

**THE INFLUENCE OF STAR SELLER, ONLINE CUSTOMER REVIEW,
AND ONLINE CUSTOMER RATING ON PURCHASE DECISION
THROUGH MARKETPLACE SHOPEE (STUDY OF LAMONGAN
ISLAMIC UNIVERSITY STUDENTS AT MB PRINTING SHOP)**

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ABSTRACT

The development of technology is now increasingly rapid and sophisticated, in this modern era it has resulted in changes in human behavior, especially in terms of meeting needs. Increasingly sophisticated technology can be seen from the many marketing methods, by using smartphones and internet connections, now people can meet their needs by shopping online through marketplace applications, one of which is Shoope. customer reviews and online customer ratings on purchasing decisions.

This type of research used a quantitative approach involving the target respondents were students of the Islamic University of Lamongan with a population of 6,016 with a sample of 98 respondents using a random sampling technique. Data collection was using a questionnaire method with test instruments for validity, reliability, classical assumptions, multiple linear regression, t test and the F test. From the test results, it was found that there was an influence of star seller and customer review variables on purchasing decisions, while customer rating had no effect on purchasing decisions. There was a simultaneous influence on purchasing decisions.

Keywords: Star seller, online customer reviews, online customer ratings and purchasing decisions

**PENGARUH STAR SELLER, ONLINE CUSTOMER REVIEW, DAN
ONLINE CUSTOMER RATING TERHADAP KEPUTUSAN PEMBELIAN
MELALUI MARKETPLACE SHOPEE (STUDI PADA MAHASISWA
UNIVERSITAS ISLAM LAMONGAN DI TOKO MB PRINTING)**

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RINGKASAN

Perkembangan teknologi saat ini sudah semakin pesat dan canggih, di era modern seperti ini mengakibatkan perubahan perilaku manusia terutama dalam hal memenuhi kebutuhan. Teknologi yang semakin canggih dapat dilihat dari banyaknya metode-metode pemasaran, dengan menggunakan smartphone dan koneksi internet kini masyarakat dapat memenuhi kebutuhan dengan berbelanja secara online melalui aplikasi marketplace yang ada salah satunya Shoope.oleh karena itu tujuan penelitian ini untuk mngetahui pengaruh Star seller,online costumer Review dan online customer rating terhadap keputusan pembelian.

Jenis penelitian yang digunakan dengan pendekatan kuantitatif yang melibatkan responden sasaran adalah mahasiswa Universitas islam Lamongan dengan jumlah populasi 6.016 dengan sampel 98 responden dengan Teknik random sampling.pengumpulan data dengan metode kuesionare dengan instrument uji validitas,reliabilitas,asumsi klasik,reglesi linier berganda,uji t dan uji F.dari hasil pengujia diperoleh ada pengaruh variabel star seller dan costumer review terhadap keputusan pembelian sedangkan costumer rating tidak berpengaruh terhadap keputusan pembelian.ada pengaruh secara simultan pada keputusan pembelian.

Kata kunci : Star seller,online costumer Review,online customer rating dan keputusan pembelian