

ABSTRAK

Muhammad Risky Hidayat, NIM 7183210037 “Pengaruh *Rating* dan *Online Customer Review* Terhadap Keputusan Pembelian Melalui *Marketplace* Lazada (Studi Pada Mahasiswa Fakultas Ekonomi Universitas Negeri Medan)”. Skripsi Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, Tahun 2022.

Penelitian ini bertujuan untuk mengetahui pengaruh *Rating* dan *Online Customer Review* Terhadap Keputusan Pembelian Melalui *Marketplace* Lazada (studi pada mahasiswa Fakultas Ekonomi Universitas Negeri Medan).

Penelitian dilaksanakan di Fakultas Ekonomi Universitas Negeri Medan. Sampel dalam penelitian berjumlah 100 orang. Pengambilan sampel menggunakan rumus *Slovin*. Teknik pengumpulan data yang digunakan adalah melalui angket (kuesioner) yang pengukurannya dengan skala likert dan diolah secara statistik menggunakan analisis regresi berganda dan pengujian hipotesis uji t, uji f, dan koefisien determinan yang sebelumnya data telah diuji menggunakan uji validitas, uji reliabilitas, dan uji asumsi klasik. Pengolahan data menggunakan program *SPSS 22.0 for Windows*.

Secara parsial, *Rating* dan *Online Customer Review* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Berdasarkan hasil penelitian, menunjukkan bahwa variabel *Rating* dan *Online Customer Review* secara simultan berpengaruh terhadap Keputusan Pembelian. Hal ini terlihat dari nilai $F_{hitung} > F_{tabel}$ dimana $30,710 > 3,09$ dan nilai signifikan $0,000 < 0,05$. Uji koefisien determinasi menunjukkan nilai sebesar 0,388 yang berarti bahwa *Rating* dan *Online Customer Review* berpengaruh terhadap Keputusan Pembelian sebesar 38,8%, sedangkan sisanya dijelaskan variabel diluar penelitian.

Kata Kunci: *Rating*, *Online Customer Review*, Keputusan Pembelian

ABSTRACT

Muhammad Risky Hidayat, NIM 7183210037 “The Effect of Rating and Online Customer Review on Purchasing Decisions Through The Lazada Marketplace (Study on University Student Economics Faculty State University of Medan)”. Thesis majoring in Management, Faculty of Economics, State University of Medan, 2022.

This study aims to know the effect of Rating and Online Customer Review on Purchasing Decisions through the Lazada marketplace (study on University Student Economics Faculty State University of Medan).

The research was conducted in Economics Faculty State University of Medan. Sample in this research included 100 respondents. Sample collection technique used Slovin formula. Data collection techniques used were through questionnaires whose measurements were with likert scale and were processed statistically using multiple regression analysis and testing the hypothesis of the t test, f test, and the determinant coefficient before the data had been tested using the validity test, reliability test, and classic assumption test data processing using SPSS 22.0 for Windows.

Partially, Rating and Online Customer Review have a positive and significant effect on Purchase Decisions. Based on the results of study, showed that the variable Rating and Online Customer Review simultaneously effect Purchase Decisions. This can be seen from the value of $F_{count} > F_{table}$ is $30,710 > 3,09$ and significance value of $0,000 < 0,05$. The coefficient of determination test shows a value of 0,388 which means that Rating and Online Customer Review influences Purchase Decisions by 38,8% while the rest are explained by variables outside the study.

Keywords: Rating, Online Customer Review, Purchase Decision