

EFFECT OF ONLINE CUSTOMER REVIEW AND ONLINE CUSTOMER RATING ON PURCHASING DECISIONS ON E-COMMERCE SHOPEE USERS

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ABSTRACT

The development of marketplace in Indonesia is increasingly growing rapidly marked by the emergence of several marketplaces, one of which is Shopee. This study aims to determine the effect of online customer review and online customer rating on purchasing decisions on e-commerce shops. This Pengground is a quantitative study with a population, namely e-commerce shopee users who have made purchases at the shopee. The research sample was obtained 56 respondents. Data collection methods use questionnaires through Google Form while data analysis techniques use multiple linear regression analysis and classical assumption tests. The analysis shows that online customer reviews have a positive and significant effect on purchasing decisions and online customer rating has a positive and significant effect on purchasing decisions.

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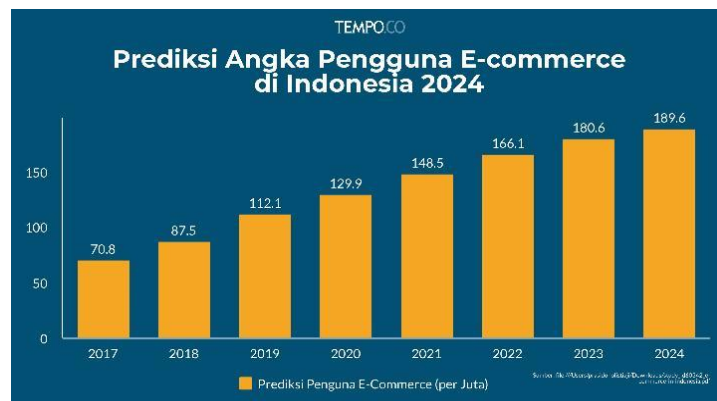
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1. Introduction

In the current technology era that develops increasingly rapidly, of course bringing many changes to the world. These developments also occur on internet technology which every year has increased in its use. The development of internet technology that can be felt by its users is the convenience of access and also a means of information and entertainment for many people who wear them. The increasingly rapid development of the internet can create business opportunities for business people in running their business (Rahmawati, 2021). Not only that, the development of this technology also makes the industry throughout the world, one of which is in Indonesia change the strategy in technology-based marketing. This changes the customs of consumers from offline purchases to online (Welsa et al., 2022). The emergence of this phenomenon makes business people create an e-commerce platform for internet users to shop online (Rakhma et al., 2021). E-commerce is an electronic product marketing container that brings the seller and buyers to transact online. With the existence of e-commerce it can make it easier for business people to sell anywhere and anytime, because the e-commerce provides an online transaction place (Cahyono & Wabawani, 2021). The

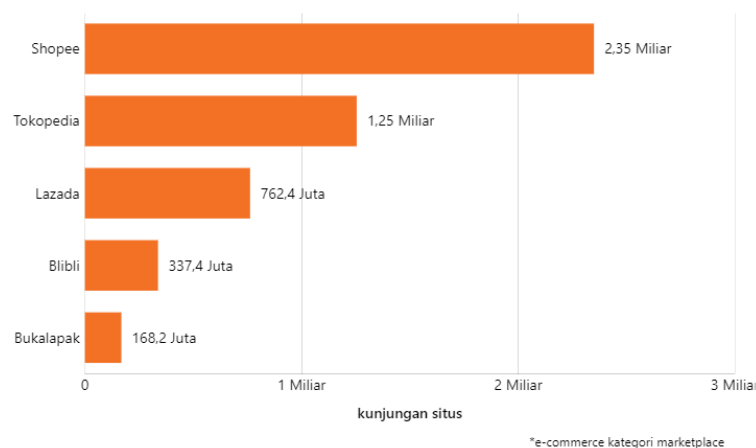
development of marketplace in Indonesia is growing rapidly when the plague of Covid 19 pandemic hit the world one affected by Indonesia. During the Covid 19 pandemic hit Indonesia the public must apply and undergo new habits such as social distances and physical distances which cause the community to work and shop from home and until now the development of e-commerce in Indonesia is growing rapidly.



