

ABSTRACT

The rapid development of technology and the phenomenon of purchasing via the internet coincided with the increasing appearance of online stores in Indonesia, especially in the city of Semarang, this is evidenced by the emergence of a number of online stores such as Shopee which is also a marketplace in Indonesia. E-commerce trade encourages consumers to actively participate in the purchase and sale of products and services in the online community. One of the features found in online stores, Online Customer Reviews (OCR) and Customer Service is one of the factors that is quite important in influencing customer trust and purchasing decisions.

This study aims to analyze the effect of online customer reviews and service quality on purchase decision with trust as the intervening variable on Shopee consumers in the city of Semarang. This study used a quantitative method involving 240 respondents obtained using non probability sampling. Data were collected using a questionnaire. The analysis using SPSS 22 analysis tools.

This study concludes that the better the review of the customer, the more customer trust towards online shop at Shopee is. The better the quality of service provided, the more customer trust towards online shop at Shopee will be. More importantly, the better the review given by the customer to the online shop, the more the purchase decision of other customers at the online shop at Shopee. In addition, the better the service quality can increase the purchase decision of other customers to the online shop at Shopee. Therefore, the high level of customer trust can increase purchase decision at online shops at Shopee.

Keywords: *E-Commerce, Customer Reviews, Service Quality, Purchase Decision, Trust*