

ABSTRACT

At present the world has entered a period of increasingly modern technological development. The rapid development of information technology has an impact on the opening of a new chapter in society, including in the business world. As a result, the economy in the country today has experienced quite rapid development and growth, resulting in increasingly fierce business competition. One of them is Mokress, which must be able to compete with other businesses, currently the number of sales is still lacking so that researchers conduct further research on the Mokress business.

This study aims to determine the effect of online customer reviews on the purchasing decision process for consumers of Mokress products partially. The research method used is descriptive and verification method with a sample size of 100 respondents. The data analysis method used is simple linear regression analysis, rank spearman correlation and determination coefficient.

Based on the research that has been done, it shows that there is a positive and significant influence of online customer reviews on purchasing decisions.

The researcher's suggestion for Mokress is that Mokress should maximize the implementation of Online Customer Review, pay attention to consumers who give negative reviews to respond immediately, and Mokress expand information about Online Customer Review.

Keywords: Online Customer Review, Purchase Decision