

ABSTRACT

Laela Rustika, The Influence of Online Customer Reviews and Online Customer Ratings on Purchasing Decisions with Trust as Mediation for Skincare Products on Shopee. Under the guidance of Dr. Bambang Setiyo Pambudi, S.E., M.M.

In general, the aim of this research is to determine the direct and indirect influence of online customer reviews and online customer ratings on purchasing decisions with trust as a mediator for skincare products at Shopee. This study uses a quantitative approach. The sampling technique uses a non-probability sampling technique with a purposive sampling method. Then analyzed using path analysis with the help of SmartPLS software.

There are seven hypotheses in this research. Based on the results of hypothesis testing, it was found that of the seven hypotheses, three hypotheses were accepted and four hypotheses were rejected.

From the results of the analysis that has been carried out, the conclusions in this research can be drawn: (1) online customer reviews do not have a significant effect on purchasing decisions, (2) online customer ratings do not have a significant effect on purchasing decisions, (3) Trust has a significant effect on purchasing decisions, (4) online customer reviews have no significant effect on trust, (5) online customer ratings have a significant effect on trust, (6) online customer reviews have no significant effect on purchasing decisions with trust as mediation, (7) online customer ratings have a significant effect on purchasing decision with trust as mediation.

Keywords: Online Customer Review, Online Customer Rating, Trust, Purchasing Decision

ABSTRAK

Laela Rustika, Pengaruh *Online Customer Review* Dan *Online Customer Rating* Terhadap *Purchasing Decision* Dengan *Trust* Sebagai Mediasi Pada Produk *Skincare* Di Shopee. Dibawah bimbingan Dr. Bambang Setiyo Pambudi, S.E., M.M.

Secara garis besar tujuan penelitian ini adalah untuk mengetahui pengaruh langsung dan tidak langsung *online customer review* dan *online customer rating* terhadap *purchasing decision* dengan *trust* sebagai mediasi pada produk *skincare* di Shopee. Penelitian ini menggunakan pendekatan kuantitatif. Teknik penarikan sampel menggunakan teknik *non probability sampling* dengan metode *purposive sampling*. Kemudian dianalisis menggunakan analisis jalur dengan bantuan *software* SmartPLS.

Terdapat tujuh hipotesis dalam penelitian ini. Berdasarkan hasil pengujian hipotesis ditemukan bahwa dari ketujuh hipotesis terdapat tiga hipotesis yang dapat diterima serta empat hipotesis dinyatakan ditolak.

Dari hasil analisis yang telah dilakukan maka dapat ditarik kesimpulan dalam penelitian ini adalah (1) *online customer review* tidak berpengaruh signifikan terhadap *purchasing decision*, (2) *online customer rating* tidak berpengaruh signifikan terhadap *purchasing decision*, (3) *Trust* berpengaruh signifikan terhadap *purchasing decision*, (4) *online customer review* tidak berpengaruh signifikan terhadap *trust*, (5) *online customer rating* berpengaruh signifikan terhadap *trust*, (6) *online customer review* tidak berpengaruh signifikan terhadap *purchasing decision* dengan *trust* sebagai mediasi, (7) *online customer rating* berpengaruh signifikan terhadap *purchasing decision* dengan *trust* sebagai mediasi.

Kata Kunci: *Online Customer Review, Online Customer Rating, Trust, Purchasing Decision*