

ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh Kualitas Pelayanan, *Online Customer Review* Melalui Kepercayaan Pelanggan Terhadap Keputusan Pembelian pada Aplikasi Shopee.

Jenis penelitian yang digunakan dalam penelitian ini adalah kasual komparatif dengan pendekatan kuantitatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini dengan metode *purposive sampling* yang merupakan teknik pengambilan anggota sampel dengan memberikan batasan-batasan kepada responden yang memenuhi kriteria. Pengumpulan data yang digunakan melalui penyebaran kuesioner dengan jumlah sampel sebanyak 97 responden. Teknik analisis 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 Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Keputusan Pembelian, *Online Customer Review* berpengaruh positif dan tidak signifikan terhadap Keputusan Pembelian. Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Kepercayaan Pelanggan, *Online Customer Review* berpengaruh positif dan signifikan terhadap Kepercayaan Pelanggan. Kepercayaan Pelanggan berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Kualitas Pelayanan melalui Kepercayaan Pelanggan berpengaruh positif dan signifikan terhadap Keputusan Pembelian, *Online Customer Review* melalui Kepercayaan Pelanggan berpengaruh positif dan signifikan terhadap Keputusan Pembelian.


Kata Kunci : Kualitas Pelayanan, *Online Customer Review*, Kepercayaan Pelanggan, Keputusan Pembelian

ABSTRACT

This research aimed to analyze the effect of service quality and Online Customer Reviews on the purchasing decisions at the Shopee application, through customers' trust. The research was causal-comparative with a quantitative approach. Moreover, the data collection technique used purposive sampling, in which the sample was based on the criteria given. The instrument in the data collection technique was a questionnaire. The questionnaires were distributed to the 97 respondents as the sample. Furthermore, the data analysis technique used PLS (Partial Least Square) with the supporting instrument of SmartPLS 3.0. The result showed that service quality had a significantly positive effect on purchasing decisions. However, Online Customer Reviews had a positive but insignificant effect on purchasing decisions. Additionally, service quality had a positive and significant effect on customers' trust. Similarly, Online Customer Reviews had a positive and significant effect on customers' trust. In addition, customers' trust had a significantly positive effect on purchasing decisions. Likewise, service quality through customers' trust had a positive and significant effect on purchasing decisions. Also, Online Customer Reviews through customers' trust had a positive and significant effect on purchasing decisions.

Keywords: *Service Quality, Online Customer Reviews, Customers Trust, Purchasing Decisions*

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