

ABSTRACT

Fahira Amalia. 2020. The Effect of Consumer Ratings on Purchasing Decisions with Consumer Confidence as Intervening Variables in the Shopee Marketplace: Sharia Economics Study Program, Faculty of Islamic Studies, Siliwangi University.

Along with the times, the shapes and models in the trading system are increasingly varied. One of them is buying and selling transactions that use the internet's main media electronically is called the marketplace. It is interesting for the public to do online shopping. Satisfaction and dissatisfaction experienced by consumers in the marketplace can be seen from consumer ratings in the form of ratings and reviews from consumers. With the ratings and reviews, consumer confidence will arise, when consumers form trust in a product, the purchasing decision will occur. The purpose of this study is to determine whether there is an influence of consumer ratings on purchasing decisions through trust as an intervening variable in the Shopee marketplace. The research method used in this study is a quantitative approach. Data collection techniques used were questionnaires. The total population is 130 Shopee marketplace consumers and the sample used is the entire population. In the data analysis technique used is the path analysis technique (path analysis). Based on the results of data analysis, it is found that: 1) Consumer assessment has a direct effect on consumer confidence in the Shopee marketplace of -0,100 or -10%. 2) Consumer assessment directly influences the purchase decision in the Shopee marketplace of 0.064 or 6.4%. 3) Consumer confidence directly influences purchasing decisions in the Shopee marketplace of 0.022 or 2.2%. 4) Consumer assessment has an indirect effect on purchasing decisions through consumer confidence in the Shopee marketplace of -0.002 or -0.2%. 5) The total effect of variables X, Y and Z is 0.062 or 6.2% The conclusion from the results of this study is consumer confidence (Z) is able to mediate consumer valuation variables (X) to the purchase decision (Y) then the hypothesis is accepted.

Keywords: Consumer Ratings, Consumer Trust, Purchasing Decisions, Marketplace