

# EFFECT ONLINE CUSTOMER REVIEW AND ONLINE CUSTOMER RATING ON PURCHASING DECISION EMINA'S SKINCARE THROUGH SHOPEE

Herlina Simanjuntak<sup>1\*</sup>, Alfifto<sup>2</sup>, Haryaji Catur Putera Hasman<sup>3</sup>

Department of Management, Faculty of Economics and Business, University of Medan Area, Medan, Indonesia

## ABSTRACT

The research aim to determine the influence of online customer review's and online customer rating's on purchasing decisions for Emina skincare products among Shopee users in Medan Sunggal district. The type of research used in this research is a quantitative approach. The sampling technique in this research is a probability sampling technique. The sample in this study was 115 people from Medan Sunggal District. The data obtained used primary data in the form of a questionnaire and was analyzed using multiple linear regression analysis methods using the SPSS 26 program. Based on hypothesis testing that 1) the Online Customer Review (X1) variable had a positive effect and significant with a tcount value of 3.754 so it is known that the tcount value > ttable 1.9814. And the p-value in the sig column is  $0.00 < 0.05$ , which means it has a significant effect. 2) the online customer rating variable on purchasing decisions (X2) has a positive and significant effect on purchasing decisions with a tcount value of 2.341, so it is known that the tcount value > ttable 1.9814. And the p-value in the sig column is  $0.021 < 0.05$ , which means it has a significant effect. 3) It is known that the online customer review and online customer rating variables on purchasing decisions based on the F test results show that the tcount value is  $83,924 > > 3,0773$ , so that the t count > t table. And the p-value in the sig column is  $0.00 < 0.05$ . Which means that the independent variables, namely online customer reviews and online customer ratings, have a significant and influential effect on purchasing decisions.

## ARTICLE INFO

Keywords:  
Online Customer  
Review, Online  
Customer rating,  
Purchasing Decision

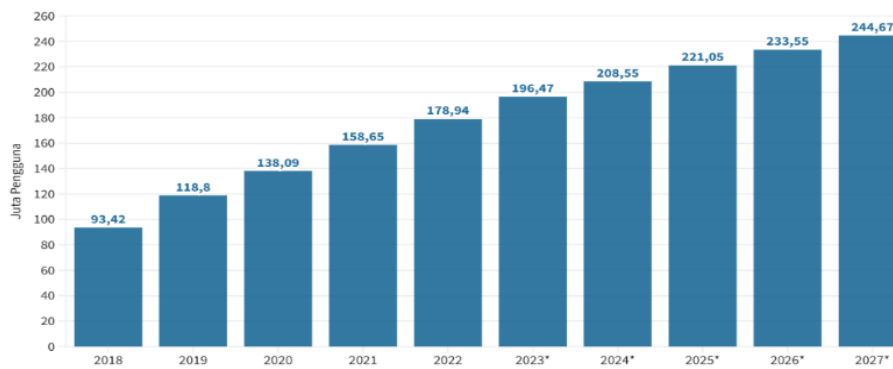
\* Corresponding Author at Department of Management, Faculty of Economics and Business, University of Medan Area, Medan, Indonesia  
Email address: [herlinasimanjuntak2208@gmail.com](mailto:herlinasimanjuntak2208@gmail.com), [alfifto@staff.uma.ac.id](mailto:alfifto@staff.uma.ac.id), [Haryaji@staff.uma.ac.id](mailto:Haryaji@staff.uma.ac.id)

## 1. Introduction

Globalization and the development of technology become inseparable. It is undeniable as a human living in the age of technology 4.0 that changes. As for the change at the moment is the

interest in public spending that goes from conventional to technological bases. The changes nowadays is buying interest. The evidence phenomenon is e-commerce. In line with the development of technology, it has brought changes in consumer behavior, namely from shopping at an offline shop to an online shop or what is now known as e-commerce. The emergence of E-Commerce creates opportunities for small, medium, or large entrepreneurs in advancing their business (Kamisa et al., 2022). The ease and comfort felt by the user is like shopping in the form of it offline. This results in an online trading transaction (e-commerce) in Indonesia having a bright future. After all, the market value increased by the last 5 years to 2018-2022. According to one online website or application that facilitates the process of buying and developing concepts similar to the traditional market, owners are essentially irresponsible of the goods sold because their job is to provide a place for sellers who want to sell and help them to meet customers with easier and simpler transactions.

