



DOI: <https://doi.org/10.38035/dijefa.v5i3>

Received: July 13<sup>th</sup> 2024, Revised: July 15<sup>th</sup> 2024, Publish: July 25<sup>th</sup> 2024

<https://creativecommons.org/licenses/by/4.0/>

## The Effect of Online Customer Review, Service Quality, Promotion and Electronic Word of Mouth on Purchase Decisions on the Shopee Marketplace

Harnovinsah Harnovinsah<sup>1</sup>, Erwin Permana<sup>2</sup>

<sup>1</sup>Fakultas Ekonomi dan Bisnis, Universitas Pancasila, Jakarta, Indonesia,

[harnovinsah@univpancasila.ac.id](mailto:harnovinsah@univpancasila.ac.id)

<sup>2</sup>Fakultas Ekonomi dan Bisnis, Universitas Pancasila, Jakarta, Indonesia,

[erwin.permana@univpancasila.ac.id](mailto:erwin.permana@univpancasila.ac.id)

\*Corresponding Author: [harnovinsah@univpancasila.ac.id](mailto:harnovinsah@univpancasila.ac.id)<sup>1</sup>

**Abstract:** This study aims to determine the effect of Online Customer Review, EService Quality, Trust and Word of Mouth on Purchasing Decisions. The object of this study was students of the Faculty of Economics and Business, Pancasila University as consumers who had made purchases on the Shopee marketplace. The sampling technique used was Purposive Sampling with a sample size of 100 respondents from students of the Faculty of Economics and Business, Pancasila University as consumers who use Shopee. The data collection technique used a questionnaire distributed via Google Form to consumers of the Shopee marketplace at the Faculty of Economics and Business, Pancasila University. Data processing using IBM SPSS 25.0. Based on the results of the study, it shows that Online Customer Review has a positive and significant effect on Purchasing Decisions, E-Service Quality has a positive and significant effect on Purchasing Decisions, Trust has a positive and significant effect on Purchasing Decisions, Word of Mouth has a positive and significant effect on Purchasing Decisions and simultaneously the variables Online Customer Review, E-Service Quality, Trust and Word of Mouth have a positive and significant effect on Purchasing Decisions.

**Keyword:** Online Customer Review, E-Service Quality, Trust, Word of Mouth, Purchase Decisions

### INTRODUCTION

In Indonesia itself, the intensity of internet users is quite high, with a population reaching 8 billion people, 64.5% or around 150 billion people are internet users. and 4.88 billion people are active on social media. The use of devices is one of the means of accessing the internet, around 60% of the population of Indonesia uses mobile phones, especially smartphones to access the internet, this shows that more than half of the population in Indonesia are internet users who access the internet via smartphones. With the increasing number of

internet and smartphone users, especially in Indonesia, many activities or things can be done online or in a network, including activities that can be done online are buying and selling.

Akbar dan Alam (2020) stated that e-commerce is a business process using electronic technology that connects consumers and the public in the form of exchanging goods, services and electronic information. In addition, changes in consumer needs and technological advances have also led people to prefer shopping through marketplace applications. This is due to the ease and speed of internet access provided. Various marketplace application sites such as Shopee, Lazada, Tokopedia, BukaLapak, JD.ID, Blibli.com, Zalora, and others have gained many fans. According to Dewa & Setyohadi (2017), Marketplace is a buying and selling platform that facilitates transactions between sellers and buyers. Among the various marketplace platforms in Indonesia, Shopee is one of the most prominent..

In 2023, Shopee managed to record 166.9 million visitors per month, while Tokopedia reached 107 million visitors, and Lazada with 74 million visitors. This information shows that Shopee remains the most visited in terms of frequency of visits in the e-commerce world in 2023, indicating an increase in consumer interest in the platform.

Shopee is the first mobile marketplace for consumer-to-consumer (C2C) that is safe, fun, easy, and practical in buying and selling. Shopee is one of the online buying and selling sites that has made changes to attract customers to make more transactions through the site. Shopee focuses more on the mobile platform so that people can more easily search, shop, and sell directly using only a cellphone. The ease of online shopping has created a significant impact, including increased competition between companies. To stay competitive in this business, companies must have advantages that can convince consumers to choose their products. According to Yusuf (2021) A purchasing decision is a thought process in which an individual evaluates various options and makes a choice on a product from among many choices.

