ABSTRAK

Dedeh Nurpaujiah (01619220094)

PENGARUH *REVIEW ACCURACY*, *COMPLETENESS*, *TIMELINESS*, *QUANTITY*, *CONSISTENCY*, *EXPERTISE* DAN *PRODUCT RATING* TERHADAP *REVIEW CREDIBILITY* DAN DAMPAKNYA TERHADAP *PURCHASE INTENTION* PADA PENGGUNA SHOPEE
(90 hal + 25 tabel + 3 gambar)

Saat ini *e-commerce* telah menjadi tempat berbelanja yang sangat familiar bagi masyarakat Indonesia, namun karena sudah dianggap lumrah, sulit bagi *seller* baru untuk beradaptasi karena belum memiliki *review* pada akun *e-commerce*nya. Selain itu, *e-commerce* Shopee yang saat ini merupakan pemimpin pasar selama 5 tahun berturut-turut berpotensi terancam dengan adanya penggabungan dua e-coomerce besar yaitu Tokopedia dan Tiktok Shop yang sebelumnya merupakan pesaing utama. Penelitian ini menguji pengaruh *review accuracy*, *completeness*, *timeliness*, *quantity*, *consistency*, *expertise* dan *product rating review credibility* dan dampaknya pada *purchase intention* pengguna Shopee. Penelitian ini dilakukan dengan pendekatan studi kausal pada 431 responden penelitian yang merupakan konsumen dari Shopee. Hasil penelitian menunjukkan bahwa *review accuracy*, *completeness*, *timeliness*, *quantity*, *expertise* dan *product rating* memiliki pengaruh signifikan terhadap *review credibility*. Namun *review consistencty* tidak memiliki pengaruh signifikan terhadap *review credibility*. Diharapkan pihak manajerial dapat mendorong konsumen untuk melakukan pemberian rating baik pada penjual yang telah lama beroperasi maupun pada penjual baru, selain itu kredibilitas *review* juga hendaknya dapat diperhatikan.

Kata Kunci : *Purchase intention; credibility, product rating, e-commerce, review*
65 Referensi (2017-2023)

ABSTRACT

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THE INFLUENCE OF ACCURACY, COMPLETENESS, TIMELINESS, QUANTITY, CONSISTENCY, EXPERTISE AND PRODUCT RATING REVIEWS ON PURCHASE INTENTION THROUGH CREDIBILITY REVIEWS AS AN INTERVENING FOR SHOPEE USERS

(90 page + 25 table + 3 picture)

Currently, e-commerce has become a very familiar shopping place for Indonesian people, but because it is considered commonplace, it is difficult for new sellers to adapt because they do not have reviews on their e-commerce accounts. In addition, Shopee e-commerce, which is currently the market leader for 5 consecutive years, is potentially threatened by the merger of two large e-commerce, namely Tokopedia and Tiktok Shop, which were previously the main competitors. This study examines the effect of review accuracy, completeness, timeliness, quantity, consistency, expertise and product rating review credibility and its impact on the purchase intention of Shopee users. This study was conducted using a causal study approach on 431 research respondents who were consumers of Shopee. The results of the study showed that review accuracy, completeness, timeliness, quantity, expertise and product rating had a significant effect on review credibility. However, review consistency did not have a significant effect on review credibility. It is hoped that the management can encourage consumers to give ratings to sellers who have been operating for a long time and new sellers, in addition, the credibility of the review should also be considered.

Keywords: Purchase intention; credibility, product rating, e-commerce, reviews
65 References (2017-2023)