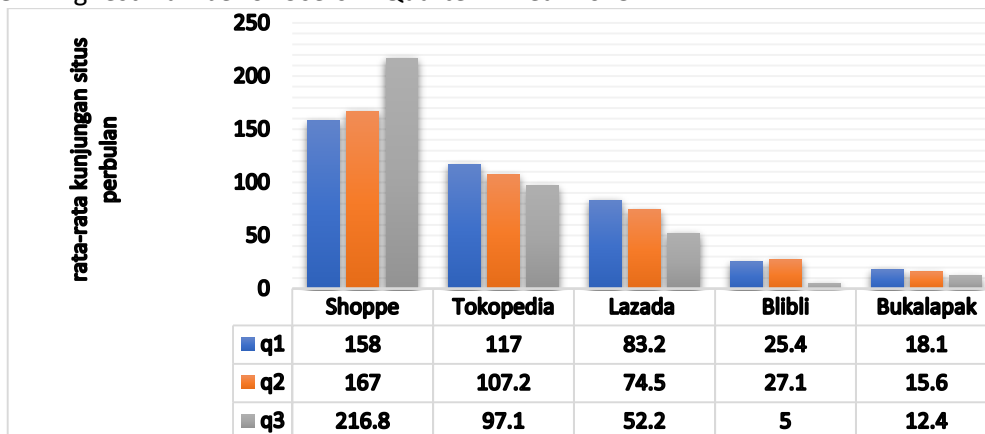
**Figure 1. Projection E-commerce’s user in Indonesia year 2018-2027**



Source: dataindonesia.id (2023)

Based on Figure 1, shows that projections on e-commerce in Indonesia 2018-2027 continued to rise. The largest increase in the number of users was in 2019 by 27.1% or about 25.38 million. This number continues to rise with the following year. The year 2020 user e-commerce reached 138.09 million users and even at the end of 2023 users reached 196.47 million and the user estimate from e-commerce to 2027 would be 244.67 million. that shown user e-commerce is increasing significantly. The pattern of people tending to shop at e-commerce eventually made commodities innovate consumer needs. In Indonesia there are many official sites for online shopees, lazada, tokopedia, blibli, zalora and many others. Nowadays the top e-commerce most visited is Shopee.

**Figure 2. Highest Number of Users in Quarter III Year 2023**



Source : Databooks (2023)

The Shopee is the most visited in the I quarter (January through march) of shopee use as much as 158 million. In second quarter shopee user increased by 5.69% or an estimated 9 million users. In the quarter of III, users rise rapidly by 29.8 percent to 216.8 million. In the year 2023 shopee occupied the top e-commerce. One of the most searched products in the shopee is the product of care and the face sold primarily because of the need for treatment and beauty. Beauty care is known as skincare. After the covid-19 changed social behavior patterns that prefer online shopping. People spend more time on Internet websites and take better care of themselves from home. when skincare rife in the community, Local and foreign skincare appear to compete to market their products with their own excellence. One of them is Emina. In studies of Trivena & Erdiansyah (2022), the skincare market spread in Indonesia is encouraged by women's awareness of skincare and high interest in beauty supported by the 2020 Indonesian zap research, with 45.4% of women already using skincare products before age 18.

**Figure 3.** Best Selling 10 Brand Skincare in Ecommerce in Quarter II Sales 2022



Source: [compass.co.id](https://compass.co.id) (2022)

Based on the Figure 3 Emina is in the 9th place, with a total of 7.4 billion in net profit of quarter II in 2022. Many skincare in the market affected the decision of consumer purchase of brand Emina. According to Zubaidah & Latief (2022), a decision of purchase is a stage in which the buyer has made a decision to actually buy, or the decision of purchase is individual thought to evaluate options and to decide choices on a product of many choices. From the standpoint of the buyer, it is very difficult to make a decision and consider some options. As for the factors affecting purchasing decisions, there are online customer reviews and online customer rating.

