

The Impact of Online Customer Review and Online Customer Rating on Purchase Interest with Trust as an Intervening Variable at Shopee Marketplace (Empirical Study of FE UNPRI Students)

Lidya Haryati Bintang¹, Yusuf Ronny Edward², Fenny Krisna Marpaung³

¹Universitas Prima Indonesia

ABSTRACT

PT. Shopee International Indonesia is a company engaged in online product sales, known for its Shopee application. Shopee was introduced as a mobile application-based e-commerce platform at the end of May 2015. The sampling method used is Purposive Random Sampling, where samples meeting specific criteria are selected randomly. The criteria for selecting samples in this study are, Owning the Shopee application, Having made online purchases using Shopee, and Choosing fashion products. The population in this study comprises all students of the Faculty of Economics at Universitas Prima Indonesia in 2024, with a total sample size of 232 respondents. The data collection techniques employed include primary data in the form of questionnaires and secondary data obtained through documentation studies. The data analysis technique uses quantitative data processed with the SPSS program, including t-tests and the coefficient of determination (R^2). The results of this study indicate, 1)There is a significant influence of online customer reviews and online customer ratings on trust, 2)There is a significant influence of online customer reviews and online customer ratings on purchase interest, 3)There is a significant influence of trust in service quality on purchase interest, 4)The trust variable is able to mediate the relationship between online customer reviews and purchase interest, 5)The trust variable is able to mediate the relationship between online customer ratings and purchase interest.

Keywords: *Online customer review, Online customer rating, Trust, Purchase interest.*

INTRODUCTION

Shopee is an e-commerce website that was first launched in Singapore in 2015. Now, Shopee is the largest platform used in Indonesia, significantly contributing to job creation and helping local businesses promote domestic products.

Universitas Prima Indonesia (UNPRI) is a private university established in 2001 as the Prima Nursing Academy and Midwifery Academy. With remarkable growth, it was renamed Prima Husada Health Science College in Medan in 2002 and became Universitas Prima Indonesia in 2005. Currently, UNPRI accommodates a large number of students. In today's digital era, many students engage in online shopping activities due to its growing accessibility.

Pre-survey table for students of the Faculty of Economics, UNPRI 2024

Pra survei			
No	Pertanyaan	Hasil	
		Puas	Tidak puas
1	Keseuaian produk	30%	70%
2	Ketetapan Waktu	38%	62%
3	Kualitas Produk	18%	82%
4	Keadaan barang	88%	12%

Based on the pre-survey conducted by the researcher on 150 randomly selected students from Universitas Prima Indonesia, it can be seen that many customers are dissatisfied with the products they purchased. This dissatisfaction clearly affects customers' interest in making purchases on Shopee.

One factor that influences purchase interest is Online Customer Review. Fishbein and Ajzen (1975) created the theory of the Theory of Reasoned Action to predict the interest and behaviors of certain consumers. The model suggests that behind every individual's behavior, some different attitudes and beliefs trigger interest. These actions can have both positive and negative impacts, which influence decision-making.

Another factor that affects purchase interest is Online Customer Rating. Novi & Istiqomah (2020) describe it as consumer assumptions on a scale. The most popular rating system on Shopee is through the use of stars. The more stars are given, the higher the seller's ranking appears.

According to Sumarwan (2002), consumer trust in a product can be observed from its usefulness and attributes, illustrating customer perception and belief in the product. This aligns with the view of Baskara and Hariyadi (2014), who state that consumer trust is an aspect that influences online shopping. Trust varies among customers, but differing opinions on marketplace media strongly impact customers in giving reviews and ratings for the product.

Based on the study by Hana Yoflike Mokodompit et al. (2022), online customer reviews have an insignificant impact on purchasing decisions on TikTok Shop for Equil Choir customers. This contrasts with the study conducted by Neri Agesti et al. (2021), which showed a negative impact of online customer reviews on purchasing decisions. However, this differs from the study by Lailatul Istiqomah and Usman Usman (2021), who explain that online customer reviews significantly contribute to purchase interest.

Based on this phenomenon occurring on the Shopee platform and the comparison of previous research studies, the author is interested in conducting research titled " The Impact of Online Customer Review and Online Customer Rating on Purchase Interest with Trust as an Intervening Variable at Shopee Marketplace (Empirical Study of FE UNPRI Students)".

