

Research Article

The Influence of Promotion, Online Customer Review, and Online Customer Rating on Purchasing Decisions in the Shopee Application Among Students in Pontianak City

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ABSTRACT

This study aims to analyze the influence of promotions, online customer review, and online customer rating on purchasing decisions on the Shopee application among students in Pontianak City. Along with the rapid development of e-commerce and digitalization, Shopee has become one of the most widely used online shopping platforms in Indonesia. This study uses a quantitative approach with data collection techniques through questionnaires distributed to 200 respondents who are Shopee app users. The collected data were analyzed using multiple linear regression analysis to examine the relationship between independent variables (promotions, online customer review, and online customer rating) and purchase decisions as the dependent variable. The results of the study indicate that multiple linear regression analysis shows that promotions, online customer review, and online customer rating have a positive influence on purchasing decisions. Based on the F-test results, it was found that F calculated = 63.029 and significance 0.000, indicating that all three variables simultaneously have a significant influence on purchasing decisions. The t-test results show that promotions (X1), online customer review (X2), and online customer rating (X3) all have a significant effect on purchasing decisions. These findings provide important insights for e-commerce platforms such as Shopee to continue optimizing features that enhance the user shopping experience, such as the quality and quantity of reviews and ratings from customers, as well as developing appropriate promotional strategies.

Keywords: Promotion; Online Customer; Rating; Purchasing Decisions; Shopee Application

1. INTRODUCTION

Advancements in technology have made it easier for society to access anything, including shopping online, which provides convenience in purchasing, transacting, and selecting what we want. Online shopping not only saves time but also offers a wide variety of choices and stores, allowing consumers to easily compare products and make decisions instantly. The development of technology also greatly impacts society's activities, as most people, especially millennials and Generation Z, prefer shopping online rather than offline. E-commerce has grown rapidly, and its development year after year has become a promising business prospect (Almayani & Graciafernandy, 2023). In e-commerce, the transaction process, including product search, ordering, payment, and delivery, is done online. E-commerce enables buyers and sellers to interact without meeting directly, offering convenience and efficiency in online trade. The Business-to-Consumer (B2C) strategy has become an ideal choice for businesses and consumers, as B2C refers to a type of business transaction where a company sells products or services directly to end consumers. One of the most common and widely encountered forms of e-commerce in daily life is online marketplaces or ordering food through apps.

Shopee is one of the e-commerce platform companies or online marketplaces that allows users to buy and sell products online. Shopee was founded in 2015 by Forrest Li through its parent company, Sea Group, in Singapore, and has rapidly grown to become one of the leading marketplaces in Southeast Asia, including Indonesia. The Shopee app is designed simply to facilitate users in searching for and purchasing products. Additionally, Shopee holds regular discounts every month on specific dates like 12.12 or seasonal promotions, offering a wide range of product categories, including fashion, electronics, beauty, household appliances, and even food. The many conveniences offered by Shopee have made it popular among Indonesians. Features like "live" streaming allow sellers to promote their products to buyers in real-time. The following is a graph showing the e-commerce visitors in Indonesia:

