

ABSTRAK

Perkembangan teknologi internet yang begitu tinggi memudahkan dalam berkomunikasi dan mendapatkan informasi bisnis pada sistem *online* yang menjadi tren global di era *digital*, sehingga harus mengikuti tren terkini ketika memasarkan produknya ke masyarakat umum. Penelitian ini bertujuan untuk menganalisis pengaruh *Online Customer Review (OCR)*, *Online Customer Rating (OCRA)*, terhadap Keputusan Pembelian (KP) melalui *Marketplace* Shopee dengan Kepercayaan Pelanggan (KPL) sebagai variabel Mediasi.

Jenis penelitian ini menggunakan penelitian analisis kuantitatif deskriptif dengan pendekatan *Structural Equation Modelling-Partial Least Square (SEM-PLS)*. Data diperoleh melalui kuesioner yang disebarakan kepada 100 responden yang memenuhi kriteria sebagai Mahasiswa aktif di Surabaya pengguna Shopee. Variabel independen dalam penelitian ini meliputi *Online Customer Review* dan *Online Customer Rating*, dengan Kepercayaan Pelanggan sebagai variabel mediasi dan Keputusan Pembelian sebagai variabel dependen.

Hasil penelitian menunjukkan bahwa *Online Customer Review* memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian. Demikian pula, *Online Customer Rating* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Selain itu, Kepercayaan Pelanggan juga terbukti memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian. Hasil penelitian ini juga menemukan bahwa *Online Customer Review* dan *Online Customer Rating* berpengaruh positif dan signifikan terhadap Kepercayaan Pelanggan sebagai variabel mediasi, yang pada akhirnya meningkatkan Keputusan Pembelian di *platform* Shopee. Selain itu, penting bagi Shopee untuk terus memperbaiki sistem penilaian dan ulasan guna meningkatkan pengalaman pengguna serta mempertahankan loyalitas pelanggan. Hal lebih lanjut akan dibahas dalam penelitian ini.

Kata Kunci: *Online Customer Review*, *Online Customer Rating*, Kepercayaan Pelanggan, Keputusan Pembelian, Shopee, Mahasiswa Surabaya.

ABSTRACT

The rapid development of internet technology makes communication and business information through online systems a global trend in the digital era. Therefore, the marketing needs to follow recent trends when distributing their products to the public. This research analyzes the effect of Online Customer Review (OCR) and Online Customer Rating (OCRA) on the purchasing decisions through Shopee Marketplace with customers' trust as a mediating variable.

The research employs a quantitative descriptive approach. Furthermore, the data analysis technique used was Structural Equation Modelling-Partial Least Square (SEM-PLS). The data, which were in the form of questionnaires, were distributed to 100 respondents. The respondents were active students in Surabaya and Shopee customers. Moreover, the independent variables included OCR and OCRA. Meanwhile, the dependent variable was purchasing decisions, with customers' trust as a mediating variable.

The result shows that OCR has a positive and significant effect on purchasing decisions. Likewise, OCRA has a positive and significant effect on purchasing decisions. Similarly, customers' trust is proven to have a positive and significant effect on purchasing decisions. Additionally, both OCR and OCRA have a positive and significant effect on customers' trust as a mediating variable, which finally increases purchasing decisions on the Shopee platform. Therefore, Shopee needs to maintain the evaluation system and conduct reviews to encourage customers' experiences and sustain their loyalty. Further issues will be examined in the next study.

Keywords: online customer review, online customer rating, customers' trust, purchasing decisions, Shopee, and Surabaya university students.



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