Source : tempo.co.id

Figure 1 Prediction Number of e-Commerce Users

E-commerce is used by business people to carry out trading activities and use consumers to get products both goods and services that can meet their needs and desires (NafingNunisak & Hirawati, 2022). The number of developing e-commerce in Indonesia includes Shopee, Lazada, Tokopedia, and Bukalapak, Shopee is one of the many parties who take advantage of these opportunities by enlivening the mobile marketplace segment through a mobile application where it can facilitate buying and selling transactions through mobile devices. Reporting from Databoks.Co Shopee was ranked first as the most widely used e-commerce in shopping online during 2023.



Source : databoks.katadata.co.id

Figure 2 e-Eommerce Users List

Based on the data it is known that Shopee is in the top rank of other e-commerce, this can indicate that consumer interest in Shopee increases. Shopee is a Singapore start up company that has begun to enter Indonesia since December 2015. Maketplace Shopee is one of the interesting marketplaces to study. This is supported by the marketplace shopee rating that has always been consistently ranked first and has succeeded in dominating as a marketplace with the highest number of applications for the Play Store and App Store since the 4th quarter of 2018 until now. Shopee

companies make it easy for online shopees in seeing the response from customers online as necessary to make it easy for prospective buyers in seeing a product that is sold in the online shop, because there is a comment column feature that contains various reviews or reviews from customers and rating features or ratings symbolized by star shape. The development of an online store in Indonesia encourages competition between e-commerce. E-commerce itself has a variety of features that can affect consumer purchasing decisions, one of which is online customer review and online customer rating. In shopping online, prospective buyers cannot immediately see the items you want to buy, but prospective buyers can see with the image or description of the information provided by the seller, while shopping offline prospective buyers can see even touch the goods in accordance with the original form. So it can be concluded that online shopping requires a high level of trust (Pratiwi et al., 2023).

According to Kotler in Fasya (2023) purchasing decisions are a stage in the decision-making process where consumers really buy. Purchasing decisions are very influential in making sales. Schiffman and Kanuk (2008) explain that purchasing decisions are more than two or alternative selection of existing choices. This means that someone's requirement can make a purchase decision to be available alternative choice. Factors that are the material for consideration of consumers in making purchasing decisions is to look at the reviews and rating provided by previous consumers who have made purchases. Online Customer Review is one of the factors that influence purchasing decisions. Online Customer Review is a form of Electronic Word of Mouth (EWOM). According to Khamash (2008) Online Customer Review can be understood as one of the consumer media in seeing reviews of other consumers of a product, company service and about how a manufacturer company. Customer reviews are important things that must be considered when selling goods online. Every review, both positive and negative can help decide whether the buyer will buy something or not (Welsa et al., 2022). If the relationship between purchasing decisions with online customer review is positive, it will increase the purchasing decision on the item or service (Rahmawati, 2021).

Other factors that influence purchasing decisions are online customer rating. Online Customer Rating is part of an online customer review that uses a star symbol form rather than text in expressing customer opinions (Rahmawati, 2021). Rating is usually displayed on a star scale 1 to 5 in an online store. This rating to help buyers in making buyer's decisions and attracts more buyers who qualify for the seller's product page site. The high number of online reviews and online rating of a product by consumers shows that the product is of good quality, and vice versa. Online Customer Review and Online Customer Rating are very beneficial for new consumers who want to find a product for them to buy, because this is more honest. A consumer will not buy an item that has a review or a bad rating (Kamisa et al., 2022). Online Customer Review and Online Customer Rating are very beneficial for new consumers who want to find products for them to buy, because this is more honest. Someone won't buy a bad rating or review. But it is not limited, the number of people who provide a review and rating is certainly considered for prospective consumers.

There are previous studies that have reviewed several factors that can influence online purchasing decisions on e-commerce shopee users. Among the previous research conducted by Amalia Fadhila and Pardiman (2021) that the online customer review variable had a significant positive effect on the purchasing decision, while previous research conducted by Anna Irma Rahmawati (2021) that the customer's online variable The review does not affect the purchasing decision.