LITERATURE REVIEW

Social Proof

Van-Anh T. & Ky-Minh (2021) explain that social proof strongly influences customers' purchasing decisions and is deeply ingrained in many marketing strategies. Social proof refers to a psychological phenomenon where individuals tend to align their behavior with that of others in their environment, especially those they perceive as credible or significant. People are more

likely to trust and purchase products that are endorsed or used by others they consider trustworthy.

Social proof is a psychological concept explaining individuals' tendency to follow the actions of others. It is widely utilized in marketing strategies to build consumer trust. Social proof can take various forms, including: Testimonials, User reviews, Followers or likes on social media, Recommendations from celebrities or influencers, Awards, Certifications from authoritative bodies, Positive reviews from influencers.

Word of Mouth Theory

Word of Mouth (WOM) is a marketing technique where information about a product or service is shared through personal recommendations. According to Kotler & Keller (2012), WOM Communication involves the process of sharing recommendations, either individually or in groups, with the goal of providing personal insights into a product or service.

Sernovitz (2012) outlines four key principles for effective WOM communication:

1. Create engaging information. People dislike boring topics. Provide content that encourages others to talk about the product or service. Always consider how to inspire others to share the information.
2. Ensure ease of dissemination. Effective WOM communication uses simple, clear, and easily shareable messages. Initiate WOM with memorable points that people can quickly recall and pass along.
3. Make the communication experience enjoyable. When people feel happy during the WOM process, they are more likely to spread positive messages about the product. A positive experience ensures the product remains memorable.
4. Build respect and trust in the audience. Without earning respect and trust, WOM communication will fail. People are unlikely to share positive feedback about something they do not trust.

The Influence of Online Customer Review on Purchase Interest

According to Aftika (2020), reviews serve as a means for customers to seek initial references when deciding to purchase a product. By reading reviews, customers can be influenced in their decision-making process. Online customer reviews are a platform provided by marketplaces where customers can freely write reviews about services or products they have purchased. These reviews significantly impact purchase decisions.

This aligns with the study conducted by Izzatul Islami Harli et al. (2021), which demonstrates that online customer reviews contribute significantly to purchase interest. Similarly, Wahyu Candra Gemilang (2022) found that online customer reviews positively influence purchase interest. Based on these findings, it is predicted that the quality of online reviews has a significant effect on customer loyalty.

The Influence of Online Customer Ratings on Purchase Interest

According to Lantip and Halili (2020) in the ITS Engineering Journal, "online customer ratings are created by consumers who have made online purchases and are posted on the seller's booth

or sales page. Ratings serve as feedback provided by consumers to sellers, and the ratings displayed on the product page of an e-commerce platform are a way for consumers to evaluate the quality of a product" (Ayustira & Latief, 2020).

This is consistent with the study conducted by Istiqomah et al. (2020), which explained that online customer ratings are consumer assessments expressed through a star-rating scale, where a higher number of stars indicates superior product quality. Based on this explanation, it is predicted that online customer ratings significantly influence purchase interest.

The Influence of Online Customer Reviews on Trust

Trust refers to an individual's belief in the honesty, goodwill, and ability of others to meet expectations. Trust in a brand or on a marketplace platform reflects the expertise of a brand to be trusted and to fulfill the value promoted by the company to consumers, which can also increase purchase interest from potential customers. According to the study conducted by Devilia Sari & Cincin Rohmatulloh (2021), Online Customer Reviews contribute positively to customer trust. This is further supported by the findings of Candra Wahyu Gemilang (2023), who explained that online customer reviews significantly contribute to trust. Based on these explanations, it is predicted that the quality of online customer reviews impacts trust.

The Influence of Online Customer Rating on Trust

According to the assumption presented by Halili & Lantip (2020), online customer ratings are formed by each customer who has purchased a product online and reviewed it on the seller's platform. These ratings are considered a response from customers to the seller, in the form of an evaluation of the usefulness and quality of the product. A study conducted by Lantip Trisunarno & Halila Titin Hariyanto (2020) explained that online customer ratings have a significant contribution to consumer trust on Shopee. Based on this explanation, it is predicted that online customer ratings have an impact on trust.

