

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh langsung *online customer review* terhadap minat beli, *rating* terhadap minat beli, *trust* terhadap minat beli, *online customer review* terhadap *trust* dan *rating* terhadap *trust*. Selain itu, penelitian ini bertujuan untuk mengetahui pengaruh tidak langsung *online customer review* terhadap minat beli melalui *trust* sebagai variabel intervening dan *rating* terhadap minat beli *marketplace* Tokopedia melalui *trust* sebagai variabel intervening (Studi pada mahasiswa STIESIA Surabaya).

Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini dengan menggunakan metode nonprobability sampling yang merupakan teknik pengambilan anggota sampel dari populasi yang dilakukan secara tidak acak. Pengumpulan data digunakan melalui penyebaran kuesioner dengan jumlah sampel sebanyak 109 responden. Teknik analisa data yang digunakan dalam penelitian ini adalah teknik PLS (*Partial Least Square*) dengan menggunakan instrumen pendukung yaitu *software smartpls 3.0*.

Hasil penelitian ini menunjukkan bahwa *online customer review* berpengaruh positif dan signifikan terhadap minat beli, *rating* berpengaruh positif dan signifikan terhadap minat beli, *online customer review* berpengaruh positif dan signifikan terhadap *trust*, *rating* berpengaruh positif dan signifikan terhadap *trust*, *trust* berpengaruh positif dan signifikan terhadap minat beli. Sedangkan, hasil penelitian untuk menunjukkan pengaruh tidak langsung *online customer review* terhadap Minat Beli melalui *trust* sebagai variabel intervening berpengaruh positif dan signifikan serta *rating* terhadap minat beli *marketplace* Tokopedia melalui *trust* sebagai variabel intervening berpengaruh positif dan signifikan.

Kata Kunci : *Rating, Trust, Online Customer Review, Minat Beli*

ACC Abstrak
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ABSTRACT

This research aimed to examine the direct effect of the online customer review on the purchasing interest, rating on the purchasing interest, trust on the purchasing interest, online customer review on trust, and rating on the trust. Furthermore, this research also aimed to find out the indirect effect of the online customer review on the purchasing interest through trust as the intervening variable and rating on the purchasing intention of Tokopedia marketplace through trust as the intervening variable (study on the students of STIESIA Surabaya).

This research was quantitative. Furthermore, the sample collection technique used a nonprobability sampling method i.e., a random collection technique of sample members. Moreover, the data collection of this research used a questionnaire distributed to the 109 respondents. In addition, the data analysis technique used supported the instrument of Smartpls software 3.0.

The research result concluded that online customer review had a positive and significant effect on the purchasing interest, the rating had a positive and significant effect on the purchasing interest, online customer review had a positive and significant effect on trust, meanwhile, the rating had a positive and significant effect on the trust, moreover, the trust had a positive and significant effect on the purchasing interest. On the other hand, the research result indicated that the indirect effect of online customer review on the purchase interest through trust as the intervening variable had a significantly positive effect and rating on the purchasing interest at Tokopedia marketplace through trust as the intervening variable had a significantly positive affect.

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

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