

**PENGARUH *ONLINE CUSTOMER REVIEW*, *RATING* DAN
KARAKTERISTIK DEMOGRAFI TERHADAP KEPUTUSAN PEMBELIAN
MAKANAN CEPAT SAJI *FRIED CHICKEN*
MELALUI SHOPEEFOOD**

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INTISARI

Perkembangan e-commerce telah mendorong perubahan signifikan dalam perilaku konsumen, termasuk dalam pengambilan keputusan pembelian makanan cepat saji melalui layanan pesan antar daring seperti ShopeeFood. Penelitian ini bertujuan untuk menganalisis pengaruh *online customer review*, *online customer rating*, dan karakteristik demografi terhadap keputusan pembelian makanan cepat saji fried chicken melalui ShopeeFood, baik secara parsial maupun simultan. Selain itu, penelitian ini juga bertujuan untuk mengidentifikasi segmen konsumen yang dominan dalam keputusan pembelian berdasarkan karakteristik demografi responden. Penelitian ini menggunakan pendekatan kuantitatif asosiatif dengan metode survei melalui kuesioner yang disebarakan kepada 106 responden. Metode analisis yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa secara simultan, *online customer review*, rating, dan karakteristik demografi berpengaruh signifikan terhadap keputusan pembelian. Secara parsial, *online customer review* dan *online customer rating* berpengaruh signifikan terhadap keputusan pembelian, sementara dari enam variabel karakteristik demografi, hanya variabel usia yang berpengaruh signifikan pada taraf signifikansi 10%. Nilai adjusted R square sebesar 0,556 menunjukkan bahwa model dapat menjelaskan variabilitas keputusan pembelian sebesar 55,6%. Hasil identifikasi menunjukkan bahwa segmen konsumen dominan dalam keputusan pembelian fried chicken melalui ShopeeFood adalah perempuan berusia 18–24 tahun, berdomisili di Sleman dan Kota Yogyakarta, berpendidikan SMA hingga S1, memiliki pendapatan antara Rp1.000.000–Rp3.000.000, serta lebih menyukai metode pembayaran digital seperti ShopeePay. Temuan ini menegaskan pentingnya ulasan daring dan rating produk serta segmentasi demografi dalam strategi pemasaran digital pada sektor makanan cepat saji berbasis aplikasi.

(Kata kunci: karakteristik demografi, keputusan pembelian, *online customer rating*, *online customer review*, ShopeeFood)

THE INFLUENCE OF *ONLINE CUSTOMER REVIEW*, RATING, AND DEMOGRAPHIC CHARACTERISTICS ON PURCHASING DECISIONS FOR FAST FOOD FRIED CHICKEN THROUGH SHOPEEFOOD

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ABSTRACT

The growth of e-commerce has significantly transformed consumer behavior, particularly in purchasing decisions related to fast food through online food delivery services such as ShopeeFood. This study aims to examine the influence of *online customer reviews*, *online customer ratings*, and demographic characteristics on purchasing decisions for fried chicken via ShopeeFood, both partially and simultaneously. Additionally, this study seeks to identify the dominant consumer segment in purchasing decisions based on respondents' demographic characteristics. A quantitative associative approach was employed, using a survey method with questionnaires distributed to 106 respondents. The analytical method used was multiple linear regression. The results indicate that *online customer reviews*, ratings, and demographic characteristics simultaneously have a significant influence on purchasing decisions. Partially, *online customer reviews* and *online customer ratings* significantly influence purchasing decisions, while among the six demographic variables, only age shows a statistically significant effect at the 10% significance level. The adjusted R square value of 0.556 suggests that the model explains 55.6% of the variability in purchasing decisions. The identification results reveal that the dominant consumer segment consists of females aged 18–24 years, residing in Sleman and Yogyakarta City, educated at the high school to undergraduate level, with a monthly income ranging from IDR 1,000,000 to IDR 3,000,000, and preferring digital payment methods such as ShopeePay. These findings highlight the crucial role of online reviews, product ratings, and demographic segmentation in shaping digital marketing strategies for app-based fast food services.

(Keywords: demographic characteristics, purchasing decisions, *online customer rating*, *online customer review*, ShopeeFood)