ABSTRAK

PENGARUH ULASAN DAN RATING PRODUK EIGER TERHADAP MINAT BELI KONSUMEN SHOPEE PADA MAHASISWA UNIVERSITAS NGUDI WALUYO

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Penelitian ini bertujuan untuk mengetahui pengaruh ulasan dan rating produk terhadap minat beli konsumen pada produk Eiger di Shopee. Penelitian menggunakan pendekatan kuantitatif dengan teknik purposive sampling terhadap 93 mahasiswa Universitas Ngudi Waluyo yang pernah membeli produk Eiger di Shopee. Analisis data dilakukan menggunakan SPSS versi 25 melalui uji validitas, reliabilitas, regresi linier berganda, uji t, dan uji F. Hasil penelitian menunjukkan bahwa ulasan produk berpengaruh positif dan signifikan terhadap minat beli dengan nilai signifikansi 0,000 (< 0,05), sedangkan rating produk juga berpengaruh positif dan signifikan dengan nilai signifikansi 0,005 (< 0,05). Hasil uji simultan menunjukkan bahwa ulasan dan rating produk secara bersama-sama berpengaruh signifikan terhadap minat beli konsumen dengan nilai signifikansi 0,000 (< 0,05). Dengan demikian, dapat disimpulkan bahwa ulasan dan rating produk berperan penting dalam meningkatkan minat beli konsumen terhadap produk Eiger di Shopee.

Kata Kunci: *Ulasan Produk, Rating Produk, Minat Beli, Shopee*

ABSTRACT

THE EFFECT OF EIGER PRODUCT REVIEWS AND RATINGS ON SHOPEE CONSUMER PURCHASE INTEREST AMONG NGUDI WALUYO UNIVERSITY STUDENTS

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This study aims to examine the effect of product reviews and product ratings on consumers' purchase intention toward Eiger products on Shopee. The research employed a quantitative approach with a purposive sampling technique involving 93 students of Universitas Ngudi Waluyo who had purchased Eiger products on Shopee. Data were analyzed using SPSS version 25 through validity and reliability tests, multiple linear regression analysis, t-test, and F-test. The results indicate that product reviews have a positive and significant effect on purchase intention with a significance value of 0.000 (< 0.05), while product ratings also have a positive and significant effect with a significance value of 0.005 (< 0.05). The simultaneous test shows that product reviews and product ratings jointly have a significant effect on consumers' purchase intention with a significance value of 0.000 (< 0.05). Therefore, it can be concluded that product reviews and product ratings play an important role in increasing consumers' purchase intention toward Eiger products on Shopee

Keywords: Product Reviews, Product Ratings, Purchase Intent, Shopee.