

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Rating, Online Customer Review* dan *Trust* terhadap Minat Beli serta pengaruh tidak langsung *Rating* dan *Online Customer Review* terhadap minat beli melalui *Trust* sebagai variabel intervening.

Jenis penelitian ini adalah penelitian kuantitatif. Populasi pada pengguna Lazada di Kabupaten Sidoarjo yang tidak diketahui jumlah, maka perhitungan jumlah sample menggunakan metode *lemeshow* dan teknik *non probability sampling* didapat jumlah 100 responden. Data dikumpulkan melalui *google form* kuesioner. Metode analisis yang digunakan adalah *Partial Least Square* dengan menggunakan *software SmartPLS 3.0*.

Hasil penelitian menunjukkan bahwa *Rating* berpengaruh positif dan signifikan terhadap Minat Beli dan *Online Customer Review* berpengaruh positif dan signifikan terhadap Minat Beli, kemudian *Rating* berpengaruh positif dan signifikan terhadap *Trust* dan *Online Customer Review* berpengaruh positif dan signifikan terhadap *Trust*, selanjutnya *Trust* berpengaruh positif dan signifikan terhadap Minat Beli. Disamping itu *Rating* berpengaruh tidak langsung terhadap Minat Beli melalui *Trust* secara positif dan signifikan serta *Online Customer Review* berpengaruh tidak langsung terhadap Minat Beli melalui *Trust* secara positif dan signifikan.

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

ABSTRACT

This research aimed to find out the effect of Rating, Online Customer Review, and Trust on buying interest and indirect effect of Rating and Online Customer Review on buying interest with Trust as the intervening variable.

The research was quantitative. The population was Lazada customers in Sidoarjo Sub District with an unknown number. Therefore, the data collection technique used non-probability sampling with the Lemeshow method. In line with that, there were 100 respondents as the sample. Moreover, the data were collected by google form through questionnaires. Furthermore, the data analysis technique used Partial Least Square with Smart PLS 3.0.

The result concluded that Rating had a significantly positive effect on buying interest. Likewise, Online Customer Review had a significantly positive effect on buying interest. Additionally, Rating had a significantly positive effect on Trust. Similarly, Online Customer Review had a significantly positive effect on Trust. In addition, Trust had a significantly positive effect on buying interest. However, Rating had an indirect effect on buying interest with Trust as the intervening variable positively and significantly. Likely, Online Customer Review had an indirect effect on buying interest with Trust as the intervening variable positively and significantly.

Keywords: *Rating, Online Customer Review, Trust, Buying Interest*



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