

ABSTRAK

Pesatnya perkembangan teknologi internet telah mengubah gaya hidup masyarakat, termasuk pola transaksi jual beli yang beralih ke transaksi *online*. Di *platform e-commerce* Shopee, keputusan pembelian generasi Z dipengaruhi oleh *online customer rating* dan *online customer review*. Mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Raden Fatah Palembang, sebagai representasi generasi Z, menunjukkan ketergantungan yang tinggi pada informasi dalam menentukan keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh *online customer rating* dan *online customer review* terhadap keputusan pembelian generasi Z di *e-commerce* Shopee, khususnya pada mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Raden Fatah Palembang. Metode penelitian yang digunakan adalah kuantitatif dan pengumpulan data menggunakan kuesioner dengan skala likert. Pengambilan sampel menggunakan teknik *purposive sampling*. Populasi yaitu semua mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Raden Fatah Palembang sebanyak 3.367, sampel diambil menggunakan rumus slovin, sehingga diperoleh sebanyak 97 responden. Analisis data yang dilakukan yaitu uji instrument, uji asumsi klasik dan uji hipotesis. Hasil penelitian ini menunjukkan bahwa variabel *online customer rating* memiliki nilai t-hitung $-0,508 < t\text{-tabel } 1,985$ dengan signifikan $0,612 > 0,05$ yang artinya *online customer rating* tidak berpengaruh terhadap keputusan pembelian, sementara variabel *online customer review* memiliki nilai t-hitung $3,644 > t\text{-tabel } 1,985$ dengan signifikan $0,001 < 0,05$ yang artinya *online customer review* berpengaruh signifikan terhadap keputusan pembelian. Sedangkan variabel *online customer rating* dan *online customer review* diuji secara simultan diperoleh nilai f-hitung $8,872 > 3,09$ dengan signifikan $0,001 < 0,05$ yang artinya *online customer rating* dan *online customer review* secara simultan berpengaruh terhadap keputusan pembelian.

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

ABSTRACT

The rapid advancement of internet technology has transformed people's lifestyles, including a shift in purchasing patterns toward online transactions. On e-commerce platforms Shopee, generation Z's purchasing decisions are influenced by online customer ratings and online customer reviews. Students from Faculty of Economis and Islamic Business at UIN Raden Fatah Palembang, as representatives of generation Z, demonstrate a high reliance on such information in making purchasing decisions. This study aims to analyze the influence of online customer ratings and online customer reviews on generation Z's purchasing decisions on Shopee, specifically aong students of the Faculty of Economis and Islamic Business at UIN Raden Fatah Palembang. The research employed a quantitative method with data collected through likert-scale questionnaires. The sampling technique used was purposive sampling. The study's population included all 3.367 students from the Faculty of Economic and Islamic Business at UIN Raden Fatah Palembang, using the slovin formula, a sample of 97 respondents was selected. The data analysis included instrument testing, classical assumption testing, multiple linier regression analysis and hypothesis testing. The findings indicate that the online customer rating variable has a t-value of $-0,508 < t\text{-table } 1,985$ with a significance of $0,612 > 0,05$, suggesting that online customer ratings do not significantly influence purchasing decisions, and the online customer review variable has a t-value of $3,644 > t\text{-table } 1,985$ with a significance of $0,001 < 0,05$, indicating a significance on purchasing descisions. Simultaneous testing of both variables showed an f-value of $8,872 > 3,09$ with a significance $0,001 < 0,05$, demonstrating that online customer ratings dan online customer reviews together significantly influence purchasing decisions.

Keywords : Online Customer Rating, Online Customer Review, Puschasing Decisions.