

ABSTRAK

Asbahar, 2023. Pengaruh *Online Customer Review*, *Online Customer Rating*, dan Kepercayaan Terhadap Minat Beli Konsumen di Tokopedia dibimbing oleh Andi Mappatempo dan Buyung Romadhoni.

Penelitian ini bertujuan untuk mengetahui pengaruh *Online Customer Review*, *Online Customer Rating*, dan Kepercayaan terhadap minat beli konsumen di Tokopedia Sulawesi Barat. Sampel yang digunakan dalam penelitian ini adalah 155 orang konsumen Tokopedia di Sulawesi Barat. Analisis jalur dengan menggunakan software AMOS 28 digunakan untuk menguji hipotesis.

Hasil penelitian menunjukkan bahwa *Online Customer Review* berpengaruh positif signifikan terhadap minat beli, sedangkan *Online Customer Rating* berpengaruh negatif signifikan terhadap minat beli. Selain itu, *Online Customer Review* dan *Online Customer Rating* juga berpengaruh positif signifikan terhadap Kepercayaan. *Online Customer Review* dan *Online Customer Rating* juga berpengaruh positif signifikan terhadap minat beli melalui variabel kepercayaan. Berdasarkan hasil penelitian tersebut, disarankan kepada Tokopedia Sulawesi Barat untuk meningkatkan kualitas *Online Customer Review* yang diberikan kepada konsumen serta memperkuat faktor kepercayaan dengan memastikan keamanan transaksi di platform mereka. Bagi peneliti selanjutnya, disarankan untuk memperluas sampel penelitian dan mempertimbangkan faktor lain yang dapat mempengaruhi minat beli konsumen.

Kata kunci: *Online Customer Review*, *Online Customer Rating*, Kepercayaan, Minat Beli

ABSTRACT

Asbahar, 2023. The Influence of Online Customer Review and Online Customer Rating, and Trust on Consumer Purchase Intention on Tokopedia. Supervised by Andi Mappatempo and Buyung Romadhoni.

This study aimed at determining the influence of Online Customer Review, Online Customer Rating, and Trust on consumer purchase intention on Tokopedia in West Sulawesi. The sample used in this study were consisted 155 Tokopedia consumers in West Sulawesi. Path analysis was using AMOS 28 software was employed to test the hypotheses.

The research findings indicated that Online Customer Review had a significant positive influence on purchase intention, while Online Customer Rating had a significant negative influence on purchase intention. Furthermore, both Online Customer Review and Online Customer Rating had a significant positive influence on Trust. Online Customer Review and Online Customer Rating also had a significant positive influence on purchase intention through the mediating variable of Trust. Based on these research findings, it is recommended for Tokopedia in West Sulawesi to improve the quality of Online Customer Reviews provided to consumers and strengthen trust factors by ensuring transaction security on their platform. For future researchers, it is suggested to expand the research sample and consider other factors that may influence consumer purchase intention.

Keywords: *Online Customer Review, Online Customer Rating, Trust, Purchase Intention*

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