The Shopee e-commerce platform is now facing a lot of competition with the emergence of many e-commerce. Psychologically, consumers when they are going to shop first look at reviews from previous buyers. Therefore, Shopee must set a strategy that is not only in terms of quality but with a special strategy that pays attention to aspects to add value to brands and service products in the eyes of consumers. There are problems with trust such as product inconsistencies with the images listed, or delayed delivery and so on. This phenomenon affects consumer purchasing decisions on the Shopee marketplace. This study aims to analyze the influence of online customer reviews, e-service quality, trust and word of mouth simultaneously on purchasing decisions. The analysis was carried out partially on each variable and was carried out simultaneously.

## **METHOD**

Based on the research objectives that have been set, the type of research that will be used is quantitative research using a questionnaire method. The variables used consist of online customer reviews, e-service quality, trust, word of mouth and purchasing decisions. The sample used was 100 respondents from students of the Faculty of Economics and Business, Pancasila University who had shopped online on the Shopee marketplace platform. Data collection techniques used library research and questionnaires. The research object used is the influence of online customer reviews, e-service quality, trust, and word of mouth (wom) on purchasing decisions on the Shopee marketplace among students of the Faculty of Economics and Business, Pancasila University, Class of 2020-2022.

## **RESULT AND DISCUSSION**

### **Results**

According to Assauri (2013) Marketing management is an activity of analyzing, planning, implementing, and controlling programs created to form, build, and maintain benefits from exchanges through target markets in order to achieve company goals in the long term. Marketers (producers) who understand consumer behavior will be able to predict how consumers tend to react to the information they receive, so that marketers (producers) can develop appropriate marketing strategies, (Sumarwan, 2014).

According to Kotler & Amstrong (2023), purchasing decision is a purchasing response to product selection decisions, brand selection, channel selection, purchase timing, and purchase amount to decide on a purchase. According to Saskiana (2021), Online customer reviews are a feature that makes it easier for potential buyers and purchasers to make decisions about purchasing a product. According to Prisanti dkk (2016) E-Service quality is a method used to measure the level of customer satisfaction of an internet-based service provider which includes shopping and delivery of products or services. According to Sativa & Astuti (2016) Trust is important because logically consumers have a higher level of risk perception than non-online transactions in terms of delivery, payment, and personal information they trust. According to Kotler & Keller (2007) Word of mouth (WoM) or word of mouth communication is a communication process in the form of providing recommendations, either individually or in groups, regarding a product or service with the aim of providing personal information.

**Descriptive Analysis**

Based on the results of the study, the respondents' responses regarding Shopee users among students of the Faculty of Economics and Business, Pancasila University were dominated by women with a total of 66 respondents and a percentage of 34%. In addition, the S1 Management Study Program with a total of 63 respondents with a percentage of 63%, and S1 Accounting with a total of 23 respondents with 88 percentages of 23%, and D3 Taxation with a total of 7 respondents with a percentage of 7%, and for D3 Accounting with a total of 7 respondents with a percentage of 7%. So that the results can be concluded that Shopee users among students of the Faculty of Economics and Business, Pancasila University are dominated by S1 Management with a total of 63 respondents with 63%. While Shopee users among students of the Faculty of Economics and Business, Pancasila University are dominated by more than 3 times with a total of 45 respondents with a percentage of 45%. Based on the results of respondents, the variables of online customer review, e-service quality, trust, word of mouth, and purchasing decisions obtained an average total score of 4.46, 4.39, 4.47, 4.26, and 4.37, which means that the interpretation value is classified as very good.