The Influence of Trust on Purchase Interest

According to Sumarwan (2002), trust is a mental state based on an individual's context and social situation. Trust in a brand or on a marketplace platform reflects the brand's ability to be trusted and to fulfill the value promoted by the company to consumers, which, in turn, can increase purchase interest among potential customers. A study by Candra Wahyu Gemilang (2022) demonstrated that trust contributes positively to purchase interest on Lazada. Based on this explanation, it is predicted that trust has an impact on purchase interest.

The Influence of Online Customer Reviews on Purchase Interest Through Trust

A study by Devilia Sari and Cincin Rohmatulloh (2021) demonstrated that online customer reviews positively contribute to purchase interest through trust. This aligns with the findings of Candra Wahyu Gemilang (2022), which suggest that trust acts as an intervening variable that mediates the relationship between online customer reviews and purchase interest. According to Sarmis (2020), online customer ratings, through trust, indirectly contribute to purchase interest. Based on these explanations, online customer reviews are predicted to contribute significantly to purchase interest through trust.

The Influence of Online Customer Ratings on Purchase Interest Through Trust

A study conducted by Candra Wahyu Gemilang (2022) assumes that trust serves as an intervening variable capable of mediating the effect of online customer reviews on purchase interest. This is consistent with the research by Asbahar (2023), which showed that online customer ratings significantly contribute to purchase interest through trust. From the explanation above, online customer reviews, through trust, significantly contribute to purchase interest.

METHODS

The sampling for this study uses the Purposive Random Sampling technique with the following criteria:

1. Owns the Shopee application.
2. Has made online purchases using Shopee.
3. Has purchased fashion products using Shopee.

The following students were categorized based on the criteria:

1. 735 students do not own the Shopee application.
2. 725 students own the Shopee application but have never used it.
3. 2,332 students own and use the Shopee application for purchasing products other than fashion.
4. 550 students own and use the Shopee application for purchasing fashion products.

Using the Purposive Random Sampling technique, the sample that meets the criteria consists of 550 students who own and use the Shopee application for purchasing fashion products. To determine the sample to be used as participants in this study, the Slovin formula is applied as follows:

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = Sample size

N = Total population that meets the criteria

e = 5% (Critical value or error tolerance)

The formula is applied as:

$550/(1+550*(0.05^2)) = 231,5$ rounded to 232. Therefore, the sample for this study consists of 232 students from the Faculty of Economics, Universitas Prima Indonesia.

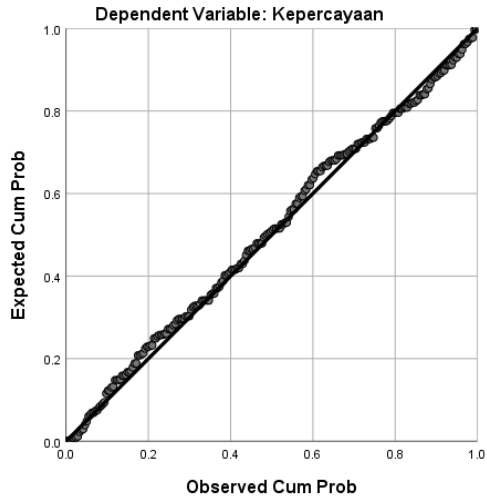
The data collection method used is primary data in the form of questionnaires and secondary data obtained through documentation studies. The data analysis technique employs quantitative data processed using the SPSS program, including t-tests and the coefficient of determination (R^2).

RESULTS

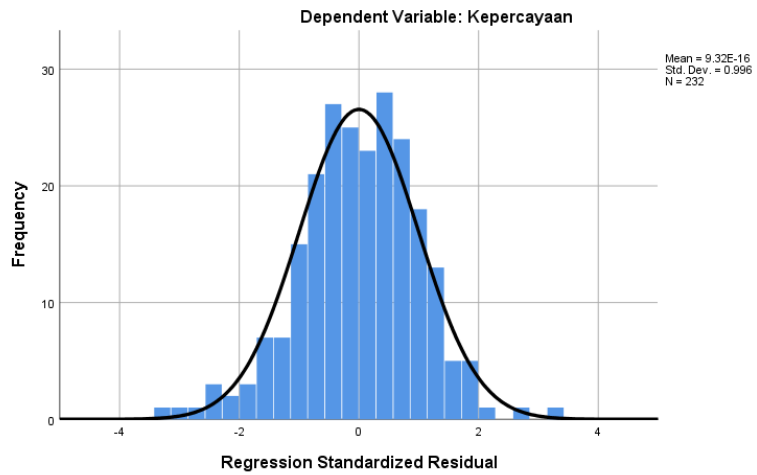
Testing the Classical Assumptions of Sub-Model I

