaya. Due to the result of the determination coefficient (*R Square*), there was 0.640. It meant influencer marketing, word of mouth, and customer reviews affected the purchasing decision for 64%. Meanwhile, the rest of the 11.7% was affected by other variables which not included in the research.*

Keywords: *influencer marketing, word of mouth, customer reviews, purchasing decisions.*

