ABSTRACT

Andi Wijaya / 78150615 / 2019 / Influence of Online Customer Review and Online Customer Rating on Zomato to Consumer’s Purchase Decisions at Kelapa Gading / Advisor: Brastoro. Drs., M.M

 The growth of food and beverage industry keep growing, according to a survey done by databoks, the growth of food and beverage industry to Indonesia’s GNP are 9.46%. According to a survey done by technopreneur, the usage of internet for information searching are 37.82% from the total internet usage. This research want to know whether the existence of Online Customer Review and Online Customer Rating on Zomato will influence consumer purchasing decisions at choosing restaurant and food & beverage menu that they will consume.

 This research use purchase decision theory, consumer behavior, online marketing, and electronic word-of-mouth theory. Whether the existence of electronic word-of-mouth in form of online customer review, and online customer rating on Zomato will influence consumer’s behavior and decisions.

 This research is a descriptive research. The data processed using linear regression using IBM SPSS 22.00, that will produce regression equation that can be defined further.

 After processing data recieved from 100 respondent from Kelapa Gading with IBM SPSS 22.00 using liner regression, then numbers that indicating that the method is valid will appear. And from the result of processing data is in a form of regression equation that shows that Online Customer Review and Online Customer Rating have influence on purchase decision.

 From this research, can be summarized that online customer review and online customer rating on Zomato have influence to respondent purchase decisions as pointed by its regression equation Y$=5.749+0.331X1+ 0.267X2$, where XI is online customer review, and X2 is online customer rating.