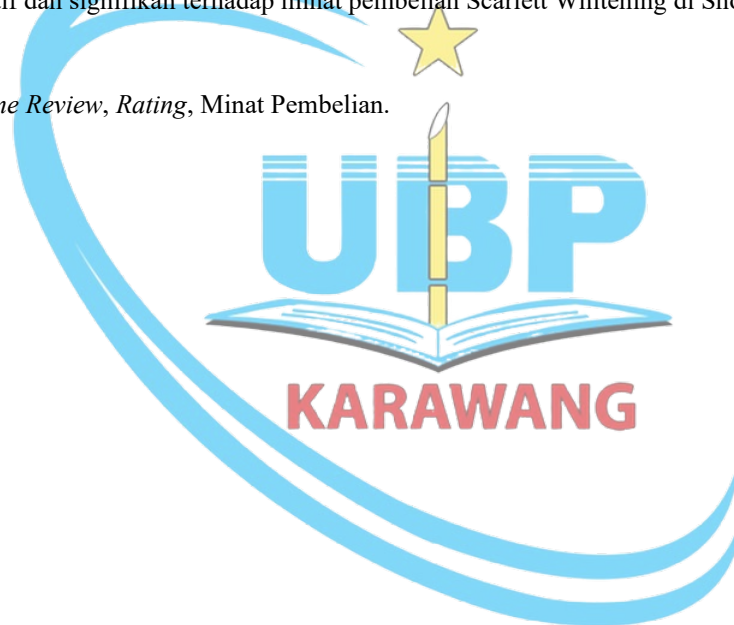


ABSTRAK

Penelitian ini bertujuan untuk : (1) mengetahui variabel *online customer review* produk Scarlett Whitening di *marketplace* Shopee; (2) mengetahui variabel *rating* toko terhadap produk Scarlett Whitening di *marketplace* Shopee; (3) mengetahui variabel minat pembelian produk Scarlett Whitening di *marketplace* Shopee. Penelitian ini menggunakan data primer yang di dapat dari penyebaran kuisioner dan data sekunder yang berasal dari berbagai macam sumber seperti buku, jurnal, skripsi terdahulu. Populasi yang digunakan dalam penelitian ini adalah mahasiswi manajemen angkatan 2018 – 2021 yang pernah menggunakan dan pernah membeli produk Scarlett Whitening di Shopee. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *nonprobability sampling* dengan penentuan sampel menggunakan teknik *purposive sampling* dengan jumlah sampel sebanyak 100 orang perempuan. Penelitian ini merupakan penelitian kuantitatif yang dibantu dengan program SPSS versi 16 *for windows* serta menggunakan analisis statistik deskriptif sebagai penggambaran dari seluruh pernyataan dan analisis regresi linear berganda sebagai alat pengukuran yang mengukur pengaruh variabel bebas dan variabel terikat secara parsial maupun secara simultan. Adapun hasil penelitian membuktikan bahwa *online customer review* secara parsial berpengaruh positif dan signifikan terhadap minat pembelian Scarlett Whitening di Shopee, *rating* toko secara parsial berpengaruh positif dan signifikan terhadap minat pembelian Scarlett Whitening di Shopee, serta *online customer review* dan *rating* toko secara simultan berpengaruh positif dan signifikan terhadap minat pembelian Scarlett Whitening di Shopee.

Kata kunci : *Online Review, Rating, Minat Pembelian.*



ABSTRACT

This study aims to: (1) determine the *online variable of customer reviews* of Scarlett Whitening products in *marketplace* the Shopee (2) variable *rating* for Scarlett Whitening products in the *marketplace* Shopee (3) knowing the variable of interest in purchasing Scarlett Whitening products in the *marketplace* Shopee. This study uses primary data obtained from the distribution of questionnaires and secondary data from various sources such as books, journals, previous thesis. The population used in this study were management students of the 2018-2021 class who had used and had purchased Scarlett Whitening products at Shopee. sampling technique used in this research is *probability sampling* by determining the sample using *purposive sampling technique* with a sample of 100 women. This research is a quantitative study assisted by the SPSS version 16 *for windows* and uses descriptive statistical analysis as a description of all statements and multiple linear regression analysis as a measurement tool that measures the effect of the independent variable and the dependent variable partially or simultaneously. The results of the study prove that *online customer reviews* partially have a positive and significant effect on buying interest in Scarlett Whitening at Shopee, *ratings* partially have a positive and significant effect on buying interest in Scarlett Whitening at Shopee, and *online customer reviews* and *ratings* simultaneously have a positive and significant effect. significant effect on the purchase intention of Scarlett Whitening at Shopee.

Keyword : Online Review, Rating, Buying Interest.

