

**THE INFLUENCE OF BRAND LOYALTY AND ONLINE REVIEW
TOWARD PURCHASE DECISION OF COSMETIC PRODUCTS IN
ONLINE SHOPPING (Case Study Of Maybelline Cosmetics)**

THESIS

*Thesis is submitted as partial of the requirement for a Bachelor Degree in
Management Department – Faculty Of Economics*



Submitted by:

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BACHELOR DEGREE OF INTERNATIONAL MANAGEMENT

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(Case Study Of Maybelline Cosmetics)

Bachelor Thesis By : Astria Putri Vidara

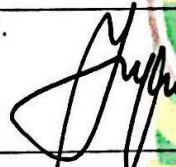
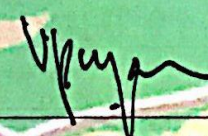

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ABSTRACT

The purpose of this research is to identify the influence of brand loyalty and online review as independent variables toward purchase decision as dependent variable. The sample criteria in this research are female students of Economic Faculty in Andalas Univeristy, who have been bought Maybelline product in Online Shopping, with sample collected are 175 respondents. The sampling technique that used in this research is Non-Probability Sampling with Convenience / Accidental sampling method. This research used online questionnaires to collect the data by using Ordinal Scale with Likert Scale type. The data source that used in this study is the primary data because this research is result of filling the questionnaire given to the respondent. The data was processed by using Smart PLS 3.0 version. The result of this research is indicating that Brand Loyalty and Online Review has a positive and significant influence on Purchase Decision. The level of brand loyalty increased, than the level purchase decision are increased as well. And the result of the Online Reviews are indeed helpful for the consumer to ensure their decision.

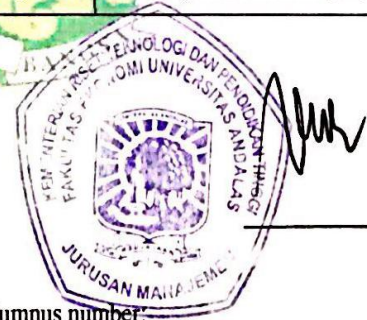
Keywords: Brand Loylaty, Online Review, Purchase Decision, Cosmetic Product, Online Shopping.

This thesis already examined and passed on July, 12th 2019. This abstract already approved by supervisor and examiners:

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