

ABSTRAK

Penelitian ini merupakan hasil penelitian kuantitatif yang bertujuan untuk menjawab pertanyaan tentang Pengaruh *Online Customer Review Dan Online Customer Rating* Terhadap Minat Beli Produk Scarlett Whitening Di Shopee. Metodologi penelitian yang digunakan adalah penelitian kuantitatif dan teknik pengambilan sampel menggunakan metode purposive sampling dengan jumlah sampel sebesar 96 responden. Teknik pengumpulan data dengan menyebarkan kuesioner melalui google form yang diolah menggunakan SPSS versi 21 dan teknik analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa *online customer review* berpengaruh terhadap minat beli, kemudian *online customer rating* menunjukkan hasil tidak berpengaruh terhadap variabel minat beli. Selanjutnya, secara bersama-sama *online customer review* dan *online customer rating* berpengaruh terhadap minat beli produk scarlett whitening di shopee. Untuk perusahaan Scarlett diharapkan agar dapat terus memanfaatkan dan mengelola fitur *online customer review* dan *online customer rating* di shopee untuk menarik minat beli konsumen dengan mempertahankan kualitas layanan dan kualitas produk.

Kata Kunci : minat beli, *online customer review*, *online customer rating*

ABSTRACT

This research is the result of quantitative research that aims to answer questions about the Influence of Online Customer Reviews and Online Customer Rating on Buying Interest in Scarlett Whitening Products on Shopee. The research methodology used was quantitative research and sampling techniques using the purposive sampling method with a sample of 96 respondents. The data collection technique was by distributing questionnaires through google from which was processed using SPSS version 21 and multiple linear regression analysis techniques. The results of this study show that online customer reviews have an effect on buying interest, then online customer rating shows results that have no effect on the variable of buying interest. Furthermore, together online customer reviews and online customer ratings affect the interest in buying scarlett whitening products on Shopee. For the Scarlett company, it is hoped that it can continue to utilize and manage the online customer review and online customer rating features on Shopee to attract consumer buying interest by maintaining service quality and product quality.

Keywords: *Online Customer Review, Online Customer Rating, Purchase Intention*