

ABSTRACT

The development of technology is currently growing rapidly, which has a good impact on marketing, one of which is through e-commerce and marketplaces. One of them is Shopee, with the Shopeefood feature is one of the food and beverage marketing tools. Dapoer keraton has been trusting shopeefood for about 2 years and through online customer reviews which are able to become a strategy to be used in triggering trust and interest which will later influence consumer intention to have purchase intention. This study aims to determine how respondents respond to online customer reviews on Dapoer Keraton products, to find out how consumer purchase intention in Dapoer Keraton, and to determine the effect of online customer reviews on purchase intention in Dapoer Keraton shopeefood.

The method used in this research is to use quantitative methods with questionnaire data collection. The data sources obtained are primary data from 80 respondents who know shopeefood. As well as secondary data used, namely journals, theses, books, internet previous research conducted and other sources that support the theoretical concepts of the research variables carried out.

The results of this study found that the online customer review shopeefood Dapoer keraton is still in the very good category with an average percentage value of 88.2%, on the other hand, the buying interest of Dapoer keraton is still in the good category with an average percentage value of 77.2%. Then there is an influence between online customer review shopeefood on consumer buying interest in Dapoer keraton, with a large influence of 32.7%. Then there is an influence between online customer review shopeefood on consumer buying interest in Dapoer keraton, with a large influence of 32.7%.

Keywords: online customer review, purchase intention