

ABSTRAK

Pengaruh Online Customer Review dan Online Customer Rating Terhadap Keputusan Pembelian Merdeka_Toko94 di Shopee

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Industri *e-commerce* di Indonesia mengalami pertumbuhan yang pesat dalam beberapa tahun terakhir, salah satunya melalui *platform* Shopee. Persaingan yang semakin ketat menuntut pelaku usaha untuk mampu menarik dan mempertahankan konsumen. Merdeka_Toko94 merupakan salah satu toko yang mengalami penurunan volume penjualan, yang diduga dipengaruhi oleh rendahnya *online customer review* dan *online customer rating*.

Penelitian ini bertujuan untuk mengetahui kondisi *online customer review*, *online customer rating*, dan keputusan pembelian, serta menganalisis pengaruh kedua variabel tersebut terhadap keputusan pembelian konsumen, baik secara simultan maupun parsial. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif verifikatif. Populasi penelitian adalah konsumen Merdeka_Toko94 dengan jumlah sampel sebanyak 99 responden yang dipilih menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan melalui kuesioner berskala Likert yang telah diuji validitas dan reliabilitasnya. Analisis data menggunakan regresi linear berganda, uji t, uji F, koefisien korelasi, dan koefisien determinasi dengan bantuan program SPSS, yang didahului oleh uji asumsi klasik.

Berdasarkan hasil yang diperoleh menunjukkan bahwa *online customer review* dan *online customer rating* berada pada kategori cukup baik. Begitupun dengan keputusan pembelian. Serta berdasarkan hasil uji hipotesis baik secara simultan maupun parsial, *online customer review* dan *online customer rating* berpengaruh terhadap keputusan pembelian Merdeka_Toko94 di Shopee.

Kata kunci: *Online Customer Review, Online Customer Rating, Keputusan Pembelian*

ABSTRACT

The Influence of Online Customer Review and Online Customer Rating on Purchase Decisions at Merdeka_Toko94 on Shopee

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The e-commerce industry in Indonesia has experienced rapid growth in recent years, one of which is through the Shopee platform. Increasingly intense competition requires business actors to be able to attract and retain consumers. Merdeka_Toko94 is one of the stores that has experienced a decline in sales volume, which is suspected to be influenced by low online customer reviews and online customer ratings. This study aims to examine the condition of online customer reviews, online customer ratings, and purchase decisions, as well as to analyze the effect of these two variables on consumer purchase decisions, both simultaneously and partially.

This research employed a quantitative approach with a descriptive-verification method. The population consisted of consumers of Merdeka_Toko94, with a sample of 99 respondents selected using purposive sampling. Data were collected through a Likert-scale questionnaire that had been tested for validity and reliability. Data analysis was conducted using multiple linear regression, t-test, F-test, correlation coefficient, and coefficient of determination with the assistance of SPSS software, preceded by classical assumption tests.

The results indicate that online customer reviews and online customer ratings fall into the "fair" category, as does purchase decision. Furthermore, based on hypothesis testing, both simultaneously and partially, online customer reviews and online customer ratings were found to significantly influence purchase decisions at Merdeka_Toko94 on the Shopee platform

Keywords: *online customer review, online customer rating, purchase decision*