

ABSTRACT

Wardah Cosmetics is known as a product with a high level of sales in the Shopee marketplace. Online Customer Reviews and Online Customer Ratings are known as factors that influence purchasing decisions. This study aims to analyze the influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions for consumers of Wardah products through the Shopee marketplace partially and simultaneously. The research uses a quantitative approach with the type of explanatory research. The sample in this study was 97 respondents who were selected by non-probability sampling method and purposive sampling technique. The data collected in the study will be processed and analyzed descriptively and analytically with multiple linear regression. The findings in the study indicate that the results of descriptive analysis on the Online Customer Review and Online Customer Rating variables are in the very high category, while Purchase Decision is in the high category. The results of multiple linear regression analysis show that partially Online Customer Review affects Purchase Decisions. In contrast, Online Customer Ratings have no effect on Purchase Decisions for consumers of Wardah products through the Shopee marketplace. The results of multiple linear regression simultaneously show that Online Customer Review and Online Customer Rating affect Purchase Decisions for consumers of Wardah products through the Shopee marketplace, with an effect of 32.7%.

Key words: Online Customer Review, Online Customer Rating, Purchase Decision, Shopee, Wardah.