

Research Article

The Influence of Product Reviews and Ratings on Purchase Decisions in Shopee E-Commerce

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Abstract. The development of e-commerce, particularly Shopee, has driven changes in consumer behavior in making purchase opinions, which are now largely told by digital information similar as product reviews and conditions. still, there's still query regarding the extent to which these two factors affect consumer purchasing opinions. This study aims to dissect the influence of product reviews and product conditions on coping opinions in Shopee-commerce. This exploration uses a quantitative approach with a check design. The subjects of the study are Shopee druggies who have made purchases. Data were collected through the distribution of questionnaires and analyzed using multiple direct regression ways to determine the effect of each variable. The results show that product reviews have a positive and significant effect on coping opinions, with a significance value of < 0.05 . Product conditions also have a positive and significant effect on coping decisions, with a significance value of < 0.05 . contemporaneously, both variables have a significant influence on coping opinions, with a measure of determination of roughly 65, indicating that utmost coping opinions are told by product reviews and ratings. The conclusion of this study is that product reviews and product conditions play an important part in impacting consumer coping decisions on Shopee. The better the reviews and the advanced the conditions given, the lesser the liability that consumers will make a purchase.

Keywords: E-Commerce; Product rating; Product Reviews; Purchase Decision; Shopee.

1. Introduction

The development of digital technology has created significant changes in global consumption patterns. This metamorphosis is particularly apparent in the trade sector, which has largely shifted from conventional models to online-grounded deals e-commerce (Ari Widiaty, 2022). Shopee is one of the most extensively used businesses by the maturity of people in Indonesia. Operating since 2015, Shopee presently holds the top position as e-commerce platform with the loftiest number of callers in Indonesia, recording further than 155 million yearly visits (Ahdiat, 2024). This miracle indicates that Shopee is n't simply a buying and dealing platform, but has come part of the digital life of Indonesian society.

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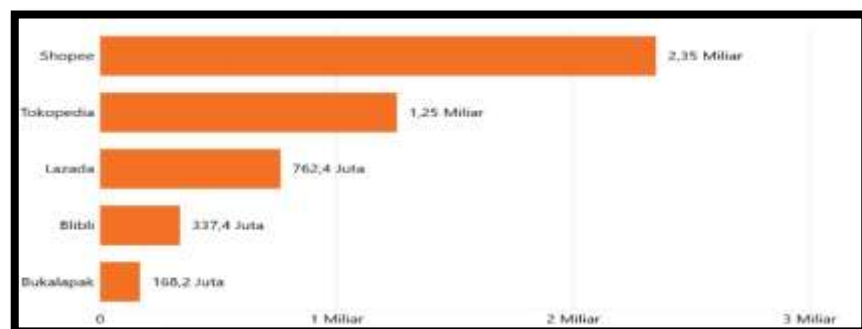


Figure 1. Shopee Visitor Graph (Ahdiat 2024).

Grounded on data from databoks.katadata.co.id as reported on its website (Ahdiat, 2024), the loftiest number of e-commerce visits throughout 2023 was achieved by the Shopee platform, reaching 2.3 billion callers. This was followed by Tokopedia with 1.25 billion callers,

Lazada with 762 million callers, Blibli with 337 million callers, and Bukalapak with 168 million callers. A purchase decision is a series of processes carried out by consumers to determine their choices (Kotler et al., 2022:91). In this process, there are colorful factors that can impact consumers in making coping opinions. One of these factors is product reviews. According to exploration conducted by Almayani & Graciafernandy (2023), product reviews have a positive and significant influence on coping opinions. Reviews help prospective buyers reduce query about the products they intend to buy. When implicit consumers feel confident about the quality of goods or services grounded on the reviews they read, this increases their intention to make a purchase. Another factor impacting coping opinions is product conditions. Product conditions are a service used to estimate a product grounded on client experience, pertaining to the cerebral and emotional state of guests when interacting with virtual products in a mediated terrain (Agustiniingsih and Hartati, 2023). These conditions are presented in the form of stars for bought products. The advanced the number of stars given, the better the product is considered; again, a low star standing indicates poor quality. According to Hasanah (2023), online conditions and client reviews are essential for coping opinions as they enhance buyer trust and exclude remaining enterprises. The rapid-fire growth of e-commerce in Indonesia makes exploration on product reviews and conditions important. This is intended to support guests in having a better online shopping experience compared to offline shopping. By understanding the factors that impact client coping opinions, companies and businesses can gain precious perceptivity to apply further effective marketing strategies, especially in online media. still, it's also possible that reviews and product conditions are n't the only key features determining client coping opinions. This study aims to examine the relationship between product reviews and product conditions on coping opinions in Shopee-commerce in Indonesia. It's anticipated that this exploration will give an overview of current online consumer geste and serve as a reference for determining strategies in online business grounded on the findings attained. This exploration will be conducted in Semarang City with repliers from Generation Z who use Shopee-commerce. Generation Z generally has high digital knowledge, making them more sensitive to information available on-commerce platforms, similar as product reviews and conditions. This makes them an ideal group to study in the environment of how they reuse and respond to similar information in making coping opinions.

