

Abstract

This study aims to determine the effect of Customer Reviews and Customer Ratings on online purchasing decisions on the Tokopedia Online Marketplace, whether they have a significant or insignificant effect.

A study on Tokopedia users in Semarang City. The method used in this study is a quantitative method. The population in this study are users or have used the Tokopedia online marketplace to buy a product. The sample used is 100 people. Data analysis was carried out using SPSS version 22.0

The results show that the Customer Review variable has a positive and significant effect on Purchase Decisions and Customer Rating also has a positive and significant effect on Purchase Decisions.

Keywords: Marketplace, Tokopedia, Customer Rating, Customer Review