**Linear Regression Analysis**

**Table 1. Multiple Linear Regression Test Results**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,907	2,680		,711	,479
	x1	,530	,108	,293	4,926	,000
	x2	,329	,048	,337	6,845	,000
	x3	,638	,098	,328	6,512	,000
	x4	,209	,068	,133	3,075	,003

a. Dependent Variable: y

Source: (SPSS 25, Processed by Researchers, 2023)

Based on the research results, the following conclusions can be drawn:

- 1) Constant of 1.907, this shows a constant value, where if the variables online customer review, e-service quality, trust, and word of mouth = 0, then the Purchase Decision is = 1.907.
- 2) The coefficient value of online customer review is 0.530, meaning that if it increases by 1% assuming online customer review and constant 0, then Y will increase by 0.530.
- 3) The coefficient value of e-service quality is 0.329, meaning that if it increases by 1% assuming e-service quality and constant 0, then Y will increase by 0.329.
- 4) The coefficient value of trust is 0.638, meaning that if it increases by 1% assuming trust and constant 0, then Y will increase by 0.638.
- 5) The coefficient value of word of mouth is 0.209, meaning that if it increases by 1% assuming word of mouth and constant 0, then Y will increase.

**Analysis of the Determination Coefficient (R<sup>2</sup>)**

**Table 2. Results of the Determination Coefficient Test**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,949 <sup>a</sup>	,901	,896	2,434

a. Predictors: (Constant), x4, x2, x3, x1

b. Dependent Variable: y

Source: (SPSS 25, Processed by Researchers, 2023)

Based on the results of the determination coefficient test, it shows that the Adjusted R Square value is 0.896, which means that the variables online customer review, e-service quality, trust, and word of mouth influence purchasing decisions by 89.6%, while 10.4% is influenced by other factors outside the model.

**T Test**

**Table 3. T-Test Results**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,907	2,680		,711	,479
	x1	,530	,108	,293	4,926	,000
	x2	,329	,048	,337	6,845	,000
	x3	,638	,098	,328	6,512	,000
	x4	,209	,068	,133	3,075	,003

a. Dependent Variable: y

Source: (SPSS 25, Processed by Researchers, 2023)

Based on the research results, the following conclusions can be drawn:

- 1) Testing the Online Customer Review Variable on Purchasing Decisions (H1) The online customer review variable has a t-value of 4.926 or greater than the t table of 1.661 and a significance value of 0.000 < 0.05 so it can be concluded that the online customer review variable has a positive effect on purchasing decisions on the Shopee Marketplace.
- 2) Testing the E-Service Quality Variable on Purchasing Decisions (H2) The e-service quality variable has a t-value of 6.845 or greater than the t table of 1.661 and a significance value of 0.000 < 0.05 so it can be concluded that the e-service quality variable has a positive effect on purchasing decisions on the Shopee Marketplace.
- 3) Testing the Trust Variable on Purchasing Decisions (H3) The trust variable has a t-value of 6.512 or greater than the t table of 1.661 and a significance value of 0.000 > 0.05 so it can

be concluded that the trust variable has a positive effect on purchasing decisions on the Shopee Marketplace.

- 4) Testing the Word of Mouth Variable on Purchasing Decisions (H4) The word of mouth variable has a calculated t value of 3.075 or greater than the t table of 1.661 and a significance value of  $0.003 > 0.05$  so it can be concluded that the word of mouth variable has a positive effect on purchasing decisions on the Shopee Marketplace.

### F Test

**Table 4. F Test Results**  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5100,777	4	1275,194	215,258	,000 <sup>b</sup>
	Residual	562,783	95	5,924		
	Total	5663,560	99			

a. Dependent Variable: y

b. Predictors: (Constant), x4, x2, x3, x1

Source: (SPSS 25, Processed by Researchers, 2023)

Based on the results of the study, it is known that simultaneously independent variables consisting of online customer reviews, e-service quality, trust, word of mouth have  $F \text{ count} = 215.258 > F \text{ table} = 2.47$  while the significant value of 0.000 is smaller than 0.05. So it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a significant positive influence between the variables of online customer reviews, e-service quality, trust, and word of mouth on purchasing decisions on the Shopee Marketplace.

