

## ABSTRAK

**Novi Norlaili. 2022. Pengaruh *Online Customer Review* , *Online Customer Rating* dan Kepercayaan Terhadap Keputusan Pembelian Melalui Media TikTok Shop.** Skripsi : Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Wiraraja Madura. Pembimbing : Moh. Kurdi, S.P., M.M.,C.HRA.

Penelitian ini membahas tentang Pengaruh *Online Customer Review* , *Online Customer Rating* dan Kepercayaan Terhadap Keputusan Pembelian Melalui Media TikTok Shop. Tujuan penelitian ini adalah untuk mengetahui apakah ada pengaruh antara *Online Customer Review* , *Online Customer Rating* dan Kepercayaan Terhadap Keputusan Pembelian Melalui Media TikTok Shop.

Penelitian ini dilakukan dengan menggunakan metode penelitian kuantitatif. Populasi pada penelitian ini adalah Masyarakat Kabupaten Sumenep yang melakukan pembelian di Tiktok Shop. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan menyebarkan kuesioner tentang *Online Customer Review*, *Online Customer rating*, Kepercayaan, dan Keputusan Pembelian kepada 120 responden. Data tersebut di olah menggunakan analisis data Uji Regresi Linier Berganda dengan aplikasi IBM SPSS *Statistic 25*.

Hasil penelitian uji T (parsial) menunjukkan 1) *Online Customer Review* berpengaruh terhadap Keputusan Pembelian, 2) *Online Customer Rating* tidak berpengaruh terhadap Keputusan Pembelian, 3) Kepercayaan berpengaruh terhadap Keputusan Pembelian. hasil penelitian uji F (simultan) menunjukkan *online customer review*, *online customer rating* dan kepercayaan berpengaruh terhadap keputusan pembelian konsumen.

**Kata kunci** : *online customer review*, *online customer rating*, kepercayaan, keputusan pembelian

## **ABSTRACT**

**Novi Norlaili. 2022. *The Influence of Online Customer Reviews, Online Customer Ratings and Trust on Purchase Decisions Through TikTok Shop Media*. Thesis : Management Study Program, Faculty of Economics and Business, Wiraraja Madura University. Supervisor : Moh. Kurdi, S.P., M.M., C.HRA.**

*This study discusses the influence of online customer reviews, online This study discusses the influence of online customer reviews, online customer ratings and trust on purchasing decisions through the TikTok Shop media. The purpose of this study was to determine whether there is an influence between Online Customer Reviews, Online Customer Ratings and Trust in Purchase Decisions Through TikTok Shop Media.*

*This research was conducted using quantitative research methods. The population in this study is the people of Sumenep Regency who make purchases at the Tiktok Shop. The sampling technique used was purposive sampling. Data were obtained by distributing questionnaires about Online Customer Reviews, Online Customer Ratings, Trust, and Purchase Decisions to 120 respondents. The data is processed using Multiple Linear Regression Test data analysis with the IBM SPSS Statistic 25 application.*

*The results of the T test (partial) show 1) Online Customer Review has an effect on Purchase Decisions, 2) Online Customer Rating has no effect on Purchase Decisions, 3) Trust has an effect on Purchase Decisions. The results of the F test (simultaneous) show that online customer reviews, online customer ratings and trust have an effect on consumer purchasing decisions.*

**Keywords:** *online customer review, online customer rating, trust, purchasing decisions*