



**INFLUENCE OF *ONLINE CUSTOMER REVIEWS* AND  
*ONLINE CUSTOMER RATING* ON PURCHASING DECISIONS  
ON THE SHOPEE MARKETPLACE**

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**ABSTRACT**

The purpose of study This is For test influence *online customer reviews* and *online customer ratings* to decision purchases on *the marketplace* shopee . Variables used in study This covers variable bound , ie decision purchases (Y), and variables free , that is *online customer review* (X1) and *online customer rating* (X2). Type on study This is use method quantitative , data collection through spread questionnaire to 94 respondents with use probability sampling, namely accidental sampling . With use instrument testing (validity test and reliability test ) , assumption test ( normality test , multicollinearity test and heteroscedasticity test ) then multiple linear regression and hypothesis testing with help SPSS application . Result of study This show that online customer reviews are influential positive and significant to decision purchases and online customer ratings are influential positive and significant to decision purchase

**Keywords** : *online customer reviews*, *online customer ratings* and decisions purchase

**Submit** : Mey 30<sup>th</sup>, 2024

**Acceptance** : June 07<sup>th</sup>, 2024

**INTRODUCTION**

Increasing technology fast has bring changes in behavior society in this era , especially in matter shopping . Before when We want to do purchase must come direct to shop For look for it , however now We No need Again go out our house Can order necessary items only with a smartphone and internet connection . Online shopping or shopping is one of them popular online activities moment This . In the beginning In 2012, online stores in Indonesia developed fast . *Online shop (e-commerce)* is defined as something activity buy goods and services with using internet media This can create convenience for buyers Because only with using someone's gadget can shopping *online* and them Can see Formerly product that will they buy through *website* or *online shop* that exists on the internet without must in a way direct visit shop .( Badri, J., & Safitri , TSR 2021).

With exists *online shop* is very helpful man in fulfil need . What Again now Lots innovation from *online shop*. Now this is also growing with his name *E-commerce* and *Marketplaces*. Although You're welcome application online shopping however all three own difference , *online shop* or normal called online shop interaction between seller and buyer is direct without intermediary via good chat from Line, BBM or Whatsapp . With *online shop* This buyer can ask about price or question whatever related product to seller even Can negotiate question price .

*Ecommerce* is system shopping direct that is buyer stay choose the desired item on a website , then clicking “ buy ” button and transfer the amount price listed . Whereas *marketplace* is a virtual market where seller and buyer meet and do various type transaction . The more increasing internet users in Indonesia, then push the more there are many perpetrators expanding business into the world of online business . No wonder If Lots very emerging e -*commerce* and *marketplaces* Now This . Their conveniences offer in shop This which is very popular with the public moment This . With limitations time and place , society still with easy shop although only at home or at the office .

At the moment Indonesian consumers more interested with use of sales media buy online. This matter No free from convenience provided by the selling site buy online, one of them is in look for information about product . Information This can We Look on the online application site where exists *review* or response that has been given by other consumers who have buy product the . Existing *reviews* be one trigger happen sale . Phenomenon This in accordance with what to be study Ardianti & Widiartanto (2019) who revealed that *online customer rating* and *online consumer rating* own influence positive to decision purchase through shopee . along with widespread internet users in Indonesia, then the more big chance for perpetrator business For expand their efforts have with do business online.

*Marketplaces* is bunch place selling online on the internet that sells products or service certain (Auliya et al., 2017) . One of *marketplace* that is most popular with customers is Shopee. Shopee is A designed *platform* special For presenting experience online shopping is easy , safe and fast with system payment and support strong logistics . Shopee has objective For Keep going develop become *e-commerce* choice major in Indonesia. Shopee has diverse choice category product , start from Electronics , Home Appliances , Health, Beauty , Mother & Baby, Fashion to Equipment Sport .

