

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Online Customer Review*, *Online Customer Rating* dan *E-Service Quality* terhadap keputusan pembelian produk melalui Lazada. Populasi dalam penelitian ini adalah masyarakat di wilayah Jakarta Selatan yang telah memiliki pengalaman berbelanja *online* di marketplace lazada. Metode pengambilan sampel dengan menggunakan metode *non-probability sampling* dan dengan cara pendekatan *purposive sampling* dengan sampel 145 responden. Metode analisis yang digunakan adalah analisis kuantitatif serta pengujian hipotesis. Teknik analisis yang digunakan menggunakan *Partial Least Square (PLS) 4.0*. Hasil penelitian ini menunjukkan bahwa *Online Customer Review*, *Online Customer Rating*, dan *E-Service Quality* berpengaruh positif signifikan terhadap Keputusan Pembelian produk melalui Lazada di Jakarta Selatan.

Kata Kunci : *Online Customer Review*, *Online Customer Rating*, *E-Service Quality*, Lazada

ABSTACK

This study aims to analyze the effect of Online Customer Review, Online Customer Rating and E-Service Quality on product purchasing decisions through Lazada. The population in this study are people in the South Jakarta area who already have online shopping experience at the Lazada marketplace. The sampling method used non-probability sampling method and by means of a purposive sampling approach with a sample of 145 respondents. The analytical method used is quantitative analysis and hypothesis testing. The analysis technique used is Partial Least Square (PLS) 4.0. The results of this research show that Online Customer Reviews, Online Customer Ratings, E-Service Quality have a significant positive effect on product purchasing decisions through Lazada in South Jakarta

Keywords: Online Customer Review, Online Customer Rating, E-Service Quality, Lazada



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