

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Online Customer Review* dan *Online Customer Rating* terhadap Keputusan Pembelian di social commerce TikTok Shop pada Generasi Z di Kabupaten Lamongan, serta menguji peran Kepercayaan Konsumen sebagai variabel mediasi. Pendekatan penelitian yang digunakan adalah kuantitatif dengan metode survei. Populasi dalam penelitian ini adalah Generasi Z di Kabupaten Lamongan yang pernah melakukan pembelian melalui TikTok Shop. Pengambilan sampel dilakukan menggunakan teknik *purposive sampling* dengan jumlah responden sebanyak 140 orang. Pengumpulan data primer dilakukan melalui penyebaran kuesioner menggunakan skala Likert lima poin. Data yang terkumpul kemudian dianalisis menggunakan metode *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa *Online Customer Review* dan *Online Customer Rating* berpengaruh positif dan signifikan terhadap Kepercayaan Konsumen. Selanjutnya, Kepercayaan Konsumen terbukti berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Selain itu, *Online Customer Review* dan *Online Customer Rating* juga berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Hasil pengujian mediasi menunjukkan bahwa Kepercayaan Konsumen mampu memediasi secara signifikan pengaruh *Online Customer Review* dan *Online Customer Rating* terhadap Keputusan Pembelian. Temuan ini mengindikasikan bahwa semakin baik ulasan pelanggan dan semakin tinggi penilaian yang diberikan konsumen pada produk di TikTok Shop, maka akan semakin meningkat kepercayaan konsumen, yang pada akhirnya mendorong peningkatan keputusan pembelian pada Generasi Z di Kabupaten Lamongan.

Kata Kunci : *Online Customer Review, Online Customer Rating, Kepercayaan Konsumen, Keputusan Pembelian.*

ABSTRACT

This study aims to analyze the influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions in the TikTok Shop social commerce platform among Generation Z in Lamongan Regency, as well as to examine the mediating role of Consumer Trust. This research employed a quantitative approach using a survey method. The population of this study consisted of Generation Z consumers residing in Lamongan Regency who had previously made purchases through TikTok Shop. The sampling technique used was purposive sampling, resulting in a total of 140 respondents. Primary data were collected through the distribution of questionnaires using a five-point Likert scale. The collected data were analyzed using the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS) with the assistance of SmartPLS 4 software. The results indicate that Online Customer Reviews and Online Customer Ratings have a positive and significant effect on Consumer Trust. Furthermore, Consumer Trust has a positive and significant effect on Purchase Decisions. In addition, Online Customer Reviews and Online Customer Ratings also have a positive and significant effect on Purchase Decisions. The mediation analysis reveals that Consumer Trust significantly mediates the relationship between Online Customer Reviews and Online Customer Ratings and Purchase Decisions. These findings indicate that the higher the quality of customer reviews and the more favorable the customer ratings displayed on TikTok Shop, the greater the level of consumer trust, which ultimately encourages Generation Z consumers in Lamongan Regency to make purchase decisions.

Keywords: *Online Customer Review, Online Customer Rating, Consumer Trust, Purchase Decision*