*Reviews* are part from *electronic word of mouth ( eWOM )* , that is is opinion direct from someone and not A advertisement . *Reviews* are one of them from a number of determining factor decision purchase somebody (Lee & Yun, 2014) , shows that people can take amount *review* as indicator popularity product or mark from something product that will influence will For buy something product . However Not yet Of course the more Lots *reviews* and *ratings* means product the Certain will purchased by customers . Many factors come into play reason decision purchase something product for customer . According to Alman & Mirza (2013) “*online customer reviews*” used as means For consumer seek and obtain information later will influence decision purchase ”. *Online customer reviews* also have function as tool help taking decisions , mechanisms For *feedback* provided consumers , and systems recommendations on *the platform* online shopping .

*Ratings* is part from *reviews* that use star symbol shape rather than shape text in express opinion from customer . Ratings are possible interpreted as evaluation from user on preferences something product to experience they refers to circumstances psychological and emotional that they are road moment interact with virtual products in environment mediated (Li & Zhang, 2002) . Moe & Schweidel (2012) connect between ratings against level taking decision customer . They



find that influence evaluation customer against the previous rating decide buy something depending on how much often rating or evaluation carried out by customers this is on a product .

Shopee Company delivers convenience and comfort to consumer during the selling process buy *online shop* with see response from customers other For as material reference or get information related something products sold in *online shops*, Because inside it there is feature column containing comments various *review* from customer as well as feature *rating* or assessment symbolized rank with form stars , important for consumer For know advantages and disadvantages something product that will purchased or products recommended by other customers

### Development Hypothesis

#### The influence of online customer reviews on decision purchase .

Research result Ardianti & Widiartanto (2019) state that *online customer reviews* influential significant to decision purchase through shopee . Research result Rakhma (2021) conclude that *online customer reviews* influential positive in a way Partial to decision purchases on the *Shopee marketplace* .

khammash The opinion that online customer reviews can be understood as a medium for consumers to see other consumers' reviews of a product, company service and how a company produces (Ardianty and Widiartanto, 2019).

Almanah and Mirza state that online customer reviews are analyzes and comments obtained or generated and posted by final consumers who have previously purchased a product and used the item, (Harli et al, 2021)

**H<sub>1</sub>: Online customer reviews have a positive and significant effect on purchasing decisions.**

#### The influence of online customer ratings on decision purchase

Research result Istiqomah & Marlana (2020) conclude that *online customer ratings* influential to decision purchases on *the marketplace* shopee . Research result Ardianti & Widiartanto (2019) conclude that There is influence between *online customer rating* against decision purchase through shopee.

Munte et al stated that online customer rating is a consumer's assessment regarding a product regarding the consumer's experience which refers to the psychological and emotional state that is experienced when interacting with the product (Harli and Andrianto, 2020).

Ichsan et al, (2018) stated that online customer ratings are the same thing as hearing reviews but opinions given by consumers on a certain scale, for example the rating given to marketplace shopee is using a star rating, the more stars it shows that the product is good. or good

**H<sub>2</sub>: Online customer reviews have an influence positive and significant to decision purchase.**

## **RESEARCH METHODS**

### **Types of research**

This research including into the study Quantitative . This method also called as method scientific / scientific because has fulfil rule scientific that is concrete / empirical , objective , measurable , rational , and systematic . This method is also called discovery method , because with method This can discovered and developed various science and technology new . This method called method quantitative because of research data form numbers and analysis using statistics. Quantitative research in accordance his name Lots sued use number , start from data collection , interpretation to the data , as well appearance from the result . Likewise understanding will conclusion study will more Good if also accompanied with tables , graphs , charts , images or appearance other . Apart from data in the form of numbers , in study Quantitative data also includes data in the form of information qualitative (Nurdin & Hartati, 2019) .

### **Object or Location**

Before do study moreover formerly must determined object his research . Object study that is issue , problem, or problems discussed , studied , researched in research social . In research this is what happened object his research that is Alifah Padang STIKes students , located on JL. Khatib Sulaiman No. 52B, Ulak Karang Sel., Kec . North Padang, Padang City, West Sumatra.

