

ABSTRACT

This research is motivated by the increasing trend of online shopping in Indonesia, with Shopee as the most popular e-commerce platform. Shopee has a dominant majority of female users. However, the results of previous research related to online customer ratings and information quality on purchasing decisions show inconsistent results. This creates a research gap that is important to investigate further, especially by considering e-trust as a mediating variable. The purpose of this study is to determine the direct or indirect effect of online customer rating and information quality on purchasing decisions, and to examine the mediating role of e-trust. This research uses quantitative methods with the SEM-PLS approach. Data were obtained from 158 female Shopee user respondents who had purchased clothing products, which were selected using purposive sampling technique. The conclusion of this study is that online customer rating and information quality can influence e-trust. In addition, e-trust is also proven to influence purchasing decisions and can mediate between online customer ratings and information quality on purchasing decisions for clothing products at Shopee.

Keywords: Online Customer Rating, Information Quality, E-Trust, Purchase Decision, Shopee.