

THE INFLUENCE OF ONLINE CUSTOMER REVIEWS, ONLINE CUSTOMER RATINGS AND CUSTOMER E- TRUST ON PURCHASING DECISIONS

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ABSTRACT

Intense competition forces several e-commerce platforms to implement strategies to survive in the online shopping industry. Digital marketing has many threats and challenges in the competitive online market. The purpose of this research to examine and analyze the effect of online customer review, online customer rating and Customer E-Trust on buying decision at Shopee. The type of research used in this research is correlational research with data collection methods using secondary data. In this study there were 100 respondents who were used as samples. The sampling method uses a purposive sample where the sample is selected based on the criteria. The analytical tool used is multiple linear regression analysis. Based on the results of the analysis stated that online customer review has a significant positive effect on buying decision with a t value of 3,737 and a significant value of 0,000. Online customer rating has a significant positive effect on buying decision with a t-count value of 7,554 and a significant value of 0,000. Customer E-Trust has a significant positive effect on buying decision with a t-count value 3,428 and a significant value of 0,001. The results of this research show that on the Shopee online shopping site the Customer Review, Online Customer Rating and Customer E-Trust features can significantly convince customers to make purchasing decisions.

ARTICLE INFO

Keywords:

Online Customer Review, Online Customer Rating, Customer E-Trust, Buying Decision

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1. Introduction

The industrial revolution 4.0 is characterized by the development of the internet of things. Internet technology, which is increasingly massive, not only connects millions of people around the world but has also become the basis for online trade and transportation transactions. Internet users in Indonesia have increased significantly from year to year. (Sari, 2019). The number of internet users in Indonesia has reached 213 million as of January 2023. This number is equivalent to 77% of

Indonesia's total population of 276.4 million people at the beginning of this year, as shown in Figure 1.1. The amount of internet access by Indonesians creates opportunities that are very well utilized by business people.

The use of internet media is ideal for marketing goods or services on the existing internet. In this digital era, the business world is expanding widely through the emergence of e-commerce and the growth of other online buying and selling activities. There are various marketing strategies used in digital-age businesses, such as using electronics and the internet. In the current era of online shopping, there is a platform called e-commerce. In Indonesia, Shopee is an e-commerce site whose users are currently rising rapidly.

In recent years, Shopee has become one of the most visited and downloaded e-commerce sites. After being named the most popular e-commerce site in 2022, which managed to beat the five largest e-commerce sites in Indonesia, Shopee is now in the first position in terms of total number of app downloads and total monthly active users, where other e-commerce sites scored below it. Because of Shopee's achievement, Shopee cannot be separated from marketing strategy activities with its own challenges in marketing products and services through the internet in the digital era. Digital marketing makes it easier for business people to monitor and provide everything that potential customers need. (Yosi, 2021). According to SimilarWeb data, the marketplace category with the most visitors in Indonesia in the third quarter of 2023 is Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. As for the five sites, visitor growth only occurred on the Shopee and Blibli sites, while their competitors tended to weaken. The Shopee site recorded an average of 216 million visits per month during the third quarter of 2023. This achievement shot up by around 30% compared to the average visits in the second quarter of 2023.

Shopee has launched an e-commerce service with an increasing number of visits. This Shopee service claims to be able to reach sellers and buyers in a creative and fun way. With the rapid rise of Shopee users, it has become an alternative place to shop online. (Mokodompit, Lopian, & Roring, 2022). Busalim and Hussin (2016) explained that e-commerce has unique characteristics by providing various opportunities for customers to participate in the community, share shopping experiences with other friends, and receive advice with regard to appropriate purchasing decisions.

Purchasing decisions are stages carried out by consumers before making a decision to purchase a product or service. A purchase decision is a selection of two or more alternative purchasing decision options, meaning that before someone can make a decision, there must be several alternative choices available. (Kotler, 2008). In fulfilling the wishes of potential consumers to be able to determine purchasing decisions from products on Shopee, it must pay attention to online customer ratings, online customer reviews, and customer trust. These factors play a role in developing this e-commerce business and making people make purchasing decisions at Shopee.

