

ABSTRAK

Penelitian berjudul Pengaruh *Online review* dan Dimensi kualitas website Terhadap *E-purchase intention* di Situs OLX. Tujuan penelitian untuk mengetahui tanggapan responden mengenai *online review*, tanggapan responden mengenai dimensi kualitas website, tanggapan responden mengenai *e-purchase intention*, mengetahui apakah *online review* berpengaruh terhadap *e-purchase intention* dan mengetahui dimensi kualitas website berpengaruh terhadap *e-purchase intention* di situs OLX. Metode penelitian yang digunakan yaitu *explanatory research* dengan teknik pengumpulan data melalui penyebaran kuesioner.

Hasil penelitian menunjukkan bahwa *Online review* pada Situs OLX telah dilaksanakan dengan baik dan memenuhi unsur-unsur teori *Online review*. Kualitas website pada Situs OLX di lingkungan mahasiswa Universitas Widyatama dapat dikatakan cukup baik. *purchase intention* Situs OLX dinilai baik. *Online review* secara parsial berpengaruh signifikan terhadap *e purchase intention* pada situs OLX. Variabel kualitas website secara parsial berpengaruh signifikan terhadap *e purchase intention* pada situs OLX

Kata kunci: *Online review*, dimensi kualitas website, *E-purchase intention*

ABSTRACT

The study entitled Effect of Online review and Dimensions of website quality on E-purchase intention on the OLX Site. The research objective was to find out the responses of respondents regarding online review, respondents' responses regarding the dimensions of website quality, respondents' responses to e-purchase intention, knowing whether online reviews had an effect on e-purchase intention and knowing the dimensions of website quality affecting e-purchase intention on OLX sites. The research method used is explanatory research with data collection techniques through questionnaires.

The results of the study indicate that Online reviews on OLX Sites have been well implemented and fulfill the elements of Online review theory. The quality of websites on OLX Sites in Widyatama University students can be said to be quite good. OLX Site's purchase intention is considered good. Online review partially has a significant effect on e purchase intention on OLX sites. Website quality variables partially have a significant effect on e purchase intention on OLX sites.

Keywords: *Online review, dimensions of website quality, E-purchase intention*