

## ABSTRAK

### PENGARUH ULASAN KONSUMEN DAN EKSPEKTASI KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN

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Penelitian ini dilakukan untuk mengetahui pengaruh dari *online customer review* dan ekspektasi konsumen terhadap keputusan pembelian konsumen shopee di Indonesia. Hasil penelitian ini akan memberikan tambahan informasi bagi *marketplace* shopee tentang faktor-faktor yang memunculkan keputusan pembelian konsumen, terutama faktor berkaitan dengan *online customer review* dan ekspektasi konsumen. Sampel yang digunakan dalam penelitian ini adalah 130 responden yang menggunakan marketplace shopee dan telah melakukan pembelian minimal 2 kali. Pada penelitian ini pengumpulan datanya menggunakan kuesioner secara online. Alat analisis dalam penelitian ini menggunakan analisis regresi linier berganda untuk mengetahui pengaruh kedua variabel independen terhadap variabel dependen. Hasil dari penelitian ini menemukan bahwa *online customer review* berpengaruh signifikan terhadap keputusan pembelian konsumen shopee. Ekspektasi konsumen berpengaruh signifikan terhadap keputusan pembelian konsumen shopee. *Online customer review* dan ekspektasi konsumen secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian konsumen shopee.

**Kata Kunci** — *Online Customer Review, Ekspektasi Konsumen, Keputusan Pembelian*

## ABSTRACT

### THE EFFECT OF CONSUMER REVIEWS AND CONSUMER EXPECTATIONS ON CONSUMER PURCHASE DECISIONS

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Marketplace is an internet-based online media that provides a place for buying and selling and transactions between sellers and buyers. Shopee Marketplace is a marketplace from Singapore which since 2015 has begun to expand the Southeast Asian market, including Indonesia. Shopee comes with an integrated method with logistical support that has a safe and convenient payment method. Online purchases in the marketplace are influenced by several factors. This study was conducted to determine the effect of online customer reviews and consumer expectations on the purchasing decisions of shopee consumers in Indonesia. The results of this study will provide additional information for the shopee marketplace about the factors that lead to consumer purchasing decisions, especially factors related to online customer reviews and consumer expectations. The sample in this study was 30 respondents who used the shopee marketplace and had made purchases at least 2 times. In this study, the data was collected using an online questionnaire. The analytical tool in this study used multiple linear regression analysis to determine the effect of the two independent variables on the dependent variable. The result of this study found that online customer reviews had a significant effect on shopee consumer purchasing decisions. Consumer expectations had a significant effect on shopee consumer purchasing decisions. Mwanwhile, Online customer reviews and consumer expectations together had a significant effect on shopee consumer purchasing decisions.

**Keywords:** Online Customer Review, Consumer Expectation, Purchase Decision

