

The Influence of Online Customer Review, Online Customer Rating, and E-Service Quality on Purchase Decision on Online Marketplace Shopee

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ABSTRACT

This study aims to determine how the influence of online customer reviews, online customer ratings, and e-service quality on purchasing decisions in the Shopee online marketplace. This study uses quantitative methods with primary data sources. The population of this study are Shopee users who are in the Jakarta area and a sample of 100 respondents was collected using a non-probability sampling technique with purposive sampling type. From the results of data processing with Smart PLS, it can be concluded that online customer service has a positive and significant effect on purchasing decisions of 0.404, online customer ratings have a positive and significant effect on purchasing decisions of 0.259, and e-service quality has a positive and significant effect on purchasing decisions of 0.245.

Keywords: *Online Customer Review, Online Customer Rating, E-Service Quality, Purchase Decision, Shopee*

Pengaruh *Online Customer Review*, *Online Customer Rating*, dan *E-Service Quality* Terhadap Keputusan Pembelian Pada *Online Marketplace* Shopee

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ABSTRAK

Penelitian ini memiliki tujuan untuk mengetahui bagaimana pengaruh *online customer review*, *online customer rating*, dan *e-service quality* terhadap keputusan pembelian pada *online marketplace* Shopee. Penelitian ini menggunakan metode kuantitatif dengan sumber data primer. Populasi dari penelitian ini adalah pengguna Shopee yang berada di wilayah Jakarta dan sampel sebanyak 100 responden yang dikumpulkan menggunakan teknik *non-probability sampling* dengan jenis *purposive sampling*. Dari hasil olah data dengan *Smart PLS* maka dapat disimpulkan bahwa *online customer service* berpengaruh positif dan signifikan terhadap keputusan pembelian sebesar 0,404, *online customer rating* berpengaruh positif dan signifikan terhadap keputusan pembelian sebesar 0,259, dan *e-service quality* berpengaruh positif dan signifikan terhadap keputusan pembelian sebesar 0,245.

Kata Kunci: *Online Customer Review*, *Online Customer Rating*, *E-Service Quality*, Keputusan Pembelian, Shopee