

**PENGARUH *PERCEIVED EASE OF USE*, *ONLINE CUSTOMER REVIEW*, DAN *CUSTOMER RELATIONSHIP MANAGEMENT* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *FASHION* PADA *MARKETPLACE* TIKTOK SHOP
(STUDI KASUS PENGGUNA APLIKASI TIKTOK DI KECAMATAN YOSOWILANGUN)**

ABSTRAK

Perkembangan teknologi digital dan meningkatnya jumlah pengguna internet di Indonesia telah menyebabkan perubahan dalam perilaku konsumen, yang kini lebih memilih berbelanja secara online dibandingkan dengan cara tradisional terutama dalam berbelanja produk *fashion*. TikTok Shop, sebagai *platform social commerce* kini sangat populer dikalangan generasi muda karena kemudahan penggunaan, fitur-fitur yang menarik, dan menawarkan berbagai produk *fashion* kekinian. Penelitian ini bertujuan untuk menganalisis pengaruh *Perceived Ease of Use*, *Online Customer Review*, dan *Customer Realtionship Management* terhadap keputusan pembelian di TikTok Shop, khususnya di Kecamatan Yosowilangun Kabupaten Lumajang. Metode yang digunakan adalah pendekatan kuantitatif. Data dikumpulkan melalui penyebaran kuesioner kepada 80 responden. Teknik pengambilan sample menggunakan teknik *purposive sampling*. Analisis data dilakukan dengan regresi linier berganda menggunakan *software* SPSS versi 22. Setelah melibatkan pengujian hipotesis dengan berbagai uji statistik maka hasil yang diperoleh sebagai berikut: 1) *Perceived Ease of Use* berpengaruh positif terhadap keputusan pembelian. 2) *Online Customer Review* berpengaruh positif terhadap keputusan pembelian. 3) *Customer Realtionship Management* berpengaruh positif terhadap keputusan pembelian. 4) Nilai koefisien determinasi (R^2) sebesar 0,506 menunjukkan bahwa 50,6% dari keputusan pembelian dipengaruhi oleh *Perceived Ease of Use*, *Online Customer Review*, dan *Customer Realtionship Management*.

Kata kunci : *Customer Realtionship Management*, *Keputusan Pembelian*, *Online Customer Review*, dan *Perceived Ease of Use*.

THE INFLUENCE OF PERCEIVED EASE OF USE, ONLINE CUSTOMER REVIEW, AND CUSTOMER RELATIONSHIP MANAGEMENT ON FASHION PRODUCT PURCHASE DECISIONS ON THE TIKTOK SHOP MARKETPLACE (CASE STUDI OF TIKTOK APPLICATION USERS IN YOSOWILANGUN DISTRICT)

ABSTRACT

The developmen of digital technology and the increasing number of internet users in Indonesia have led to changes in consumer behavior, who now prefer to shop online compared to traditional methods, especially when purcasing fashion products. TikTok Shop, as a social commerce platform, is now popular among the younger generation due to its easy of use, appealing featurrs, and the variety of trendhy fashion products it offers. This study aims to analyze of Perceived Ease of Use, Online Customer Review, and Customer Realtionship Management on purchasing decisions at TikTok Shop, particulary in Yosowilangun District, Lumajang Regency. The method use is a quantitative approoa. Data were collected through the distribution of questionnaires to 80 respondents. The sampling technique used is purposive sampling. Data analysis is conducted using multiple linier regression with SPSS version 22 software. After conducting hypothesis testing with various statistical test, the result obatined are as follows : 1) Perceived Ease of Use has a positive effect on purchasing decisions. 2) Online Customer Review has a positive effect on purchasing decisions. 3) Customer Relationship Management has a positive effect on purchasing decisions. 4) The coefficient of determination value (R^2) of 0,506 indicates that 50,6% of purchasing decisions are influenced by Perceived Ease of Use, Online Customer Review, and Customer Realtionship Management.

Keywords :, Customer Realtionship Management, Purchase Decisions Online Customer Review, and Perceived Ease of Use.