## 2. Literature Review

Studies of Jaya & Mutiara, (2022) Purchasing decision part of consumer behavior study of how individuals, groups, and organization, select, buy, use, and dispose of goods, service, ideas, or experience to satisfy their needs and wants. In purchasing decisions consumers also need to pay attention to factors such as online customer reviews and online customer ratings, The decision of purchase on e-commerce will grow well if the trust of the customer is guarded by the vendor (tsani et al., 2023). According to the Hidayat (2017) purchasing decisions are the integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. The consumer decision is a problem-solving approach to human activities to purchase an item or service in fulfilling its wants and needs. The measurement to measure the purchasing decision variable is Confidence in purchasing a product, The habit of buying a product, recommend product to others, re-purchasing product (Zed et al., 2023)

Online customer review is a word of mouth communication form on online sales where prospective buyers receive information about products from customers who have benefited from the product (Ardianti & Widiartanto, 2019). Online customer review according to Auliya et al, (2017) is an assessment of products or companies given by consumers can be positive or negative, a assessment made according to the experience of the person doing the review. Study of Riyanjaya & Andarini (2022) the measurement of online customer review variable is source credibility, argument quality, perceived usefulness, review valence, quantity of reviews.

According to Hariyanto dan Trisunarno (2020) online customer ratings are the opinion of the overall customer that not only refers to online products purchased but also includes services given by online vendors or stores. According to noviani & siswanto (2022) online customer rating is the opinion of the buyer that delivered the use of star symbols after buying and receiving a seller's service. According to Rarung et al, (2022) online customer ratings include comments that use stars as symbols of assessment rather than the sentence when consumers express their opinions. The study of Komariyah, (2022) measurement online customer rating variable is credible, expertise, and likeable.

### 3. Method, Data, and Analysis

The kind of research used in this study use quantitative data analysis (ali :2014). A quantitative approach is also called with hard data. A hard data form is either a number or a number of social Numbers or a measure of associative research, one that aims to analyze the relationship or influence between two or more variables. Research types explain the relationship between two or more variables. To measure the variable values that research studies using measurement instruments is the likert scale. On the likert scale, the measured variables use variable indicators and serve as measuring points for instrumentation of questions or statements. Researchers provide an alternative answer to respondents on a scale of 1 to 5 for this purpose. The sample sampling technique use a non probability sampling, which is a sample retrieval technique that does not give each element or member of the population the same opportunity to be chosen as a sample (Sugiyono, 2017). The type of non-sampling used is an impressive. sample is a special-forming technique. The approach method used in this study is a quantitative study method, with data analysis consisting of validation tests, reabilities tests, descriptive statistical tests, classic assumptions test, linear regression analysis, hypothetical testing (t and F test), and determination test.

### 4. Result and Discussion

#### 4.1 PT. Paragon Technology And Innovation Profile

Paragon Technology and Innovation is a beauty company for women and men, established since 1985 with brands known as Wardah, Make Over, Emina and Kahf. One notable brand, among other things, is that Emina stood up in 2015, earning an award for caring for young people's skin. A company committed to having the best corporate governance and continuous improvement, in order to make each day better than yesterday, through high quality products that benefit the Paragonians, partners, society and the environment.

