

***The Influence of Online Customer Review, Product Quality and Customer Experience on Purchase Decisions for Maybelline Cosmetics in Female Students at Darul ‘Ulum Lamongan Islamic University***

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**ABSTRACT**

*The purpose of this study was to determine the effect of online customer reviews, product quality and customer experience on purchasing decisions for Maybelline cosmetics for female students at Darul ‘Ulum Lamongan Islamic University. The population in this study amounted to 1.519 female students, with a total sample of 94 respondents. The sampling technique used is Purposive Sampling, the analytical method used for this research is deskriptif analys, validity test, reability test, multiple liniear regression test, coefficient of determination test, classic assumption test,t test, f test,. The result of the t test of this study indicate that the online customer reviews variable obtained atcount value of  $3.274 > 1.661$ , the product quality variable obtained atcount value of  $4.771 > 1.661$ , the customer experience variable obtained atcount value of  $7.241 > 1.661$ , and the f test result for the online customer reviews, product quality and customer experience on purchasing decisions obtained  $F_{count} > F_{table}$  or  $75.021 > 2.705$ , and adjusted r squared value of 0.705 or 70.5%. This show that the variables online customer reviews, product quality and customer experience have a partial and simultaneous effect on purchasing decisions, and the remaining 29.5% is influenced by other variables not examined in this study.*

**Keyword:** *Online Customer Reviews, Product Quality, Customer Experience And Purchasing Decisions*

**Pengaruh *Online Customer Review*, Kualitas Produk dan *Customer Experience* Terhadap Keputusan Pembelian Kosmetik Maybelline Pada Mahasiswi Di Universitas Islam Darul ‘Ulum Lamongan**

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**ABSTRAK**

Tujuan penelitian ini adalah untuk mengetahui pengaruh *Online Customer Review*, Kualitas Produk dan *Customer Experience* Terhadap Keputusan Pembelian Kosmetik Maybelline Pada Mahasiswi Di Universitas Islam Darul ‘Ulum Lamongan. Populasi dalam penelitian ini berjumlah 1.519 mahasiswi, dengan jumlah sampel 94 responden. Teknik pengambilan sampel yang digunakan yaitu dengan *Purposive Sampling*, metode analisis yang digunakan untuk penelitian ini yaitu analisis deskriptif, uji validitas, uji reabilitas, uji regresi linier berganda, uji koefisien determinasi, uji asumsi klasik, uji t, uji f. Hasil uji T penelitian ini menunjukkan bahwa variabel *online customer review* didapatkan nilai  $t_{hitung}$  sebesar  $3.274 > 1.661$ , variabel kualitas produk didapatkan nilai  $t_{hitung}$  sebesar  $4.771 > 1.661$ , variabel *customer experience* didapatkan nilai  $t_{hitung}$  sebesar  $7.241 > 1.661$ , serta hasil uji F variabel *online customer review*, kualitas produk dan *customer experience* terhadap keputusan pembelian didapatkan nilai  $F_{hitung} > F_{tabel}$  atau  $75.021 > 2.705$ , dan nilai adjusted r square 0.705 atau 70.5%. Hal ini menunjukkan bahwa variabel *Online Customer Review*, Kualitas Produk dan *Customer Experience* berpengaruh parsial dan simultan terhadap keputusan pembelian, dan sisanya yaitu 29.5% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

**Kata Kunci:** *Online Customer Review*, Kualitas Produk Dan *Customer Experience*