There are previous studies that have reviewed several factors that can influence online purchasing decisions on e-commerce shopee users. Among them research conducted by Yusliana and Erfan Robyan (2023) that the online customer rating variable had a significant positive effect on

purchasing decisions, while previous research conducted by Anna Irma Rahmawati (2021) that the online variable customer rating did not influence the purchasing decision.

From the description and Research Gap above, the researchers are interested in carrying out research under the title "Effect of Online Customer Review and Online Customer Rating on Online Purchasing Decisions on e-Commerce Shopee Users".

1.1 Research Purposes

The purpose in this study are :

1. To find out the effect of online customer reviews on purchasing decisions
2. To find out the effect of online customer rating on purchasing decisions

1.2 Research Problem

Research problem taken in this study is whether there is an influence of the online customer review and online customer rating on purchasing decisions on e-commerce shopee users.

2. Literature Review

Marketing Management

Marketing management is an analysis, planning, implementation, control program that will be designed and created and build and maintain an exchange that will benefit its objectives to achieve the objectives of an organization (Kotler & Armstrong, 2016). Marketing management is also a business system that has been designed to set prices and can distribute it to satisfy the target market desire in order to achieve organizational goals (Ratringrum et al., 2022). Marketing management is planning that has been directed and well-organized and correctly. Marketing management aims to provide good services to consumers until he feels satisfied using the company or service company, so he will always return to buy the product or service offered by the company. Therefore the company needs a marketing strategy that is appropriate to achieve this goal (Dzulqarnain, 2019).

Purchase Decision

Kotler and Keller (2009) stated that the purchasing decision was the consumer stage in making decisions when it really bought the product. Purchase decision making is also referred to as a personal activity that directly participates in the purchase process of goods provided by the manufacturer (Rakhma et al., 2021). Purchase decision making is a psychological process that is traversed by consumers or buyers, the process begins with the attention stage or attention to the goods or services which then if it is memorable to step into the stage of interest or interest. To find out more about the privileges of a product or service that if the intensity of the power is strong continues to the interest or desire stage because the goods or services offered are in accordance with their needs (Ardianti & Widiartanto, 2019). If the desire and interest is so strong because the encouragement from within or persuasive stimulation from outside, the consumer or the buyer will take a purchase decision on the goods or services offered.

Online Customer Review

Online Customer Review (OCR) is one of the forms of electronic word of mouth communication on online sales where prospective buyers get information about products from consumers who have benefited from these products so that consumers become easier to compare the products they choose with other similar products which is sold on other online sellers (Ardianti & Widiartanto, 2019). Customer Review is said to be relevant as well as one of the factors that determine the purchasing decision. But the more reviews will not necessarily determine the purchase decision because of many factors that are the reason for a decision (Cahyono & Walambawani, 2021).

Online Customer Rating

Rating is part of a review that uses a star symbol in expressing customer opinion. The more stars given, it shows the better seller ratings (Hariyanto et al., 2020). Online Customer Rating is an assessment of consumers related to a product on consumer experience that refers to the psychological and emotional state that can be able to interact with the product (Yusliani et al., 2023). Rating made by customers who have purchased online and published on the website or seller's stalls so the rating is one of the customers provided by the seller (Hariyanto et al., 2020).

Hypothesis

1. Effect of Online Customer Review on Online Purchasing Decisions

Online Customer Review is part of mouth-to-mouth information that has a strong influence on purchasing behavior. Online Customer Review can be a powerful promotional tool for marketing communication, so that online customer reviews can be said to be very important tools in shopping online if there is a good review in a product and will give trust to cause the desire to buy on the online store. This is in line with the previous study of YAG by Amalia Fadhila and Pardiman (2021) which shows that online customer reviews have a positive and significant effect on purchasing decisions. H1: Online Customer Review has a positive and significant effect on purchasing decisions.

