

RINGKASAN

Ikfran Legifien Hardi Pangestu. Program Studi Administrasi Bisnis, Universitas Yudharta Pasuruan. Juni 2023. Pengaruh *Advertising* dan *Online Customer Rating* terhadap *Buying Interest* dan *Buying Decision*. (Studi Pada Konsumen Pengguna Aplikasi Tik Tok di Kabupaten Pasuruan).

Penelitian ini bertujuan untuk mengetahui dan mengukur pengaruh *Advertising* dan *Online Customer Rating* terhadap *Buying Interest* dan *Buying Decision*. Dalam penelitian ini menggunakan pendekatan penelitian Kuantitatif. Populasi pada penelitian ini merupakan Konsumen Pengguna Aplikasi Tik Tok di Kabupaten Pasuruan. Jumlah sampel yang digunakan dalam penelitian berjumlah 400 responden. Sumber data dalam penelitian ini menggunakan data primer yang diperoleh dari penyebaran kuesioner kepada responden. Teknik analisis data dalam penelitian ini menggunakan analisis jalur atau *path analisis* dengan menggunakan *software SPSS Statistics versi 26*, yang mana data tersebut akan diuraikan, dianalisis dan dibahas guna membuktikan kebenaran Hipotesa yang diajukan.

Adapun hasil penelitian sebagai berikut: (1). *Advertising* (X1) berpengaruh dan signifikan terhadap *Buying Interest* (Y1). (2). *online customer rating* (X2) tidak ada pengaruh terhadap *Buying Interest* (Y1). (3). *Advertising* (X1) berpengaruh dan signifikan terhadap *Buying Decision* (Y2). (4). *Online Customer Rating* (X2) berpengaruh dan signifikan terhadap *Buying Decision* (Y2). (5). *Buying Interest* (Y1) berpengaruh positif dan signifikan terhadap *Buying Decision* (Y2). (6). *Advertising* (X1) melalui *Buying Interest* (Y1) berpengaruh dan signifikan terhadap *Buying Decision* (Y2). (7). *Online Customer Rating* (X2) melalui *Buying Interest* (Y1) berpengaruh dan signifikan terhadap *Buying Decision* (Y2).

Kata Kunci: *Advertising, Online Customer Rating, Buying Interest dan Buying Decision.*

SUMMARY

Ikfran Legifen Hardi Pangestu. *Business Administration Study Program, Yudharta Pasuruan University. June 2023. The Effect of Advertising and Online Customer Rating on Buying Interest and Buying Decision. (Study on Consumers Using the Tik Tok Application in Pasuruan Regency).*

This study aims to determine and measure the effect Advertising and Online Customer Rating to Buying Interest and Buying Decision. In this study using a quantitative research approach. The population in this study are consumers who use the Tik Tok application in Pasuruan Regency. The number of samples used in the study amounted to 400 respondents. Source of data in this study using primary data obtained from distributing questionnaires to respondents. Data analysis techniques in this study using path analysis or path analysis by using software SPSS Statistics version 26, in which the data will be described, analyzed and discussed in order to prove the truth of the proposed hypothesis.

The research results are as follows: (1) Advertising (X1) influential and significant to Buying Interest (Y1). (2) Online Customer Rating (X2) there is no effect on Buying Interest (Y1). (3). Advertising (X1) influential and significant to Buying Decision (Y2). (4) Online Customer Rating (X2) influential and significant to Buying Decision (Y2). (5).Buying Interest (Y1) positive and significant effect on Buying Decision (Y2). (6). Advertising (X1) through Buying Interest (Y1) influential and significant to Buying Decision (Y2). (7). Online Customer Rating (X2) through Buying Interest (Y1) influential and significant to Buying Decision (Y2).

Keywords: Advertising, online customer rating, Buying Interest and Buying Decision.