

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisa pengaruh *online customer review* dan *online customer rating* terhadap keputusan pembelian produk melalui *marketplace* shopee pada mahasiswa FEBI UIN Raden Fatah Palembang. Untuk mengetahui dan menganalisa pengaruh *online customer review* dan *online customer rating* terhadap keputusan pembelian produk melalui *marketplace* shopee pada mahasiswa FEBI UIN Raden Fatah Palembang. Serta untuk mengetahui dan menganalisis secara simultan pengaruh *online customer review* dan *online customer rating* terhadap keputusan pembelian produk melalui *marketplace* shopee pada mahasiswa FEBI UIN Raden Fatah Palembang.

Penelitian ini menggunakan metode kuantitatif deskriptif dengan menggunakan data primer yang diperoleh dari kusioner. Sampel dalam penelitian ini berjumlah 93 responden dengan penentuan sampel menggunakan *non-probability* dengan menggunakan teknik *purposive sampling*. Metode analisis yang digunakan adalah metode analisis regresi linier berganda.

Berdasarkan hasil penelitian dapat disimpulkan bahwa dari hasil uji t (parsial) untuk variabel *online customer review* (X1) nilai t_{hitung} 1,781 < 1,98667 dengan nilai signifikan 0,078 < 0,05 artinya tidak terdapat pengaruh positif dan signifikan *online customer review* terhadap keputusan pembelian produk melalui *marketplace Shopee*, untuk variabel *online customer rating* (X2), nilai t_{hitung} 8,872 > 1,98667 dan nilai sig 0,000 > 0,05, artinya terdapat pengaruh positif dan signifikan *online customer rating* terhadap keputusan pembelian produk melalui *marketplace Shopee*. Hasil uji F (simultan), F_{hitung} lebih besar F_{tabel} (40,871 > 3,10) dengan taraf signifikan 0,000 < 0,05 yang artinya terdapat pengaruh positif dan signifikan secara simultan antara variabel X (*online customer review* dan *online customer rating*) terhadap variabel Y (keputusan pembelian).

Kata Kunci : *Keputusan Pembelian, Online Customer Rating, Online Customer Review, Shopee*

ABSTRACT

This study aims to determine and analyze the effect of online customer reviews and online customer ratings on product purchasing decisions through the shopee marketplace for FEBI students at Raden Fatah State Islamic University Palembang, to determine and analyze the effect of online customer reviews and online customer ratings on product purchasing decisions through the shopee marketplace for FEBI students at Raden Fatah State Islamic University Palembang. And to determine and analyze simultaneously the effect of online customer reviews and online customer ratings on product purchasing decisions through the shopee marketplace for FEBI students at Raden Fatah State Islamic University Palembang.

This research uses descriptive quantitative methods using primary data obtained from questionnaires. The sample in this study amounted to 93 respondents with sample determination using non-probability using purposive sampling technique. The analysis method used is multiple linear regression analysis method.

Based on the results of the study, it can be concluded that from the results of the t test (partial) for the online customer review variable (X1), the tcount value is $1.781 < 1.98667$ with a significant value of $0.078 < 0.05$, meaning that there is no positive and significant effect of online customer review on product purchasing decisions through the Shopee marketplace, for the online customer rating variable (X2), the tcount value is $8.872 > 1.98667$ and the sig value is $0.000 > 0.05$, meaning that there is a positive and significant effect of online customer rating on product purchasing decisions through the Shopee marketplace. The results of the F test (simultaneous), Fcount is greater than Ftable ($40.871 > 3.10$) with a significant level of $0.000 < 0.05$, which means that there is a simultaneous positive and significant influence between variable X (online customer review and online customer rating) on variable Y (purchase decision).

Keywords: *Online Customer Rating, Online Customer Review, Purchase Decision, Shopee*