

ABSTRACT

Shoes become one of the main needs of every person in everyday life. In the past few years, the trend of sneakers in Indonesia has grown rapidly, as evidenced by the Jakarta Sneakers day increase at 50% to 70% in 2016-2017. This was evidenced when holding JSD 2017, which initially only targeted 7,000 visitors but jumped to 15 thousand visitors (cnbcindonesia.com). Sneakers brands are competing to create a product that is becoming a trend, both local and foreign companies. Many local sneakers brands that don't want to be outdone by sneakers from overseas, they create the same product at a cheaper price with no less good quality. One of the factors that can affect the company's income and profits is the Country of Origin and Online Consumer Review. Companies that have good Country of Origin and Online Consumer Review will increase consumer purchasing decisions in a company.

This study aims to determine the effect of Country of Origin and Online Consumer Review on Word Division purchasing decisions. This type of research is quantitative and uses descriptive analysis methods. The data analysis technique used is multiple linear regression analysis. Based on the results of the study it can be concluded that the respondent's response to the Country of Origin variable is included in the good category, Variable Online Consumer Review is included in the good category and the purchase decision variable is included in the good category. The conclusion of this study is the Country of Origin and Online Consumer Review has an effect on purchasing decisions in Word Division with a percentage of 67.1%, and the remaining 32.9% is influenced by other variables not examined in this study. These results can be interpreted with the better Country of Origin and Online Consumer Review owned by Word Division, the better the consumer purchasing decisions in Word Division.

Keywords : *Country of origin, Marketing, Online Consumer Review and Purchase Decision.*