

ABSTRAK

Perilaku konsumen dalam segala aktivitasnya sedang berubah dan dipengaruhi oleh pesatnya perkembangan teknologi. Dampak pergeseran perilaku konsumen dari belanja *offline* ke *online* tercermin dari pergeseran gaya hidup konsumtif. Pelanggan biasanya mencari informasi produk sebelum membeli, termasuk ulasan *online* dan fitur penilaian. Selain itu, keputusan pembelian dipengaruhi oleh harga. Penelitian ini bertujuan untuk mengetahui pengaruh harga, *online customer review* dan *online customer rating* terhadap keputusan pembelian.

Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Populasi yang digunakan pada penelitian ini yaitu pelanggan *marketplace* Shopee. Sumber data yang digunakan yaitu data primer. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *simple random sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan jumlah sampel sebanyak 100 responden. Adapun teknik analisa yang digunakan dalam penelitian ini adalah teknik analisis regresi linear berganda dengan menggunakan alat bantu SPSS (*Statistical Product and Service Solution*).

Hasil penelitian menunjukkan bahwa harga berpengaruh positif dan signifikan terhadap keputusan pembelian pada *marketplace* Shopee. *Online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian *marketplace* Shopee. *Online customer rating* berpengaruh positif dan signifikan terhadap keputusan pembelian *marketplace* Shopee.

Kata Kunci : harga, *online customer review* dan *online customer rating*

ABSTRACT

Consumers' behavior through all their activities is changing and has been affected by rapid technological development. As consequence, there are changes in consumptive lifestyle, i.e. from offline to online shopping behavior. They prefer to look for information, including online reviews and scoring features, on products before having purchasing decisions. Besides, the decisions also are affected by price. This research aimed to find out the effect of price, online customer reviews, and online customer ratings on purchasing decisions.

The research was quantitative. Moreover, the population was customers of the marketplace Shopee. The data were primary. Furthermore, the data collection technique used simple random sampling with questionnaires as the instrument. The questionnaires were distributed to 100 respondents as the sample. In addition, the data analysis technique used multiple linear regression with SPSS.

The result concluded that price had a significantly positive effect on purchasing decisions. Likewise, Online Customer Reviews had a significantly positive effect on purchasing decisions. Similarly, Online Customer ratings had a positive and significant effect on purchasing decisions of the marketplace Shopee.

Keywords: Price, Online Customer Reviews, Online Customer Ratings



