

ABSTRAK

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Program studi : Manajemen
Judul : Pengaruh *Online Customer Rating*, System Pembayaran *Cash on Delivery*, *Online Customer Reviews* Terhadap Keputusan Pembelian

Skripsi ini bertujuan untuk mengetahui bagaimana Pengaruh *Online Customer Rating*, System Pembayaran *Cash on Delivery*, *Online Customer Reviews* Terhadap Keputusan Pembelian. Metode penelitian dalam penyusunan skripsi ini menggunakan metode kuantitatif, Dengan metode pengambilan sampel memakai teknik non probability sampling dengan menggunakan teknik purposive sampling. Adapun sampel dalam penelitian ini berjumlah 120 sampel. Data dikumpulkan melalui survey penyebaran kuesioner melalui hard copy yang disebarakan kepada konsumen yang melakukan pembelian dan juga menggunakan marketplace Bukalapak. Penelitian ini menggunakan metode analisis regresi linier berganda. hasil dari penelitian ini menemukan bahwa *Online Customer Rating*(X_1) secara parsial berpengaruh negatif dan signifikan terhadap Keputusan Pembelian (Y), Sistem pembayaran *Cash on delivery* (X_2) secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian (Y), *Online Customer Reviews* (X_3) secara parsial berpengaruh negatif dan signifikan terhadap keputusan pembelian (Y). Hasil penelitian ini menunjukkan bahwa keputusan pembelian pada situs Bukalapak sangat dipengaruhi oleh variabel System Pembayaran *Cash on Delivery* (X_2). Sedangkan untuk pengujian secara simultan diperoleh bahwa variabel *Online Customer Rating* (X_1), Sistem Pembayaran *Cash on Delivery* (X_2), dan *Online Customer Reviews* (X_3) secara bersama-sama berpengaruh terhadap keputusan pembelian pada situs Bukalapak.

Kata kunci : *Online Customer Rating*, Sistem Pembayaran *Cash on Delivery*, *Online Customer Reviews* dan Keputusan Pembelian.

ABTSRACT

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Study Program : Management

Title : The Effect of Online Customer Rating, Cash on Delivery Payment System, and Online Customer Reviews on Purchasing Decisions

This thesis aims to find out the influence of Online Customer Rating, Cash on Delivery Payment System, and Customer Reviews on Purchasing Decisions. The research method used in preparing this thesis uses quantitative methods, with the sampling method using non-probability sampling techniques and purposive sampling techniques. The sample in this study amounted to 120 samples. The data was collected through a survey distributing questionnaires via hard copy to consumers who made purchases and also used the Bukalapak marketplace. This study uses multiple linear regression analysis methods. The results of this study found that online customer ratings (X_1) partially have a negative and significant effect on purchasing decisions (Y), cash on delivery payment systems (X_2) partially have a positive and significant effect on purchasing decisions (Y), and online customer reviews (X_3) partially have a negative and significant effect on purchasing decisions (Y). The results of this study indicate that purchasing decisions on the Bukalapak website are strongly influenced by the Cash on Delivery Payment System variable (X_2). Meanwhile, for simultaneous testing, it was found that the variables Online Customer Rating (X_1), Cash on Delivery Payment System (X_2), and Online Customer Reviews (X_3) together have an effect on purchasing decisions on the Bukalapak website.

Keywords : *online customer rating, cash on delivery payment system, online customer reviews, and purchasing decisions.*