

ABSTRAK
PENGARUH *ONLINE CUSTOMER REVIEW* PADA *MARKETPLACE SHOPEE* TERHADAP KEPUTUSAN PEMBELIAN PRODUK WARDAH

(Studi Kasus Pada Pengguna Shopee Pelanggan *Online Shop Official Wardah*)

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Perkembangan teknologi informasi saat ini telah banyak mempengaruhi kehidupan dan budaya masyarakat. Salah satunya adalah perubahan pada kebiasaan belanja masyarakat yang semakin berkembang dan sudah banyak beralih memanfaatkan teknologi dengan menggunakan *online marketplace*. Untuk mengikuti perkembangan teknologi dan kebiasaan belanja masyarakat yang sudah banyak beralih menggunakan fitur *online* maka Wardah memiliki *online shop official* di *marketplace shopee*. Untuk meningkatkan kepercayaan dan minat belanja *online* masyarakat, maka *online marketplace shopee* memfasilitasi fitur ulasan/*review online* dari konsumen setelah membeli produknya. Permasalahannya adalah apakah *Online Customer Review* atau ulasan konsumen setelah berbelanja produk Wardah berpengaruh atau tidak terhadap keputusan pembelian produk Wardah.

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis; kondisi *online customer review* pada *marketplace shopee*, kondisi keputusan pembelian produk wardah di *marketplace shopee*, dan seberapa besar pengaruh *online customer review* pada *marketplace shopee* terhadap keputusan pembelian produk kecantikan wardah.

Metode penelitian yang digunakan adalah survey, dengan mengambil sampel penelitian sebanyak 85 responden dari pelanggan *online shop official wardah*. Pendekatan penelitian ini menggunakan analisis deskriptif dan verifikatif. Jenis penelitian yang digunakan adalah kualitatif dan kuantitatif. Model penelitian ini menggunakan regresi linear, koefisien korelasi, dan koefisien determinasi. Hipotesis penelitian berdasarkan landasan teori dan kerangka pemikiran yaitu “*online customer review* berpengaruh signifikan terhadap keputusan pembelian *online* produk kecantikan wardah”.

Hasil analisis deskriptif menunjukkan *online customer review* dan keputusan pembelian ada di dalam kategori sangat baik, dan hasil analisis verifikatif menunjukkan pengaruh *online customer review* pada *marketplace shopee* terhadap keputusan pembelian produk kecantikan wardah. Mendapatkan nilai t_{hitung} sebesar 7.088 dengan taraf signifikansi 5% nilai t_{tabel} sebesar 1.664, maka $t_{hitung} 7.088 > t_{tabel} 1.664$, dapat disimpulkan bahwa *Online Customer Review* berpengaruh signifikan terhadap Keputusan Pembelian *Online* produk kecantikan Wardah di *Marketplace Shopee*,

Kata kunci : Online Customer Review. Marketplace, Keputusan Pembelian.

ABSTRACT
THE EFFECT OF ONLINE CUSTOMER REVIEW ON THE MARKETPLACE
SHOPEE ON THE PURCHASE DECISION OF WARDAH PRODUCTS

(Case Study on Shopee Users, Wardah Official Online Shop Customers)

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The development of information technology today has greatly influenced the life and culture of the community. One of them is a change in people's shopping habits, which are growing and many have switched to using technology by using an online marketplace. To keep abreast of technological developments and people's shopping habits who have switched to using online features, Wardah has an official online shop in the shopee marketplace. To increase public trust and interest in online shopping, the Shopee online marketplace facilitates online reviews/reviews from consumers after purchasing their products. The problem is whether Online Customer Reviews or consumer reviews after shopping for Wardah products have an effect or not on purchasing decisions for Wardah products.

The purpose of this research is to find out and analyze; the condition of online customer reviews on the shopee marketplace, the condition of the decision to purchase wardah products in the shopee marketplace, and how much influence the online customer review on the shopee marketplace has on the purchasing decisions of wardah beauty products.

The research method used is a survey, by taking a research sample of 85 respondents from Wardah official online shop customers. This research approach uses descriptive and verification analysis. The type of research used is qualitative and quantitative. This research model uses linear regression, correlation coefficient, and coefficient of determination. The research hypothesis is based on the theoretical basis and framework of thought, namely "online customer reviews have a significant effect on online purchasing decisions for wardah beauty products".

The results of the descriptive analysis show that online customer reviews and purchasing decisions are in the very good category, and the results of the verification analysis show the influence of online customer reviews on the shopee marketplace on purchasing decisions for wardah beauty products. Getting a t-count value of 7.088 with a significance level of 5%, the t-table value of 1.664, then $t\text{-count } 7.088 > t\text{-table } 1.664$, it can be concluded that Online Customer Reviews have a significant effect on Online Purchase Decisions for Wardah beauty products in the Shopee Marketplace,

Keywords: Online Customer Reviews. Marketplace, Purchase Decision.