

ABSTRAK

PENGARUH ULASAN PRODUK DAN RATING PRODUK TERHADAP KEPERCAYAAN KONSUMEN DALAM BERBELANJA DI APLIKASI SHOPEE

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh simultan ulasan produk dan *rating* produk terhadap kepercayaan konsumen dalam berbelanja di aplikasi Shopee. 2) pengaruh ulasan produk terhadap kepercayaan konsumen dalam berbelanja di aplikasi Shopee. 3) pengaruh *rating* terhadap kepercayaan konsumen dalam berbelanja di aplikasi Shopee. Populasi dalam penelitian ini adalah seluruh mahasiswa di Yogyakarta. Sampel dalam penelitian ini adalah 96 mahasiswa NTT yang berdomisili di Yogyakarta, sudah pernah melakukan pembelian minimal 3 kali dalam satu tahun terakhir di aplikasi Shopee. Teknik pengambilan sampel menggunakan teknik *non probability sampling*. Analisis data menggunakan aplikasi SPSS 20 untuk menguji uji F, uji t, analisis regresi berganda dan koefisien determinasi. Hasil penelitian menunjukkan bahwa: 1) ulasan produk dan *rating* produk berpengaruh secara simultan terhadap kepercayaan konsumen dalam berbelanja di aplikasi Shopee, 2) ulasan produk berpengaruh terhadap kepercayaan konsumen dalam berbelanja di aplikasi Shopee, 3) *rating* produk tidak berpengaruh terhadap kepercayaan konsumen dalam berbelanja di aplikasi Shopee.

Kata Kunci: Ulasan Produk, *Rating* Produk, Kepercayaan Konsumen

ABSTRACT

**THE INFLUENCE OF PRODUCT REVIEWS AND PRODUCT RATINGS
ON CONSUMER CONFIDENCE IN SHOPPING
ON THE SHOPEE APPLICATION**

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This research aims to determine: 1) the simultaneous influence of product reviews and product ratings on consumer trust in shopping through the Shopee application. 2) the influence of product reviews on consumer trust in shopping through the Shopee application. 3) the influence of product ratings on consumer trust in shopping through the Shopee application. The population for this study comprises all students in Yogyakarta. The sample consists of 96 students from East Nusa Tenggara residing in Yogyakarta, who have made purchases at least three times in the last year using the Shopee application. Non-probability sampling technique was used for sample selection, and data were collected through questionnaires. Data analysis was performed using SPSS 20 to conduct F-test, t-test, multiple regression analysis, and coefficient of determination. The research findings indicate that: 1) product reviews and product ratings collectively influence consumer trust in shopping through the Shopee application, 2) product reviews individually influence consumer trust in shopping through the Shopee application, and 3) product ratings do not significantly influence consumer trust in shopping through the Shopee application.

Keywords: Product Reviews, Product Ratings, Consumer Trust.