

ABSTRACT

Technological developments have changed customer behavior from purchasing through offline stores to purchasing through online stores or through E-Commerce. These changes affect consumer purchasing decisions in buying a product. Shopee's income value is ranked first but in fact there are still some negative comments online from consumers and there is also a problem of shopping fraud from shopee that occurred by one of the consumers which if this problem occurs and is allowed to continue, it is possible for consumers to move or decide to make a purchase to another competitor's E-Commerce. This study aims to see the influence of online customer reviews and trust on shopee purchasing decisions in the millennial generation in Indonesia Because costumers who like to shop online are dominated by millennials.

This research uses quantitative methods with descriptive and causal research types. The population in this study is shopee consumers who are the millennial generation in Indonesia. The sampling technique used in this study is a non-probability sampling technique of purposive sampling with the number of samples used as many as 100 respondents. The data analysis technique used is descriptive analysis using multiple linear analysis. The test was carried out using the help of SPSS 21.

The results obtained from this study indicate that there is an influence of online customer reviews and trust on shopee purchasing decisions in the millennial generation in Indonesia. From the results of the coefficient of determination test, it can be seen that the R square value is 0.146 or 14.6%. This shows that the influence of online customer review and trust variables on purchasing decisions is 14.6%. While the remaining 85.4% is influenced by other variables outside of this study.

Keywords: Online Customer Review, Trust, Purchase Decision, Shopee, Millenial Generation.