

ABSTRACT

Shopee is one of the largest online shopping centers in Indonesia. Shopee is able to make it easy for consumers, especially in Indonesia, to get the latest goods they want and also the goods they need. However, behind the increase in online shopping users in Indonesia, there are still several customer problem conditions that influence purchasing decisions. Because in online purchases, consumers cannot check the goods directly, only through the pictures and descriptions provided by the store. It is necessary to analyze the factors that influence consumer purchasing decisions at Shopee, one of which is customer reviews and customer ratings. The purpose of this study was to find out and analyze the effect of customer reviews and customer ratings on Shopee purchasing decisions.

The research method used is a quantitative method with a descriptive-causality type of research. Sampling was carried out using a non-probability sampling technique that used a purposive sampling technique with a total of 101 respondents who were consumers who had purchased products on the marketplace shopee. The data analysis technique used is descriptive analysis and multiple regression analysis.

Based on the results of descriptive analysis of customer reviews, customer ratings and purchasing decisions are included in the very good category. Partial test results show a significant influence from customer reviews with a T test of $5.585 > 1.660$ and a customer rating of $4.077 > 1.660$ on purchasing decisions and simultaneously have a significant effect with test results $F_{60.001} > 3.09$. Based on the results of the study, it shows that customer reviews and customer ratings partially and simultaneously have a positive and significant effect on the purchasing decision process on the Shopee marketplace.

Keywords: Customer Reviews, Customer Ratings, Purchasing Decisions.