ABSTRAK

Kesya Meyrli Namora Sitorus, NIM 7203510021 "Pengaruh *Online Customer Review, Rating*, dan Kepercayaan Konsumen Terhadap Minat Beli Produk The Originote di Shopee Pada Mahasiswa Prodi Manajemen Unimed". Skripsi Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan, Tahun 2024.

Penelitian ini bertujuan untuk mengetahui pengaruh *online customer review*, *rating* dan kepercayaan konsumen terhadap minat beli produk The Originote di Shopee pada Mahasiswa Prodi Manajemen Unimed.

Penelitian ini dilakukan di Program Studi Manajemen Fakultas Ekonomi Universitas Negeri Medan. Sampel dalam penelitian ini berjumlah 100 responden dengan teknik pengambilan sampel *purposive sampling* dengan menggunakan rumus Slovin. Teknik pengumpulan data yang digunakan melalui kuesioner dengan pengukuran skala likert. Teknik analisis data dalam penelitian ini menggunakan Partial Least Square Path Modeling (PLS PM) melalui aplikasi *Smartpls* versi 4.1.0.3 dengan pendekatan Structural Equation Model (SEM), dengan melakukan pengujian koefisien *outer model, inner model*, dan hipotesis.

Hasil penelitian menunjukkan bahwa ulasan dan *rating* pelanggan *online* tidak berpengaruh secara langsung terhadap minat beli, kepercayaan konsumen berpengaruh langsung terhadap minat beli, ulasan dan *rating* pelanggan *online* berpengaruh terhadap minat beli yang dimediasi oleh kepercayaan konsumen.

Kata kunci: *Online Customer Review*, *Rating*, Kepercayaan Konsumen, Minat Beli

ABSTRACT

Kesya Meyrli Namora Sitorus, NIM 7203510021 ***"The Effect of Online Customer Review, Rating, and Consumer Trust on Interest in Buying The Originote Products at Shopee for Unimed Management Study Program Students". Thesis Management Department, Faculty of Economics, Negeri Medan University, 2024.***

This study aims to determine the effect of online customer review, rating and consumer confidence on buying interest in The Originote products at Shopee for Unimed Management Study Program Students.

This research was conducted at the Management Study Program, Faculty of Economics, State University of Medan. The sample in this study amounted to 100 respondents with purposive sampling technique using the Slovin formula. Data collection techniques used through questionnaires with Likert scale measurements. The data analysis technique in this study uses Partial Least Square Path Modeling (PLS PM) through the Smartpls version 4.1.0.3 application with the Structural Equation Model (SEM) approach, by testing the outer model coefficient, inner model, and hypothesis.

The results showed that online customer reviews and ratings have no direct effect on purchase intention, consumer confidence had a direct effect on purchase intention, online customer reviews and ratings affect purchase intention mediated by consumer confidence.

Keywords: Online Customer Review, Rating, Consumer Trust, Purchase Intention