

ABSTRACT

Cita Agustin Mawardani. The Effect of Online Customer Reviews and Ratings on Purchase Decisions Through the Shopee Application in The Pabean Cantian Village of Surabaya. Guided by Prof. Dr. Drs. Ec. H. Muh. Syarif, M.Si.

This research aims to provide empirical evidence of the the effect of online customer reviews and ratings on purchase decisions through the Shopee application in The Pabean Cantian Village of Surabaya. This study uses a quantitative approach. The population used in this research is among residents of Pabean Cantian Surabaya who use the Shopee application with a total of 70 observation samples taken using non-probability techniques. The data collection technique used a questionnaire and analyzed using the SPSS 29 tool. The research results showed that: a) partially, online customer reviews had a significant effect on purchasing decisions via the Shopee application among residents of Pabean Cantian Surabaya, b) partially, online customer ratings did not influence purchasing decisions via the Shopee application among residents of Pabean Cantian Surabaya, c) Simultaneously, online customer reviews and ratings influence purchasing decisions via the Shopee application among residents of Pabean Cantian Surabaya.

Keywords: Online Customer Review, Rating, Purchase Decision.

ABSTRAK

Cita Agustin Mawardani. Pengaruh *Online Customer Review* dan *Rating* Terhadap Keputusan Pembelian Melalui Aplikasi Shopee Di Kecamatan Pabean Cantian Surabaya. Dibawah bimbingan Prof. Dr. Drs. Ec. H. Muh. Syarif, M.Si.

Penelitian ini bertujuan untuk memberikan bukti empiris pengaruh *online customer review* dan *rating* terhadap keputusan pembelian melalui aplikasi Shopee di Kecamatan Pabean Cantian Surabaya. Penelitian ini menggunakan pendekatan kuantitatif. Populasi yang digunakan dalam penelitian ini yaitu di kalangan penduduk Pabean Cantian Surabaya yang menggunakan aplikasi Shopee dengan total 70 sampel observasi yang diambil dengan teknik non-probability. Teknik pengumpulan data menggunakan kuesioner dan dianalisis menggunakan perangkat SPSS 29. Hasil penelitian menunjukkan bahwa: a) secara parsial, *online customer review* berpengaruh secara signifikan terhadap keputusan pembelian melalui aplikasi Shopee di kalangan penduduk Pabean Cantian Surabaya, b) secara parsial, *online customer rating* tidak berpengaruh terhadap keputusan pembelian melalui aplikasi Shopee di kalangan penduduk Pabean Cantian Surabaya, c) Secara simultan, *online customer review* dan *rating* berpengaruh terhadap keputusan pembelian melalui aplikasi Shopee di kalangan penduduk Pabean Cantian Surabaya.

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