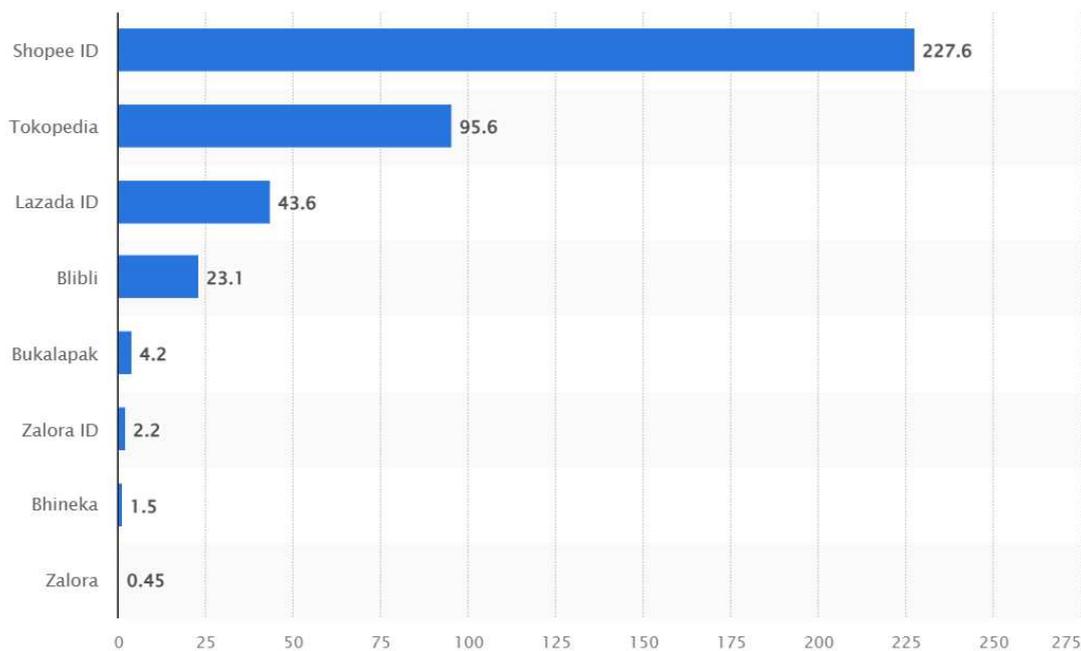


Figure 1. E-Commerce Visitors in Indonesia, February 2024 (In millions of visitors)

Source: www.statista.com (2025)

Figure 1, shown that Shopee had the highest number of visits in 2024, with 227.6 million visitors, making it the most visited marketplace by users in Indonesia. One of the promotional strategies available on Shopee is the live feature. The live feature is an interactive service on the Shopee app that allows sellers to conduct live broadcasts to promote their products to buyers in real-time. This feature offers a more personal and interactive shopping experience, where sellers can interact directly with viewers through the comment section during the live session. Shopee Live is designed to facilitate sellers and buyers in interacting and conducting transactions. In this feature, sellers offer their products along with various discounts that depend on the sellers' promotions, offering diverse discount options for consumers. The live feature gives consumers the experience of making real-time purchases while shopping online.

One of the marketing strategies that encourage consumers to transact online is by providing e-WOM (Electronic Word of Mouth). e-WOM is an informal communication form conducted by consumers via digital platforms to share information, experiences, opinions, or recommendations about products, services, or brands. Shopee also provides reliable online customer reviews and ratings, which are crucial elements influencing consumer decisions (Sumiati et al., 2025). Information shared through e-WOM is considered significantly impactful in shaping consumer perceptions and purchase decisions, as it is easily accessible and often regarded as more authentic than traditional promotions. Buyers go through several stages before making a purchase decision about the goods and services they buy (Asih & Kurniasari, 2024). Electronic Word of Mouth in the form of online customer reviews is one feature on Shopee that provides a comment section for consumers who have purchased products on the platform. The online customer review and online customer rating features on Shopee allow consumers to share product photos, ratings, and comments about the products they bought. Before purchasing a product, consumers typically search for information about its specifications, advantages, disadvantages, and price (Sari et al., 2021). Online customer reviews of a product can reveal its pros, cons, and the seller's service (Niswaningtyas & Hadi, 2022). Shopee's competitors, such as Tokopedia, Lazada, Bukalapak, Blibli, and others, also provide similar features, such as online customer reviews and online customer rating.

The researcher analyzed the number of online customer reviews and ratings for brands on Shopee, specifically in the beauty category. From a total of 2,627,500 online customer reviews and ratings, there were 10,200 negative reviews, which accounts for 0.39%. While the percentage of negative reviews is small, they still have the potential to affect customer perceptions of the brand. Negative reviews can reduce consumer trust in a product, potentially hindering their decision-making process. Therefore, understanding customer review patterns and responding with effective strategies is crucial for maintaining reputation and improving customer satisfaction. Based on the background presented, the researcher decided to conduct a study titled *The Influence of Promotion, Online Customer Review, and Online Customer Rating on Purchase Decisions in the Shopee Application Among Students in Pontianak City*.

2. RESEARCH METHOD

Type of Research

This study uses an associative quantitative approach. According to Sugiyono (2019), associative research aims to answer questions about the relationship between two or more variables. This study examines the influence of the relationship between Promotion (X1), Online Customer Review (X2), and Online Customer Rating (X3) on Purchasing Decisions (Y).