### **Population and Sample**

#### **Population**

Population is gathering complete from all over similar elements and can made become object study ( Herdiansyah , 2012) . According to Sugiyono (2017) population interpreted as a generalization area within which there is object or subjects who have quality nor characteristic features certain ones have determined by someone researchers so they can studied and drawn the conclusion .

Population in study This is Alifah Padang STIKes students on reporting data Year Odd 2023, totaling 1,506 students .

#### **Sample**

Samples are also interpreted as part from number and characteristics possessed population certain . In this research sampling is probability sampling ( Sugiyono , 2017) probability sampling is a technique that provides opportunities for each the be selected . The sampling technique used accidental sampling, so the sample in this study was 94 respondents.

### **Data Types and Sources**

#### **Data type**

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#### **Data source**

##### **1. Primary data**

On research This source the primary data researcher can through spread questionnaire Good in a way direct to object study nor online with share the online questionnaire link .

#### **Influence Of Online.....(wendika, badri)**



2. Secondary Data

Namely the data obtained in form Already So or Already available previously form report nor information from others, from book or from journals previous .

**Data collection technique**

1. Questionnaire ( Questionnaire )

Questionnaire or questionnaire is technique data collection carried out with method give a number of question or statement written to respondents so they can he answered ( Sugiyono , 2017) . The questionnaires were distributed in study is to student active STIKES Alifah Padang.

2. Literature review

Literature review intended with study nature information theoretical that is form from researcher or expert marketing contained in journals and books that cover results study previously relevant with Author 's research do moment This ( Sugiyono , 2017) .

**Variable Operational Definition**

**Tabel 1**  
**Variable Operational Definition**

No	Variable	Definition	Indikator	Source
1	Online Customer Review	Online Customer Reviews is a form of Word of Mouth Communication, where potential buyers get information about products from consumers who have purchased and benefited from the product.	a. Volume b. Valance c. Dispersion d. Review sequences and review length	(Elwalda et al., 2016)
2	Online Customer Rating	Online customer rating is an assessment score from consumers to a shop regarding the quality of its products and services, so that the greater the number of ratings on a shop or product can be a spur for consumers to buy the product.	a.Number of ratings b.Product process assessment	(Auliya et al., 2017)
3	Keputusan Pembelian	Purchasing decisions are one of the stages of consumer behavior that	a.Product selection b.Brand selection c.Seller selection	(Kotler & Armstrong, 2016)

No	Variable	Definition	Indikator	Source
		underlies consumers to make purchasing decisions and how individuals, groups and organizations select, buy, use and how goods, services, ideas or experiences satisfy their needs and desires.	d.Purchase amount e.Purchase time f.Payment method	

## Data analysis technique

### Test Research Instruments

#### Validity test

Validity test originate from the word *validity* which means so far where accuracy And thoroughness something tool measuring Work For do function his book (Sugiyono, 2017) . Instrument is said to be valid if Can measure what you want and can states the data on the variables studied with appropriate . Indicators that can used For test validity something question is *Corrected Item Total Correction* (CITC) and standard measurement of 0.3. Concluded if (r -count > r- table ) *Corrected Item Total Correction* > 0.3 means the questions in the questionnaire are valid. And vice versa if (r -count < r- table ) *Corrected Item Total Correction* < 0.3 , that means questions in the questionnaire invalid .

#### Reliability Test

Testing reliability can done use alpha coefficient ( *Cronbach's alpha* ). Concluded if *Cronbach's Alpha* (CA) > 0.6 means answer reliable respondents because respondents Already answer with consistent . On the contrary if *Cronbach's Alpha* (CA) < 0.6 means answer respondents No reliable .

### Test Assumptions Classic

#### Normality test

Normality test is a test that can be done used For know is in something regression variable dependent and variable free nor both of them own normal distribution or abnormal ( Sugiyono , 2017). Indicator the measurement is *One-sample k olmogorov test* using alpha standard 0.05. Concluded that a data can is said to be normal if the data has mark asymp significant > 0.05. And vice versa if mark asymp significant < 0.05 is interpreted that the data is distributed abnormal .

