

PENGARUH *ONLINE CUSTOMER REVIEW* TERHADAP *CUSTOMER TRUST* YANG DIMEDIASI OLEH *PERCEIVED QUALITY* PADA *SMARTPHONE VIVO* DI KOTA BANDUNG

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Online Customer Review* terhadap *Customer Trust* melalui *Perceived Quality* pada *Smartphone Vivo* di Kota Bandung.

Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Data yang digunakan berasal dari data primer. Populasi penelitian adalah pengguna *Smartphone Vivo*. Sampel yang digunakan dalam penelitian ini adalah 155 responden. Teknik analisis data yang digunakan adalah *analysis path* dengan olah bantu perhitungan menggunakan *software SmartPLS 3*.

Hasil penelitian ini menunjukkan bahwa *Online Customer Review* memiliki pengaruh positif dan signifikan terhadap *Perceived Quality*, *Perceived Quality* memiliki pengaruh positif dan signifikan terhadap *Customer Trust*, dan *Online Customer Review* memiliki pengaruh positif dan signifikan terhadap *Customer Trust* melalui *Perceived Quality*. Namun, *Online Customer Review* berpengaruh tidak signifikan terhadap *Customer Trust*.

Kata Kunci: Ulasan Pelanggan Online, Kualitas yang Dipersepsikan, Kepercayaan Pelanggan

THE INFLUENCE OF ONLINE CUSTOMER REVIEWS ON CUSTOMER TRUST MEDIATED BY PERCEIVED QUALITY ON VIVO SMARTPHONES IN BANDUNG

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ABSTRACT

This study aims to determine the effect of Online Customer Review on Customer Trust through Perceived Quality on Vivo Smartphones in Bandung.

The method used in this research is a quantitative method with a descriptive and verificative approach. The data used comes from primary data. The research population is Vivo Smartphone users. The sample used in this study were 155 respondents. The data analysis technique used is path analysis with calculation processing using SmartPLS 3 software.

The results of this study indicate that Online Customer Review has a positive and significant effect on Perceived Quality, Perceived Quality has a positive and significant effect on Customer Trust, and Online Customer Review has a positive and significant effect on Customer Trust through Perceived Quality. However, Online Customer Review has an insignificant effect on Customer Trust.

Keyword: *Online Customer Review, Perceived Quality, Customer Trust*