### Discussion

#### 1. The Influence of Online Customer Reviews on Purchasing Decisions on the Shopee Marketplace

Based on the results of partial hypothesis testing, it can be seen that the t-value of the online customer review variable (X1) is 4.926 while the t table is 1.661 and the significance value is 0.000. Therefore,  $t \text{ count} > t \text{ table}$  and  $\text{sig value} < 0.05$  then  $H_0$  is rejected and  $H_1$  is accepted. This means that online customer reviews have a significant effect on purchasing decisions on the Shopee Marketplace at the Faculty of Economics and Business, Pancasila University. Then, for each contribution from the online customer review dimension to the Purchasing Decision is 0.530.

#### 2. The Influence of E-Service Quality on Purchasing Decisions on the Shopee Marketplace

Based on the results of partial hypothesis testing, it can be seen that the t-value of the e-service quality variable (X2) is 6.845 while the t table is 1.661 and the significance value is 0.000. Therefore,  $t \text{ count} > t \text{ table}$  and  $\text{sig value} < 0.05$  then  $H_0$  is rejected and  $H_1$  is accepted. So it can be concluded that the e-service quality variable has a positive and significant effect partially on purchasing decisions on the Shopee marketplace at the Faculty of Economics and Business, Pancasila University. Then, for each contribution from the e-service Quality dimension to the Purchasing Decision is 0.329.

#### 3. The Influence of Trust on Purchasing Decisions on the Shopee Marketplace

Based on the results of partial hypothesis testing, it can be seen that the t-value of the trust variable (X3) is 6.512 while the t table is 1.661 and the significance value is 0.000. Therefore,  $t \text{ count} > t \text{ table}$  and  $\text{sig value} < 0.05$  then  $H_0$  is rejected and  $H_1$  is accepted. So it can

be concluded that the trust variable has a positive and significant effect partially on purchasing decisions on the Shopee marketplace at the Faculty of Economics and Business, Pancasila University. Then, for each contribution of the trust dimension to purchasing decisions is 0.638.

Based on the results of this study, it is in accordance with previous research conducted by Fitriah and Ratnasari in 2022 entitled "The Effect of Service Quality and Trust on Online Purchasing Decisions at Shopee" which states that trust has a positive and significant effect on purchasing decisions on the Shopee marketplace. In addition, it is also relevant to previous research conducted by Nugroho et al. in 2021 with the title "The Influence of Trust and Online Service Quality (e-service Quality) on Bukalapak Online Shop Purchasing Decisions" which shows that the trust variable has a positive and significant effect on purchasing decisions.

#### **4. The Influence of Word of Mouth on Purchasing Decisions on the Shopee Marketplace**

Based on the results of partial hypothesis testing, it can be seen that the t-value of the word of mouth variable (X4) is 3.075 while the t table is 1.661 and the significance value is 0.003. Therefore,  $t_{count} > t_{table}$  and  $sig\ value < 0.05$  then  $H_0$  is rejected and  $H_1$  is accepted. So it can be concluded that the word of mouth variable has a positive and significant effect partially on purchasing decisions on the Shopee marketplace at the Faculty of Economics and Business, Pancasila University. Then, for each contribution from the word of mouth dimension to purchasing decisions is 0.209.

#### **5. Online Customer Review, E-Service Quality, Trust and Word of Mouth on Purchasing Decisions on the Shopee Marketplace**

Based on the results of simultaneous hypothesis testing, it can be seen that the calculated f value is 215.258 with an f table value of 2.47 and a significance value of 0.000. Therefore, the calculated  $f > f_{table}$  and the  $sig.\ value < 0.05$  then  $H_0$  is rejected and  $H_1$  is accepted. Which can be concluded that online customer reviews, e-service quality, trust and word of mouth have a positive and significant effect simultaneously on purchasing decisions on the Shopee marketplace at the Faculty of Economics and Business, Pancasila University.