#### 4.2 Validity and Reliable Data Test

**Table 1.** Validity Test Of Variables

Variable	Instrument	r <sub>count</sub>	r <sub>table</sub>	Statement
<b>Online Customer Rating (X1)</b>	X1.1	0,686	0,361	Valid
	X1.2	0,530	0,361	Valid
	X1.3	0,870	0,361	Valid
	X1.4	0,827	0,361	Valid
	X1.5	0,764	0,361	Valid
	X1.6	0,783	0,361	Valid
	X1.7	0,672	0,361	Valid
	X1.8	0,620	0,361	Valid
	X1.9	0,668	0,361	Valid
	X1.10	0,701	0,361	Valid
<b>Online Customer Rating (X2)</b>	X2.1	0,705	0,361	Valid
	X2.2	0,457	0,361	Valid
	X2.3	0,770	0,361	Valid
	X2.4	0,599	0,361	Valid
	X2.5	0,779	0,361	Valid
	X2.6	0,491	0,361	Valid
<b>Purchasing Decision (Y)</b>	Y.1	0,725	0,361	Valid
	Y.2	0,838	0,361	Valid
	Y.3	0,845	0,361	Valid
	Y.4	0,796	0,361	Valid
	Y.5	0,820	0,361	Valid
	Y.6	0,734	0,361	Valid
	Y.7	0,713	0,361	Valid

Source: SPSS data processing result (2024)

The validity test in this study will be conducted for 30 respondents outside of the research sample, the formulas if  $r_{count} \geq 0.361$  the instrument is declared valid. Based on table 1, each variable online customer review, online customer rating and purchasing decision shown all the instrument are valid.

**Table 2.** Reliable Test

Variable	Cronbach's Alfa	N of item	Description
X1	0,928	10	Reliabel
X2	0,865	6	Reliabel
Y	0,943	7	Reliabel

Source: SPSS data processing result (2024)

Based on table 2, the value of cronbach's alpha in each variable online customer review, online customer rating ,and purchasing decision is bigger than 0,60. Related to Sunyoto (2009) something constructive is said to be reliable if it values cronbach alpha > 0,60. The conclusion of the results item's questionnaire on this study is declared valid.

### Classical Assumption Test Results

**Table 3.** Normality Test *Kolmogorov-Smirnov*

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		115
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.85465040
Most Extreme Differences	Absolute	.066
	Positive	.052
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

From the feast of table 3 data, it can be seen that the value of asymp. Sig (2 tailed) that is 0.200, which a significant value criteria larger than 0.05 and the data is perfectly distributed.

**Table 4.** Multicollinearity Test

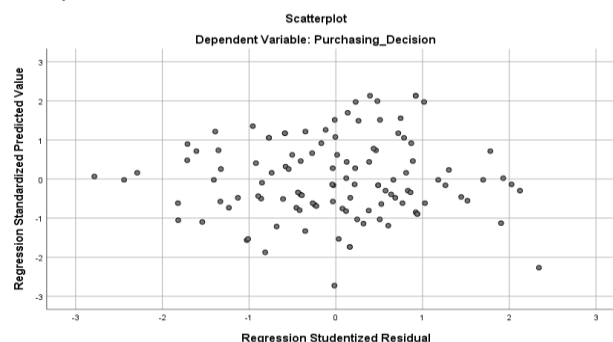
Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.895	3.667		.790	.431		
	Online_Customer Review	.377	.100	.362	3.754	.000	.698	1.432
	Online_Customer Rating	.326	.139	.226	2.341	.021	.698	1.432

a. Dependent Variable: Purchasing\_Decision

Source: SPSS data processing result (2024)

Based on table 4 online customer review and online customer rating have the same value, then the criteria that can be tested by the tolerance values. The online customer review and online customer rating variable values of 0.698 > 0.05 and the VIF value is 1.432 > 10.00, so it can be concluded that this does not happen multicollinearity between independent variables.

**Figure 4.** Heteroscedasticity Test



In figure 4 shows a diffusion of data using the scatterplot data test. As for random and dispersed data, it does not have a specific pattern. It could be concluded that there are no heterosity symptoms in the regression of the study.

