



Role of Online Customer Ratings in Shaping Purchase Decisions: A Case Study of Erigo Products on Shopee

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ABSTRACT

Purpose: This study aims to analyze the effect of Online Customer Rating on consumer purchasing decisions for Erigo products on the Shopee platform. **Methodology:** This research adopts a quantitative approach using a survey method. Data were collected through structured questionnaires distributed to 100 respondents and analyzed using simple linear regression analysis. **Results:** The results indicate that Online Customer Rating has a negative and statistically significant effect on purchasing decisions, with a regression coefficient of -1.619 and a significance value of 0.000 . The coefficient of determination (R^2) of 0.787 shows that 78.7% of the variation in purchasing decisions is explained by online customer ratings. **Novelty:** This study provides empirical evidence of a negative influence of online ratings on purchasing decisions, which contrasts with the commonly assumed positive effect. **Findings:** The findings support the negative bias theory, indicating that consumers respond more strongly to negative or inconsistent rating information when making purchasing decisions. **Originality:** The originality of this study lies in its focus on a specific fashion brand within an Indonesian e-commerce platform, highlighting the critical role of rating credibility in digital marketplaces. **Conclusions:** Managing online customer ratings transparently and consistently is essential to maintain consumer trust and mitigate adverse effects on purchasing decisions. **Type of Paper:** Empirical Research Paper.

INTRODUCTION

Consumer behavior is continuously evolving in response to the rapid adoption of digital technology in consumption activities. In conventional transactions, purchasing decisions are largely influenced by physical interactions between consumers and products, such as the ability to see, touch, and try items directly (Fernandes et al., 2022). In contrast, online purchases rely heavily on digital interaction, which depends on visual representations, product descriptions, and customer testimonials. This sensory experience is now replaced by digital perceptions constructed through online information (Mustikasari et al., 2022).

In the digital marketing context, the purchasing decision process has become increasingly complex, as it involves dynamic psychological and social factors. According to consumer behavior theory, purchasing decisions are shaped by internal motivations, perceptions, and attitudes, as well as external influences such as reference groups, culture, and market conditions (Defliana & Febriana, 2025). The growing volume of online information also expands the range of product alternatives, amplifying the role of digital social elements such as reviews and ratings in shaping final consumer decisions (Ayu et al., 2023).

Among these elements, online customer rating has received significant scholarly attention. Typically presented in the form of a star system, it serves as an immediate indicator of customer satisfaction and influences the perceived quality of a product. Unlike curated marketing content, rating systems are participatory and open, offering relatively authentic customer opinions (Aisyah & Rosidi, 2023). Yuliana et al. (2024) emphasize that star ratings can be more effective than written reviews, particularly on fast-paced platforms such as Shopee, where quick decision-making is common.

Previous studies confirm a positive correlation between online ratings and purchasing behavior. Oruç and Aydın (2022) found that high ratings increase purchase probability, while negative ratings erode consumer trust. Interestingly, from a seller's perspective, online ratings also serve as performance indicators and strategic tools for customer satisfaction management (Kurniawan, 2021). This dual function shows that ratings influence both demand and supply dynamics (Anaza et al., 2023).

Shopee's dominance as Indonesia's leading e-commerce platform reinforces the urgency of studying online rating effects in this digital ecosystem. As of April 2025, Shopee recorded over 132 million monthly visits, with Indonesian consumers showing a strong preference for highly rated fashion products (Udayana et al., 2024). In this context, Erigo, a prominent local fashion brand on Shopee since 2017, presents a relevant case for examining the impact of online ratings on purchasing behavior.

Despite maintaining an average store rating of 4.8 out of 5, Erigo still receives negative reviews that may alter potential buyers' perceptions. Andini and Utamajaya (2023) argue that negative reviews have a disproportionately stronger influence than positive ones, as consumers tend to be more sensitive to perceived risks. This aligns with the theory of negative bias, which suggests that individuals give more weight to negative information than to positive cues, especially in high-involvement purchases such as fashion (Taniva et al., 2025).

