

**THE INFLUENCE OF CUSTOMER REVIEWS, CUSTOMER RATINGS,  
INFORMATION QUALITY, AND PRICES ON CONSUMER BUYING  
INTEREST IN SHOPEE ONLINE MARKET FOR STUDENTS  
AT SMKN 1 BENGKULU CITY**

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**ABSTRACT**

*The digital era has changed the consumer paradigm, switch buying and selling transactions from the traditional to the online way. In this context, Shopee has become one of the most popular e-commerce platforms in Indonesia, including in Bengkulu City. The aim of this research is to determine the influence of customer reviews, customer ratings, information quality and prices on consumer buying interest in Shopee online market for students at SMK N 1 Bengkulu City. The sample in the study was 100 students at SMK N 1 Bengkulu City. Data were collected using a questionnaire and the analysis methods used were multiple linear regression, determination tests and hypothesis tests. The results of the regression analysis show  $Y = 1.737 + 0.236X_1 + 0.236 X_2 + 0.140X_3 + 0.537X_4 + e$ . Customer reviews have a significant influence on consumer buying interest in Shopee online market for students at SMK N 1 Bengkulu City with a significant value of 0.013, less than 0.05. Customer assessment has a significant influence on consumer buying interest in Shopee online market for students at SMK N 1 Bengkulu City with a significant value of 0.039, which is smaller than 0.05. Information quality has a significant influence on consumer buying interest in the Shopee online market for students at SMK N 1 Bengkulu City with a significant value of 0.010, which is smaller than 0.05. Price has a significant influence on consumer buying interest in Shopee online market for students at SMK N 1 Bengkulu City with a significant value of 0.000 which is smaller than 0.05. This illustrates that the cheaper product prices on Shopee online market are a consideration for students at SMK N 1 Bengkulu City who are interested in making purchases. Customer reviews, customer ratings, information quality and prices have a significant and joint effect on consumer buying interest in Shopee online market for students at SMK N 1 Bengkulu City with a significant value of 0.000, less than 0.05.*

**Keywords:** *Customer Reviews, Customer Ratings, Information Quality and Prices, Consumer Buying Interest on Shopee Online Market.*

- 1) Student (Management)
- 2) Supervisors