**Table 5.** Multiple Regression Analysis Test Results

Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.895	3.667		.790	.431
	Online_Customer_Review	.377	.100	.362	3.754	.000
	Online_Customer_Rating	.326	.139	.226	2.341	.021

Source: SPSS data processing result (2024)

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 2,895 + 0,377 X_1 + 0,326 X_2 + e$$

Based on the equation form the calculation the regression test could be describe, as follow

1. The constanta value is positive and show the influence of the independent variables X1 and X2
2. Coefficient value of the variable X1 Based on the results of the test using the SPSS is (0,377) where if the variable X1 increases by one unit, Y will increases by (0,377 or 37.7%)
3. Coefficient value of the variable X2 Based on the results of the test using the SPSS is (0,377) where if the variable X2 increases by one unit, Y will increases by (0,326 or 32.6%)

**Table 6.** Simultaneous Test (F test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	632.881	2	316.440	83.694	.000 <sup>b</sup>
	Residual	423.462	112	3.781		
	Total	1056.343	114			

Source: SPSS data processing result (2024)

Based on the SPSS data processing presented at table 8 that the value f of the amount obtained is 83,694, where the value of the f count is greater than f table is 83,924 > 3,0773 or 0,000 < 0.05. then it is explained where the relationship between online customer review and online customer rating simultaneously and significantly influence purchase decision.

**Table 7.** Partial Test (t test)

Coefficients <sup>a</sup>								
Model		Unstandardized		Standardized	T	Sig.	Collinearity	
		B	Std.	Beta			Tolerance	VIF
1	(Constant)	2.895	3.667		.790	.431		
	Online_Customer_Review	.377	.100	.362	3.754	.000	.698	1.432
	Online_Customer_Rating	.326	.139	.226	2.341	.021	.698	1.432

Source: SPSS data processing result (2024)

Based on the results of the test using the SPSS describe, as follow:

1. According to the first hypothesis, the online customer review is influential and significant to the decision of the purchase of t at a value of (3.753 > 1.9814) and a sig value.
2. Based on the results of the test using the SPSS. Thus, according to the second hypothesis that online customer ratings can be significantly affected by the decision of the purchase, with a t-count of the online-customer rating (2341 > 1.9814) and a significant value of 0.021 < 0.05.

**Table 10.** Coefficient of Determination (R<sup>2</sup>)

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 <sup>a</sup>	.599	.592	1.944

a. Predictors: (Constant), Online\_Customer\_Rating, Online\_Customer\_Review  
Source: SPSS data processing result (2024)

Adjusted R square a value of 0.592 indicates that the characteristics of online customer review and online customer rating could explain the decision of purchase of 59.9%. The remaining 40.1% can be explained by other factors not studied in the study.

### Discussion

1. Based on t- test result, it was obtained that the variable online customer review (X1) has a partial positive and significant impact on the purchase decisions (Y) of skincare Emina products to shopee users in the surrounding medan sunggal district. The results obtained by at tcount of as much as (3.753 > 1.9814) and a sig. 0.00 < 0.05. it shows the first hypothesis is approved. Based on an average of 115 response through online customer review's measurement, show that the review feature's on the shopee is very helpful for consumers to get the benefits of skincare products despite previous user review's. Besides, consumers believe that reviews can be considered as a decision to buy because the review Emina is quite meaningful. So this is in line with the research Rarung et al., (2022), that online custome review has a positive and significant influence on the purchase decision E- coffe and roastery manado.
2. Based on t- test result that online customer rating variable (X2) has a positive and significant influence partially on the purchase decision (Y) of the Emina skincare product on Shopee users in Medan Sunggal district. The result is the t value of the counting of online customer ratings variables (2,341 > 1,9814) and the significance value of 0.021 < 0.05. it shows second hypothesis is approved. As a result of 115 respondent's response , they stated that the rating of Emina in shopee platform was very helpful to the customer when deciding to buy, respondent said that through the product, rating can interpret the advantages and disadvantages of the product. And also with the availability of the selection rating not only to the product but to the store, store's service can be rated directly by the customer. However, a small proportion of the respondents are less interested in the rating when to buy, because rating only show as a star with a score of 1-5 less represents the truth of a product. So according to research conducted by Ardianti, & Widiartanto (2019) The Effect of Online Customer Review, Online customer rating, on Shopee Marketplace Purchasing Decisions (FISIP Study on Active Students) that online
3. Based on the data processing results presented in the Table that the number of F values obtained is 83,694, where the number F value is greater than the table of F is 83.694 >3,0773 or (0,00 < 0,05). So on the third hypothesis is approved. Survey of respondent responses consciously make the purchase decision by considering reviews and ratings, respondents also stated the existence of reviews and rating based on the experience that has already purchased emina products. Even review/rating helps consumers get the right product and according to the needs of consumers. With the presence of reviews / ratings in the store or online store Skincare Emina products then will be very helpful customer to choose or make a purchase decision. According to Zed et al., (2023) online customer review and online customer rating on online purchasing decisions in e-commerce in students of the University of Pelita Nations, the results of online customer reviews and online client ratings simultaneously have a positive and significant influence on online shopping decisions in the e- commerce in students.