Intense competition has forced several e-commerce platforms to implement strategies to stay afloat in the online shopping industry. One of the strategies carried out by Shopee is to increase advertising content or promotional videos made by sellers. According to Batu et al. (2019), digital marketing is the use of the internet and other interactive technologies to create and connect information, which is used to transact digitally. There is a relationship between digital marketing variables and purchasing decisions. It is proven that online purchasing decisions are influenced by several factors, namely: 1) the efficiency of a search, including fast time, ease of use, and easy search efforts; 2) value, which includes competitive prices and the best quality; and 3) interaction, which includes information, load time, security, and navigation.

Providing information to customers using online business communication systems (digital marketing) is one of the many ways that online marketing actors can make it easier to find out how different customers behave when shopping online. (Wijaya & Kuswoyo, 2022). One of them is by looking at information that can be accessed, such as reviews. (Latief & Ayustira, 2020). Reviews that are user-generated content, or arguably online customer reviews, are another form of electronic word of mouth (eWOM), which can be understood as one of the media for consumers to see reviews or reviews from other consumers of a product. With this information, consumers can get the quality of products they are looking for from reviews and experiences written by other consumers who have bought products from online sellers before. As a result, consumers find it easier to find comparisons with similar products sold by other online sellers. This is due to the rapid use of digital marketing. Supported by research by Ardianti & Widiartanto (2019), Putri & Marlien (2022), and Latief & Ayustira (2020), online customer reviews affect purchasing decisions.

Problems related to Shopee product reviews often cannot be trusted because the reviews given by each consumer are different. For this reason, with the online customer review, it is hoped that someone who has made a purchase can provide writing ranging from positive to negative about the online shopping experience honestly, so that potential consumers can see a review of the product before making a purchase.

Part of the customer review is the customer rating feature, which uses a star symbol as a form of expression for customers who have done online shopping at the store. One of Shopee's features is claimed to help increase customer trust and sales. A rating is part of a review that uses a star symbol to express customer opinions. Ratings are used as information about the seller for personalized recommendations. Ratings are made by customers who have made online purchases and published on the seller's website or stall, so the rating is one of the feedbacks that customers give to sellers. Rating is a global customer opinion not only on online goods but also how customers are served by sellers. The more stars given, the better the seller's rating. (Hariyanto and Lantip, 2019). Supported by research by Latief and Ayustira (2020), Ningsih (2019), and Hariyanto and Lantip (2019).

Before consumers or potential consumers buy products on online shopping sites, consumers or potential consumers are accustomed to searching for information that can be searched through various means. Unlike offline transactions, online purchases are not made in person, thus increasing the level of risk and uncertainty. Therefore, building trust is a very important factor in online shopping and cannot be ignored. According to Pramuditha et al. (2021), customer trust is the trust and confidence that when consumers make online transactions, the company keeps its promises in responding to the expectations of the information provided through the company's website. Sandy and Firdausy (2021) concluded that the more motivated people are to use technology, the higher their motivation for the technology. One of the challenges in online sales is convincing potential customers to trust that the products and transaction activities carried out are in accordance with consumer expectations and safe in terms of payment, so the trust variable is also considered one of the main factors in this study (Wijaya & Kuswoyo, 2022). Supported by research by Adiyawati et al. (2022), Susilo et al. (2022), and Wijaya and Kuswoyo (2022), customer trust affects purchasing decisions.

Based on several considerations, namely the existence of inconsistent findings or gaps in research between previous studies and this phenomenon, the authors are interested in making a study that aims to test and analyze the effect of *online customer review*, *online customer rating*, and *customer e-trust on purchasing decisions* at Shopee.

