

ONLINE CUSTOMER REVIEWS AND ONLINE CUSTOMER RATINGS ON PURCHASE DECISIONS

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Abstract

The purpose of this research is to identify the number of e-commerce enthusiasts in choosing the need for online shopping to be large, for young people, who like to shop online quickly outperform their competitors. and to recognize what attracts the attention of consumers so they decide to buy products through Shopee. Using a quantitative descriptive approach, collecting questionnaires or data form distributed through a questionnaire google forms total of 100 respondents. The results show that online customer reviews and also online customer ratings have an influence on the purchase decision is positive and significant. The coefficient of determination test shows that the independent variable of the study can explain 80.4% of the purchase decision, and 19.6% can be explained by several factors outside the model studied.

Keywords: *Online Customer Reviews, Online Customer Ratings, Buying Decision.*

INTRODUCTION

The technology driving global growth is the internet, which is as simple as a global network of computers. Communication can connect connections through personal computer networks around the world and become the main access from various aspects to produce many products created with the internet such as-commerce. E-commerce is defined as "the process of buying, selling, shipping (transfer), or the exchange of products, services, and/or data over the network personal computer listed on the internet" (Efraim Turban, et navy (AL),, in Abdullah & Sari, 2018). William H. Frey (2018) states that the millennial generation is residents aged 18-34 years, categorized into 2 groups, namely young millennials 18-24 years who are dominated by students, and old millennials 25-34 years, most of the workforce. Trusted posts (Good news) reported that young millennials shopped online at 45%, old millennials at 41%, aged 35-44 years 8% and 6% were consumers aged over 45 years. Tjiptono (2012) describes the process by which consumers recognize the problem, seek information about a particular product or brand and properly evaluate each of these alternatives by solving the problem, leading to a purchase decision. Online Customer Reviews (OCRs) are a foreword-of Mouth Communication in online sales (Filieri, 2014), potential buyers get information about the product to be purchased from other consumers who have benefited from the product. Where are ratings the opinion of customers on a certain scale? A popular rating scheme for ratings is to give a star. The more stars, the better the seller's rating (Lackermair et al., 2013). Shopee has active users and even continues to increase, Shopee's popularity

is based on a trusted source, namely e-Price in 2019, currently in Indonesia Shopee's e-commerce shopping applications are popular and continue to increase from the beginning of the year to the end of the year. Shopee is included in the top 5 the-commerce and was ranked first in the 3rd quarter of 2019.

Theoretical basis

E-Commerce; Khurana (2012: 3) describes an era with the dot.com revolution or Internet. e-commerce (e-commerce) is still relatively new and will continue to change business management and information technology. "Commerce" is a basic concept for electronic commerce (e-commerce), this relates to the buying and selling of goods, whereas 'commercial' denotes business practices and activities intended to generate a profit. Kalakota and Whintons in Khurana (2012) explain E-commerce from a different perspective. Naresh and Narendra (2012: 7) identify commonly used terms to assess their origin and usage..

Buying decision

Schiffman & Kanuk in Korina et al., (2019) revealed that a purchase decision is a decision as an act of selecting from two or more alternative choices. Although many consumer purchase decisions are taken with only one decision making. Setiadi in Dyah Ayu (2011) a decision taken by someone is also known as problem-solving. Engel et al., in Dyah Ayu (2011) have stages, including; Recognition of Needs, illustrated by differences or discrepancies between the expected or desired conditions and the actual conditions.