#### Multicollinearity Test

According to Lumenta et al (2019) state that method This used aim For test is a regression model there is correlation between variable free ( independent ). Testing multicollinearity seen from the amount of VIF ( *Variance Inflation Factor* ) is 10 and *Tolerance* is 0.1. So research free



from symptom multicollinearity , if on the other hand, the VIF is small of 10 and *Tolerance* small of 0.1 then study the free from symptom multicollinearity .

### Heteroscedasticity Test

According to Lumenta et al (2019) heteroscedasticity test aim test is in the regression model happen inequality variant between residuals one observation to other observations . It can be concluded that the sign is  $> 0.05$  then study free from symptom heteroscedasticity , on the other hand if sign  $< 0.05$  then study No free from symptom heteroscedasticity .

### Analysis Multiple linear regression

For know influence leadership transformational and cultural organization to performance employees at Perumda Tirta Khayangan city river full , then can stated equality Multiple linear regression with equality following :

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

### Hypothesis testing

- If mark significant  $> 0.05$  or t- count  $<$  t- table or so hypothesis the will rejected . Can concluded that variable free No influential significant to variable bound .
- If mark significant  $< 0.05$  or t- count  $>$  t- table so hypothesis the accepted Can concluded that variable free influential significant to variable bound .

## RESULTS AND DISCUSSION

### Validity test

#### *Online Customer Reviews (X1)*

**Tabel 2**  
**Validity Test Results for the *Online Customer Review Variable (X1)***

Question	Corrected Item- Total Correlation	Rule Of Thumb	Conclusion
X1.1	0.528	0,300	Valid
X1.2	0.682	0,300	Valid
X1.3	0.729	0,300	Valid
X1.4	0.552	0,300	Valid
X1.5	0.529	0,300	Valid
X1.6	0.602	0,300	Valid
X1.7	0.719	0,300	Valid
X1.8	0.690	0,300	Valid

Source : SPSS 21 data ( processed data year 20 24 )

From table on taken is known that from all statement about variable X1 ( *Online Customer Review* ) can declared valid where *Corrected Item-Total*

Correlation more big from mark *Role Of Thumb* of 0.300, then can next study furthermore

### **Online Customer Rating (X2)**

**Tabel 3**  
**Validity Test Results for the *Online Customer Rating Variable (X2)***

<b>Question</b>	<b>Corrected Item-Total Correlation</b>	<b>Rule Of Thumb</b>	<b>Conclusion</b>
X2.1	0.712	0,300	Valid
X2.2	0.672	0,300	Valid
X2.3	0.673	0,300	Valid
X2.4	0.592	0,300	Valid

Source : SPSS 21 data ( processed data year 20 24 )

From table on taken is known that from all statement about variable X 2 ( *Online Customer Rating* ) can be declared valid where *Corrected Item-Total Correlation* more big from mark *Role Of Thumb* of 0.300, then can next study furthermore .

### **Purchase Decision (Y)**

**Tabel 4**  
**Validity Test Results for Purchasing Decision Variables (Y)**

<b>The is a n</b>	<b>Corrected Item-Total Correlation</b>	<b>Rule Of Thumb</b>	<b>Conclusion n</b>
Y.1	0.619	0,300	Va lid
Y.2	0.720	0,300	Va lid
Y.3	0.592	0 ,300	Va lid
Y.4	0.752	0,300	Va lid
Y.5	0.629	0,300	Va lid
Y.6	0.602	0,300	Va lid
Y.7	0.574	0,300	Va lid
Y.8	0.680	0,300	Va lid
Y.9	0.738	0,300	Va lid
Y.10	0.673	0,300	Va lid
Y.11	0.711	0,300	Va lid
Y.12	0. 7 40	0,300	Va lid

Source : SPSS 21 data ( processed data year 20 24 )

From table on taken is known that from all statement about variable Y ( *Purchase Decision* ) can be declared valid where *Corrected Item-Total Correlation* more big from mark *Role Of Thumb* of 0.300, then can next study furthermore .





