

ABSTRAK

Perkembangan pada dunia *Games* pesat pada rentang tahun 2022-2023, hal tersebut menjadi peluang bagi developer *Games* dan *Platform* penyedia jasa untuk melakukan *Top up Games*, salah satu *Platform* penyediaan jasa *Top up* pada *Game* yaitu Codashop, Codashop memiliki rating terendah dibandingkan dengan *Platform* pesaingnya, hal ini mempengaruhi Keputusan Pembelian konsumennya pada tahun 2022-2023. Penelitian ini bertujuan untuk mengetahui keadaan *Online Customer Rating*, *Emotional Value* dan Keputusan Pembelian serta mencari besarnya pengaruh *Online Customer Rating* dan *Emotional Value* terhadap Keputusan Pembelian *Item Diamond Mobile Legends* pada Aplikasi Codashop secara parsial dan simultan. Metode penelitian yang digunakan dalam penelitian ini yaitu metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini seluruh pengguna Aplikasi Codashop yang dilihat dari jumlah *reviewers* Aplikasi Codashop pada *google playstore*. Jumlah sample yang diambil dalam penelitian ini yaitu sebanyak 100 responden. Berdasarkan hasil penelitian diperoleh bahwa *Online Customer Rating* termasuk dikategori rendah *Emotional Value* berada pada kategori rendah dan Keputusan Pembelian berada dikategori rendah. Berdasarkan hasil uji determinasi diperoleh bahwa *Online Customer Rating* berpengaruh sebesar 47,9% terhadap Keputusan Pembelian, *Emotional Value* berpengaruh sebesar 67,8% terhadap Keputusan Pembelian, pengaruh *Online Customer Rating* dan *Emotional Value* berpengaruh sebesar 68,9% terhadap Keputusan Pembelian. Hasil secara parsial menunjukan *Online Customer Rating* berpengaruh terhadap keputusan pembelian, dan *Emotional Value* berpengaruh terhadap Keputusan Pembelian *item dimoand mobile legends* Pada Aplikasi Codashop.

Kata Kunci: *Online Customer Rating*, *Emotional Value*, Keputusan Pembelian, Aplikasi Codashop.

ABSTRACT

Developments in the world of Games are rapid in the period 2022-2023, this is an opportunity for Games developers and service provider platforms to top up Games, one of the platforms providing Top up services for Games is Codashop, Codashop has the lowest rating compared to its competing platforms, This influences consumer purchasing decisions in 2022-2023. This research aims to determine the state of Online Customer Rating, Emotional Value and Purchasing Decisions and to find out the magnitude of the influence of Online Customer Rating and Emotional Value on Purchasing Decisions for Diamond Mobile Legends Items on the Codashop Application partially and simultaneously. The research method used in this research is descriptive and verification methods with a quantitative approach. The population in this study are all Codashop Application users as seen from the number of Codashop Application reviewers on Google Playstore. The number of samples taken in this research was 100 respondents. Based on the research results, it was found that Online Customer Rating was in the low category. Emotional Value was in the low category and Purchase Decisions were in the low category. Based on the results of the determination test, it was found that Online Customer Rating had an influence of 47.9% on Purchasing Decisions, Emotional Value had an influence of 67.8% on Purchasing Decisions, the influence of Online Customer Rating and Emotional Value had an influence of 68.9% on Purchasing Decisions. Partial results show that Online Customer Rating has an influence on purchasing decisions, and Emotional Value has an influence on Purchase Decisions for mobile legends items in the Codashop Application.

Keywords: Online Customer Rating, Emotional Value, Purchase Decision, Codashop Application.