

ABSTRACK

Indah Bayu Syafitri / 2000861201042 / 2024 / Faculty of Economics, Batanghari University, Jambi / The Influence of Online Customer Reviews on Purchasing Decisions for Women's Fashion Products on the Shopee Marketplace / Advisor I: Dr. Osrita Hapsara, SE, MM / Advisor II: H. Denny Asmas, SE, M.Si.

In Indonesia, marketplace users are growing and developing increasingly rapidly. The emergence of this marketplace makes shopping easier, consumers no longer need to come to the shop or market just to buy their needs. This marketplace is B2B (Business to Business) and B2C (Business to Consumer) based. One of the famous marketplaces in Indonesia is Shopee. With so many marketplaces popping up, competition is getting tougher. This makes Shopee continue to strive to improve quality and service to consumers in order to survive in market competition.

The theory used to support this research is online customer reviews and purchasing decisions. The independent variable in this research is Online Customer Review and the dependent variable is Purchase Decision.

The object of this research is online customer reviews of Shopee. The technique for collecting data for this research uses an online questionnaire distributed via Google Form to 100 respondents who are female residents of Jambi City.

The results of this research show that Online Customer Reviews have a positive and significant effect on Purchasing Decisions. And, all hypotheses have a positive and significant influence.

Keyword : Online Customer Review, Keputusan Pembelian