

ANALISIS PENGARUH *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN PRODUK RUMAH TANGGA PADA *MARKETPLACE* SHOPEE (STUDI KASUS PADA MASYARAKAT KECAMATAN BENGKALIS)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Online Customer Review* terhadap keputusan pembelian produk rumah tangga pada *Marketplace* Shopee dengan studi kasus pada masyarakat Kecamatan Bengkalis. Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif. Data diperoleh melalui penyebaran kuesioner kepada 100 responden yang dipilih menggunakan teknik purposive sampling. Analisis data dilakukan menggunakan analisis regresi linear sederhana dengan bantuan SPSS versi 25. Hasil penelitian menunjukkan bahwa *Online Customer Review* berpengaruh positif dan signifikan terhadap keputusan pembelian produk rumah tangga pada Shopee. Hal ini ditunjukkan pada kualitas *Online Customer Review* yang meliputi manfaat informasi, kredibilitas sumber, kualitas argumen, valensi, dan jumlah ulasan, keputusan pembelian masyarakat Kecamatan Bengkalis terhadap produk rumah tangga di Shopee. Hasil analisis koefisien determinasi menunjukkan bahwa variabel *Online Customer Review* memberikan kontribusi pengaruh sebesar 22,5% terhadap keputusan pembelian, sedangkan 77,5% sisanya dipengaruhi oleh faktor-faktor lain di luar penelitian, seperti harga, kualitas produk, citra merek, promosi, kepercayaan, kualitas layanan, kemudahan penggunaan aplikasi, dan gratis ongkos kirim.

Kata Kunci: keputusan pembelian , *Marketplace* Shopee, *Online Customer Review*, rumah tangga.

***ANALYSIS OF THE INFLUENCE OF ONLINE CUSTOMER
REVIEW ON PURCHASING DECISIONS FOR HOUSEHOLD
PRODUCTS ON MARKETPLACE SHOPEE (A CASE STUDY OF
RESIDENTS IN BENGKALIS DISTRICT)***

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ABSTRACT

This study aims to analyze the influence of Online Customer Reviews on purchasing decisions for household products on the Shopee marketplace, focusing on the community in Bengkalis District. The study employs a quantitative method with an associative approach. Data were collected via questionnaires distributed to 100 respondents selected using purposive sampling. Data analysis was conducted using simple linear regression with the aid of SPSS version 25. The results indicate that Online Customer Reviews have a positive and significant influence on purchasing decisions for household products on Shopee. This influence is evident in how aspects of Online Customer Reviews—such as information usefulness, source credibility, argument quality, valence, and review volume—affect the purchasing decisions of the Bengkalis District community regarding household products on Shopee. The coefficient of determination analysis reveals that the Online Customer Review variable contributes 22.5% to the purchasing decision, while the remaining 77.5% is influenced by factors outside the scope of this study, such as price, product quality, brand image, promotions, trust, service quality, app ease of use, and free shipping.

Keywords: household Products, Marketplace Shopee , Online Customer Reviews, purchase decision