2. Literature Review

Providing information to customers using online business communication systems (digital marketing) is one of the many ways that online marketing actors can make it easier to find out how different customers behave when shopping online. (Wijaya & Kuswoyo, 2022). One of them is by looking at information that can be accessed, such as reviews. (Latief & Ayustira, 2020).

Online Customer Review

In online sales, it is easier for consumers to find comparisons with similar products sold by other online sellers. This is due to the rapid use of digital marketing, which thus provides benefits to consumers, namely that consumers do not have to visit different sellers directly to find information. (Latief & Ayustira, 2020) In the online shopping application feature, there is one feature that is of interest to consumers in determining the purchasing process, namely online customer reviews.

Consumers generally tend to see features that use reviews as a reference in determining purchasing decisions. (Audria & Batu, 2022). For this reason, with an online customer review, it is hoped that someone who has made a purchase can provide writing ranging from positive to negative about the online shopping experience honestly, so that potential consumers can see a review of the product before making a purchase. Supported by research by Ardianti & Widiartanto (2019), Putri & Marlien (2022), and Latief & Ayustira (2020), which shows that online customer reviews have a positive and significant effect on purchasing decisions. Based on the discussion regarding the effect of online customer reviews on purchasing decisions, the hypothesis of this study is:

H1: Online customer reviews have a positive and significant effect on purchasing decisions.

Online Customer Rating

The online rating feature found on the product page of an e-commerce platform is one way for consumers to provide an assessment of the quality of a product. The number of stars obtained by a particular product can be associated with the quality of the product in question (Auliya, Umam, and Prastiwi, 2017: 92). This causes potential consumers to be able to easily make an assessment of a particular product because the number of stars on the online rating is considered to be a benchmark for the quality of a particular product. A very low rating (one star) indicates a very negative view of the product; a very high rating (five stars) reflects a very positive view of the product; and a three-star rating reflects a moderate view, which is a midpoint that reflects neither small nor large in size, amount, degree, or strength. (Krosnick et al., 1993).

These ratings help buyers make purchasing decisions and attract more qualified prospective buyers to sellers' product page sites. The data is collected from various sources, including merchants, third-party review aggregators, editorial sites, and consumers. As part of online reviews, ratings can also be seen as a form of consumer assessment of a product based on their experience, which refers to the psychological and emotional state of consumers when using the product (Farki, Baihaqi, and Wibawa, 2016: 615). Supported by research by Latief and Ayustira (2020); Ningsih (2019); Hariyanto and Trisunarno (2020), which shows that online customer rating has a positive and significant effect on purchasing decisions. Based on the discussion regarding the effect of online customer ratings on purchasing decisions, the hypothesis of this study is:

H2: Online customer ratings have a positive and significant effect on purchasing decisions.

Customer E-Trust

Customer E-Trust, or consumer trust, can be built by looking at positive reviews given by post-purchase consumers in e-commerce applications. Therefore, reviews are very important and needed by providers of goods in e-commerce so that the goods offered are sold. In addition to seeing positive reviews, customer trust can be built by ensuring that consumer personal data is stored safely, displaying clear store locations, and providing shipping support. The availability of this information can encourage consumers to make purchases through e-commerce (Mahkota et al., 2014).

Sandy and Firdausy (2021) concluded that the more people are motivated to use technology, the higher a person's motivation for the technology. One of the challenges in online sales is convincing potential customers to trust that the products and transaction activities carried out are in accordance with consumer expectations and safe in terms of payment, so that the trust variable is also considered one of the main factors in this study (Wijaya & Kuswoyo, 2022). Supported by research by Adiyawati et al. (2022) and Susilo et al. (2022), customer e-trust has a positive and significant effect on purchasing decisions. Based on the discussion regarding the effect of customer e-trust on purchasing decisions, the hypothesis of this study is:

H3: Customer e-trust has a positive and significant effect on purchasing decisions.

