

ABSTRAK

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2025

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Pengaruh Promosi E-service Quality Kemudahan Penggunaan dan Online Customer Review Terhadap Purchase Intention

(173 halaman + Tabel + Gambar + Lampiran)

Uraian Abstrak

Penelitian ini dilakukan bertujuan untuk menganalisis Pengaruh Promosi E-service Quality Kemudahan Penggunaan dan Online Customer Review terhadap Purchase Intention. Penelitian ini metode *survey* menggunakan analisa kuantitatif. Populasi penelitian ini adalah pengguna aplikasi Lazada pada wilayah DKI Jakarta dengan jumlah sampel 140 responden. Teknik pengambilan sampel menggunakan metode *purposive sampling*. Data dikumpulkan dengan menggunakan instrument kuesioner. Analisis data menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa: (1) promosi berpengaruh positif terhadap *purchase intention* (2) *e-service quality* berpengaruh positif terhadap *purchase intention* (3) kemudahan penggunaan berpengaruh positif terhadap *purchase intention* (4) online customer review berpengaruh positif terhadap *purchase intention*. Promosi, *e-service quality*, kemudahan penggunaan dan *online customer review* dan *purchase intention* sesuai dengan sudut pandang islam.

Kata Kunci: Promosi, *E-service Quality*, Kemudahan Penggunaan, *Online Customer Review*, *Purchase Intention*.

ABSTRACT

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KAGA Customer Review on Purchase Intention

(173 Pages + Tables + Figures + Attachment)

Abstract Description

The study aims to analyze the influence of promotion e-service quality ease of use and online customer review on purchase intention. This study used a survey method using quantitative analysis. The population of this study were Lazada application users in the DKI Jakarta area with a sample of 140 respondents. The sampling technique used a purposive sampling method. Data were collected using a questionnaire instrument. Data analysis used multiple linear regression analysis. The result of the study showed that: (1) promotion has a positive effect on purchase intention (2) e-service quality has a positive effect on purchase intention (3) ease of use has a positive effect on purchase intention (4) online customer review has a positive effect on purchase intention. Promotion, e-service quality, ease of use , online customer review and purchase intention from an Islamic Perspective.

Keywords: *Promotion, E-service Quality, Ease of Use, Online Customer Review, Purchase Intention*