## Reliability Test

**Tabel 5**  
**Reliability Test Results**

No	Variable	Cronbach's Alpha	Measurement Standards	Conclusion
1.	Online Customer Reviews	0.829	0.600	Reliable
2.	Online Customer Branch	0.727	0.600	Reliable
3.	Buying decision	0.852	0.600	Reliable

Source : SPSS 21 data ( processed 2024 )

From the results of the reliability test, the Cronbach's Alpha value for the research variables *online customer reviews*, *online customer reviews* and purchasing decisions was more than 0.600, which gives the result that the variables studied can be said to be reliable.

## Analysis Descriptive

Employee performance variable ( Y ) obtained The average value is 3.7 8 and the TCR value is 7 4.08 from table on that criteria on statement variable employee performance (Y) incl category Good . Transformational leadership variables obtain The average value is 3.62 and the average TCR is 72.66 table on that criteria on statement transformational leadership (X1) incl category Good . Variables culture organization obtain the average value is 3.77 and the average TCR is 7 5.49 from table on that criteria on statement organizational culture (X 2 ) incl category Good . Can withdrawn conclusion that employee performance Perumda Tirta Khayangan Kota river full province jambi criteria Good .

## Test Assumptions Classic

### Normality test

**Tabel 6**  
**Normality Test Results**

Asymp. Sig. (2-tailed)	Alpha	Conclusion
0.760	0.05	Normally Distributed

Source : SPSS 21 data ( processed 2024 )

Based on the table above, it can be seen from the data processing results that the value of Asymp. Sig. (2-tailed)  $0.760 > 0.05$ , so it can be concluded that the processed data is normally distributed.

## Multicollinearity Test

**Tabel 7**  
**Multicollinearity Test Results**

Variable	Collinearity Statistics		Conclusion
	Tolerance	VIF	
<i>Online Customer Reviews</i>	0.782	1,220	Free of Multicollinearity Symptoms
<i>Online Customer Branch</i>	0.680	1,264	Free of Multicollinearity Symptoms

Source : SPSS 21 data ( processed 2024 )

Based on multicollinearity test that show tolerance value of every variable have above 0.1, and the VIF value is below 10 then the conclusion No happen problem multicollinearity .

## Heteroscedasticity Test

**Tabel 8**  
**Heteroscedasticity Test Results**

Variable	Sig.	Alpha	Conclusion
<i>Online Cutomer Review</i>	0.724	0.05	Free of Heteroscedasticity Symptoms
<i>Online Customer Branch</i>	0.782	0.05	Free of Heteroscedasticity Symptoms

Source : SPSS 21 data ( processed 2024 )

Based on the results of the heteroscedasticity test above, it can be seen that the significant value of *online customer reviews* ( $X_1$ ) is  $0.724 > 0.05$ , the significant value of *online customer reviews* ( $X_2$ ) is  $0.782 > 0.05$ , so this research is free from symptoms of heteroscedasticity and is worthy of research .

## Analysis Multiple linear regression

**Tabel 9**  
**Multiple Linear Analysis Results**

Variables & Constants	Coefficient
(Constant)	0.831
<i>Online Customer Reviews</i>	0.074
<i>Online Customer Branch</i>	0.720

Source : SPSS 21 data ( processed 2024 )

$$Y = \alpha + b_1 X_1 + b_2 X_2$$

$$Y = 0.831 + 0.074 X_1 + 0.720 X_2$$



Based on table on obtained results equality multiple linear regression the give assumption that :

1. A constant value of 0.831 means that the variables studied are, in this case, *online customer reviews* and *online customer ratings* worth zero , then the purchasing decision remains at 0.831
2. The regression coefficient value *of online customer reviews* is 0.074, if the quality of *online customer reviews* increases one unit then purchasing decisions will also increase as big as 0.074 assuming *online customer trough* is constant.
3. *The online customer branch* regression coefficient value is 0.720, if it increases one unit then purchasing decisions will increase by 0.720 assuming *online customer reviews* is constant.