3. Method, Data, and Analysis

This type of research uses a type of causal research, namely research that aims to determine the cause-and-effect relationship between the independent variable and the dependent variable. (Nurhayati, 2012). This research involves data collection actions to determine whether there is a relationship and the level of relationship between two or more variables. This research was conducted to see the relationship between online customer reviews, online customer ratings, and customer e-trust on purchasing decisions. The data analysis techniques used in this study include the normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test, which are included in the classical assumption test. Further testing is the goodness-of-fit test, multiple linear regression, and hypothesis testing.

4. Result and Discussion

This study uses multiple linear regression analysis as an analysis technique. The normality test shows that there are no deviations from abnormal symptoms. Other classical assumption tests used are heteroscedasticity, multicollinearity, and autocorrelation tests, which show no deviations from the classical assumption symptoms. The results of the model fit test lead to the conclusion that the model is suitable. This shows that the multiple linear regression model is suitable for analyzing the influence of online customer reviews, online customer ratings, and customer e-trust on purchasing decisions. The results of the multiple linear regression analysis are described in Table 1 below.

Table 1. Multiple Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	-1.393	1.718		-.811	.419
	Customer Online Review	.310	.083	.274	3.737	.000
	Customer Online Rating	.818	.108	.517	7.554	.000

	Customer E-Trust	.287	.084	.250	3.428	.001
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Source: data processed, 2023

Based on the results of multiple linear regression test analysis, it is known that testing the first hypothesis in this study was conducted to determine whether there is an influence of Customer Online Review on Purchasing Decisions. The test results show the regression coefficient value is 0.310 with a significance level of 0.000. Based on the results of hypothesis testing and the fact that the significance value is smaller than $\alpha = 0.05$, it can be concluded that the statement that there is a positive influence of customer online reviews on purchasing decisions is accepted.

Testing the second hypothesis in this study was conducted to determine whether there is an effect of customer online rating on purchasing decisions. The test results show a regression coefficient value of 0.818 with a significance level of 0.000. Based on the results of hypothesis testing and the significance value being smaller than $\alpha = 0.05$, it can be concluded that the statement that there is a positive influence of customer online reviews on purchasing decisions is accepted.

Testing the third hypothesis in this study was conducted to determine whether there is an effect of customer e-trust on purchasing decisions. The test results show a regression coefficient value of 0.287 with a significance level of 0.001. Based on the results of hypothesis testing and the fact that the significance value is smaller than $\alpha = 0.05$, it can be concluded that the statement that there is a positive influence of customer e-trust on purchasing decisions is accepted.

Discussion

The Effect of Customer Online Reviews on Purchasing Decisions

In online sales, consumers find it easier to find comparisons with similar products sold by other online sellers. This is due to the rapid use of digital marketing, which thus provides benefits to consumers, namely that consumers do not have to visit different sellers directly to find information. (Latief & Ayustira, 2020).

Based on the results of the t test of the Customer Online Review variable (X1), the tcount value is 3.737, while the Sig value is $0.000 < 0.05$. So it can be concluded that customer online review (X1) has a positive and significant effect on purchasing decisions. So that H1 is accepted. This is indicated by the percentage of respondents' answers who mostly agreed with the Customer Online Review, which stated that the Customer Online Review makes it easier for consumers to find comparisons with similar products sold at other online sellers. This is due to the rapid use of digital marketing, thus providing benefits to consumers, namely that consumers do not have to visit different sellers directly to find information. In the online shopping application feature, there is one feature that is of interest to consumers in determining the purchasing process, namely online customer reviews. Consumers generally tend to see features that use reviews as a reference in determining purchasing decisions. (Audria & Batu, 2022). For this reason, with an online customer review, it is hoped that someone who has made a purchase can provide writing ranging from positive to negative about the online shopping experience honestly, so that potential consumers can see a review of the product before making a purchase.

The Effect of Customer Online Rating on Purchasing Decisions

The online rating feature found on the product page of an e-commerce platform is one way for consumers to provide an assessment regarding the quality of a product. The number of stars obtained

by a particular product can be associated with the quality of the product in question. (Hariyanto and Trisunarno, 2020).

