

ABSTRAK

Penelitian ini mengkaji pengaruh *Online customer review* terhadap keputusan berbelanja online dengan *Trust* sebagai variabel mediasi pada platform *live shopping* di Kota Padang. Menggunakan pendekatan kuantitatif, data dikumpulkan melalui kuesioner yang disebarakan kepada 138 responden yang memiliki pengalaman membeli produk/barang pada platform *live shopping*. Analisis dilakukan dengan Partial Least Squares (PLS) untuk menilai hubungan langsung dan tidak langsung antara variabel. Hasil penelitian menunjukkan bahwa *online customer review* tidak berpengaruh positif dan tidak signifikan terhadap keputusan berbelanja online. *Online customer review* memiliki pengaruh positif dan signifikan terhadap *trust*. *Trust* berpengaruh positif dan signifikan terhadap keputusan berbelanja. *Trust* memiliki efek mediasi antara *Online Customer Review* terhadap keputusan Berbelanja.

Kata Kunci: *Online Customer Review*, Keputusan berbelanja, *Trust*

ABSTRACT

This study examines the influence of online customer reviews on online shopping decisions, with trust as a mediating variable on live shopping platforms in Padang City. Using a quantitative approach, data was collected through questionnaires distributed to 138 respondents who had experience purchasing products/items on live shopping platforms. Analysis was conducted using Partial Least Squares (PLS) to assess the direct and indirect relationships between variables. The results show that online customer reviews have no positive or significant effect on online shopping decisions. Online customer reviews have a positive and significant effect on trust. Trust has a positive and significant effect on shopping decisions. Trust has a mediating effect between online customer reviews and shopping decisions.

Keywords: *Online Customer Reviews*, Shopping Decisions, Trust