2. Effect of Online Customer Rating on Online Purchasing Decisions

Rating is a form of symbolization and representation of the overall satisfaction of buyers of sellers or marketers or services. Rating is usually symbolized using a star from 1 to 5, where more stars reflect the level of satisfaction with the product or service. Prospective buyers will read a review of the rating given as a reference so that if the customer gives a good rating and review can increase trust in consumers in determining purchasing decisions. This is in line with previous research conducted by Yusliana and Erfan Robardi (2023) which shows that online customer rating has a positive and significant effect on purchasing decisions. H2: Online Customer Rating has a positive and significant effect on purchasing decisions.

Frame of Thinking

Frame of thinking is the result of a literature study that has been described by OELH researchers - previous researchers. The framework of the thought used in this study as follows :

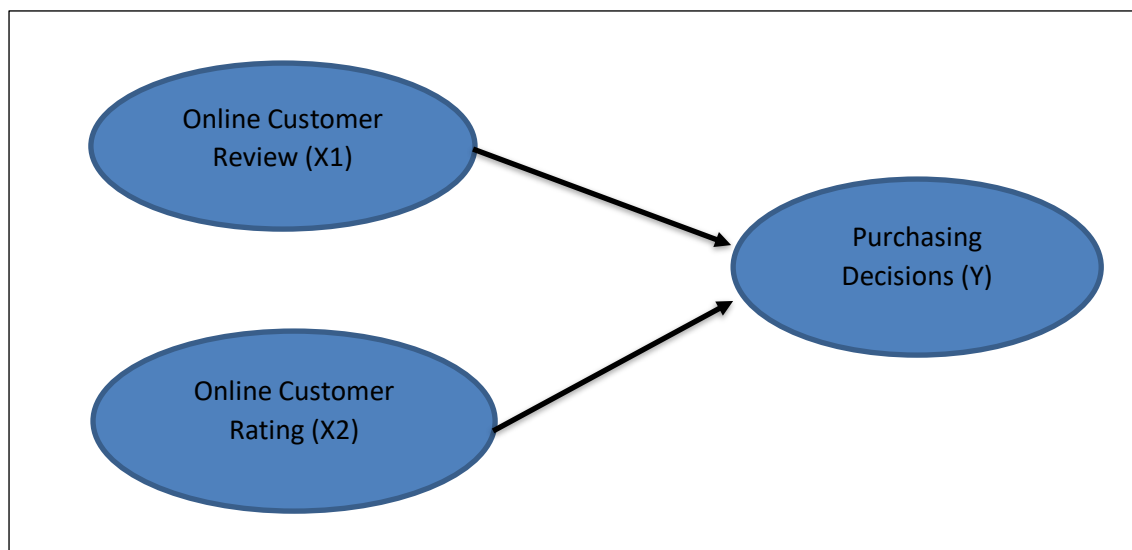


Figure 3 Frame of Thinking

3. Method, Data, and Analysis

The scope in this study is about shopping phenomena online. Factors that can affect prospective buyers are online customer reviews and online customer rating on e-commerce shops. This type of research is an associative study, namely research to determine the relationship of two variables or more relationships or influences. The research method uses a quantitative approach, because the data uses calculations in the form of numbers, while data analysis uses statistics with the SPSS version 22 program aid. The data analysis technique in this study uses multiple linear regression analysis and classical assumption test consisting of normality test, multicollinearity test and test heteroscedasticity.

The data needed in this study is primary data. Data collection methods are carried out surveyed by e-questionnaires or questionnaires through the Google Form site as a basic tool for collecting data containing a number of written statements electronically with the aim of obtaining information from respondents. The population in this study is consumers who use shopees in the Pemalang region. The sampling technique used is purposive sampling with certain considerations. The sample criteria / respondents in this study are consumers who use the Shopee application and have made online purchases on e-commerce shopee so that 56 respondents are obtained.

