

ABSTRAK

Name : Monica Juliani Sagala
Program Studi : Manajemen
Judul : Pengaruh *Online Customer Review*, *Online Customer Rating*, dan *Star Seller* Terhadap Kepercayaan Konsumen *Marketplace* Shopee di Kota Lhokseumawe

Penelitian ini bertujuan untuk mengetahui Pengaruh *Online Customer Review*, *Online Customer Rating*, dan *Star Seller* Terhadap Kepercayaan Konsumen *marketplace* Shopee di Kota Lhokseumawe. Penelitian ini menggunakan data primer yang diperoleh dengan membagikan kuesioner kepada 133 responden yang dipilih menggunakan Metode non probability sampling dan purposive sampling. Populasi pada penelitian ini merupakan konsumen yang pernah melakukan pembelian pada *marketplace* Shopee. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linier berganda dengan menggunakan perangkat lunak SPSS (*Statistical Package for the Social Sciences*). Hasil penelitian ini secara parsial menunjukkan bahwa *online customer review* berpengaruh positif dan signifikan terhadap kepercayaan konsumen pada *marketplace* Shopee di Kota Lhokseumawe, *online customer rating* berpengaruh positif dan signifikan terhadap kepercayaan konsumen pada *marketplace* Shopee di Kota Lhokseumawe, dan *star seller* berpengaruh positif dan signifikan terhadap kepercayaan konsumen pada *Marketplace* Shopee di Kota Lhokseumawe. Secara simultan, *online customer review*, *online customer rating*, dan *star seller* berpengaruh signifikan terhadap kepercayaan konsumen *marketplace* Shopee di kota Lhokseumawe.

Kata kunci: *Online Customer Review*, *Online Customer Rating*, *Star Seller*, Kepercayaan Konsumen.

ABSTRACT

Name : Monica Juliani Sagala
Study Program : Management
Title : *The Influence of Online Customer Reviews, Online Customer Ratings, and Star Sellers on Consumer Trust in the Shopee Marketplace in Lhokseumawe City*

This study aims to determine the Influence of Online Customer Reviews, Online Customer Ratings, and Star Sellers on Consumer Trust in the Shopee Marketplace in Lhokseumawe City. This study uses primary data obtained by distributing questionnaires to 133 respondents selected using non-probability and purposive sampling methods. The population in this study were consumers who had made purchases on the Shopee Marketplace. This study uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The results of this study partially indicate that online customer reviews have a positive and significant effect on consumer trust in the Shopee Marketplace in Lhokseumawe City, online customer ratings have a positive and significant impact on consumer trust in the Shopee Marketplace in Lhokseumawe City, and star sellers have a positive and significant effect on consumer trust in the Shopee Marketplace in Lhokseumawe City. Simultaneously, online customer reviews, online customer ratings, and star sellers have a significant effect on consumer trust in the Shopee Marketplace in Lhokseumawe City.

Keywords: *Online Customer Review, Online Customer Rating, Star Seller, Consumer Trust.*