Normality Test Results

Normal P-P Plot of Regression Standardized Residual



Histogram



One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		232
Normal Parameters^{a,b}	Mean	.0000000
	Std. Deviation	2.77973269
Most Extreme	Absolute	.047

Differences	Positive	.033
	Negative	-.047
Test Statistic		.047
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on the three tables above, it can be assumed that the results of the Normality Test meet the criteria of normally distributed residuals.

Multicollinearity Test Results

Table 4.11 Multicollinearity Test Results for Sub-Model I Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	14.215	2.426		5.859	.000		
Online customer review	.324	.075	.281	4.311	.000	.849	1.178
Online customer rating	.225	.068	.216	3.317	.001	.849	1.178

a. Dependent Variable: Trust

Based on the table, the online customer review variable shows a VIF value of 1.178 and a tolerance value of 0.849. Similarly, the online customer rating variable also shows a VIF value of 1.178 and a tolerance value of 0.849. According to the criteria of $VIF < 10$ and $tolerance > 0.10$, it can be assumed that there is no multicollinearity. Therefore, it can be concluded that the independent variables are free from multicollinearity, indicating that the model meets the classical assumption criteria for regression analysis.

Heteroscedasticity Test Results

Table 4.12. Heteroscedasticity Test Results for Sub-Model I Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.289	1.485		.195	.846
Online customer review	.089	.046	.138	1.942	.053

Online customer rating	-.027	.042	-.047	-.661	.509
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a. Dependent Variable: Abs_RES1

Based on the table, the online customer review variable shows a significance value of $0.053 > \alpha = 0.05$, and the online customer rating variable shows a significance value of $0.509 > \alpha = 0.05$. Both significance values exceed 0.05, indicating that the model can be assumed to be free from heteroscedasticity.

Hypothesis Test Results for Sub-Model I

Table 4.13. t-Test Results for Sub-Model I

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.215	2.426		5.859	.000
	Online customer review	.324	.075	.281	4.311	.000
	Online customer rating	.225	.068	.216	3.317	.001

a. Dependent Variable: Trust

Based on the table, the results are: X1, the probability is 0.000. Since $P = 0.000 < \alpha = 0.05$, the hypothesis stating that X1 has a significant impact on Z can be accepted. X2, the probability is 0.001. Since $P = 0.001 < \alpha = 0.05$, the hypothesis stating that X2 has a significant impact on Z can be accepted.

Table 4.14. Results of the Coefficient of Determination (R²) Test for Sub-Model I

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.416 ^a	.173	.166	2.792

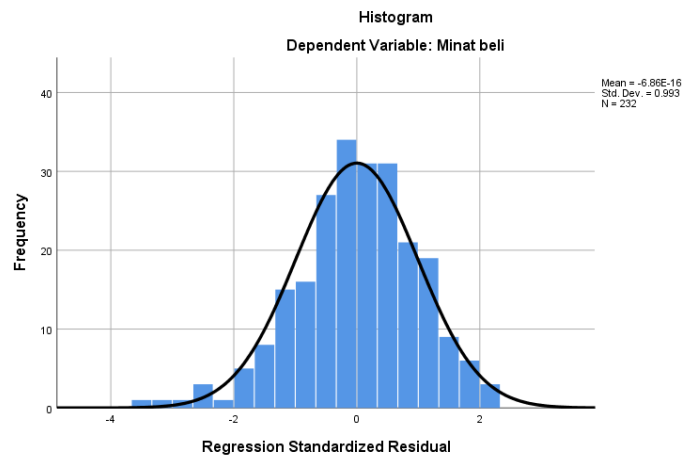
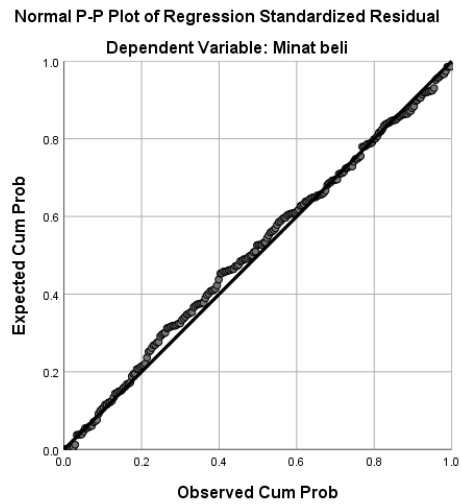
a. Predictors: (Constant), Online customer rating, Online customer review

