



**THE IMPACT OF VIRAL MARKETING, ONLINE
CUSTOMER REVIEW, AND ONLINE CUSTOMER RATING
ON ONLINE SHOPPING DECISIONS IN THE TOKOPEDIA
MARKETPLACE OF UNIVERSITAS DIPONEGORO
STUDENTS**

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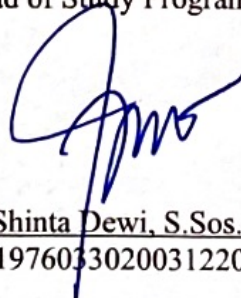


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MOTTO AND OFFICIAL

“Work Hard Until You No Longer Need to Introduce Yourself and Always Remember That Success Needs a Process”

Praise to the presence of Allah SWT, I dedicate this thesis to:

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2. Myself who has struggled for all the achievements until now.
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THE IMPACT OF VIRAL MARKETING, ONLINE CUSTOMER REVIEW, AND ONLINE CUSTOMER RATING ON ONLINE SHOPPING DECISIONS IN THE TOKOPEDIA MARKETPLACE OF UNIVERSITAS DIPONEGORO STUDENTS

ABSTRACT

The entire globe, including Indonesia, is presently dealing with globalization. Aligned with this modern 21st century, people's lifestyles are changing in this technological day, and we can experience it. One of those lifestyle modifications is the increase in shopping activity, people prefer to shop online, which can be done flexibly anywhere and at any time, and this situation makes the competition in the world of buying and selling online is becoming more challenging and difficult. Tokopedia is an e-commerce site that reached the first ranks of monthly visitors in Indonesia and using BTS as their brand ambassador, however, Tokopedia in the past year has not become a trend and could not achieve enough of their popularity in the community, negative reviews, and low ratings for a certain of products also makes people reluctant to choose to buy online through Tokopedia. So, by looking at the existing problems, this research was conducted with the aim of knowing the impact of Viral Marketing, Online Customer Review, and Online Customer Rating on Online Shopping Decisions in the Tokopedia Marketplace of Universitas Diponegoro Students. The number of samples is 118 respondents with a non-probability sampling technique, namely purposive sampling. This type of research is explanatory research which is processed using SPSS V25 software. Data processing was carried out using validity and reliability tests, correlation coefficients, determination coefficients, simple linear regression, multiple linear regression, t-test, and F-test. The conclusion from this study is that the Viral Marketing variable has no significant effect on the Online Shopping Decisions variable, the Online Customer Review variable has a significant effect on the Online Shopping Decisions variable, and the Online Customer Rating variable has a significant effect on the Online Shopping Decisions variable.

Key Words: Viral marketing, Customer Review, Customer Rating, Shopping Decision

FOREWORD

Praise, thank you for the presence of Allah SWT. Because of Allah SWT grace, Anissa Rizqi Adha as the author has successfully been able to complete this thesis well as one of the requirements to fulfill the Bachelor of Business Administration education at Universitas Diponegoro.

I am aware that writing a thesis with the title of **“The Impact of Viral Marketing, Online Customer Review, and Online Customer Rating on Online Shopping Decisions in the Tokopedia Marketplace of Universitas Diponegoro Students”** would not have been possible without the help and guidance from various parties. Therefore, with all humility, on this occasion I would like to thank the participating parties for helping me in the process of completing this research, in particular to:

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Semarang, 30 December 2022

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