

ABSTRACT

Technology that has been developing rapidly has boosted human economic activity, including shopping that initially offline to online through marketplace platforms, one of its example is Tokopedia. The internet development has allowed someone or a group of people to freely search for information of product or brand via online consumer reviews and online consumer rating features, which is a form of eWOM to influences customer's perceptions of trust and helping to decide their purchasing decision. So therefore, this research aims to analyze the impact of online consumer reviews and online consumer ratings and trust as intervening variable on purchasing decision on Tokopedia.

This study was conducted for Semarang City citizen and it's intended to tokopedia users or those who has ever transacted in Tokopedia and use or observe its online reviews and online ratings. The sample size for this study was 100 respondents. This research is included into kind of explanative, and also uses quantitative methods and inferential analysis, and then using questionnaire survey to collect data, the sampling method of this research is non-probability with purposive techniques. The research analysis tool used was CB Structural Equation Modeling (SEM) powered by AMOS 24 software.

The results of this research show that online consumer reviews, online consumer ratings, and combination of online consumer reviews & online consumer ratings have a positive and significant impact on customer trust, and customer trust has a positive impact on purchase decision significantly. The variable that has the most powerful influence on purchase decision is trust.

Keywords : online consumer review, online consumer rating, trust , purchase decision, Electronic word-of-mouth (eWOM).