b. Dependent Variable: Trust

Based on the table, the R Square value is 0.166. This means that 16.6% of the variance in the dependent variable can be explained by the independent variables, while the remaining 83.4% is explained by variables outside the scope of this study.

Testing the Classical Assumptions of Sub-Model II

Normality Test Results



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		232
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.79797191
Most Extreme Differences	Absolute	.052
	Positive	.027
	Negative	-.052
Test Statistic		.052
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		

b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Based on the three tables above, it can be assumed that the results of the Normality Test meet the criteria of normally distributed residuals.

Multicollinearity Test Results

Table 4.11 Multicollinearity Test Results for Sub-Model II

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	14.233	2.624			5.423	.000		
	Online customer review	.206	.079	.176		2.606	.010	.785	1.274
	Online customer rating	.173	.070	.164		2.468	.014	.810	1.235
	Kepercayaan	.233	.067	.230		3.499	.001	.827	1.209

a. Dependent Variable: Purchase interest

Based on the table, the following results were obtained

Trust: VIF = 1.209, Tolerance = 0.827

Online Customer Review: VIF = 1.274, Tolerance = 0.785

Online Customer Rating: VIF = 1.235, Tolerance = 0.810

According to the test criteria (VIF < 10 and Tolerance > 0.10), it can be concluded that the independent variables do not exhibit multicollinearity symptoms.

Heteroscedasticity Test Results

Table 4.12. Heteroscedasticity Test Results for Sub-Model II

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	.701	1.637			.428	.669
	Online customer review	.037	.049	.057		.759	.448
	Online customer rating	.039	.044	.065		.890	.374
	Kepercayaan	-.027	.042	-.048		-.660	.510

a. Dependent Variable: Abs_RES2

Based on the table, the following significance values were obtained:

X1: 0.448 > $\alpha = 0.05$; X2: 0.374 > $\alpha = 0.05$; Y: 0.510 > $\alpha = 0.05$

Since all significance values are greater than 0.05, it can be assumed that the model is free from heteroscedasticity.

Hypothesis Test Results for Sub-Model II

Table 4.13. t-Test Results for Sub-Model II

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.233	2.624		5.423	.000
	Online customer review	.206	.079	.176	2.606	.010
	Online customer rating	.173	.070	.164	2.468	.014
	Kepercayaan	.233	.067	.230	3.499	.001

a. Dependent Variable: Purchase interest

Z, the probability is 0.001. Since $P = 0.000 < \alpha = 0.05$, the hypothesis stating that Z has a significant impact on purchase interest can be accepted. X1, the probability is 0.010. Since $P = 0.010 < \alpha = 0.05$, the hypothesis stating that X1 has a significant impact on purchase interest can be accepted. X2, the probability is 0.014. Since $P = 0.014 < \alpha = 0.05$, the hypothesis stating that X2 has a significant impact on purchase interest can be accepted.

Table 4.14. Results of the Coefficient of Determination (R^2) Test for Sub-Model II

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.432 ^a	.187	.176	2.816

a. Predictors: (Constant), Trust, Online customer rating, Online customer review

b. Dependent Variable: Purchase interest

Based on the table, the R Square value is 0.176. This means that 17.6% of purchase interest can be explained by the three variables, while the remaining 82.4% is explained by variables outside the scope of this study.

