

ABSTRACT

The development of the internet has an impact on consumer behavior towards buying and selling online with the existence of e-commerce in Indonesia. Shopping online is one of the weaknesses, one of which is the customer cannot see the product directly. E-commerce companies add online customer review and ranking features that provide orders for goods and services after making a purchase of a product. Online customer reviews and ratings have become a factor in influencing purchase intentions. This study aims to see the effect of online and customer ratings on purchase intentions partially or simultaneously at shopees. This research is a descriptive study using quantitative methods. This research was conducted from September 2020 to January 2021.

The object of this research is Shopee. Data collection was obtained through distributing questionnaires to 400 respondents. The sampling technique using nonprobability sampling is a convenience sampling technique with a population that is all Shopee platform users. Analysis of this data using Multiple Linear Regression.

Based on the results of the descriptive analysis as a whole, online customer review and rating and purchase intention variables are in a good category and based on multiple linear regression analysis, it is known that 1) online customer review has a positive and significant effect on purchase intention. 2) online customer rating has a positive and significant effect on purchase intention 3) online customer review and rating simultaneously have an effect on purchase intention of a good shopee. Suggestions to Shopee in order to improve the appearance of online consumer reviews in order to increase user comfort, the next researchers are expected to study more sources or references related to online customer reviews and ratings.

Keywords: Shopee, Online Customer Reviews, Online Customer Ratings