

ABSTRACT

This research was conducted at Marketplace Shopee. Shopee is a platform specifically designed to present an easy, safe and fast online shopping experience with a form of payment and strong logistical support. Shopee is a subsidiary of Sea Group and was first launched in 2015. This study aims to examine the "Effect of Online Customer Review on Purchase Intention on Marketplace Shopee in Bandung"

This research uses quantitative methods with descriptive causality research. Sampling was carried out using a nonprobability sampling method with 126 respondents. The data analysis technique used is descriptive analysis and simple linear regression analysis.

Based on descriptive analysis, online customer review variables and buying interest variables are included in both categories. In accordance with the results of the causality analysis that the online customer review variable has a positive and significant effect on the buying interest variable. Based on the coefficient of determination found that online customer review can affect consumer buying interest by 44,7% and the remaining 55.3% is influenced by other factors not examined in this study.

Keywords: *Online Customer Review, Purchase Intention, Marketplace Shopee.*