

ABSTRAK

Tujuan penelitian adalah untuk menganalisis pengaruh *online customer review* terhadap keputusan pembelian *online shop* shopee pada mahasiswa Ilmu Komunikasi dan Multimedia Universitas Mercubuana Yogyakarta. Penelitian ini tergolong penelitian kuantitatif. Sampel penelitian adalah 92 mahasiswa ilmu komunikasi Universitas Mercu Buana Yogyakarta. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan analisis regresi. Hasil penelitian menunjukkan ada pengaruh positif dan signifikan *online customer review* terhadap keputusan konsumen *online shop* shopee pada mahasiswa Ilmu Komunikasi dan Multimedia Universitas Mercubuana Yogyakarta dengan nilai $t_{hitung} = 16,493 > t_{tabel} = 1,665$ dan nilai signifikansi $0,000 < 0,05$. Variabel *online customer review* mampu memberikan sumbangan 74,7% terhadap variabel keputusan konsumen *online*, sedangkan sisanya 25,3% dipengaruhi dari faktor lain yang tidak dianalisis dan dimasukkan dalam analisis regresi.

Kata kunci: *Online Customer Review*, Keputusan Pembelian, Shopee

ABSTRACT

The aim of the research is to analyze the influence of online customer reviews on Shopee online purchasing decisions among Communication and Multimedia Science students at Mercubuana University, Yogyakarta. This research is classified as quantitative research. The research sample was 92 communication science students at Mercuru Buana University, Yogyakarta. The data collection technique uses a questionnaire. The data analysis technique uses regression analysis. The research results show that there is a positive and significant influence of online customer reviews on Shopee online consumer decisions among Communication and Multimedia Science students at Mercubuana University, Yogyakarta with a value of $t_{count} = 16.493 > t_{table} = 1.665$ and a significance value of $0.000 < 0.05$. The online customer review variable was able to contribute 74.7% to the online consumer decision variable, while the remaining 25.3% was influenced by other factors that were not analyzed and included in the regression analysis.

Keywords: *Online Customer Review, Purchase Decision, Shopee*