Data Collection

This study uses two data collection techniques, namely primary data and secondary data. Primary data was obtained through questionnaires distributed to respondents. Secondary data was obtained from literature studies or previous research relevant to the topic of this study.

Population and Sample

According to Sugiyono (2022), population is a generalization area consisting of objects or subjects that have certain characteristics. The population in this study is students in Pontianak City who use the Shopee application. The sample was taken using purposive sampling, with the criteria being students who have shopped on the Shopee application and provided reviews and ratings on the application. The number of samples used in this study was 200 respondents, based on calculations using the formula from Rao Purba in Sujarweni (2015).

Research Variables and Measurement Scale

This study has two types of variables, namely independent variables and dependent variables. The independent variables consist of Promotion (X1), Online Customer Review (X2), and Online Customer Rating (X3), while the dependent variable is Purchase Decision (Y). According to Sugiyono (2022), independent variables influence or cause changes in dependent variables. The measurement scale used to measure respondents' perceptions is the Likert scale. This scale is used to measure respondents' attitudes, opinions, and perceptions regarding existing social phenomena (Sugiyono, 2022). The Likert scale used in this study includes five alternative answers, ranging from Strongly Agree to Strongly Disagree, with scores from 1 to 5.

Data Analysis

Data analysis in this study was conducted in several steps, namely instrument testing (validity and reliability), classical assumption testing (normality, multicollinearity, and linearity), and multiple linear regression analysis. The validity test was conducted using SPSS, using product moment correlation to compare the item statement values with the total value. The reliability test used Cronbach's Alpha to ensure the consistency of the measuring instrument. Meanwhile, multiple linear regression analysis was used to measure the relationship between the independent and dependent variables, as explained by Siregar (2017).

Research Variable Indicators

According to Kotler and Keller (2016), promotion is measured using five dimensions, namely Advertising, Sales Promotion, Public Relations & Publicity, Personal Selling, and Direct & Database Marketing. According to Schepers in Yunus & Ariawan (2022), the online customer review variable is measured using five dimensions, namely Argument Quality, Volume, Timeliness, Valance, and Source Credibility. According to Fathin and Millayani in Suryadi et al. (2024), the variable online customer rating is measured using three dimensions, namely Helpfulness, Representative, and Purchase decision.

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

Validity testing is used to measure the extent to which a questionnaire is able to reveal what is being measured. Validity is tested using product-moment correlation. In this study, the degree of freedom (df) can be calculated as $200-2$ or $df = 198$ with an alpha of 0.05 (α 5%). The table value r tabel is 0.138. If the calculated correlation coefficient r value is greater than the r tabel, the question is considered valid; otherwise, if r hitung is less than r tabel, the question is considered invalid.

Table 1. Validity Test Results

Variable	Indicators	r value	r table	Description
Promotion (X1)	X1.1	0.444	0,138	Valid
	X1.2	0.452		
	X1.3	0.449		
	X1.4	0.453		
	X1.5	0.479		
	X1.6	0.455		
	X1.7	0.589		
	X1.8	0.591		
	X1.9	0.392		
	X1.10	0.593		
Online Customer Review (X2)	X2.1	0.537	0,138	Valid
	X2.2	0.693		
	X2.3	0.624		
	X2.4	0.639		
	X2.5	0.612		
	X2.6	0.566		
	X2.7	0.525		
	X2.8	0.599		
	X2.9	0.513		
	X2.10	0.558		
Online Customer Rating (X3)	X3.1	0.763	0,138	Valid
	X3.2	0.799		
	X3.3	0.728		
	X3.4	0.727		
Purchase Decision (Y)	Y.1	0.346	0,138	Valid
	Y.2	0.308		
	Y.3	0.466		
	Y.4	0.543		
	Y.5	0.541		
	Y.6	0.525		
	Y.7	0.519		
	Y.8	0.609		
	Y.9	0.477		
	Y.10	0.48		
	Y.11	0.538		
	Y.12	0.577		
	Y.13	0.478		
	Y.14	0.491		
	Y.15	0.512		
	Y.16	0.507		
	Y.17	0.477		
	Y.18	0.515		
	Y.19	0.519		

Source: Processed Data, 2025.