Based on this phenomenon, the present study aims to analyze the influence of online customer ratings on consumer purchasing decisions for Erigo products on the Shopee platform, focusing specifically on consumers in Bandung. This city represents an ideal research setting due to its high digital literacy, responsiveness to fashion trends, and significant e-commerce activity. Moreover, the study examines the extent to which ratings affect the consumer's evaluation of alternatives and whether demographic variables reinforce or weaken this influence.

Unlike previous studies that treat rating as a general proxy of satisfaction, this study investigates online rating as a determinant of purchasing decision. It offers a micro-level analysis of a single brand (Erigo) in a dominant e-commerce platform (Shopee) and explores urban digital consumer behavior in Bandung. The findings are expected to contribute theoretically to the digital consumer behavior literature and provide practical insights for brand managers on how to leverage ratings as part of their online reputation strategy.

To guide this study, the following hypothesis is proposed:

- H₀: Online Customer Rating does not significantly affect consumer purchasing decisions for Erigo products on Shopee.
- H₁: Online Customer Rating significantly affects consumer purchasing decisions for Erigo products on Shopee.

METHOD

This study employed a quantitative approach with a survey method to analyze the effect of Online Customer Rating on consumer purchasing decisions for Erigo products on the Shopee platform. The research was conducted in Bandung, a city selected purposively due to its high level of digital literacy, strong online fashion purchasing behavior, and substantial e-commerce activity. The population comprised Shopee users domiciled in Bandung who had purchased Erigo products at least once within the past six months. Using purposive sampling, 100 respondents were selected based on inclusion criteria: (1) active Shopee users, (2) previous online purchase of Erigo products, and (3) consideration of rating information in the decision-making process (Chen et al., 2022). Although the sample size of 100 is generally acceptable for regression analysis, its adequacy is also supported by G*Power calculations. With an assumed medium effect size ($f^2 = 0.15$), $\alpha = 0.05$, and statistical power of 0.95, the minimum required sample is 89, thus validating the selected sample size.

Data were collected through a structured five-point Likert-scale questionnaire, which consisted of two main variables: Online Customer Rating (independent variable), measured using indicators of perceived usefulness and perceived ease of use (Putri et al., 2022), and Purchase Decision (dependent variable), measured using indicators of product suitability, perceived benefit, accuracy of purchase, and repeat purchase (Anelda et al., 2025). Validity was assessed using Pearson Product Moment correlation. All items had significant correlation coefficients ($p < 0.05$) and corrected item-total correlations above 0.30, indicating strong construct validity. Reliability was tested using Cronbach's Alpha, resulting in coefficients of 0.879 for Online Customer Rating and 0.910 for Purchase Decision, which exceed the threshold of 0.80 and therefore indicate very high internal consistency.

To ensure model adequacy for regression analysis, classical assumption tests were conducted. The Kolmogorov-Smirnov test confirmed the normality of residuals ($p = 0.054 > 0.05$), Glejser's test indicated no heteroscedasticity, and the ANOVA linearity test showed a significant linear relationship between variables (Sugiyono, 2024). Data analysis was performed using IBM SPSS version 26. Simple linear regression analysis revealed a regression coefficient of -1.619 with a significance level of 0.000, indicating a statistically significant negative effect of Online Customer Rating on purchasing decisions. The model's coefficient of determination (R^2) was 0.787, meaning that 78.7% of the variance in Purchase Decision is explained by the independent variable. The corresponding effect size (Cohen's f^2) was 3.70, indicating a large effect, and the 95% confidence interval for the regression coefficient ranged from -1.801 to -1.437 .

RESULTS AND DISCUSSION

RESULTS

Demographic Analysis

This study involved 100 respondents who are active Shopee users residing in Bandung and have purchased Erigo products online. Respondents were selected using purposive sampling, with inclusion criteria consisting of the following: (1) having previously purchased Erigo products on

Shopee, (2) considering or viewing online customer ratings prior to purchase, and (3) residing in the city of Bandung. Data collection was conducted online using a Google Form distributed through social media platforms and Shopee user communities. Based on the data, all respondents were confirmed to be residents of Bandung, as illustrated in Figure 1, thereby reinforcing the sample's alignment with the geographical focus of this study. Accordingly, the respondents' residential characteristics demonstrate their appropriateness in representing the target population within the scope of the research.

