

## ABSTRAK

The study set out to answer the question, "How do online customer ratings, reviews, and brand ambassadors affect the amount of interest in e-commerce on Shopee among UNPRI students?" by looking at these factors. Every current student at UNPRI makes up the study's population. One hundred students at UNPRI were randomly selected to fill out a survey using the Non-Probability sample method with Purposive sample and the validated Hair et al. formula. The gform tool was used for the distribution. Here, we execute dual linear regression using SPSS, a data processing program. Findings from this research indicate that brand ambassadors, online customer reviews, and varied online customer ratings have a favorable and substantial impact on UNPRI students' interest in making purchases from Shopee.

**Keywords:** online customer rating, online customer review, brand ambassador, buy interest

Riset ini bertujuan untuk menjawab pertanyaan, "Bagaimana penilaian pelanggan online, ulasan, dan duta merek memengaruhi jumlah minat kepada e-commerce di Shopee di kalangan mahasiswa Universitas Prima Indonesia?" dengan melihat faktor-faktor tersebut. Setiap mahasiswa UNPRI saat ini merupakan populasi penelitian. Seratus mahasiswa UNPRI dipilih secara acak untuk mengisi survei dengan memakai metode sampel Non-Probabilitas dengan sampel Purposive dan telah divalidasi Hair et al. rumus. Alat gform dipakai untuk distribusi. Di sini, kami menjalankan regresi linier ganda memakai SPSS, sebuah program pengolah data. Ulasan konsumen online, duta merek, serta penilaian konsumen berdampak positif signifikan kepada minat mahasiswa UNPRI agar melaksanakan pembelian dari Shopee, mengacu pada riset ini.

**Kata Kunci :** online customer rating, online customer review, brand ambassador, minat beli