According to Rani Rahmawati (n.d.), product reviews are a point handed by the Shopee operation that allows consumers to estimate products they've bought. These reviews are displayed below the product information, allowing anyone viewing the product on Shopee to see them. According to Ilmiyah and Krishernawan (2020) in Khowin Ardianto (2020), product reviews are written commentary handed by consumers in a column prepared by-commerce platforms, reflecting the factual quality of goods, similar as issues with color, inconsistent specifications, operation problems, or high quality and positive gests. Product reviews are also a point on Tokopedia.com used to describe the strengths and sins of a product. According to Lackermair et al. (2013, p. 2) in Sudjatmika (2017), there are four pointers of product reviews mindfulness Buyers are apprehensive of the product review point and use the information during the selection process. frequency Buyers constantly use product reviews as a source of information. Comparison Before purchasing, buyers read and compare product reviews one by one. Effect Product reviews impact the product selection process. Product Conditions According to Asiyah (2021) in Lelyana and Cahyanti (2022), product conditions are evaluations and reviews given by consumers after completing a purchase. client satisfaction with purchases and shopping gests can be measured through product conditions. Another function of product conditions is to serve as a reference for prospective buyers to determine whether a product meets their prospects. Product conditions generally use a scale of 1 to 5 stars, where 1 star indicates the smallest standing and 5 stars the loftiest. Consumers tend to consider former guests' conditions to reduce shopping pitfalls.

According to Mayangsari and Aminah (2022), product conditions are a combination of conditions and reviews from consumers who have bought a product. These include other buyers' gests with the product. Product conditions can serve as a reference for consumers to determine whether a product will meet their prospects. pertaining to Lackermair et al. (2013) and Shafa & Hariyanto (2020) in Mayangsari and Aminah (2022), the pointers of product conditions include mindfulness. Consumers are apprehensive of the standing point and use it to choose applicable products. frequency. How frequently consumers use conditions to find information about products. Comparison. Consumers compare conditions and reviews across products. Effect. Conditions from other buyers impact consumer opinions. Purchase Deci-

sion According to Ragatirta and Tiningrum (2021), a purchase decision is an important element of consumer geste that leads to buying goods or services, told by colorful motivating factors. According to Noviyanti (2021), a purchase decision is one stage in the decision-making process beforepost-purchase geste . At this stage, consumers choose among several druthers and decide whether to buy a product. According to Fasha et al.(2022), a purchase decision is the result of combining knowledge to estimate two or further druthers and opting one product. Businesses must understand consumer characteristics in choosing and deciding to buy, as this relates to consumer evaluations, product dispatches, and pricing. According to Kotler and Keller (2012) in Fasha et al.(2022), the pointers used to measure purchase opinions are Problem Recognition – The stage where consumers fete a need and identify a suitable brand. Information Hunt, Consumers gather information about brands through colorful media. Evaluation of Alternatives, Consumers compare different brands and choose the most suitable bone . Purchase Decision, Consumer confidence in opting a particular brand. Post-Purchase geste, Positive comprehensions after using the bought product.

2. Preliminaries or Related Work or Literature Review

According to Rani Rahmawati(n.d.), product reviews are a point handed by the Shopee operation that allows consumers to estimate products they've bought. These reviews are displayed at the bottom of the product information section, making them visible to anyone who views the product on Shopee. According to Ilmiyah and Krishernawan (2020) in Khowin Ardianto (2020), product reviews are written by consumers in a column handed by-commerce platforms, reflecting the factual quality of the product. These reviews may include issues similar as color disagreement, inconsistent specifications, usability problems, or punctuate high quality and positive stoner gests .