Online Customer Reviews; The description of a product for the quality of the product that is described or explained from the point of view of the consumer or user (Bickart & Schindler 2001 in Maria 2019). Bae & Lee (2011) online customer reviews are information or reviews made by consumers as a reference for recommendations regarding products based on experience, suggestions, or input that can be accessed or read online on line. Parket al., (2007 in Maria 2019) argues that consumers provide feedback honestly about the assessment of the advantages and disadvantages of a product. Review is one of several factors that determine consumer purchasing decisions (Lee & Shin, 2014). Online Customer Review is a form of electronic word of mouth (eWOM) that focuses on the user- or consumer-generated content posted on sites online as well as websites on third parties (Mudambi & Schuff, 2010). According to Cheong & Morrison, (2008 in Maria 2019) online customer reviews (OCR) and electronic word of mouth (eWOM) have a difference between the two, namely on electronic word of mouth (eWOM). Chen et al., (2015 in Maria 2019) in data analysis there are 3 (three) main dimensions which in the process to determine consumer purchasing decisions, which include: motivation. Malthis (2006) motivation is a desire in a person whose actions are carried out by that person, where the action is to achieve a goal. Chen et al.,(2015) reveal that on the motivational dimension, there are three sub-dimensions which include the attitudes and behavior of consumers, namely, search (consumer motivation to seek information). Benefits (consumer motivation in obtaining information about profits through electronic word of mouth (eWOM), and support (consumers usually get a boost for their motivation to seek information to achieve their goals).

Word of Mouth (WOM) and Electronic Word of Mouth (eWOM)

Richins and Root Shafer in Ali and Niken (2015) word of mouth (WOM) the process of conveying information from one person to another plays a major role in consumer purchasing decisions. Breazale in Maria (2019) explains that word of mouth (WOM) is more credible and more reliable compared to other marketing models such as advertising because word of mouth (WOM) is a process of consumers delivering views regarding the service of a product or service that is has been used, the view can be in the form of positive or negative reviews or information. Kimmel (2005 in Maria 2019) agrees that marketing using word-of-mouth (WOM) techniques is much more powerful or functions optimally compared to other conventional marketing techniques. Word of mouth (WOM) is a form of consumer-to-consumer communication (Gupta & Harris, 2010, p. 1041 in Lidya et al., 2018), which is also known in marketing communication practices. Olujimi Kayode in Maria (2019) the effectiveness of word-of-mouth (WOM) communication is influenced by factors such as the type of product, for example in word of mouth (WOM) communication is a product that has a high price, usually for expensive products or limited edition prospective buyers if you need more detailed information about the product, potential buyers need to find information through reviews from an expert or get complete information from users of the product who have purchased it before. Products with positive values will attract consumers and are very easy to develop in society. product Social Significance,

Electronic Word of Mouth (eWOM)

In purchasing a product or goods or service, you will first ensure that the product is with friends, colleagues, and expert reviews, and do not buy the product directly (Kimmel 2005 in Maria 2019). Reviews on e-commerce platforms are also the result of consumer knowledge and experience. (Díaz & Rodríguez, in Lidya et al., 2018). Word of mouth (WOM) in online media can be contained in the form of consumer reviews or discussion forums that are intended as a place for sellers and consumers or between consumers to interact with each other. (O'Reilly & Marx, 2011, p. 331 in Lidya et al., 2018). Susilo Hadi in Ali and Niken (2015) electronic word of mouth (eWOM) provides benefits, some of which are Cost Effective. Multiple Objectives, where Word of mouth (WOM) has properties that can lead the opinions of prospective buyers to get some views about a product or service being sold. Word of mouth (WOM) is able to provide a function of increasing awareness and also a function of motivated direct purchases.

Online Customer Ratings

Ratings are opinions or reviews given by previous buyers and become the average evaluation of buyers-ratings on the differences in the features of the seller's product or service (Fileri, 2014) to represent consumer opinion with a specific scale (Lackermair et al., 2013). The more consumers give stars, the better the rating of the seller or marketer (Lackermair et al., 2013 Zakky et al., 2017). Engler et al., in Zakky et al., (2017) "... this is mainly due to product evaluation by consumers which reflects consumer satisfaction globally, not only on the product...". More in Rizka (2019) connects ratings to the level of consumer purchasing decision-making.

