

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis bagaimana pengaruh *online customer review* dan *online customer rating* terhadap keputusan pembelian produk *smartphone* xiaomi melalui *marketplace* Shopee baik secara parsial maupun simultan. Kemajuan teknologi informasi dan perubahan perilaku konsumen baik dari segi gaya hidup maupun cara dalam memilih dan mengambil keputusan membeli suatu produk menjadi salah satu alasan perusahaan untuk terus melakukan inovasi dan berkembang. Penelitian ini menggunakan metode deskriptif dan verivikatif dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan *non probability sampling* dengan pendekatan *purposive sampling*. Pengumpulan data dengan menyebarkan kuisioner yang dibuat pada *google form* secara *online* kepada 100 responden. Data yang sudah terkumpul dianalisis menggunakan regresi linier berganda melaui alat bantu SPSS 22. Hasil dari penelitian ini membuktikan bahwa *online customer review* dan *online customer rating* memiliki kriteria baik berdasarkan rentang skala. Analisis verifikatif menyatakan bahwa *online customer review* dan *online customer rating* mempunyai pengaruh parsial signifikan terhadap keputusan pembelian. Sedangkan pengaruh simultan antara *online customer review* dan *online customer rating* terhadap keputusan pembelian adalah signifikan. Penelitian ini dapat memberikan kontribusi terhadap perkembangan perusahaan *marketplace* maupun aplikasi yang bergerak dibidang barang dan jasa.

Kata kunci: *online customer review*, *online customer rating*, keputusan pembelian, *marketplace*

## ABSTRACT

*The purpose of this study was to analyze how the influence of online customer reviews and online customer ratings on purchasing decisions for Xiaomi smartphone products through the Shopee marketplace, either partially or simultaneously. Advances in information technology and changes in consumer behavior both in terms of lifestyle and ways of choosing and making decisions to buy a product are one of the reasons for companies to continue to innovate and develop. This research uses descriptive and verification methods with a quantitative approach. The sampling technique uses non-probability sampling with a purposive sampling approach. Data collection by distributing questionnaires made on Google forms online to 100 respondents. The data that has been collected was analyzed using multiple linear regression using the SPSS 22 tool. The results of this study prove that online customer reviews and online customer ratings have good criteria based on a range of scales. Verification analysis states that online customer reviews and online customer ratings have a significant partial effect on purchasing decisions. Meanwhile, the simultaneous effect of online customer reviews and online customer ratings on purchasing decisions is significant. This research can contribute to the development of marketplace and application companies engaged in goods and services.*

*Keywords: online customer review, online customer rating, purchase decision, marketplace*

