

ABSTRACT

Online customer reviews and online customers ratings are components considered to influence the purchase decision. Consumers who find that there are low reviews and ratings on the marketplace will try to avoid shopping at the online shop . Lazada is currently lacking in popularity due to the large number of reviews and ratings as well as complaints against Lazada that are published on internet-based media. Therefore it is important to analyze the influence of online customer reviews and ratings on Lazada's purchasing decisions.

A marketing theory approach is used where online customer reviews and ratings are part of the electronic-word of mouth states that reviews and ratings are displayed in media that are easily accessible to the public (internet-based media) will make it a powerful information-giving medium in influencing behavior, in this case purchasing decisions.

The research method used is a quantitative method with a causal associative research type. The main data used was obtained from questionnaire data using a sample of 400 respondents consisting of Telkom University students. Statistical tests used were descriptive statistics, validity, reliability, classical assumptions and multiple linear regression analysis.

The results of the study show that online customer reviews and online customers ratings have a partial or simultaneous effect on Purchase Decisions in the Lazada Marketplace. For this reason, it is recommended for Lazada to increase consumer satisfaction when shopping so that satisfied consumers give positive reviews and high ratings.

Keyword : Purchasing Decision, Online Customer rating Online Customer review