Based on the results of the t test, the Customer Online Rating variable (X2) obtained a tcount value of 7.554, while the Sig value was 0.000 <0.05. So it can be concluded that customer online rating (X2) has a positive and significant positive effect on purchasing decisions. So that H2 is accepted. This is indicated by the findings in the field based on the percentage of respondents' answers who mostly agreed with the online rating feature found on the product page of an e-commerce platform as one way for consumers to provide an assessment regarding the quality of a product. The number of stars obtained by a particular product can be associated with the quality of the product concerned. This causes potential consumers to be able to easily make an assessment of a particular product because the number of stars on the online rating is considered to be a benchmark for the quality of a particular product.

These ratings help buyers make purchasing decisions and attract more qualified prospective buyers to sellers' product page sites. The data is collected from various sources, including merchants, third-party review aggregators, editorial sites, and consumers. As part of online reviews, ratings can also be seen as a form of consumer assessment of a product based on their experience, which refers to the psychological and emotional state of consumers when using the product (Farki, Baihaqi, and Wibawa, 2016: 615).

A very low rating (one star) indicates a very negative view of the product; a very high rating (five stars) reflects a very positive view of the product; and a three-star rating reflects a moderate view, which is a midpoint that reflects neither small nor large in size, amount, degree, or strength. (Krosnick et al., 1993). The results of this study are supported by research by Latief and Ayustira (2020); Ningsih (2019); Hariyanto and Trisunarno (2020), which shows that online customer rating has a positive and significant effect on purchasing decisions.

The Effect of Customer E-Trust on Purchasing Decisions

Customer E-Trust, or consumer trust, can be built by looking at positive reviews given by post-purchase consumers in e-commerce applications. Therefore, reviews are very important and needed by providers of goods in e-commerce so that the goods offered are sold. In addition to seeing positive reviews, customer trust can be built by ensuring that consumer personal data is stored safely, displaying clear store locations, and providing shipping support. The availability of this information can encourage consumers to make purchases through e-commerce. Mahkota, et al. (2014).

Based on the results of the t test, the Customer E-Trust variable (X3) obtained a tcount value of 3.428, while the Sig value was 0.001 <0.05. So it can be concluded that customer trust (X3) has a positive and significant effect on purchasing decisions. So that H3 is accepted. This is indicated by the findings in the field based on the percentage of respondents' answers who mostly agreed with customer e-trust, or consumer trust, which can be built by looking at the positive reviews given by consumers after purchases contained in the e-commerce application. Therefore, reviews are very important and are needed by goods providers in e-commerce so that the goods offered are sold. In addition to seeing positive reviews, customer trust can be built by ensuring that consumer personal data is stored safely, displaying clear store locations, and providing shipping support. The availability of this information can encourage consumers to make purchases through e-commerce.

This result supports that one of the challenges in online sales is convincing potential customers to trust that the products and transaction activities carried out are in accordance with consumer expectations and safe in terms of payment, so that the trust variable is also considered as one of the

main factors in this study. (Wijaya & Kuswoyo, 2022). The results of this study are supported by research by Adiyawati et al. (2022) and Susilo et al. (2022) showing that customer e-trust has a positive and significant effect on purchasing decisions.

5. Conclusion and Suggestion

In this study, several conclusions can be drawn, namely that customer online reviews have a positive and significant effect on purchasing decisions, so that good customer online reviews will be able to make consumers believe in the products produced by the company. Meanwhile, customer online ratings have a positive and significant effect on purchasing decisions, so a customer online rating can provide more assessment references for consumers and provide choices that suit their tastes. Meanwhile, Customer E-Trust has a positive and significant effect on purchasing decisions, so that Customer E-Trust convinces potential customers to trust that the products and transaction activities carried out are in accordance with consumer expectations.

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