Product reviews are also a point available on Tokopedia.com used to describe the strengths and sins of a product. According to Lackermair et al.(2013, p. 2) in Sudjatmika (2017), there are four pointers of product reviews mindfulness Consumers are apprehensive of the product review point on Tokopedia.com and use the information during the selection process. frequency Consumers constantly use the product review point on Tokopedia.com as a source of information. Comparison Before making a purchase, consumers read product reviews one by one and compare them with each other. Effect The product review point on Tokopedia.com influences consumers in opting products. Product Standing According to Asiyah (2021) in Lelyana and Cahyanti (2022), product standing is an evaluation and review given by consumers after completing a purchase. Consumer satisfaction and shopping experience can be measured through product conditions. also, product conditions serve as a reference for implicit buyers to determine whether a product meets their prospects. Product conditions generally use a scale from 1 to 5 stars, where 1 star represents the smallest standing and 5 stars the loftiest. Consumers tend to consider conditions from former buyers to reduce the pitfalls associated with online shopping. According to Mayangsari and Aminah(2022), product standing is a combination of conditions and reviews from consumers who have bought a product. These conditions and reviews reflect other buyers' gests and serve as a reference for implicit consumers to assess whether the product meets their prospects. pertaining to Lackermair et al. (2013) and Shafa & Hariyanto (2020) in Mayangsari and Aminah (2022), the pointers of product standing are as follows mindfulness Consumers are apprehensive of the product standing point and use it to elect applicable products. prequence How frequently consumers use product standing features to gain information about asked products. Comparison

Consumers read and compare conditions and reviews of products before making a purchase. Effect Conditions from other buyers impact consumers in choosing a product. Purchase Decision According to Ragatirta and Tiningrum(2021), a purchase decision is an important element of consumer geste that leads consumers to buy goods or services. This decision is made grounded on colorful impacting and motivating factors.

According to Noviyanti (2021), purchase decision is one of the stages in the buying decision process beforepost-purchase geste . At this stage, consumers have formerly been presented with several druthers and must take action to decide which product to buy. According to Fasha et al.(2022), a purchase decision is a process of combining knowledge to estimate two or further behavioral druthers and opting one product. Businesses must understand consumer characteristics in making purchase opinions, as this process is nearly related to consumer evaluations, product messaging, and pricing. According to Kotler and Keller (2012) in Fasha et al. (2022), the pointers used to measure purchase opinions are

Problem Recognition

The stage where consumers feel a need that can be fulfilled by a particular brand.

Information Hunt Consumers seek information about brands through colorful media to understand their advantages. Evaluation of Alternatives Consumers compare different brands to determine the most suitable option. Purchase Decision The consumer's confidence in choosing a particular brand. Post-Purchase gesture Consumers develop positive comprehensions after using the bought product.

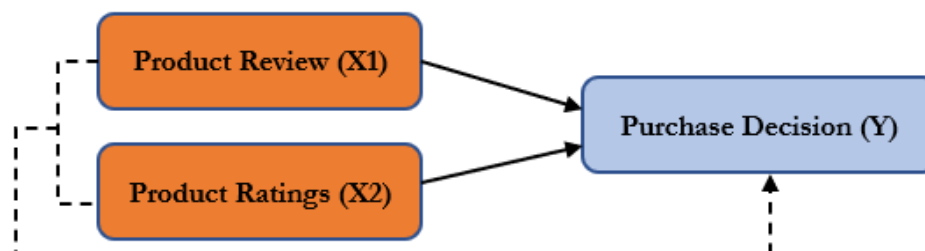


Figure 2. Conceptual Framework

Source: Researcher's Analysis (2026): Simultaneous (F-Test): Partial (T-Test)

Hypothesis Development

H1 : Product review have a positive and significant effect on purchase decision.

H2 : Product rating have a positive and significant effect on purchase decision.

H3 : Product review and product ratings contemporaneously have a positive and significant effect on purchase decision.

