

ABSTRACT

This quantitative research paper aims to analyze the effect of Online Customer Rating on consumer purchasing decisions for Erigo products on the Shopee platform. Using a survey-based method and simple linear regression analysis, data were collected from 100 respondents through a structured questionnaire. The results show that Online Customer Rating has a negative and statistically significant influence on purchasing decisions, with a regression coefficient of -1.619 and a significance value of 0.000. The coefficient of determination (R^2) is 0.787, indicating that 78.7% of the variation in purchasing decisions is explained by online ratings. These findings support the negative bias theory, suggesting that consumers tend to respond more strongly to negative or inconsistent information. This study contributes theoretically to the literature on digital consumer behavior and offers practical implications for e-commerce businesses in managing rating systems transparently and reliably.

Keywords: Online Customer Rating; Purchasing Decision; Shopee; Consumer Behavior; Linear Regression