

ABSTRACT

Based on the results of MarkPlus Inc's research regarding e-commerce in Indonesia during the Covid-19 Pandemic, 90% of respondents stated that Shopee is an application that is often used to make product purchase decisions online. The results of this research concluded that fashion products were the products with the most purchasing decisions made by consumers during the third quarter of 2020. In addition to the various benefits, there were also disadvantages in the form of fraud cases in Shopee's e-commerce where customers received items that did not match the description, specifications and display pictures provided by the seller. This is because the customer does not see product reviews before making a purchase decision. With these phenomena, product reviews are expected to increase consumer purchasing decisions for fashion products at Shopee e-commerce.

The purpose of this study is to determine how the influence of perceived reviewers emotion on perceived product quality. Knowing the influence of perceived empathy on the relationship between perceived reviewers emotion and perceived product quality. Knowing the influence of perceived cognitive effort on the relationship between perceived emotion reviewers. Knowing the influence of perceived product quality, and perceived product quality on the purchase decision.

The research method used in this research is quantitative method. The population in this study were all consumers who had bought fashion products at Shopee's e-commerce. The sampling technique used in this study is a non-probability sampling technique, with a total of 453 respondents. The data analysis technique in this study is conditional process analysis which is processed using the SPSS Macro PROCESS version 3.5 application.

The findings of this study indicate that perceived reviewers of emotion have a positive effect on perceived product quality, perceived empathy has a positive effect on the relationship between perceived reviewers of emotion and perceived product quality, perceived cognitive effort has a positive effect on the relationship between perceived reviewers emotion and perceived product quality, and perceived product quality has a positive effect on purchase decisions.

With this, the authors advise Shopee companies to further improve the performance of the product review features by adding emoticon options, comment fields that can be filled in up to 1200 words, can upload product photos of more than 5 photos, appeal to all Shopee sellers to improve quality , awarding penalty points, and blocking products rated under 3 stars by 80-90% of reviewers. In addition, it is suggested for the next researcher to choose another object to be studied, choose another product to be studied, and use a mix method of research.

Keywords: Product Review, Purchase Decision, Perceived Reviewers Emotion, Perceived Product Quality, Perceived Empathy, Perceived Cognitive effort, dan Conditional Process Analysis.