Figure 1. Respondent Characteristics Based on Place of Residence

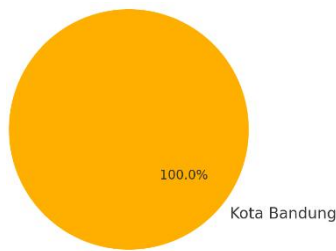


Figure 2. Respondent Characteristics Based on Gender

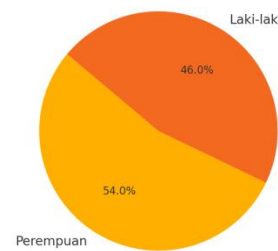


Figure 3. Respondent Characteristics Based on Age

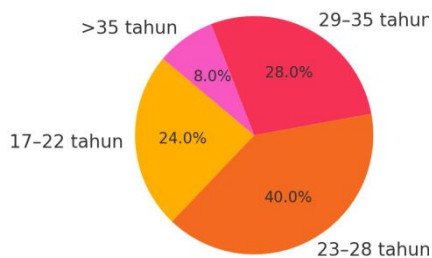
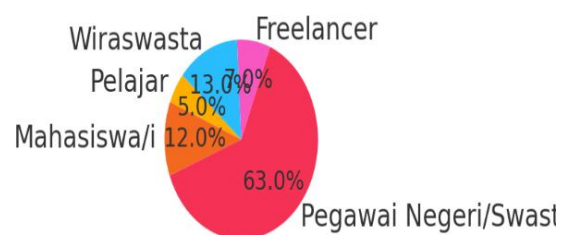


Figure 4. Respondent Characteristics Based on Occupation



Based on gender data (Figure 2), female respondents dominate at 54 percent compared to male respondents at 46 percent. This indicates that female consumers tend to be more active in considering online customer rating features prior to making purchases, reflecting their tendency to be more selective and analytical toward product reputation. The age distribution (Figure 3) shows that the majority of respondents fall within the 23 to 28 age group (40 percent), followed by the 29 to 35 age group (28 percent), the 17 to 22 age group (24 percent), and respondents over 35 years old (8 percent). Most respondents are young adults who are active users of e-commerce platforms and are accustomed to conducting simple research such as reading ratings before purchasing fashion products. This age range also reflects the primary market of brands like Erigo, which targets digitally literate urban youth.

In terms of occupation, most respondents are private or public sector employees (63 percent), followed by entrepreneurs (13 percent), university students (12 percent), freelancers (7 percent), and school students (5 percent) (Figure 4). This composition indicates that respondents largely come from economically productive groups with purchasing power and high access to digital technologies. Working individuals tend to be more rational and cautious in their online shopping behavior, making online customer ratings an important reference point prior to making purchase decisions. Meanwhile, the inclusion of students and entrepreneurs adds diversity to the respondent group, demonstrating that online ratings are used across various socio-economic segments. Accordingly, these demographic characteristics indicate that the respondents possess backgrounds representative of Shopee users in Bandung who are quality-oriented, reputation-conscious, and reliant on digital information before conducting transactions.

Validity and Reliability Test

The validity test results for the Online Customer Rating variable (X) indicate that all six statement items have calculated r-values exceeding the critical r-table value of 0.196, with respective values of 0.845, 0.690, 0.903, 0.739, 0.727, and 0.840. Therefore, all items under variable X are deemed valid. In addition, all items show a significance value (Sig. 2-tailed) of 0.000, which is less than 0.05, further confirming that the items are statistically appropriate for measuring respondents' perceptions of the rating feature in the context of purchase decision-making on Shopee.