Framework

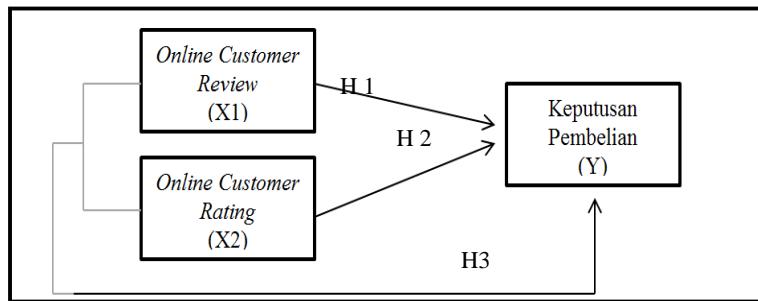


Fig. 1. Framework

Hypothesis

H1. Online Customer Reviews on Purchasing Decisions Studies on Shopee Online Users' customer reviews have a positive influence on purchasing decisions.

H2. Online Customer Rating on Purchasing Decisions In a study of Shopee users, online customer ratings have a positive influence on purchasing decisions.

H3 Online Customer Reviews and Online Customer Rating Simultaneously on Purchasing Decisions Studies on Shopee Users, Online customer reviews and online customer ratings together have a positive influence on purchasing decisions.

RESEARCH METHODS

To analyze the effect of online customer reviews on product purchasing decisions at e-commerce Shopee, online customer ratings on product purchasing decisions at e-commerce Shopee, online customer reviews, and online customer ratings simultaneously on product purchasing decisions at e-commerce Shopee. The population in this study are people in DKI Jakarta who conduct online customer reviews, online customer ratings and online customer reviews, and online customer ratings simultaneously. The sample size of this study uses the Lemeshow formula. the number of samples obtained was 96.04. So that in this study the researcher had to take a minimum data sample of 100 respondents. And the sampling technique in this study is nonprobability sampling with a purposive sampling technique.

Table 1. Research Variables and Operational Definitions

Variable	Instrument	Indicator
1) Online customer reviews (X1)	<ol style="list-style-type: none"> 1. Reviews of consumers pictures and videos of online shopping. 2. Buyer reviews hide names in product reviews. 3. Review of items with images that do not match what was received. 4. Review the shape of the star symbol 5. Reviews by more trusted influencers. 6. Positive reviews replied by the seller 7. Reviews of online stores are trusted. 8. Positive negative review 9. Review the sense of security shopping online stores 10. Review after changing it 1 time 	<ol style="list-style-type: none"> 1. Images 2. Technology 3. Influences 4. Trust 5. Benefits 6. Support
2) Online customer ratings (X2)	<ol style="list-style-type: none"> 1. Latest rating by consumers shopping online. 2. Benefits derived from the rating. 3. The feeling of security shopping at a high-rating online store. 4. Rating does not affect consumer loyalty. 5. Overall rating of the store information and products sold. 	<ol style="list-style-type: none"> 1. Latest customer ratings 2. The number of customer ratings 3. Average rating

3) Product purchasing decisions on e-commerce (Y)	6. Many consumers have already given ratings.	value
	7. Low ratings do not affect a person's purchasing decision.	
	8. Low ratings really matter	
	9. The number of ratings indicates that the online store is trusted.	
	10. Focused on store ratings regardless of how many raters there are.	
	1. Selection of the appropriate product and the expected quality.	1. Product Benefits
	2. The choice of products with certain brands in e-commerce is more complete.	2. Product AvailabilityEase of Making Payments
	3. The availability of products sold on e-commerce is more adequate.	3. Variation
	4. Many options for payment transactions.	4. Quantity
	5. The existence of PayLater is one of the convenience variations of payment	5. given time
	6. The quantity that can be purchased at the flash sale event is limited to only 1 time.	6. Superiority
	7. There is a live chat feature with 24-hour customer service	
	8. Shopee coins have an expiration date or only limited use.	
	9. Shopee provides lots of cashback vouchers and free shipping.	
	10. Buyers can make a price bidding process on the bidding feature.	

