

## ABSTRAK

### **Pengaruh kualitas Pelayanan Dan *Online Review* Terhadap Minat Beli Di *Store Online Merchandise Kpop* (studi kasus pada Omelas.merch)**

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#### **Dosen Pembimbing**

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Pada dasarnya kualitas pelayanan dapat dikatakan sebagai tindakan dan perlakuan atau cara melayani orang lain untuk memenuhi apa yang menjadi kebutuhannya. apabila semakin baik kualitas pelayanan maka konsumen akan merasa semakin puas. Sehingga berdampak pada penjualan barang yang meningkat. Penelitian ini bertujuan untuk mengetahui minat beli konsumen terhadap produk merchandise kpop di omelas.merch. metode pengambilan sampel menggunakan metode Teknik *nonprobability* sampling. Responden dalam penelitian ini merupakan konsumen yang berkunjung dan yang pernah membeli produk di omelas.merch. jumlah sampel sebanyak 100 responden. Hasil penelitian diperoleh variabel pengaruh kualitas pelayanan terhadap minat beli berpengaruh signifikan terhadap keputusan minat beli pada produk merchandise kpop dengan nilai  $t_{hitung} > t_{tabel}$ . Serta pada pengaruh *online review* Terhadap minat Pembelian pada produk merchandise kpop. Variabel *online review* menunjukkan nilai  $t_{hitung} > t_{tabel}$ .

**Kata Kunci** : Pengaruh Kualitas Pelayanan Dan *Online Review* Terhadap Minat Beli Di *Store Online Merchandise Kpop*

## **ABSTRACT**

### **The Effect Of Service Quality And Online Reviews On Buying Interest In Kpop Merchandise Online Store (case study on Omelas.merch)**

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Basically the quality of service can be said to be an act and treatment or a way of serving others to meet what is his need. if the better the quality of service, the more satisfied the consumer will feel. So that it has an impact on increasing sales of goods. This study aims to determine consumers' buying interest in kpop merchandise products at omelas.merch. sampling method using nonprobability sampling technique method. Respondents in this study were consumers who visited and who had purchased products at omelas.merch. the number of samples was 100 respondents. The results of the study obtained a variable influence of service quality on buying interest in a significant effect on the decision of buying interest in kpop merchandise products with a calculated value of  $> t$  tabel. As well as on the influence of online reviews Towards purchase interest in kpop merchandise products. The online review variable shows the calculated value of  $> t$  tabel.

**Keywords :** *The Effect Of Service Quality And Online Reviews On Buying Interest In Kpop Merchandise Online Shop*