

***EFFECT OF ONLINE CUSTOMER REVIEW AND ONLINE CUSTOMER RATING ON
PURCHASE DECISIONS THROUGH
TOKOPEDIA E-COMMERCE
(Study on Bandar Lampung Society)***

ABSTRACT

By

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This study aims to determine the magnitude of the influence of Online Customer Review and Online Customer Rating on Purchase Decisions through Tokopedia E-Commerce studies on the people of Bandar Lampung. The population in this study is the community of Tokopedia e-commerce users in Bandar Lampung, and the sample takes the entire population using the non-probability sampling method. The results showed that the Online Customer Review and Online Customer Rating variables partially had a positive and significant effect on Purchase Decisions through Tokopedia E-Commerce studies on the people of Bandar Lampung. The results also show that Online Customer Review and Online Customer Rating simultaneously have a significant effect on Purchase Decisions through Tokopedia E-Commerce studies on the people of Bandar Lampung. Meanwhile, based on the coefficient of determination (R^2) of 0.520 or 52%. This shows that 52% of the purchasing decision variables can be influenced by Online Customer Reviews (X_1) and Online Customer Ratings (X_2). While the remaining 48% are in other variables that are not or are not examined in this study.

***Keyword: Online Customer Review, Online Customer Rating, E-Commerce
Tokopedia***

**PENGARUH *ONLINE CUSTOMER REVIEW* DAN *ONLINE CUSTOMER RATING*
TERHADAP KEPUTUSAN PEMBELIAN MELALUI
E-COMMERCE TOKOPEDIA
(STUDI PADA MASYARAKAT BANDAR LAMPUNG)**

ABSTRAK

Oleh

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Penelitian ini bertujuan untuk mengetahui besaran pengaruh *Online Customer Review* dan *Online Customer Rating* terhadap keputusan pembelian melalui *E-Commerce* Tokopedia studi pada masyarakat Bandar Lampung. Populasi dalam penelitian ini adalah masyarakat pengguna *e-commerce* Tokopedia di Bandar Lampung, dan sampel mengambil keseluruhan dari populasi dengan menggunakan metode pengambilan sample nonprobability sampling. Hasil penelitian menunjukkan bahwa variable *Online Customer Review* dan *Online Customer Rating* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian melalui *E-Commerce* Tokopedia studi pada masyarakat Bandar Lampung. Hasil penelitian juga menunjukkan bahwa *Online Customer Review* dan *Online Customer Rating* secara simultan berpengaruh signifikan terhadap keputusan pembelian melalui *E-Commerce* Tokopedia studi pada masyarakat Bandar Lampung. Sedangkan berdasarkan pada koefisien determinasi (R^2) sebesar 0,520 atau 52 %. Hal ini menunjukkan bahwa sebesar 52% variabel keputusan pembelian dapat dipengaruhi oleh *Online Customer Review* (X_1), dan *Online Customer Rating* (X_2). Sedangkan sisanya 48% terdapat pada variabel lain yang tidak berada atau tidak diteliti pada penelitian ini.

Kata Kunci: *Online Customer Review, Online Customer Rating, E-Commerce Tokopedia*