Anderson et al, 2011 multiple regression is a conceptual model and hypotheses derived from models developed by researchers in the early stages of the research process. This study uses multiple linear regression analysis as an analytical technique because there are two or more predictor variables such as X1 is online customer review and X2 is online customer rating. The multiple regression model formula in this study is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Information:

Y = Purchase Intention, A = Constant, B = Regression coefficient of each variable X1 = Online Customer Review, X2 = Online Customer Rating, E = Error

RESEARCH RESULTS AND DISCUSSION

Table 2. Validity Test Results

Variable	Indicator	Person correlation	Sig (2-tailed)	N	R table	Status	
Online customer reviews (X1)	X1.1	0.287	0.004	100	0.195	Valid	
	X1.2	0.464	0.000	100	0.195	Valid	
	X1.3	0.412	0.000	100	0.195	Valid	
	X1.4	0.500	0.000	100	0.195	Valid	
	X1.5	0.529	0.000	100	0.195	Valid	
	X1.6	0.465	0.000	100	0.195	Valid	
Online customer ratings (X2)	X2.1	0.549	0.000	100	0.195	Valid	
	X2.2	0.552	0.000	100	0.195	Valid	
	X2.3	0.559	0.000	100	0.195	Valid	
	Product purchasing decisions on e-commerce (Y)	Y1	0.768	0.000	100	0.195	Valid
	Y2	0.790	0.000	100	0.195	Valid	
	Y3	0.663	0.000	100	0.195	Valid	
(Y)	Y4	0.750	0.000	100	0.195	Valid	
	Y5	0.677	0.000	100	0.195	Valid	
	Y6	0.725	0.000	100	0.195	Valid	

Source: SPSS Output, 2022

Table 3. Reality Test

Variable	Cronbach Alpha	Information
Online Customer Reviews	0.809	High Reliable

<i>Online Customer Ratings</i>	0.841	High Reliable
Buying decision	0.798	High Reliable
<i>Online Customer Reviews, Online Customer Ratings</i>	0.929	Perfectly Reliable

Source: Processed primary data, 2022

The results of the reliability test above can be concluded that there are 30 valid data with a percentage of 100% and nothing is issued. The online customer review variable has a Cronbach Alpha value of 0.809, meaning it is in the highly reliable category. In the online customer rating variable, the Cronbach Alpha value is 0.841, which is in the highly reliable category. The Cronbach Alpha purchasing decision variable obtained is 0.798 which is a highly reliable value. Then the combination of all variables, namely online customer review variables, online customer ratings, and purchasing decisions have a Cronbach Alpha of 0.929 which is categorized as perfectly reliable.

Classic Assumption

Normality Test Testing; Based on the normality test in Table IV.9 the Asymp value. Significance (2-tailed) has a value of 0.948. This value is greater than 0.05, namely $0.948 > 0.05$, so it can be stated that the data is normally distributed and the multiple linear regression analysis meets the assumptions of normality.

Multicollinearity Test

Table 4. Coefficients

Model	Unstandardized Coefficients		Q	Sig.	Collinearity Statistics	
	B	std. Error			tolerance	VIF
(Constant)	2,234	2,099		,290		
1 Online Customer Reviews,	,649	,066	,648	9,798 ,000	,451	2,217
Online Customer Ratings	,309	,067	,306	4,627 ,000	,451	2,217

Dependent Variable: Purchase Decision Source: Processed primary data, 2022

Based on the results, it can be seen that the tolerance is $0.451 > 0.10$ and VIF $2.217 > 10$. So it is concluded that there are no symptoms of multicollinearity between the two independent variables.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test

Model	Unstandardized Coefficients			Q	Sig.
	B	std. Error	Betas		
(Constant)	1,471	1.322			,113 ,268
1 Online Customer Reviews	,045	,042		,164	1,090 ,278
Online Customer Ratings	-,045	,042		-,163	-1.083 ,281

Source: Processed primary data, 2022

In the heteroscedasticity test table, it can be seen that the significance values of all independent variables (X_1 and X_2) are > 0.05 . Where the significance value of the online customer review shows the number 0.278 and the online customer rating with the

number 0.281. From these two values, it can be concluded that the regression model does not show any symptoms of heteroscedasticity.