## 5. Conclusion and Suggestion

### Conclusion

The study aims to find out and analyze the extent of its influence on online customer review and online customer ratings against skincare emina decision to buy skincare emina products in the shopee Medan Sunggal District. The conclusions in this study are presented

1. Partial, variable online customer review, online customer rating, has a positive and significant impact on skincare emina consumer purchase decisions in the shopee district.
2. Simultaneously, variables of online customer rating and online customer review have a positive and significant impact on skincare emina consumer purchase decisions in the shopee district.
3. Based on coefficient calculations, it shows a value of 59.2% of factor factors-decision factors can be explained by online customer review and online customer rating. The remaining 39.8% can be explained by other factors not included in the study.

### Suggestion

1. The result of variable research for online customer review affects the variable decision of purchases. Emina's review and comments have been offered by many consumer users who have previously made purchases, the writer suggest that official stores emina give the customer who providing a review/rating in comment boxes/review coloumn by reviewing eminas's product of pictures and videos so that skincare emina's information can be enjoyed by the entire consumer/prospective consumer. With a variety of skincare emina commentaries on skincare emina products that can help customers to consider the decision to purchase, review and rating will increase customer confidence, and the need for official stores and star's store increases the credibility of the online customer review and the online customer rating in order to minimize the existing fake rating that sells emina products, this may undermine the trust of prospective customers, Because reviews and ratings are a brand's reputation on an online site effect the revenue. If reputation is good then sales will also increase.
2. It is hoped that it will be possible for researchers to examine the factors outside of online customer review and online customer ratings. Further researchers can use the addition of other variables such as: Social media, and Brand Ambassador which can influence purchasing decisions

### Reference

- Alfifto. (2024). *Statistika Penelitian : Konsep dan Kasus*. Medan: UMAPress
- Ali, Muhammad. 2014. *Metodologi dan Aplikasi Riset Pendidikan*. Jakarta: Bumi Aksara
- 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.
- Auliya, Z. F., Rifqi, M., Umam, K., & Prastiwi, S. K. (2017). Online Costumer Reviews ( OTRs ) dan Rating : Kekuatan Baru pada Pemasaran Online di Indonesia Online Costumer Reviews ( OTRs ) dan Rating : New Era in Indonesia Online Marketing. 89–98.
- Hidayat, R. (2017). Faktor-Faktor yang Mempengaruhi Consumer Decision Making Process (Studi Kasus Rumah Makan Bebek Sinjai Madura). *JIEMS (Journal of Industrial Engineering and Management Systems)*, 9(2), 77–95. <https://doi.org/10.30813/jiems.v9i2.40>
- Jaya, U. A., & Mutiara, A. (2022). Pengaruh Promosi Dan Harga Terhadap Keputusan Pada Pembelian Pt. Shopee International Indonesia Di Kota Sukabumi. *Transekonomika: Akuntansi, Bisnis Dan Keuangan*, 2(5), 383–392. <https://doi.org/10.55047/transekonomika.v2i5.231>
- Kamisa, N., Putri, A. D., & Novita, D. (2022). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Kepercayaan Konsumen (Studi kasus: Pengguna Shopee di Bandar

