

**THE EFFECT OF INFORMATION QUALITY, CUSTOMER REVIEW  
AND CUSTOMER RATING ON CUSTOMER TRUST IN MEDIATION  
PURCHASE DECISIONS IN MARKETPLACE SHOPEE  
(Case Study in Mantup District Communities)**

**FERLITA ANGGRAINI**  
**041910270**

**ABSTRACT**

*In this modern era, the use of internet technology is growing rapidly. The use of the internet is not only used as a tool to find information or just to communicate, but now the internet can be used as a means of buying and selling online which is already used by most entrepreneurs ranging from small to medium and large entrepreneurs. The purpose of this study is to determine the effect of information quality, customer reviews and customer ratings on purchasing decisions mediated by customer trust.*

*This type of research is a quantitative approach with a sample size of 100 and the method used to analyze it is SEM with the Smart PLS tool version 3.0. The test used is the Outer Model test, Inner Model test, Mediation test and Hypothesis test. Based on the Validity Test, it shows that most of the Loading Factor values are more than 0.7 and the AVE value is more than 0.5 declared valid, in the Reliability test the Composite Reliability and Cronbach's Alpha values with values above 0.7 are declared Reliable.*

*The results showed that the Information Quality variable (X1) had a negative and insignificant effect on purchasing decisions (Y), the Customer Review variable (X2) had a positive but not significant effect on purchasing decisions (Y), the customer rating variable (X3) had on purchasing decisions (Y) has a negative and insignificant effect.*

*It can be concluded that the variable quality of information on purchasing decisions mediated by customer trust is said to be partial mediation, the variable customer review on purchasing decisions mediated by customer trust is said to be Non-Mediation. the customer rating variable on purchasing decisions mediated by customer trust is said to be Non-Mediation.*

*Keywords : Quality of Information, Customer Reviews, Customer Ratings, Purchase Decisions, Shopee Marketplace.*

**PENGARUH KUALITAS INFORMASI, CUSTOMER REVIEW DAN  
CUSTOMER RATING TERHADAP KEPUTUSAN PEMBELIAN  
DIMEDIASI KEPERCAYAAN PELANGGAN PADA  
MARKETPLACE SHOPEE  
(Studi Kasus pada Masyarakat Kecamatan Mantup)**

**FERLITA ANGGRAINI  
041910270**

**RINGKASAN**

Pada zaman modern seperti sekarang ini, penggunaan teknologi internet semakin berkembang pesat. Penggunaan internet tidak hanya digunakan sebagai alat untuk mencari informasi atau sekedar melakukan komunikasi, tetapi kini internet bisa digunakan untuk sarana jual beli *online* yang sudah digunakan pada sebagian besar pengusaha mulai dari pengusaha kecil sampai menengah keatas. Tujuan penelitian ini yaitu untuk mengetahui pengaruh kualitas informasi, *customer review* dan *customer rating* terhadap keputusan pembelian dimediasi kepercayaan pelanggan.

Jenis penelitian ini adalah pendekatan kuantitatif dengan jumlah sampel 100 dan metode yang digunakan untuk menganalisis yaitu SEM dengan alat Smart PLS versi 3.0. Uji yang digunakan adalah uji *Outer Model*, Uji *Inner Model*, Uji Mediasi dan Uji Hipotesis. Berdasarkan Uji Validitas menunjukkan bahwa sebagian besar nilai Loading Faktor lebih dari 0,7 dan nilai AVE lebih dari 0,5 dinyatakan valid, pada uji Reliabilitas nilai *Composite Reliability* dan *Cronbach's Alpha* yang nilainya diatas 0,7 dinyatakan Reliabel.

Hasil penelitian menunjukkan bahwa variabel Kualitas Informasi (X1) terhadap keputusan pembelian (Y) berpengaruh negatif dan tidak signifikan, variabel *customer review* (X2) terhadap keputusan pembelian (Y) berpengaruh positif tetapi tidak signifikan, variabel *customer rating* (X3) terhadap keputusan pembelian (Y) berpengaruh negatif dan tidak signifikan.

Dapat disimpulkan bahwa variabel kualitas informasi terhadap keputusan pembelian dimediasi kepercayaan pelanggan dikatakan sebagai *parsial mediation*, variabel *customer review* keputusan pembelian dimediasi kepercayaan pelanggan dikatakan *Non Mediation*. variabel *customer rating* terhadap keputusan pembelian dimediasi kepercayaan pelanggan dikatakan *Non Mediation*.

Kata Kunci : Kualitas Informasi, *Customer Review*, *Customer Rating*, Keputusan Pembelian, *Marketplace* Shopee.