Table 1. Validity Test Results for the Customer Rating Variable

Variable	Indicator	Item No.	r-Value	r-Table	Conclusion
Online customer Rating	Perceived Usefulness	1	0,845	0,196	Valid
		2	0,690	0,196	Valid
	3	0,903	0,196	Valid	
	Perceived Ease Of Use	4	0,739	0,196	Valid
		5	0,727	0,196	Valid
		6	0,840	0,196	Valid

Source: Processed Data, 2025

Meanwhile, for the Purchase Decision variable (Y), all seven tested statement items were also found to be valid. Each item's calculated r-value exceeds the r-table threshold of 0.196, with values of 0.847, 0.736, 0.798, 0.782, 0.834, 0.799, and 0.851. The significance values for all items are 0.000, indicating that no item needs to be eliminated. This means that all statements are effective in measuring how consumers make purchasing decisions after considering product reviews and ratings

Table 2. Validity Test Results for the Purchase Decision Variable

Variable	Indicator	Item No.	r-Value	r-Table	Conclusion
Purchase Decision (Y)	Need Suitability	7	0,847	0,196	Valid
		8	0,736	0,196	Valid
	Perceived Usefulness	9	0,798	0,196	Valid
		10	0,782	0,196	Valid
		11	0,834	0,196	Valid
	Purchase Repeat Purchase	12	0,799	0,196	Valid
		13	0,851	0,196	Valid

Source: Processed Data, 2025

The reliability test results using the Cronbach's Alpha method indicate that both variables demonstrate a very high level of internal consistency. For the Online Customer Rating variable (X), the Cronbach's Alpha value is 0.879 across 6 items, while the Purchase Decision variable (Y) yields a value of 0.910 across 7 items. Both values exceed the minimum acceptable threshold of 0.70, confirming that all items in this research instrument are reliable and trustworthy for use in subsequent analyses.

Normality Test

The results of the normality test using the Kolmogorov-Smirnov method indicate a significance value of 0.054, which is greater than the threshold of 0.05. This suggests that the residual data from the Online Customer Rating (X) and Purchase Decision (Y) variables are normally distributed. With the normality assumption fulfilled, the regression model employed is considered appropriate for further analysis.

Table 3. Normality Test Results

Statistic	Value
N	100
Mean	0.0000000
Standard Deviation	0.41565432
Most Extreme Differences (Absolute)	0.134
Most Extreme Differences (Positive)	0.125
Most Extreme Differences (Negative)	-0.134
Kolmogorov-Smirnov Z	1.344
Asymp. Sig. (2-tailed)	0.054

Source: Processed Data, 2025

Simple Linear Regression Test

The results of the simple linear regression test show that the Online Customer Rating variable (X) has a negative and significant effect on the Purchase Decision variable (Y), with a regression coefficient of -1.619 and a significance value of 0.000 (< 0.05). This means that for every one-unit increase in online rating, the purchase decision decreases by 1.619 units. This finding indicates that negative perceptions or inconsistencies in ratings can significantly weaken consumer purchase intention.

Table 4. Results of the Simple Linear Regression Test

Model	Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
1	(Constant)	9.957	0.434	-	22.924	0.000
	Online Customer Rating	-1.619	0.085	-0.887	-19.006	0.000

Source: Processed Data, 2025

F-Test (ANOVA)

The ANOVA test results show that the regression model between Online Customer Rating and Purchase Decision is statistically significant, with an F-value of 361.218 and a significance level of 0.000 (< 0.05). This confirms that Online Customer Rating has a simultaneous and significant effect on Purchase Decision, indicating that the regression model is valid and appropriate for explaining the relationship between the two variables.

Table 5. ANOVA Test Results (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	63.044	1	63.044	361.218	0.000
Residual	17.104	98	0.175		
Total	80.148	99			

Source: Processed Data, 2025

t-Test

The results of the t-test show that the calculated t-value of -19.006 exceeds the critical t-table value of 1.984 (with degrees of freedom = 98 and $\alpha = 0.05$), and the significance value is 0.000 , which is less than 0.05 . This indicates that the Online Customer Rating variable (X) has a statistically significant partial effect on the Purchase Decision variable (Y). Therefore, it can be concluded that consumers' individual perceptions of store or product ratings have a tangible impact on their purchasing decisions.

