

ABSTRACT

Indonesia is one of countries that have experienced direct benefits from the internet, as many as 171.17 million people of Indonesia have been connected by internet connection and dominated by millennials with birth spans between 1982 and 2000, with the largest percentage located in DKI Jakarta which is 85.49%. Indonesian society was a lucrative target for e-commerce, because the economic improvement experienced is very strong, besides that the public very interested with the development of digital spending, especially the millennials.

Shopee is one of e-commerce site that grows rapidly and very popular in the public, so it get as the first ranks e-commerce that is often used by Indonesia society. The existence of online review and rating in Shopee review column, can be used as a reference for customers before making decision to purchase. With the reviews, prospective buyers can directly monitor the experience of other buyers, while also being able to add confidence in the good or bad of the intended product. Online review and rating are categorized as one form of electronic word of mouth (e-WOM) or defined as statements made by potential and experienced consumers of a service or product.

This study aims to determine how much influence online reviews and ratings or e-WOMs have in the review column on the purchase decisions of Shopee, aimed at millennial generation. So, that the public can also be smarter before deciding to buy a product on the media platform e-commerce.

Keyword: online review and rating (e-woms), shopee e-commerce, purchase decisions.