

ABSTRACT

Tokopedia marketplace user in DKI Jakarta is being indicated that there is an elevation of consumer's buying interest. Consumer online rating and review that Tokopedia provide in their site to facilitate consumer at doing online shopping is considerable as the impact of the elevation of consumer's buying interest.

The purpose of this research is to understand deeply how consumer online rating and review on Tokopedia's marketplace in DKI Jakarta, how consumer's buying interest on Tokopedia's marketplace in DKI Jakarta, and the impact of consumer online rating and review to consumer's buying interest on Tokopedia's marketplace in DKI Jakarta.

This research use a quantitative methods. Data collection techniques is done by spreading a questionnaire to Tokopedia's marketplace user in DKI Jakarta with total of 400 respondents. The sampling methods that researcher used is nonprobability sampling. To interpret the results of this research, researcher use descriptive analysis and simple regression analysis.

The results of data processing show that consumer online rating and review on Tokopedia's marketplace in DKI Jakarta is overpowering and consumer's buying interest is quite strong. And then in the next result shows that consumer online rating and review have a positively significant role on consumer's buying interest in Tokopedia's marketplace in DKI Jakarta.

Tokopedia should maintain and enhance also increase the variety of consumer online rating and review's display to strengthen the usage of consumer online rating and review also improve consumer's buying interest in Tokopedia's marketplace in DKI Jakarta.

Keyword : Online Review, Online Rating, Consumer's Buying Interest