

PENGARUH *ONLINE CUSTOMER RATING*, *ONLINE CUSTOMER REVIEW*, DAN SISTEM PEMBAYARAN *CASH ON DELIVERY* TERHADAP KEPUTUSAN PEMBELIAN PADA APLIKASI *TIKTOK SHOP* DI KABUPATEN BULELENG

Oleh

Made Sarvadeva Bagas Kori, NIM 1917041024

Program Studi S1 Manajemen

ABSTRAK

Perkembangan teknologi menyebabkan sebagian besar masyarakat Indonesia melaksanakan kegiatan belanja *online*. Terlebih lagi saat masa pandemi *COVID-19*, belanja *online* menjadi pilihan alternatif yang tepat dalam upaya menjaga diri supaya terhindar dari *COVID-19*. Tujuan studi inipun bermaksud menguji pengaruh *online customer rating*, *online customer review* dan sistem pembayaran *cash on delivery* terhadap keputusan pembelian *TikTok Shop* pada masyarakat di Kabupaten Buleleng dengan parsial dan secara simultan. Jenis studi inipun tergolong studi kuantitatif. Menggunakan teknik *purposive sampling* melalui jumlah sampel sebanyak 104 responden. Metode mengumpulkan dilaksanakan melalui penyebaran kuesioner selanjutnya data dianalisis menggunakan teknik analisis data regresi linier berganda. Hasil penelitian menunjukkan dengan parsial dan bersamaan *online customer rating*, *online customer review*, dan sistem pembayaran *cash on delivery* berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci: *cash on delivery*, keputusan pembeli, *online customer rating*, *online customer review*

***THE INFLUENCE OF ONLINE CUSTOMER RATING, ONLINE
CUSTOMER REVIEW, AND CASH ON DELIVERY PAYMENT SYSTEM ON
PURCHASING DECISIONS IN TIKTOK SHOP APPLICATION IN
BULELENG REGENCY***

By

Made Sarvadeva Bagas Kori, NIM 1917041024

Bachelor of Management

ABSTRACT

The development of technology has led a significant portion of the Indonesian population to engage in online shopping activities. Especially during the COVID-19 pandemic, online shopping has become the preferred alternative to stay safe and avoid COVID-19 exposure. The purpose of this study is to examine the influence of online customer rating, online customer review, and cash on delivery payment system on purchasing decisions in TikTok Shop among the people of Buleleng Regency, both partially and simultaneously. This study falls under the category of quantitative research. Purposive sampling technique was used to select 104 respondents as the sample size. Data collection was conducted through questionnaire distribution, and the data were analyzed using multiple linear regression analysis technique. The results of the study show that both individually and collectively, online customer rating, online customer review, and cash on delivery payment system have a positive and significant impact on purchasing decisions.

Keywords: cash on delivery, purchasing decisions, online customer rating, online customer review.