

ABSTRACT

This study was conducted to determine and analyze the influence of online consumer reviews, product quality, price and word of mouth on the decision to purchase Ventela shoes. This study aims as an in-depth analysis to find out how the relationship between the influence of online consumer reviews, product quality, price and word of mouth on the decision to purchase Ventela shoes in Pontianak City.

This research was conducted using quantitative methods with survey methods. This study uses a questionnaire or questionnaire as the main data source. The questionnaires in this study amounted to 100 questionnaires that best fit the predetermined sample criteria. The data were analyzed with the help of SPSS for Windows computer statistics program.

Based on the results of this study indicate that the influence of online consumer reviews, product quality, price and word of mouth on the decision to purchase Ventela shoes in Pontianak City is in the very high category. Hypothesis testing shows that online consumer reviews, product quality, price, and word of mouth partially influence purchasing decisions. The coefficient of determination test shows the R Square value of 0.637 or 63.7%, this indicates that the dependent variable of purchasing decisions is explained by the independent variables online consumer review, product quality, price, and word of mouth by 63.7% while the remaining 36.3 % is explained by other factors outside the model in the study.

This research can be used as input for companies to continue conducting research and development, as well as conducting regular evaluations related to product development in order to maintain their existence. This is part of a strategy that can increase opportunities for producers to get a more promising market share.

Keywords: Online Consumer Review, Product Quality, Price, Word Of Mouth.