Autocorrelation Test

Table 6. Summary model

Model	R	R Square	Adjusted R Square	std. The error in the Estimate	Durbin-Watson
1	,899a	,808	,804	1.91213	1,806

Predictors: (Constant), Online Customer Ratings, Online Customer Reviews, b. Dependent Variable: Purchase Decision

It is known that the Durbin-Watson value is 1.806. Furthermore, the Durbin Watson value is compared with the Durbin Watson table value at a significance of 5% (0.05). Because $N = 100$ and k (variable) = 2, then at the 100th N and dL dU at $k = 2$, the dL value = 1.6337 and the dU value = 1.7152 are obtained. Based on the description above, it is found that $1.806 > 1.7152$ (Durbin Watson value > dU value). And $1.806 < 4 - dU$ ($4 - 1.7152 = 2.2848$). So it can be concluded that there are no signs of autocorrelation in the data.

Multiple Linear Regression Test

Table 7. Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients
	B	std. Error	Betas
(Constant)	2,234	2,099	
1 Online Customer Reviews	,649	.066	,648
Online Customer Ratings	,309	,067	,306

Source: Processed primary data, 2022 Dependent Variable: Purchase Decision

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e \text{ Purchase decision} = 2.234 + 0.649 + 0.309 + e$$

The value a of 2.234 is a purchase decision constant (Y) that has not been influenced by the online customer review (X_1) and online customer rating (X_2) variables. If the independent variable does not exist, then the purchasing decision variable (Y) does not change. β_1 (regression coefficient value X_1) of 0.649. Shows that the online customer review variable (X_1) has a positive influence on purchasing decisions (Y), which means that an increase of 1 unit of online customer review variable (X_1) will affect the purchasing decision (Y) of 0.649, assuming that other variables are not examined in this research. β_2 (regression coefficient value X_2) of 0.309.

Hypothesis Test t

The t-test (partial regression test) was used to determine partially the influence of online customer reviews and online customer ratings significant or not on purchasing decisions. The test uses a significance of 0.05 and with 2 sides.

Online Customer Review variable t-test on Purchasing Decisions (X_1 to Y). Based on the results, it can be concluded that the t count $>$ t table is $9.798 > 1.984$. Significance value $0.000 < 0.05$. So it can be concluded that H_0 is rejected and H_a is accepted. This means that the test of hypothesis 1 (H_1), namely online customer reviews has a positive and significant effect on purchasing decisions.

The t-test of the Online Customer Rating variable on Purchasing Decisions (X_2 to Y). Based on the results, it can be concluded that the t count $>$ t table is $4.627 > 1.984$. Significance value $0.000 < 0.05$. So it can be concluded that H_0 is rejected and H_a is

accepted. This means that the test of hypothesis 2 (H2), namely online customer rating has a positive and significant effect on purchasing decisions.

F Test (Concurrent Test)

The F test is used to determine the effect of the independent variables on the dependent variable. To test the significance of the influence of Online Customer Reviews and Online Customer Ratings on Purchasing Decisions. This test uses a significant level of 0.05. Based on the results, it can be concluded that the calculated F value $> F$ table is $204.627 > 3.94$. Significance value $0.000 < 0.05$. So it can be concluded that H_0 is rejected and H_a is accepted. This means that testing hypothesis 3 (H3), namely online customer reviews and online customer ratings together have a positive and significant effect on purchasing decisions.