### Hypothesis testing

**Tabel 10**  
**t Test Results**

No	Variable	t-count	t-table	A	Sign	Conclusion
1	<i>Online Customer Reviews ((X1)</i>	2.630	1,661	0.05	0.0 00	H1 is accepted
2	<i>Online Customer Branch (X2)</i>	2 . 523	1,661	0.05	0.0 12	H2 is accepted

Source : SPSS 21 data ( processed 2024 )

Based on the results of the t test above, the following analysis can be carried out:

a. Hypothesis 1 (H1)

From the test results above, it can be seen that *online customer reviews* have a positive and significant effect on *marketplace purchasing decisions* Shopee , this is because the t-count value is greater than the t-table ( $2,630 > 1,661$ ) with a sign value smaller than the alpha value ( $0.000 < 0.05$ ).

b. Hypothesis 2 (H2)

From the test results above, it can be seen that *online customer service* has a positive and significant effect on *marketplace purchasing decisions* Shopee , this is because the t-count value is greater than the t-table ( $2,523 > 1,661$ ) with a sign value smaller than the alpha value ( $0.012 < 0.05$ ).

### Discussion

#### Influence Transformational Leadership on Employee Performance

Based on the tests that have been carried out, it can be presented for the first hypothesis that the estimated results of the *online customer review variable* have a calculated t-value greater than the t- table value , thus it can be concluded that *online customer reviews* have a positive and significant effect on purchasing decisions.

This research is in line with research by Elwalda et al. (2016) It was concluded that *online customer reviews* had a positive and significant effect on purchasing decisions. With *online customer reviews*, consumers can get the quality of the product they are looking for, reviews and experiences written by consumers who have purchased it.

## **The Influence of Online Customer Networks on Purchasing Decisions**

Based on the tests that have been carried out, it can be presented for the second hypothesis that the estimated results of the *online customer branch variable* have a calculated t-value greater than the t-table value, thus it can be concluded that *online customer branch* has a positive and significant influence on purchasing decisions.

This research is in line with research by Auliya et al. (2017) It is concluded that *online customer service* has a positive and significant influence on purchasing decisions. Because customer opinions regarding online shopping give a good impression of the products being sold. The more stars you give, the better the seller rating.

## **CLOSING**

### **Conclusion**

From results research that been out it concluded research follows :

1. Based on the tests that have been carried out, it can be presented for the first hypothesis that the estimated results of the online customer review variable have a t-count value greater than the t-table value, thus it can be concluded that online customer reviews have a positive and significant effect on purchasing decisions.
2. Based on the tests that have been carried out, it can be presented for the second hypothesis that the estimated results of the online customer branch variable have a t-count value greater than the t-table value, thus it can be concluded that online customer branch has a positive and significant influence on purchasing decisions.

### **Suggestion**

Based the have explained scale the researcher to the when it mfa l da la m increase in decision l purchase l. A da sal ra n-sa ra n is designated :

1. The research results show that *online customer reviews* influence purchasing decisions. Therefore, online sellers need to prioritize quality both in terms of products and services. Because a few shortcomings can disappoint consumers and they will vent their dissatisfaction through *reviews*. If there are bad *reviews*, it certainly reduces consumer confidence in the product. If a complaint occurs when reviewed, the seller must restore their reputation again, namely by evaluating the product and improving the quality of sales.
2. The research results show that *online customer service* also influences purchasing decisions. A higher rating indicates a reputation for paying attention to service as well as anticipating bad *reviews*. It is necessary to provide cheap prices, provide discounts and provide compensation if there is a shortage of goods ordered so that consumers do not give low ratings.

## **THANK-YOU NOTE**

With finished writing article this, writer say Thank You to all party who has help writer. To thank you to those who have allowed the author to conduct research on the Alifah Padang Stikes as well as to the Alifah Stikes students and students who are willing to help fill out the questionnaire that the author distributed.

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