Table 6. t-Test Results (Partial Test of Regression Coefficients)

Model	Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
1	(Constant)	9.957	0.434		- 22.924	0.000
	Online Customer Rating	-1.619	0.085	-0.887	-19.006	0.000

Source: Processed Data, 2025

Coefficient of Determination

The results of the coefficient of determination test show that the R value of 0.887 reflects a very strong relationship between Online Customer Rating and Purchase Decision. Meanwhile, the R Square value of 0.787 indicates that 78.7% of the variation in Purchase Decision can be explained by the Online Customer Rating variable. This suggests that online ratings significantly contribute to influencing consumer purchase decisions, while the remaining 21.3% is influenced by other factors not included in this model.

Table 7. Coefficient of Determination (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.887	0.787	0.784	0.41777

Source: Processed Data, 2025

The results of this study reveal that the Online Customer Rating variable (X) has a statistically significant and negative effect on Purchase Decision (Y). The simple linear regression analysis produced the equation $Y = 9.957 - 1.619X$, with a regression coefficient of -1.619 and a p-value of 0.000 (< 0.05), indicating a strong inverse relationship. The t-test showed a t-value of -19.004 , exceeding the critical value of 1.984 , confirming that the relationship is not only statistically significant but also substantial. Furthermore, the coefficient of determination (R^2) was found to be 0.787 , indicating that approximately 78.7% of the variance in purchasing decisions is explained by the Online Customer Rating variable alone. The correlation coefficient (R) of 0.887 suggests a strong linear relationship between the two variables. The F-test yielded a value of 361.218 with a significance level of 0.000 , validating the overall fit of the regression model. These results imply that although online ratings are widely used as heuristics in decision-making, consumers may interpret inconsistent or inflated ratings as suspicious, thereby reducing their likelihood to purchase. These

findings are consistent with the theory of negativity bias, which posits that consumers tend to assign greater weight to negative or contradictory information in the evaluation process.

DISCUSSION

The findings of this study reveal that the Online Customer Rating variable (X) has a statistically significant effect on the Purchase Decision variable (Y), with a negative directional influence. The resulting regression equation, $Y = 9.957 - 1.619X$, indicates that a one-unit increase in online customer rating corresponds to a 1.619-unit decrease in purchase decision. This contradicts the common assumption that higher online ratings always lead to positive impacts on consumer decisions. With a significance value of 0.000, which is lower than the 0.05 threshold, and a t-value of -19.006, which far exceeds the critical value, the negative influence is statistically confirmed. This suggests that although consumers closely monitor online ratings, higher ratings do not necessarily increase purchase intention, especially if there is a mismatch between the rating and the consumer's expectations or experience.

This conclusion is supported by the ANOVA results, which confirm that the overall regression model is statistically significant, with an F-value of 361.218 and a significance level of 0.000. These results indicate that Online Customer Rating has a meaningful contribution to explaining Purchase Decision. The high R value (0.887) and R Square (0.787) demonstrate that approximately 78.7 percent of the variation in purchase decisions can be explained by online customer ratings. In other words, the rating system used on e-commerce platforms such as Shopee serves as a primary source of information in the consumer decision-making process, especially for fashion products like the Erigo brand examined in this study.

However, these findings require a deeper interpretation. The negative direction of the rating's influence can be explained by the theory of negativity bias, which states that consumers tend to assign more weight to negative information than to positive information (Jannati et al., 2022). In this context, a high star rating may not be sufficient to outweigh the effects of one or two prominently displayed negative reviews. Consumers are likely to focus on negative comments or inconsistencies among reviews, which can foster distrust toward the overall rating. This is consistent with the findings of Choirunnida and Prabowo (2024) and Kurniati and Anastuti (2023), who showed that greater variance within a rating system tends to have a negative impact on consumer purchase intentions.

This result is also in line with the study by Yuliana et al. (2024) and Qiu and Zhang (2024), which found that average star ratings only encourage purchases when accompanied by brand trust and previous positive experiences. In the case of Erigo, negative past experiences, product dissatisfaction, or inconsistencies between promotional images and actual products may intensify negative perceptions, even if the average rating appears high. Therefore, a star rating without supporting visual evidence, credible testimonials, or consistent service may backfire. This suggests that Online Customer Ratings are not merely statistical figures but rather form part of a complex and dynamic consumer perception (Aprila et al., 2023).