DISCUSSION

Online customer reviews significantly impact trust in Shopee. This variable has a regression coefficient of 0.281, indicating a positive effect. From the analysis above, it can be concluded that online customer reviews influence trust. This is consistent with the theory of social proof, where we tend to trust products that others have used deemed significant or by individuals whose opinions are considered trustworthy. The researcher can conclude that reviews from previous buyers influence customers' tendency to trust a product.

Similarly, online customer ratings significantly impact customer trust in Shopee. This variable has a regression coefficient of 0.216, indicating a positive effect. Online customer ratings influence trust, as when Shopee customers provide ratings in the form of stars for products purchased, it increases the trust of other customers in making a purchase. This finding aligns with one form of social proof: user reviews.

From the results above, online customer reviews and online customer ratings have a significant impact on purchase interest. This indicates that the reviews or ratings provided by customers

who have previously made a purchase significantly influence the interest of potential buyers. These findings are consistent with the studies conducted by Usman and Lailatul Istiqomah (2021), who stated that online customer reviews positively contribute to purchase interest, and the research by Samsul Arifin & Ratna Cindy Duhita Sari (2024), which highlighted the significant contribution of online customer ratings to purchase decisions. Trust also significantly impacts customer purchase interest on Shopee. This variable has a regression coefficient of 0.230, indicating a positive effect. From the results above, it can be concluded that trust in a marketplace greatly influences the purchase interest of potential buyers. This aligns with the word-of-mouth marketing theory, where if customers trust a product, they are likely to recommend it to others. This, in turn, increases the purchase interest of potential customers.

Based on the Sobel test results, the calculated t-value is 2.708, which exceeds the critical t-table value of 1.96. This indicates that trust mediates the relationship between online customer reviews and purchase interest. From these findings, the more positive reviews or evaluations Shopee customers provide, the higher customer trust. This result aligns with the study conducted by Asbahar (2023), which demonstrated that online customer reviews contribute to purchase interest through trust. This is further supported by the word of mouth marketing theory, which posits that satisfied consumers are more likely to trust the product, make repeat purchases, and recommend the product to others, thereby increasing the purchase interest of potential customers.

Similarly, the Sobel test results show a calculated t-value of 2.397, which is greater than the critical t-table value of 1.96. This implies that trust also mediates the relationship between online customer ratings and purchase interest. From these findings, the more ratings (in the form of star ratings) provided by Shopee customers for a product, the higher the customer trust. These findings are consistent with the study conducted by Asbahar (2023), which revealed that online customer ratings contribute to purchase interest through trust. This is also supported by the word of mouth marketing theory, where satisfied consumers are more likely to trust the product, make repeat purchases, and share their experiences with others, thereby increasing the purchase interest of potential customers. In this study, trust is the variable with the most significant influence on purchase interest, with a regression coefficient of 0.230, indicating a positive effect.

CONCLUSION

1. Online customer reviews significantly influence trust. This demonstrates that the better the customer reviews, the more trust can be enhanced.
2. Online customer ratings significantly influence trust. This condition shows that the better the customer ratings, the more customer trust can be increased.
3. Online customer reviews significantly influence purchase interest. This condition proves that the better the customer reviews, the higher the customer's purchase interest will be.
4. Online customer ratings significantly influence purchase interest. This condition demonstrates that the better the online customer ratings provided by customers, the more customers' purchase interest can be improved.
5. Trust significantly influences purchase interest on Shopee. This condition proves that higher levels of customer trust can lead to increased purchase interest.

6. The trust variable mediates the relationship between online customer reviews and purchase interest. It can be concluded that better reviews provided by customers can enhance the trust of potential customers, thereby increasing their purchase interest on Shopee.
7. The trust variable mediates the relationship between online customer ratings and purchase interest. It can be concluded that better ratings provided by customers can increase the trust of potential customers, ultimately boosting their purchase interest.

LIMITATION

The limitations of this study are as follows:

1. This research examines the influence of online customer reviews and ratings on purchase interest, with trust as an intervening variable within the Shopee marketplace.
2. The research is limited to students in the Faculty of Economics at Universitas Prima Indonesia.
3. The study focuses exclusively on purchasing fashion products on the Shopee marketplace.
4. The analysis in this study is conducted using path analysis facilitated by SPSS software.

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