

ANALYSIS OF ONLINE CUSTOMER REVIEW AND RATING ON PURCHASE INTENTION OF ELECTRONICS PRODUCT AT TOKOPEDIA E-COMMERCE

By Aditya Farhan Hasrul

Abstract

This study uses a quantitative descriptive method which was carried out on Tokopedia users mainly in Jakarta. Tokopedia is an e-commerce company (electronic commerce) type of marketplace from Indonesia which was officially launched to the public on August 17, 2009. The purpose of this research is to find out and analyze whether the customer review, customer rating, rating volume, information quality affect the purchase intention of electronics products in Tokopedia e-commerce marketplace. Samples taken were 100 respondents with the simple probability method. Data collection was carried out by distributing questionnaires. The data analysis technique used is descriptive analysis and inferential analysis with the analytical tool used is PLS (Partial Least Square). The results showed that (1) Customer Review has an influence on purchase intention, with original sample value of 0.255 (2) Customer Rating has no effect or insignificant impact on purchase intention, with original sample value of 0.000 (3) Rating Volume has no effect on purchase intention with original sample value of 0.026 (4) Information Quality has significant impact on purchase intention, with original sample value of 0.462 The result of R-Square purchasing decision is 0.464, indicating a very strong research model and means that Customer Review, Customer Rating, Rating Volume and Information Quality together have a real contribution to the Purchase Intention of Electronic Products in Tokopedia is 46.4%.

Keyword: *Purchase Intention, Customer Review, Customer Rating, Rating Volume, Information Quality.*

ANALISIS PENGARUH *ONLINE CUSTOMER REVIEW* DAN *RATING* TERHADAP MINAT BELI PRODUK ELEKTRONIK DI *E-COMMERCE* TOKOPEDIA

Oleh Aditya Farhan Hasrul

Abstrak

Penelitian ini menggunakan metode deskriptif kuantitatif yang dilakukan pada pengguna tokopedia yang sebagian besar tinggal di Jakarta. Tokopedia merupakan perusahaan *e-commerce (electronic commerce)* jenis *marketplace* asal Indonesia yang diluncurkan ke *public* secara resmi pada 17 Agustus tahun 2009. Adapun tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis apakah *customer review*, *customer rating*, *rating volume* dan *purchase intention* berpengaruh terhadap *prurchase intention* produk elektronik di *e-commerce* Tokopedia. Sampel yang diambil sebanyak 100 responden dengan metode *probability samping*. Pengumpulan data dilakukan dengan penyebaran kuesioner. Teknik analisis data yang digunakan adalah analisis deskriptif dan analisis inferensial dengan alat analisis yang digunakan adalah PLS (*Partial Least Square*). Hasil penelitian menunjukkan bahwa (1) *Customer Review* berpengaruh terhadap *purchase intention*, dengan nilai original sample sebesar 0.2555 (2) *Customer Rating* memiliki tidak berpengaruh terhadap *purchase intention*, dengan nilai original sample sebesar 0.000 (3) *Rating Volume* tidak berpengaruh terhadap *purchase intention*, dengan nilai original sample sebesar 0.026 (4) *Information Quality* memiliki pengaruh terhadap *purchase intention*, dengan nilai original sample sebesar 0.462 Hasil *R-Square* keputusan pembelian adalah 0.464 menandakan model penelitian sangat kuat dan mengartikan *customer review*, *customer rating*, *rating volume* dan *information quality* secara bersama-sama memiliki kontribusi nyata terhadap *purchase intention* pada produk elektronik *e-commerce* Tokopedia sebesar 46.2%.

Kata kunci: *Customer Review, Customer Rating, Rating Volume, Information Quality*