

PENGARUH RATING, ONLINE CUSTOMER REVIEW, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA OFFICIAL STORE XIAOMI DI TOKOPEDIA

ABSTRAK

Abstract: This study aims to examine the influence of rating, online customer review, and price on purchasing decisions at the Xiaomi Official Store on Tokopedia. The research uses a quantitative method with a sample of 200 respondents. The sample size was specifically considering the maximum number of arrows leading to a latent construct in the model. Data were collected using questionnaires distributed through an online survey, and analyzed using multiple linear regression. The sampling technique used was non-probability sampling with a purposive sampling approach. The results show that rating, online customer review, and price have a significant positive effect both partially and simultaneously on purchasing decisions. These findings indicate that improving product ratings, managing customer reviews, and offering competitive prices are important strategies to influence consumer buying behavior on e-commerce platforms.

Keywords: consumer behavior, online customer review, price, purchase decision, rating, Tokopedia

Abstrak: Penelitian ini bertujuan untuk menguji pengaruh rating, ulasan pelanggan online, dan harga terhadap keputusan pembelian di Xiaomi Official Store Tokopedia. Penelitian ini menggunakan metode kuantitatif dengan sampel sebanyak 200 responden. Jumlah sampel ditentukan khususnya mempertimbangkan jumlah maksimum panah yang menuju suatu konstruk laten dalam model. Pengumpulan data dilakukan melalui kuesioner yang disebarluaskan melalui survei online, dan dianalisis dengan regresi linier berganda. Teknik pengambilan sampel yang digunakan adalah non-probability sampling dengan pendekatan purposive sampling. Hasil penelitian menunjukkan bahwa rating, ulasan pelanggan online, dan harga berpengaruh positif secara parsial maupun simultan terhadap keputusan pembelian. Temuan ini menunjukkan bahwa peningkatan rating produk, pengelolaan ulasan pelanggan, dan penawaran harga yang kompetitif merupakan strategi penting dalam memengaruhi perilaku pembelian konsumen di platform e-commerce.

Kata kunci: keputusan pembelian, perilaku konsumen, harga, rating, review pelanggan, tokopedia