

Abstrak

Penelitian bertujuan untuk mengukur Efektivitas *Online Customer Review* Produk Wardah di Shopee Terhadap Minat Membeli Mahasiswa Fakultas Teknik Universitas Negeri Jakarta. Penelitian dilatarbelakangi dengan banyaknya pengguna Shopee dan produk terlaris di Shopee adalah produk kecantikan. Total responden di penelitian ini adalah sejumlah 90 orang. Peneliti menggunakan metode penelitian kuantitatif dengan metode survei. Data yang dipakai dalam penelitian ini dihimpun dengan melakukan penyebaran kuesioner kepada responden berdasarkan kriteria. Hasil Uji Validitas menunjukkan seluruh item pernyataan yang mewakili indikator karakteristik event dan minat berkunjung memperoleh nilai r hitung di atas nilai r tabel (0,207) maka bisa disebut berbagai butir pernyataan kuisioner semuanya valid. Nilai Cronbach's Alpha diperoleh nilai di atas angka 0,60 pada uji reliabilitas. Maka dengan begitu kuesioner telah memenuhi persyaratan. Berdasarkan uji koefisien determinasi, efektivitas *Online Customer Review* memiliki pengaruh sebesar 34,5 persen terhadap minat beli. Selanjutnya, hasil uji hipotesis menunjukkan adanya pengaruh positif antara *Online Customer Review* dan minat beli. Bisa disimpulkan bahwa *Online Customer Review* berdampak pada minat beli. Pada penelitian ini penulis mengharapkan agar para konsumen lebih bisa mencari informasi lebih lengkap lagi dan ditelusuri kebenarannya.

Kata kunci: Minat Membeli, *Online Customer Review*, Shopee, Wardah

Abstract

This study aims to measure the effectiveness of online customer reviews of Wardah products at Shopee on the buying interest of students of the Faculty of Engineering, State University of Jakarta. The research is motivated by the large number of Shopee users and the best selling products on Shopee are beauty products. The total respondents in this study were 90 people. Researchers used quantitative research methods with survey methods. The data used in this study were collected by distributing questionnaires to respondents based on criteria. The results of the Validity Test show that all statement items that represent indicators of event characteristics and interest in visiting have a calculated r value above the r table value (0.207), so it can be said that the various items of the questionnaire statement are all valid. Cronbach's Alpha value is obtained above the number 0.60 in the reliability test. So that the questionnaire has met the requirements. Based on the coefficient of determination test, the effectiveness of Online Customer Review has an effect of 34.5 percent on buying interest. Furthermore, the results of the hypothesis test show that there is a positive influence between Online Customer Reviews and buying interest. It can be concluded that Online Customer Reviews have an impact on buying interest. In this study, the author hopes that consumers will be able to find more complete information and trace the truth

Keywords: Buying Interest, *Online Customer Review*, Shopee, Wardah

