

ABSTRAK

Penelitian ini bertujuan untuk menguji hubungan antara ulasan daring pelanggan dan *rating* pada kepercayaan dan niat beli makanan konsumen melalui layanan pesan antar makanan. Sampel pada penelitian ini yaitu sebanyak 267 responden yang berusia 18 tahun hingga 60 tahun. Kriteria responden yang diteliti merupakan Warga Negara Indonesia (WNI) yang belum pernah melakukan pembelian di sebuah restoran tertentu baik secara daring maupun datanag ke toko fisik langsung. Penghitungan responden ini menggunakan metode lima poin skala Likert. Data yang diperoleh dari hasil kuisioner diolah dengan menggunakan *Structural Equation Modeling - Partial Least Square* (SEM-PLS). Berdasarkan hasil pengujian, didapatkan bahwa lima hipotesis yang diajukan diterima.

Kata kunci: ulasan daring pelanggan, *rating*, kepercayaan dan niat beli makanan secara daring melalui layanan pesan antar

ABSTRACT

This study aims to examine the relationship between online customer reviews and ratings on consumers' trust and purchase intentions for online food. The sample in this study was 267 respondents aged 18 to 60 years. The criteria for the respondents studied were Indonesian Citizens (WNI) who had never made a purchase at a particular restaurant either online or in person at a physical store. The calculation of this respondent uses the 5-point Likert scale method. The data obtained from the questionnaire results were processed using Structural Equation Modeling - Partial Least Square (SEM-PLS). Based on the test results it was found that the five hypotheses proposed were accepted.

Keywords: *online customer reviews, ratings, trust and intention to buy food online*