

**PENGARUH *ONLINE CUSTOMER REVIEW*, *RATING* DAN HARGA
TERHADAP MINAT PEMBELIAN PADA *ONLINE MARKETPLACE*
SHOPEE DI INDONESIA**

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *online customer review*, *rating*, dan harga terhadap minat pembelian pada *online marketplace* Shopee di Indonesia. Teknik pengambilan sampel dalam penelitian ini dilakukan melalui metode *convenience sampling* atau pengambilan sampel yang dilakukan berdasarkan kemudahan. Jumlah sampel penelitian adalah sebanyak 100 responden. Pengumpulan data primer dilakukan melalui kuesioner yang kemudian diuji validitas dan reliabilitasnya. Analisis data dalam penelitian ini dilakukan melalui analisis regresi dengan uji t, uji F, dan uji determinasi. Hasil penelitian menunjukkan bahwa secara parsial *online customer review*, *rating*, dan harga berpengaruh signifikan secara parsial terhadap minat pembelian pada *online marketplace* Shopee di Indonesia, dengan nilai t-hitung (2,151) > t-tabel (1,985) pada *online customer review*, t-hitung (2,298) > t-tabel (1,985) pada *rating*, dan nilai t-hitung (2,897) > t-tabel (1,985) pada harga. Secara simultan, *online customer review*, *rating*, dan harga terhadap minat pembelian pada *online marketplace* Shopee di Indonesia, dengan nilai F-hitung (128,068) > F-tabel (2,699). Koefisien determinasi sebesar 0,450 menunjukkan bahwa terdapat pengaruh sebesar 45,0% *online customer review*, *rating*, dan harga terhadap minat pembelian di *online marketplace* Shopee.

Kata Kunci: *Online Customer Review, Rating, Harga, Minat Pembelian*

 8/9 '21

**THE EFFECT OF ONLINE CUSTOMER REVIEW, RATING AND PRICES
ON PURCHASE INTEREST IN ONLINE MARKETPLACE SHOPEE
IN INDONESIA**

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Abstract

The purpose of this study was to determine the effect of online customer reviews, ratings, and prices on purchase intention in the Shopee online marketplace in Indonesia. The sampling technique in this study was carried out through the convenience sampling method or sampling based on convenience. The number of research samples is 100 respondents. Primary data was collected through a questionnaire which was then tested for validity and reliability. Data analysis in this study was carried out through regression analysis with t test, F test, and determination test. The results showed that partially online customer reviews, ratings, and prices had a partially significant effect on buying interest in the Shopee online marketplace in Indonesia, with t-count (2,151) > t-table (1,985) on online customer reviews, t- count (2.298) > t-table (1.985) on the rating, and the value of t-count (2.897) > t-table (1.985) on the price. Simultaneously, online customer reviews, ratings, and prices on buying interest in the online marketplace Shopee in Indonesia, with a value of F-count (128.068) > F-table (2.699). The coefficient of determination of 0.450 indicates that there is an influence of 45.0% online customer reviews, ratings, and prices on purchase intention in the Shopee online marketplace.

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