Test R^2 (Coefficient determination)

Table 8. Summary model

Model	R	R Square	Adjusted R Square	std. The error of the Estimate
1	,899a	,808	,804	1.91213

Source: Processed primary data, 2022

The R^2 test (Coefficient of Determination) is shown to see how much the ability of the independent (independent) variable explains the dependent variable which can be seen through the Adjusted R Square. It can be seen that the coefficient of determination or Adjusted R Square obtained is 0.804. This means that the Online Customer Review (X1) and Online Customer Rating (X1) variables are able to explain the Purchase Decision variable (Y) of 80.4%. Meanwhile, 19.6% is explained by variables outside of the variables studied.

CONCLUSION AND DISCUSSION

Online Customer Reviews against Purchase Decisions; shows that there is an influence between Online Customer Reviews on Purchasing Decisions. This can be seen based on the results of the t-test with t count $> t$ table, namely $9.798 > 1.984$ and a significance level of $0.000 < 0.05$, which means H_0 is rejected and H_a is accepted. So, this test proves that Online Customer Reviews have an effect on Purchase Decisions at Shopee e-commerce. This research is the same as research conducted by previous researchers, namely (Latief and Ayustira, 2020) who examined "The Influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions for Cosmetic Products at Sociolla" based on the results of the t-test with t count $> t$ table, namely $2.507 > 1.984$ and a significance level of $0.001 < 0.05$, which means that H_0 is rejected and H_a is accepted.

Online Customer Ratings Against Purchase Decisions; The results of testing hypothesis 2 (H2) show that there is an influence between Online Customer Ratings on Purchase Decisions. This can be seen based on the results of the t-test with t count $> t$ table, namely $4.627 > 1.984$ and a significance level of $0.000 < 0.05$, which means H_0 is rejected and H_a is accepted. So, this test proves that Online Customer Rating has an effect on Purchase Decisions on Shopee e-commerce. This research is the same as research conducted by previous researchers (Latief and Ayustira, 2020) who examined "The Influence of Online Customer Reviews and Online Customer Ratings on Purchase

Decisions for Cosmetic Products at Sociolla" with the results of the t-test with t count > t table, namely $4.930 > 1.984$ and a significance level of $0.037 < 0.05$, which means that H_0 is rejected and H_a is accepted.

Online Customer Reviews and Online Customer Rating on Purchasing Decisions; The results of testing hypothesis 3 (H3) show that there is an influence between Online Customer Reviews and Online Customer Ratings on Purchase Decisions. This can be seen based on the results of the F test with F count > F table, namely $204.627 > 3.94$ and a significance level of $0.000 < 0.05$, which means H_0 is rejected and H_a is accepted. So, this test proves that Online Customer Reviews and Online Customer Ratings have an effect on Purchase Decisions on Shopee e-commerce. With this, this model is declared feasible to use. In accordance with research conducted by previous researchers (Latief and Ayustira, 2020) which examined "The Influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions for Cosmetic Products at Sociolla" based on the results of the F test with F count > F table, namely $20.447 > 0.1169$ and a significance level of $0.000 < 0.05$, which means H_0 rejected and H_a accepted. This means the two independent variables significantly influence the dependent variable, namely purchasing decisions.

Conclusion; Data processing aims to find out empirically based on statistical data processing, descriptions, and discussions that have been described in the previous chapter, so researchers can draw conclusions. There is a positive and significant influence between Online Customer Reviews and Purchase Decisions of t count $9.798 > t$ table. There is a positive and significant influence between Online Customer Rating and Purchase Decision of t count $4.627 > t$ table. There is a positive and significant influence between Online Customer Rating and Online Customer Rating together with Purchase Decisions of F count $204.627 > F$ table.

Recommendations Suggestions; Based on the conclusions described above, the researchers provide suggestions that are expected to be helpful and useful in the future, while the suggestions are as follows: For companies or e-commerce platforms, Online Customer Review and Online Customer Rating variables have a positive effect on the Purchasing Decision variable. However, due to the increasing number of e-commerce competitors that have emerged with various strategies, the advice for Shopee is to maintain or gradually increase people's buying interest through Shopee itself. Going forward, Shopee can continue to innovate and meet the changing desires and needs of consumers.

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