

The Effect of Online Customer Review, Online Customer Rating and Star Seller on Purchasing Decisions for the Shopee Marketplace for Unisda Lamongan Students, Class of 2020-2023, Arbiyah Agustina, Moh. Azus Shony Azar, S.E., M.M, M. Hafidh Nasrullah, S.E., M.M, 2024, Management Study Program, Faculty of Economics, University Islamic Darul 'Ulum Lamongan.

ABSTRACT

This study aims to determine the effect of online customer reviews, online customer ratings and star sellers simultaneously have a significant effect on purchasing decisions for the Shopee marketplace for Unisda students class of 2020-2023. This study uses a quantitative method conducted on the 2020-2023 class of Unisda Lamongan students using primary data obtained directly from the results of distributing questionnaires with a sample of 98 respondents. Data analysis using SPSS v. 27 for windows by testing multiple linear regression analysis, coefficient of determination and hypothesis testing. This study obtained a regression equation $Y = 16.121 + (-0.450) + 0.757 + 0.286 + e$. The results of this multiple regression show an adjusted R Square value of 0.436 which shows the effect of online customer reviews, online customer ratings and star sellers on purchasing decisions by 43,6% while the rest is influenced by other variables outside the variables of this study. The conclusion from the results of the online customer review variable has a negative and significant effect on purchasing decisions of $0.000 < 0.05$. The online customer rating variable has a positive and significant effect on purchasing decisions of $0.000 < 0.05$. The variable star seller has a positive and significant effect on purchasing decisions of $0.024 < 0.05$. The conclusion of the results of this study simultaneously has a positive and significant effect on purchasing decisions in the shopee marketplace with a sig value. $0,000 < 0.05$.

Keywords: Online Customer Review, Online Customer Rating, Star Seller and Purchase Decision

Pengaruh Online Customer Review, Online Customer Rating Dan Star Seller Terhadap Keputusan Pembelian Marketplace Shopee Pada Mahasiswa Unisda Lamongan Angkatan 2020-2023, Arbiyah Agustina, Moh. Azus Shony Azar, S.E., M.M, M. Hafidh Nasrullah, S.E., M.M, 2024, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul ‘Ulum Lamongan.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *online customer review*, *online customer rating* dan *star seller* secara simultan berpengaruh signifikan terhadap keputusan pembelian *marketplace* Shopee pada mahasiswa Unisda angkatan 2020-2023. Penelitian ini menggunakan metode kuantitatif yang dilakukan pada mahasiswa unisda lamongan angkatan 2020-2023 menggunakan data primer yang diperoleh secara langsung dari hasil penyebaran kuesioner dengan sampel 98 responden. Analisis data menggunakan SPSS v. 27 for windows dengan menguji analisis regresi linier berganda, koefisien determinasi dan uji hipotesis. Penelitian ini mendapat persamaan regresi $Y = 16.121 + (- 0.450) + 0.757 + 0.286 + e$. Hasil regresi berganda ini menunjukkan nilai *adjusted R Square* sebesar 0,436 yang menunjukkan pengaruh *online customer review*, *online customer rating* dan *star seller* terhadap keputusan pembelian sebesar 43,6% sedangkan sisanya dipengaruhi variabel lain diluar variabel penelitian ini. Kesimpulan dari hasil variabel *online customer review* berpengaruh negatif dan signifikan terhadap keputusan pembelian sebesar $0,000 < 0,05$. Variabel *online customer rating* berpengaruh positif dan signifikan terhadap keputusan pembelian sebesar $0,000 < 0,05$. Variabel *star seller* berpengaruh positif dan signifikan terhadap keputusan pembelian sebesar $0,024 < 0,05$. Kesimpulan hasil penelitian ini secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian pada *marketplace* shopee dengan nilai sig. $0,000 < 0,05$.

Kata Kunci: *Online Customer Review*, *Online Customer Rating*, *Star Seller* dan Keputusan Pembelian