The author has not found any previous researchers who have studied the simultaneous influence between online customer reviews, e-service quality, trust and word of mouth on purchasing decisions. Based on the research that the author found, the researcher conducted by Maharani in 2021 entitled "Consumer response to EService quality, online customer reviews, and e-trust on purchasing decisions on the Shopee application" tested variables X1 and X2 simultaneously, the results stated that there is a positive, strong and significant influence between online customer reviews and e-service quality on Purchasing Decisions on the Shopee application, then variables X3 and X4 were tested based on research conducted by Barlin et al. (2022) entitled "The Influence of Product Quality, Word of Mouth and Trust on Purchasing Decisions (Survey on 118 Wardah Cosmetic Consumers at Muara Cosmetic & Perfume) the results are product quality, word of mouth and Trust simultaneously have a significant influence on purchasing decisions. Based on this explanation, the novelty of this study is to marry the 4 variables on purchasing decisions. It can be concluded that online customer reviews, e-service quality, trust, and word of mouth have a positive effect simultaneously on purchasing decisions. Based on the Adjusted R Square value, it is 0.896 or in other words, 89.6% of purchasing decisions on the Shopee marketplace at the Faculty of Economics and Business, Pancasila University are influenced by the variables of online customer reviews, e-service quality, trust and word of mouth. If the Adjusted R Square value is closer to 1, the better the regression model. While 10.4% is influenced by other factors besides the variables of online customer reviews, e-service quality, trust and word of mouth. These other factors can be promotions, Influencer Marketing, price, content marketing, risk perception, product variations and so on.

## CONCLUSION

Based on the results of data analysis and testing of research data that has been carried out, the following conclusions can be drawn:

- 1) The test results show that the online customer review variable has a significant influence on purchasing decisions on the Shopee marketplace at the Faculty of Economics and Business, Pancasila University. It can be interpreted that the customer reviews obtained by consumers when shopping on the Shopee e-commerce are positive, thus fostering the intention to make a purchase. It can be concluded that this first hypothesis is proven based on the analysis obtained by the researcher.
- 2) The test results show that e-service quality has a significant influence on decisions on the Shopee marketplace at the Faculty of Economics and Business, Pancasila University. It can be interpreted that e-service quality influences consumers in making decisions to buy. Basically, the good and bad service quality in a company will be one of the considerations for consumers in the future whether to make a purchase or not. It can be concluded that the second hypothesis is proven based on the results of the analysis obtained by the researcher.
- 3) The test results show that trust has a significant influence on decisions on the Shopee marketplace at the Faculty of Economics and Business, Pancasila University. It can be concluded that the third hypothesis is proven based on the results of the analysis obtained by the researcher.
- 4) The test results show that word of mouth has a significant influence on decisions on the Shopee marketplace at the Faculty of Economics and Business, Pancasila University. It can be interpreted that through word of mouth, consumers can always dig up information about a desired product before making a purchase. The better the word of mouth that is conveyed, the greater the possibility of customers making a purchase. It can be concluded that the third hypothesis is proven based on the results of the analysis obtained by the researcher.
- 5) Simultaneously, the variables online customer review, e-service quality, trust and word of mouth have a positive and significant effect on purchasing decisions on the Shopee marketplace at the Faculty of Economics and Business, Pancasila University. It can be concluded that this fourth hypothesis is proven based on the results of the analysis obtained by the researcher.

## REFERENCES

- Adityo, Benito dan Khasanah, I. (2010). Analisis Pengaruh Kepercayaan, Kemudahan, dan Kualitas Informasi Terhadap Keputusan Pembelian Secara Online di Situs Kaskus. Jurnal. Semarang: Universitas Diponegoro.
- Agata, Geronimo (2020). *Pengaruh Harga, Electronic Word of Mouth (E-WOM) dan Promosi Terhadap Keputusan Pembelian Secara Daring Pada Situs Shopee*. 10-13
- Akbar, M. A., and S. N. Alam. 2020. E-Commerce Dasar Teori Dalam Bisnis
- Akbar, Muhammad Juliatrix C (2018). *Pengaruh Electronic Word Of Mouth Terhadap Keputusan Pembelian*.
- Ali, K. (2020). Pengaruh Promosi Melalui Media Sosial Dan Word Of Mouth Terhadap Keputusan Konsumen Memilih Wedding Organizer Jurnal Manajemen Dan Bisnis (JMB), 1(2), 2745–2892.
- Ardianti, A. N., & Widiartanto, M. A. (2019). Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian melalui Marketplace Shopee . Jurnal Ilmu Administrasi Bisnis, 1–11.