- Lampung). *Journals of Economics and Business*, 2(1), 21–29. <https://doi.org/10.33365/jeb.v2i1.83>
- Khairani, E. (2020). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Konsumen Membeli Di Usaha Serba Guna Encu Kecamatan Permata Kabupaten Jurnal Kebangsaan, 9(18), 1–7. <http://www.jurnal.uniki.ac.id/index.php/jkb/article/view/16%0Ahttp://www.jurnal.uniki.ac.id/index.php/jkb/article/download/16/17>
- Komariyah, D. I. (2022). Pengaruh Online Customer Riview dan Rating Terhadap Minat Pembelian Online Shopee (Studi Kasus Pada Santri Putri Pondok Pesantren Salafiyah Syafi'iyah Seblak Jombang). *BIMA : Journal of Business and Innovation Management*, 4(2), 343–358. <https://doi.org/10.33752/bima.v4i2.410>
- Noviani, S. R., & Siswanto, T. (2022). Pengaruh Online Consumer Review, Rating, Dan Persepsi Harga Terhadap Keputusan Pembelian Konsumen Milenial Marketplace Shopee Di Jakarta Selatan. *Jurnal Inovasi Manajemen & Bisnis (JIMB)*, 1(1), 17–28. <http://ojs.itb-ad.ac.id/index.php/JIMB/article/view/1698/374>
- Nurhabibah, S., Savitri, C., & Faddila, S. P. (2022). The Effect of Online Customer Review and Online Customer Rating on Purchase Decisions at Copyright Grafika Store. *Jurnal Ekonomi*, 11(01), 221–228. <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Rarung, J., Lumanauw, B., & Mandagie, Y. (2022). Pengaruh online customer review, online customer rating, dan customer trust terhadap customer purchase decision fcoffee dan roastery manado. *Jurnal EMBA*, 10(1), 891–899.
- Rahmawati, A. I. (2021). Pengaruh Online Customer Review, Online Customer Rating Dan Kepercayaan Terhadap Keputusan Pembelian Online (Studi Kasus Pada Mahasiswa Feb Universitas Pgrri Semarang). *Jurnal Ilmiah Manajemen Bisnis Dan Ekonomi Kreatif*, 1(1), 18–23. <https://doi.org/10.26877/jibeka.v1i1.3>
- Regina Dwi Amelia, M. dan M. R. M. (2021). 80-Article Text-832-1-10-20210223. Analisis Online Consumer Review Terhadap Keputusan Pembelian Pada E Commerce Kecantikan, 2(2), 1–7.
- Riyanjaya, N. A., & Andarini, S. (2022). Pengaruh Online Customer Review dan Online Customer Rating Terhadap Minat Beli Produk Wardah Di Situs Belanja Online Shopee. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 3(5), 927–944. <https://doi.org/10.47467/elmal.v3i5.1179>
- Sugiyono, (2017). *Metodologi Penelitian Kuantitatif, Kualitatif, dan R&D* Bandung: Alfabeta.
- Trivena, J., & Erdiansyah, R. (2022). Pengaruh Online Consumer Reviews Pada Aplikasi Female Daily Network terhadap Keputusan Pembelian Produk Skincare Somethinc. 460–466.
- Tsani, A. A., Susyanti, J., & Bastomi, M. (2023). Pengaruh E-trust, Online customer review dan Online customer rating Terhadap Keputusan Pembelian pada E-commerce Tokopedia (Studi Kasus Pada Mahasiswa Universitas Islam Malang). *Riset Manajemen*, 12(02), 221–232.
- Zubaidah, I., & Latief, M. J. (2022). Analisis Proses Pengambilan Keputusan Konsumen E-commerce Shopee di Lingkungan RT08/RW10 Sriamur Bekasi. *Jurnal EMT KITA*, 6(2), 324–333.
- Zed, E. Z., Ratnaningsih, Y. R., Tri, D., & Kartini, M. (2023). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Online di E-commerce pada Mahasiswa Universitas Pelita Bangsa Cikarang. *Jurnal Mirai Management*, 8(2), 436–452.