

## **ABSTRAK**

### **PENGARUH PROMOSI PENJUALAN DAN *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN PRODUK JIMS HONEY DI *MARKETPLACE SHOPEE* PADA MASYARAKAT KOTA BANDAR LAMPUNG**

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Penelitian ini mengkaji pengaruh promosi penjualan dan ulasan pelanggan online terhadap keputusan pembelian produk Jims Honey di marketplace Shopee oleh masyarakat Bandar Lampung. Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif untuk mengetahui hubungan sebab-akibat antara variabel independen, yaitu promosi penjualan dan ulasan pelanggan online, dengan variabel dependen, yaitu keputusan pembelian. Data dikumpulkan melalui survei dan dianalisis secara statistik. Hasil penelitian menunjukkan bahwa promosi penjualan berpengaruh positif dan signifikan terhadap keputusan pembelian produk Jims Honey di Shopee. Demikian pula, ulasan pelanggan online juga memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, promosi penjualan dan ulasan pelanggan online berpengaruh positif dan signifikan terhadap keputusan pembelian produk Jims Honey. Temuan ini menunjukkan pentingnya strategi promosi dan manajemen ulasan pelanggan dalam meningkatkan keputusan pembelian di marketplace Shopee. Kata Kunci: Promosi Penjualan, Ulasan Pelanggan Online, Keputusan Pembelian, Jims Honey, Shopee, Metode Kuantitatif, Bandar Lampung

**Kata Kunci :** Promosi Penjualan, *Online Customer Review* dan Keputusan Pembelian, Jims Honey, Shopee, Metode Kuantitatif, Bandar Lampung

## **ABSTRACT**

### **THE EFFECT OF SALES PROMOTION AND ONLINE CUSTOMER REVIEW ON ON THE DECISION TO PURCHASE JIMS HONEY PRODUCTS IN THE SHOPEE MARKETPLACE IN THE COMMUNITY OF BANDAR LAMPUNG CITY**

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*This study examines the effect of sales promotions and online customer reviews on purchasing decisions for Jims Honey products in the Shopee marketplace by the people of Bandar Lampung. This research uses quantitative methods with an associative approach to determine the cause-and-effect relationship between the independent variables, namely sales promotions and online customer reviews, and the dependent variable, namely purchasing decisions. Data were collected through surveys and analyzed statistically. The results showed that sales promotion has a positive and significant effect on purchasing decisions for Jims Honey products at Shopee. Similarly, online customer reviews also have a positive and significant influence on purchasing decisions. Simultaneously, sales promotion and online customer reviews have a positive and significant effect on purchasing decisions for Jims Honey products. These findings indicate the importance of promotional strategies and customer review management in improving purchasing decisions in the Shopee marketplace.*

**Keywords:** *Sales Promotion, Online Customer Reviews, Purchasing Decisions, Jims Honey, Shopee, Quantitative Methods, Bandar Lampung*