Based on the validity test results for all variables in **Table 1**, it is known that all statement items have a calculated r value $>$ r table . Thus, all statement items of all variables in this study can be declared valid and suitable for use in research.

3.1.2 Reliability Test

The reliability test of the variables of Promotion (X1), Online Customer Review (X2), Online Customer Rating (X3) and Purchase Decision (Y) can be seen in **Table 2**.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Promotion (X1)	0,652	Reliable
Online Customer Review (X2)	0,785	
Online Customer Rating (X3)	0,747	
Purchase Decision (Y)	0,829	

Source: Processed Data, 2025.

Based on the **Table 2**, it can be seen that each variable has a Cronbach Alpha value of more than 0.60, so it can be concluded that all variables X₁, X₂, X₃, and Y are reliable.

3.2 Classic Assumption Test

3.2.1 Normality Test

Normality tests are used to examine the distribution of data in variables to be analyzed, whether the data is normally distributed or not. One of the tests used is Kolmogorov-Smirnov with a significance level of 0.05 as the basis for decision making.

Table 3. Normality Test Results

Test	Value
N (Sample)	200
Test Statistic	.060
Asymp.Sig.(2-tailed)	.080 ^c

Source: Processed Data, 2025.

Based on the **Table 3**, it can be seen that the Kolmogorov-Smirnov sig value is 0.080. A significance value above 0.050 indicates that the data is normally distributed.

3.2.2 Linearity Test

Linearity testing in this study was conducted using the Test for Linearity. The applicable criterion is that if the significance value in linearity < 0.05, it can be interpreted that there is a linear relationship between the independent and dependent variables. The results of the linearity test Test for Linearity can be seen in **Table 4**.

Table 4. Result of Linearity

Variable	Linearity sig	Description
Purchase Decision * Promotion	0,000	Linear
Purchase Decision * Online Customer Review	0,000	
Purchase Decision * Online Customer Rating	0,000	

Source: Processed Data, 2025.

Based on **Table 4**, the Sig. Linearity value is 0.000 < 0.05, so it can be concluded that the relationship between the independent variable and the dependent variable is linear.

3.2.3 Multicollinearity Test

Multicollinearity can be tested by analyzing the correlation matrix between independent variables and by looking at the tolerance value and its opposite, VIF. The commonly used values are a tolerance value of 0.10 or a VIF value above 10. The tolerable level of multicollinearity is a tolerance value of 0.10. The results of the multicollinearity test are shown in **Table 5**

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Promotion	0.689	1.451
Online Customer Review	0.674	1.483
Online Customer Rating	0.797	1.255

Dependent Variable: Purchase Decision

Source: Processed Data, 2025.

Based on the test results in **Table 5**, it shows that the tolerance value is > 0.10 and VIF < 10. Therefore, it can be concluded that there is no multicollinearity between the independent variables in the regression.

3.3 Multiple Linear Regression Analysis

Based on the results of the multiple linear regression analysis presented in Table 6 and referring to the regression equation, the following results are obtained:

Table 6. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	20.682	4.624	0.000
Promotion	0.617	5.247	0.000
Online Customer Review	0.337	3.656	0.000
Online Customer Rating	1.126		

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on Table 6, the following multiple linear equation can be obtained:

$$Y = 20.682 + 0.617X_1 + 0.337X_2 + 1.126X_3$$

Based on the SPSS 26 calculation results above, the following conclusions can be drawn:

- The constant value obtained is 20.682, indicating that if there is no influence from Promotion (X₁), Online Customer Review (X₂), and Online Customer Rating (X₃), then the value of Purchase Decision (Y) is 20.682.
- The regression coefficient value of variable X₁ (Promotion) is positive (+) at 0.617, which means that if variable X₁ (Promotion) increases, variable Y (Purchase Decision) will also increase.
- The regression coefficient value of variable X₂ (Online Customer Review) is positive (+) at 0.337, which means that if variable X₂ (Online Customer Review) increases, variable Y (Purchase Decision) will also increase.
- The regression coefficient value of variable X₃ (Online Customer Rating) is positive (+) at 1.126, which means that if variable X₃ (Online Customer Rating) increases, variable Y (Purchase Decision) will also increase.