- Astuti, Sri Wahjuni dan Cahyadi, I Gde. 2007. "Pengaruh Elemen Ekuitas Merek Terhadap Rasa Percaya Diri Pelanggan Di Surabaya Atas Keputusan Pembelian Sepeda Motor Honda." *Majalah Ekonomi*, Tahun XVII, No.2 Agustus 2007.
- Basuki, Sulistyo (2010) *Metode penelitian*, Jakarta: Penaku.
- Dewa, B. P., & Setyohadi, B. (2017). Analisis Dampak Faktor Customer Relationship Management dalam Melihat Tingkat Kepuasan Dan Loyalitas Pada Pelanggan Marketplace Di Indonesia. *Telematika*, 14(01), 33–38. Digital. Medan : Yayasan Kita Menulis.
- Febriandini, F., Pauzy, D. M., & Barlian, B. (2022). Pengaruh Kualitas Produk, Word of Mouth dan Kepercayaan terhadap Keputusan Pembelian: Survei pada Konsumen Wardah Cosmetic di Muara Cosmetic & Parfume. *ULIL ALBAB: Jurnal Ilmiah Multidisiplin*, 2(1), 99-103.
- Flanagin, A. J., & Metzger, M. J. (2007). The role of site features, user attributes, and information verification behaviors on the perceived credibility of webbased information. In *New Media and Society* (Vol. 9, Issue 2). <https://doi.org/10.1177/1461444807075015>
- Gefen, D. 2000. "E-Commerce: The Role of Familiarity and Trust". *Omega*. 28 (6), 725-737.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariete SPSS 25 (9th ed.)*. Semarang: Universitas Diponegoro.
- Ii, B. A. B. (2019). *indikator online customer review dan online customer rating*. Jilid 1. Jakarta: Erlangga
- Khammash, M. (2008). Electronic Word-of-Mouth: Antecedents of Reading Customer Reviews in On-line Opinion Platforms: A Quantitative Study from the UK Market. *IADIS International Conference WWW/Internet 2008*, 77–84.
- Khammash, M. 2008. Electronic Word-of-Mouth: Antecedents of Reading Customer Review in On-line Opinion Platforms: A Quantitative Study From the UK Market. *ADIS International Conference*.
- Kotler, Philip dan Gary Armstrong, 2003, *Dasar-dasar Pemasaran*, Jilid 1, Edisi Kesembilan, Jakarta, PT. Indeks Gramedia
- Kusnanto, D., Oktaviany, R. A., & Rahma, R. (2020). Pengaruh Trust dan E-Service Quality terhadap Keputusan Pembelian pada Online Shop Shopee di Fakultas Ekonomi dan Bisnis Universitas Singaperbangsa Karawang.
- Lackermair, G., Kailer, D., & Kanmaz, K. (2013). *Importance of Daring Product Reviewes from a Consumer's Perspective*
- Lamba, B., & Aggarwal, M. (2014). A Study Influence of e-WOM: Consumer Buying Behavior. *The International Journal of Bussiness & Manajement* Vol. 2 Issue 1.
- Ling, K.C., Chai, L. T., & Piew, T. H. (2010). No Title. The Effects of Shopping Orientation, Online Trust and Prior Online Purchase Experience toward Customer's Online Purchase Intention. *International Business Research*, 3 (3)
- Malau Harman. 2016. *Manajemen Pemasaran*. Bandung : Alfabeta.
- Mayer, R. C. dan James H. Davis. 1995. "An Integrative Model of Organizational Trust". *Academy of Management Review*. 20 (3), 709-734.
- Meitasari. 2012. Pengaruh komunikasi word of mouthsmartphone blackberry terhadap keputusan pembelian (studi kasus pada mahasiswa prodi manajemen universitas pasundan bandung)
- Mo, Z., Li, Y. & Fan. P. (2015). Effect of Online Reviews 00 Consumer Purchase Behavior. *Journal of Service Science and Management*. 8.419-424.
- Mo, Z., Li, Y. & Fan. P. (2015). *Effect of Online Reviews 00 Consumer Purchase Behavior. Journal of Service Science and Management*. 8.419-424.