4. Result and Discussion

Validity Test

Table 1 Validity Test Results

| Variable | Indicator | R_count | R_table | Information |
|-------------------------------|-----------|---------|---------|-------------|
| <i>Online Customer Review</i> | X1.1 | 0.471 | 0.258 | Valid |
| | X1.2 | 0.570 | 0.258 | Valid |
| | X1.3 | 0.714 | 0.258 | Valid |
| | X1.4 | 0.629 | 0.258 | Valid |
| | X1.5 | 0.609 | 0.258 | Valid |
| | X1.6 | 0.810 | 0.258 | Valid |
| | X1.7 | 0.836 | 0.258 | Valid |
| | X1.8 | 0.836 | 0.258 | Valid |
| <i>Online Customer Rating</i> | X2.1 | 0.503 | 0.258 | Valid |
| | X2.2 | 0.748 | 0.258 | Valid |
| | X2.3 | 0.656 | 0.258 | Valid |
| | X2.4 | 0.715 | 0.258 | Valid |
| | X2.5 | 0.797 | 0.258 | Valid |
| | X2.6 | 0.339 | 0.258 | Valid |
| Purchase Decisions | Y.1 | 0.546 | 0.258 | Valid |
| | Y.2 | 0.638 | 0.258 | Valid |
| | Y.3 | 0.764 | 0.258 | Valid |
| | Y.4 | 0.847 | 0.258 | Valid |
| | Y.5 | 0.707 | 0.258 | Valid |

Source : SPSS data result

Based on the results of the validity test in the table obtained the results for test validity in each indicator greater than the R_{table} value of 0.258 which can be concluded that each indicator in each variable as a whole proven valid.

Reliability Test

Table 2 Reliability Test Results

| Variable | Cronbach's Alpha | a | Conclusion |
|------------------------|------------------|------|------------|
| Online Customer Review | 0.835 | 0.60 | Reliable |
| Online Customer Rating | 0.633 | 0.60 | Reliable |
| Purchase Decisions | 0.747 | 0.60 | Reliable |

Source : SPSS data result

Based on the results of the reliability test, the value of Cronbach's Alpha shows a value greater than 0.60 so that the reliability test is declared reliable.

Normality Test

Table 3 Normality Test Results

| Unstandardized Residual | a | Conclusion |
|------------------------------|------|----------------------|
| Asymp. Sig. (2-tailed) 0.200 | 0.05 | Normally distributed |

Source : SPSS data result

Based on the results of the normality of Kolmogorov Smirnov it can be seen that the value of ASYMP. SIG. is 0.200 so it can be concluded that the data is normally distributed.

Multicolenierity Test

Table 4 Multicolenierity Test Results

| Variable | Tolerance | VIF | Conclusion |
|------------------------|-----------|-------|----------------------|
| Online Customer Review | 0.985 | 1.015 | No Multicollinearity |
| Online Customer Rating | 0.985 | 1.015 | No Multicollinearity |

Source : SPSS data result

Berdasarkan hasil uji multikolinearitas dapat dilihat bahwa nilai tolerance pada variabel-variabel penelitian ini > 0.1 dan nilai VIF < 10.00 sehingga dapat disimpulkan bahwa tidak terjadi gejala multikolinearitas.

Heteroscedasticity Test

Table 4 Heteroscedasticity Test Results

| Variabel | Sig. | a | Kesimpulan |
|------------------------|-------|------|-----------------------------------|
| Online Customer Review | 0.969 | 0.05 | Tidak Terjadi Heteroskedastisitas |
| Online Customer Rating | 0.096 | 0.05 | Tidak Terjadi Heteroskedastisitas |

Source : SPSS data result

Based on the results of the heteroscedasticity test in the table it is known that the value is sig. In the variable - this research variable > 0.05 so that it can be concluded in this study there is no heteroscedasticity symptom.

Goodness of Fit Test

Table 5 Goodness of Fit Test

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 130.937 | 2 | 65.468 | 12.549 | .000 ^b |
| | Residual | 276.492 | 53 | 5.217 | | |
| | Total | 407.429 | 55 | | | |

Source : SPSS data result

Based on the results of the model's match test in the table it is known that the F count value is 12,549 with a significance of 0.000 < 0.05 so it can be concluded that there is an influence of the online customer review and online customer rating simultaneously on online purchasing decisions.

