

## ABSTRAK

### KEPUTUSAN PEMBELIAN PRODUK *FASHION* DI SHOPEE YANG DIPENGARUHI OLEH *ONLINE CUSTOMER REVIEW* DAN *ONLINE CUSTOMER RATING* PADA GENERASI ZELENIAL (GEN Z) DI INDONESIA

Oleh

ARZETA AZ ZAHRA

Fenomena semakin meningkatnya pembelian secara *online* di Indonesia menunjukkan bahwa internet memberikan dampak perubahan bagi generasi Z. Dampak utama yang terlihat pada pola perilaku belanja konsumen di Indonesia yang memiliki jumlah populasi sebesar 259,4 juta jiwa, dengan 30% dari jumlah populasinya adalah generasi Z. Penelitian ini dilakukan untuk mengetahui pengaruh *online customer review* dan *online customer rating* terhadap keputusan pembelian produk *fashion* pada generasi Z. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan menggunakan metode *explanatory research*. Teknik pengambilan sampel dalam penelitian ini yaitu *purposive sampling* dengan sebanyak 385 responden. Pada hasil *online customer review* ditemukan bahwa item frekuensi memiliki nilai yang tinggi sehingga semakin konsumen sering membaca *review* positif, semakin memengaruhi keputusan pembelian produk *fashion* di Shopee. Pada hasil *online customer rating* dengan item *rating* keseluruhan yang tertinggi menyatakan bahwa *online customer rating* mempermudah dalam mengkategorisasikan kualitas produk *fashion* di Shopee. Berdasarkan hasil penelitian ini yang menyatakan bahwa keputusan pembelian generasi Z di Indonesia yang menjadi responden dipengaruhi oleh *online customer review* dan *online customer rating* yang terdapat di Shopee.

**Kata Kunci:** Ulasan Konsumen, Penilaian Konsumen, Keputusan Pembelian, *E-Commerce*, Preferensi Pembelian Generasi Z

## **ABSTRACT**

### ***PURCHASING DECISIONS FOR FASHION PRODUCTS AT SHOPEE WHICH ARE INFLUENCED BY ONLINE CUSTOMER REVIEWS AND ONLINE CUSTOMER RATINGS IN THE ZELENNIAL GENERATION (GEN Z) IN INDONESIA***

**By**

**ARZETA AZ ZAHRA**

*The phenomenon of increasing online purchases in Indonesia shows that the internet is making a difference for Generation Z. The main impact is seen in the pattern of consumer shopping behavior in Indonesia, which has a population of 259.4 million, with 30% of the population being generation Z. This study was conducted to determine the effect of online customer reviews and online customer ratings on purchasing decisions for fashion products in generation Z. The type of research used is quantitative research using the explanatory research method. The sampling technique in this study was purposive sampling with 385 respondents. In the results of the online customer review, it was found that the frequency item had a high value so that the more consumers often read positive reviews, the more it influenced the decision to purchase fashion products at Shopee. In the results of online customer rating with the highest overall rating item, it states that online customer rating makes it easier to categorize the quality of fashion products at Shopee. Based on the results of this study which states that the purchasing decisions of generation Z in Indonesia who are respondents are influenced by online customer reviews and online customer ratings found at Shopee.*

***Keyword: Consumer Reviews, Consumer Ratings, Purchase Decision, E-Commerce, Generation Z Purchase Preferences***