3.4 Correlation Coefficient Analysis (R)

The results of the correlation coefficient test calculation can be seen in the following Table 7.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701 ^a	0.491	0.483	4.548

Predictors: (Constant), Online Customer Rating, Online Customer Review, Promotion
Dependent Variable: Purchase Decision

Source: Processed Data, 2025.

Based on the results in Table 7, the correlation coefficient (R) value is 0.701. This value indicates that there is a strong and positive relationship between the independent variables consisting of Promotion (X₁), Online Customer Review (X₂), and Online Customer Rating (X₃) and the dependent variable, namely Purchase Decision (Y). Thus, the R value of 0.701 falls into the strong category, meaning that the three independent variables (X) have a strong contribution to the relationship with Purchase Decision (Y).

3.5 Analysis of the Coefficient of Determination R²

Based on the results in Table 7, the Adjusted R-Square coefficient value is 0.483, which means that the influence of the independent variables (X) on the dependent variable (Y) is 48.3%, while the remaining 51.7% is influenced by variables not observed in this study.

3.6 Simultaneous Test (F Test)

In this study, the F test was used to test the effect of independent variables on dependent variables. The results of the simultaneous test (F test) can be seen in the following Table 8.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	3910.492	1303.497	63.029	.000 ^b
Residual	4053.463	20.681		

Dependent Variable: Purchase Decision

Predictors: (Constant), Online Customer Rating, Online Customer Review, Promotion

Source: Processed Data, 2025.

The results of the simultaneous influence test in **Table 8**, shown that the variables Promotion (X1), Online Customer Review (X2), and Online Customer Rating (X3) have a significant effect on Purchase Decision (Y). The Sig. value of 0.000 (< 0.05) and the calculated F value of 63.029 (greater than the F table value of 2.65) indicate that H_0 is rejected and H_a is accepted. Thus, it can be concluded that the three variables simultaneously influence purchasing decisions.

3.7 Partial Test (t Test)

Partial tests (t-Test) conducted in a study aim to test the effect of each independent variable individually on the dependent variable in a proposed hypothesis. The results of the partial tests (t-test) can be seen in **Table 9**.

Table 9. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	20.682	4.624	0.000
Promotion	0.617	5.247	0.000
Online Customer Review	0.337	3.656	0.000
Online Customer Rating	1.126		

Dependent Variable: Purchase Decision

Source: Processed Data, 2025.

Based on **Table 9**, which was obtained from data processing using the SPSS program with a significance level of 5% using the formula: $t_{table} = t_{(\alpha/2)} (n.2)$, the t table used is 1.97208 and the results can be explained as follows:

1. The Promotion variable (X1) shows a Sig. 0.000, which is less than 0.05 ($0.000 < 0.05$), and the calculated t-value is 5.247, which is greater than 1.97208 ($5.247 > 1.97208$). Therefore, the hypothesis that the Promotion variable has a partial effect on Purchase Decisions in the Shopee App among students in Pontianak City is accepted.
2. The Variable Online Customer Review variable (X2) has a significance value of 0.000 (< 0.05) and a t-value of 3.656 (> 1.97208), indicating a partial influence on Purchase Decisions in the Shopee application among students in Pontianak City. Therefore, the hypothesis is accepted.
3. The Online Customer Rating variable (X3) has a significance value of 0.000 (< 0.05) and a t-value of 5.911 (> 1.97208), indicating that it has a partial effect on Purchase Decisions in the Shopee application among students in Pontianak City. Thus, the hypothesis is accepted.

DISCUSSION

The Influence of Promotion on Purchase Decision

The Promotion variable has a partial influence on Purchase Decisions on the Shopee application among students in Pontianak City. This indicates that promotions conducted by Shopee have a significant influence on consumer purchasing decisions. The results of this study align with findings from research conducted by Juwita et al. (2022), Indriyani (2022), and Hutapea & Rustam (2023), which also revealed that promotions have a positive and significant influence on purchasing decisions on e-commerce platforms. In the context of the Shopee app, promotions offered through various channels, such as discounts, vouchers, and advertising campaigns, have proven to attract consumers' attention and encourage them to make purchases. Thus, these findings reinforce the argument that targeted promotions can be a key factor in influencing consumer behavior in the digital world. Additionally, the importance of promotions in purchase decisions reflects the changing consumer behavior that is increasingly influenced by attractive offers presented by e-commerce platforms. This provides insights for marketers and e-commerce companies to focus more on effective promotional strategies to enhance customer engagement and purchase conversion rates.