Analysis Double Linier Regression

Table 6 Analysis Double Linier Regression

| Coefficients ^a | | | | | | | | |
|---------------------------|------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -1.854 | 2.446 | | -.758 | .453 | | |
| | Online Customer Review | .242 | .052 | .418 | 4.644 | .000 | .985 | 1.015 |
| | Online Customer Rating | .553 | .076 | .651 | 7.230 | .000 | .985 | 1.015 |

a. Dependent Variable: Purchase Decision

Source : SPSS data result

From the multiple linear equation it can be explained as follows that the online customer review variable has a positive and significant effect on purchasing decisions while the online variable customer rating has a positive and significant effect on online purchasing decisions.

T Test

Table 7 T Test Results

| Variable | t Count | Sig. | a | Results | Information |
|-------------------------------|---------|-------|------|----------|----------------------|
| <i>Online Customer Review</i> | 4.644 | 0.000 | 0.05 | Accepted | Positive Significant |
| <i>Online Customer Rating</i> | 7.230 | 0.000 | 0.05 | Accepted | Positive Significant |

Source : SPSS data result

1. T_citung value in the online customer review (X1) variable of 4,644 with a significance value of 0,000. Because the sign significance value is less than 0.05 (0,000 < 0.05) it can be concluded that the online variable customer review (X1) has a positive and significant effect on purchasing decisions. This means that H1 is accepted. T_citung value in the online customer rating (x2) variable of 7,230 with a significance value of 0,000. Because the sign significance value is less than 0.05 (0,000 < 0.05) it can be concluded that the online variable customer rating has a positive and significant effect on purchasing decisions. This means H2 is accepted.

Determine Coefficient Test

Table 8 Determine Coefficient Test

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .567 ^a | .321 | .296 | 2.28404 |

Source : SPSS data result

In accordance with Table 8 it can be seen that the R2 value is 0.321 or by 32% which means that the online customer review and online customer rating variable is a 32% purchase decision while the rest is influenced by other variables outside this study.

DISCUSSION

Effect of Online Customer Review on Purchasing Decisions

Based on the results of the multiple linear regression analysis of the online customer review variable (X1) shows the results of t count of 4,644 and a significance value of 0.000 < 0.05 so that it can be concluded that the online customer review variable has a positive and significant direction to the purchase decision (Y). That is, online customer review variables play an important role in making consumer purchasing decisions. This shows that if the reviews from online customers are given by previous customers either, causing confidence, attitudes and behavior in making purchasing decisions. Online Customer Review is a feature that presented evaluations from previous consumers related to the advantages and disadvantages of a product. It was also supported by previous studies conducted by Rizkia Nada Laeli and Rokh Eddy Prabowo (2022) which showed that online customer reviews had a positive and significant effect on online purchasing decisions on e-commerce shopee users.

Effect of Online Customer Rating on Purchasing Decisions

Based on the results of the multiple linear regression analysis of the online customer rating variable (X2) shows the results of t count of 7,230 and a significance value of 0.000 < 0.05 so that it can be concluded that the online customer rating variable has a positive and significant direction to the purchase decision (Y). That is, the rating can help prospective buyers in determining purchasing decisions, and are expected to produce attraction for prospective buyers or consumers to buy an online product on e-commerce shopee. It was also supported by previous research conducted by Yuli Tri Cahyono and Indah Dwi Wibawani (2021) which shows that online customer rating has a positive and significant effect on online purchasing decisions on e-commerce users.

5. Conclusion and Suggestion

Conclusion

Online Customer Review has a positive and significant effect on purchasing decisions on e-commerce shopee users of 4,644 with a significant value of 0,000.

Online customer rating has a positive and significant effect on purchasing decisions on e-commerce shopee users in Sebesae 7,230 with a significant value of 0,000.

Suggestions

Based on the conclusions and limitations obtained in this study, it can be put forward by several suggestions, namely for further research, it is expected to increase the variables outside of this study

to obtain varied results and can find out what variables can affect purchasing decisions through the marketplace. In addition, with the existence of online customer reviews and online customer rating, it is expected to make it easier for consumers in the search for product information to conduct online shopping.

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