The implications of these findings are significant both practically and theoretically. From a practical standpoint, businesses must be more strategic in managing their rating systems on e-commerce platforms. It is not enough to encourage customers to give high ratings; companies must also ensure consistent product quality, transparent product descriptions, and effective after-sales service. Strategic communication in responding to negative reviews is also crucial to minimizing their negative impact on purchase decisions. Theoretically, this study contributes to the literature on digital consumer behavior by providing insight into how consumers respond to asymmetric and emotionally charged information in online environments filled with conflicting signals.

Nevertheless, this study has several limitations that must be acknowledged. One of the limitations lies in the research scope, which focused solely on a single platform (Shopee) and a single brand (Erigo). As such, the results may not be fully generalizable to other products or

platforms. Furthermore, the study involved only 100 respondents. Although this number is statistically sufficient, there remains a potential for bias, particularly if most participants shared similar experiences or demographic backgrounds. This may affect the diversity of perspectives and experiences with the rating system.

Additionally, the reliance on perception-based questionnaires limits the study's ability to capture actual consumer behavior during transactions. Perceived importance of ratings may differ from actual purchasing behavior depending on context, urgency, or price sensitivity. For example, consumers may report that ratings are important in making purchase decisions but still buy products with low ratings due to lower prices or immediate need. Therefore, future research should consider a mixed-methods approach by combining quantitative analysis with qualitative techniques such as in-depth interviews or direct observation to better understand consumer motivations and behaviors.

From a managerial perspective, sellers and brands must adopt trust mitigation strategies that go beyond mere numerical ratings. These strategies include offering verified buyer reviews, integrating video testimonials, consistently fulfilling shipping and product promises, and actively responding to negative feedback in a transparent and empathetic manner. As noted in previous studies, trust is not solely built through aggregate scores but through perceived integrity and consistency over time. In the case of Erigo, this means ensuring alignment between digital representation (e.g., product images, ratings) and consumer experience, thereby rebuilding cognitive trust and encouraging repeat purchases despite occasional negative feedback.

In conclusion, this study confirms that Online Customer Ratings significantly affect Purchase Decisions, though the influence can be negative due to consumers' heightened sensitivity to negative information compared to positive cues. This calls for marketers not only to focus on numerical ratings but also to build trust and deliver consistent, positive customer experiences. The study also opens opportunities for future research on the interactions between ratings, reviews, brand image, and other psychological factors that shape consumer purchase decisions in an increasingly complex digital landscape.

CONCLUSION

This study concludes that Online Customer Rating exerts a negative and statistically significant influence on consumer purchasing decisions for Erigo products on the Shopee platform. The regression analysis yielded a coefficient of -1.619 with a significance level of 0.000 , indicating that inconsistent or untrustworthy online ratings may undermine purchase intent. With an R^2 of 0.787 , the model demonstrates a strong explanatory power, confirming that online rating systems play a pivotal role in shaping consumer behavior in digital environments. These findings reinforce the negativity bias theory, emphasizing that consumers tend to be more sensitive to negative or ambiguous information than to positive cues.

Theoretically, this research contributes to a deeper understanding of how online trust mechanisms affect decision-making. Practically, it highlights the need for brands and platforms to manage rating credibility and transparency. Limitations include the study's focus on a single brand, city, and platform; hence, future studies could explore cross-platform comparisons or apply mixed-method approaches to capture deeper consumer insights.

Practical Recommendations for E-Commerce Sellers

To mitigate the negative impact of inconsistent ratings and build long-term consumer trust, sellers should consider:

- Enhancing authenticity: Encourage verified buyer reviews and visual content to increase credibility.
- Monitoring rating variance: Pay attention to rating distributions, not just averages.
- Engaging transparently: Respond publicly to negative feedback with clear solutions.
- Consistent service delivery: Align online promises with actual product and delivery performance.
- Integrating social proof: Leverage influencer reviews, video testimonials, and buyer stories.

By adopting these trust-based strategies, businesses can convert rating systems from potential liability into a sustainable driver of purchase confidence.

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