The Influence of Online Customer Review on Purchase Decision

The Online Customer Review variable has a partial influence on Purchase Decisions in the Shopee application among students in Pontianak City. This indicates that online customer review have a significant influence on consumer purchase decisions on e-commerce platforms. The results of this study are consistent with the findings in studies conducted by Ramadhana & Ratumbusang (2022), Noviana et al. (2023), and Anasrulloh et al. (2024), which also indicate that Online Customer Review have a positive and significant impact on purchase decisions. In the context of the Shopee app, positive reviews provided by previous customers can instill trust in potential buyers regarding product quality, which in turn encourages them to make a purchase. This highlights the importance of customer review in shaping perceptions and influencing purchasing decisions on digital platforms. These findings confirm that reviews from consumers who have

previously purchased products serve as valuable references for potential consumers. With honest and objective reviews, consumers can make better-informed decisions, which ultimately increase conversion rates and consumer loyalty toward e-commerce platforms like Shopee.

The Influence of Online Customer Rating on Purchase Decision

The Online Customer Rating variable has a partial influence on Purchase Decisions in the Shopee application among students in Pontianak City. This indicates that the ratings given by customers have a significant influence on consumer purchase decisions. This finding is in line with the research conducted by Setiawan & Sukardi (2022), Suryawan et al. (2022), and Nuruddin et al. (2025), which also showed that Online Customer Rating has a positive and significant influence on purchasing decisions on the Shopee application. High ratings from previous customers can increase consumer trust in products, which ultimately encourages them to make purchases. This finding highlights the importance of user-provided ratings in building trust and influencing consumer decisions. Consumers tend to trust products with high ratings, which are perceived as reflecting quality and previous customer satisfaction. Therefore, consumer reviews and ratings significantly influence purchasing decisions on e-commerce platforms like Shopee, further strengthening the connection between product quality and consumer behavior in making purchases.

4. CONCLUSION

Based on the data analysis conducted through multiple linear regression testing, the results of the study indicate that the three variables promotion, online customer review, and online customer rating have a significant positive influence on purchasing decisions. The F-test results show that the three variables simultaneously have a significant influence on purchasing decisions. In other words, the variables of promotion, online customer review, and online customer rating collectively contribute significantly to influencing purchase decisions on the Shopee app. In the t-test, which measures the influence of each independent variable on the dependent variable, it was found that promotion (X1) has a regression coefficient of 0.617 with a t-value of 5.247 and significance of 0.000, which means that promotion has a significant influence on purchasing decisions. Online customer review (X2) have a regression coefficient of 0.337 with a t-value of 3.656 and significance of 0.000, which also indicates a significant influence on purchasing decisions. Online customer rating (X3) have a regression coefficient of 1.126, with a t-value of 5.911 and significance of 0.000, indicating that online customer rating have the greatest influence on purchasing decisions. Additionally, the coefficient of determination (R^2) of 0.491 indicates that 49.1% of the variation in purchase decisions can be explained by the variables of promotion, online customer reviews, and online customer rating. The remaining 50.9% is influenced by other factors not examined in this study. From these results, it can be concluded that although promotions have a significant influence on purchasing decisions, online customer rating have the greatest impact. This shows that consumers trust ratings and reviews from previous buyers as the main reference in their purchasing decisions. Therefore, in addition to strengthening attractive promotional strategies, e-commerce platforms like Shopee need to optimize their customer review and rating features, as these factors significantly influence consumer trust in the products offered. It is recommended that Shopee and other e-commerce players prioritize the management and monitoring of product reviews and ratings, and respond to negative reviews quickly and effectively to maintain reputation and enhance customer satisfaction. Additionally, more personalized and relevant promotional strategies tailored to consumer needs should be introduced to attract more buyers and increase purchase conversion rates.

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