- Mohamad Alvin Hamidun, (2018) The Effect of Electronic Word of Mouth on Purchase Intention through Brand Image (Study on followers of Schofficial Instagram) Brillyanes Sanawiri, S.AB., M.BA. 179 hal.
- Nasution, W., & Sari, D. K. (2021). The Influence of Brand Image, Experiential Marketing and Word Of Mouth on Purchase Decisions at E-Commerce Shopee in Sidoarjo. *Academia Open*, 4, 10.21070/acopen.4.2021.2608.
- Prisanti dkk, (2016). Pengaruh e-Service Quality dan e-Trust Terhadap e-Customer Satisfaction serta implikasinya terhadap e-Customer Loyalty. *Journal Of Bussiness Studies* Vol. 2 No.1 2016.
- Priyastama, Romie. (2017). *Buku Sakti Kuasai SPSS Pengelolaan data dan Analisis data*. Yogyakarta: Start Up
- Rahayu, P. (2014). Pengaruh Word Of Mouth Terhadap Keputusan Pembelian Konsumenproduk Smartfren Andromax (studi pada mahasiswa kampus ketintang Universitas Negeri Surabaya). *Jurnal Pendidikan Tata Niaga (JPTN)*, 2(1).
- Ramadan, F., Muchtar, & Hafid, H. (2021). Pengaruh online customer review dan e-service quality terhadap keputusan pembelian melalui marketplace. *Jurnal FORUM EKONOMI*, 23(3), 405–412.
- Sangadji, E.M., Sopiha, . (2013). *Perilaku Konsumen*. Yogyakarta: Andi Offset.
- Saskiana, D. (2021). Pengaruh Online Customer Review, Online Customer Rating, E-Service quality, e-trust dan harga terhadap keputusan pembelian konsumen pada marketplace shopee di surabaya
- Sri Rezeki, & Ninie. (2019). Pengaruh Harga, Online Customer Review Dan Fasilitas Terhadap Tingkat Hunian Di Pt. Karya Cipta Pesona (Aryaduta Medan). *Jurnal Manajemen Bisnis Eka Prasetya : Penelitian Ilmu Manajemen*, 5(1), 1–12.
- Sudaryono. 2016. *Manajemen Pemasaran Teori & Implementasi*, Edisi 1. Yogyakarta: Penerbit Andi.
- Susanto, Agus. 2013. Pengaruh Promosi Harga dan Inovasi Produk terhadap Keputusan Pembelian pada Batik Tulis Karangmlati Demak. Skripsi Sarjana (Tidak Dipublikasikan). Semarang: UNNES
- Susanto, Agus. 2013. Pengaruh Promosi Harga dan Inovasi Produk terhadap Keputusan Pembelian pada Batik Tulis Karangmlati Demak. Skripsi Sarjana (Tidak Dipublikasikan). Semarang: UNNES
- Sutanto, Monica Adhelia dan Atik Aprianingsih. 2016. The Effect of Online Consumer Review Toward Purchase Intention: A Study of Premium Cosmetic in Indonesia. *Journal of International Conference on Ethics of Business, Economics and Social Science*.
- Taharu, R. V., Barusman, A. R., & Saptarini, V. (2019). Pengaruh E-Wom dan Review Produk pada Marketplace Shopee Terhadap Keputusan Pembelian Pakaian Jadi di Bandar Lampung. *Jurnal Visionist*, 8(1), 40-47.
- Tjetjep Djatnika, *Teori Keputusan Pembelian*, Jakarta: Selemba Empat, 2006, hlm.120
- Wu, S. J. (2014). Relationship between consumer characteristics attitude toward online shopping. *Marketing Intelligence & Planning*, 21(1), 37-44.
- Yusuf, A. (2021). The Influence of Product Innovation and Brand Image on Customer Purchase Decision on Oppo Smartphone Products in South Tangerang City. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 2(1), 472–481.