3. Materials and Method

This study will be conducted in Semarang City, with repliers conforming of Generation Z druggies of the Shopee-commerce platform. The exploration is planned to take place from December 2025 until completion. Population is defined as a group of people, events, or effects of interest that experimenters aim to probe and draw conclusions from(Sekaran & Bougie, 2017). The population in this study consists of all Generation Z Shopee druggies living in Semarang City. A sample is a subset of the population that represents its characteristics(Sugiyono, 2022). The slice fashion used in this study is non-probability slice with a judgment slice system. Judgment slice is a system of opting samples grounded on specific considerations(Sugiyono, 2022).

4. Results and Discussion

This system allows experimenters to elect samples grounded on criteria applicable to the exploration objects. According to Sekaran and Bougie(2017), an applicable sample size ranges from further than 30 to lower than 500 for utmost studies. thus, this study uses 50 repliers as the sample.

Characteristics Respondents

A summary of respondent characteristics is presented in Table 1.

Table 1. Respondent Characteristics by Gender.

| Gender | Frequency | Percentage (%) |
|--------|-----------|----------------|
| Male | 22 | 44% |
| Female | 28 | 56% |
| Total | 50 | 100% |

Source: Processed SPSS Data, 2026.

Based on Table 1, it is evident that the majority of respondents in this study are female, totaling 28 individuals (56%), while male respondents account for 22 individuals (44%). This distribution suggests that the users of Shopee examined in this research are predominantly female. This finding indicates a tendency for women to be more actively engaged in online purchasing activities compared to men.

Table 2. Respondent Characteristics by Age.

| Age | Frequency | Percentage (%) |
|------------|-----------|----------------|
| 17 – 21 th | 30 | 60% |
| 22 – 26 th | 20 | 40% |
| Total | 50 | 100% |

Source: Processed SPSS Data, 2026.

Based on Table 2, the majority of respondents fall within the 17–21 age group, comprising 30 individuals (60%), while those aged 22–26 account for 20 individuals (40%). This distribution indicates that the sample is predominantly composed of younger individuals, particularly those in the early Generation Z cohort, who are generally characterized by a high level of engagement with technology and e-commerce platforms.

Validity Test

To assess the level of validity, a significance test was conducted by comparing the calculated correlation coefficient (r-value) with the corresponding critical value from the r-table.

Table 3. Validity Test.

| Variable | Item | r-value (calculated) | r-value (table) | Description |
|--------------------------|--------------|-------------------------|--------------------|-------------|
| Product (X1) | Reviews X1.1 | 0,788 | 0,279 | Valid |
| | X1.2 | 0,645 | 0,279 | Valid |
| | X1.3 | 0,845 | 0,279 | Valid |
| | X1.4 | 0,707 | 0,279 | Valid |
| | X1.5 | 0,613 | 0,279 | Valid |
| Product (X2) | Ratings X2.1 | 0,840 | 0,279 | Valid |
| | X2.2 | 0,848 | 0,279 | Valid |
| | X2.3 | 0,888 | 0,279 | Valid |
| | X2.4 | 0,678 | 0,279 | Valid |
| | X2.5 | 0,885 | 0,279 | Valid |
| Purchase Decision (Y) | Decision Y.1 | 0,764 | 0,279 | Valid |
| | Y.2 | 0,816 | 0,279 | Valid |
| | Y.3 | 0,826 | 0,279 | Valid |
| | Y.4 | 0,850 | 0,279 | Valid |
| | Y.5 | 0,866 | 0,279 | Valid |

Source: Processed SPSS Data, 2026.

The results show that all items (X1.1 to X1.5) have r-count values ranging from 0.613 to 0.845. All values are greater than the r-table (0.279) and have significance values < 0.05 . Item X1.3 has the highest correlation (0.845), indicating it strongly represents the product review variable. Meanwhile, item X1.5 has the lowest value (0.613), but it still exceeds the minimum threshold and remains acceptable. These results confirm that all indicators are valid and suitable for further analysis.

The r-count values range from 0.678 to 0.888. All items exceed the r-table value (0.279) and have significance values < 0.05 . Item X2.3 has the highest correlation (0.888), making it the strongest indicator. Item X2.4 has the lowest value (0.678), but it is still considered strong. Thus, all items are valid and accurately reflect respondents' perceptions.

The r-count values range from 0.764 to 0.866. All items exceed the r-table (0.279) and have significance values < 0.05 . Item Y.5 shows the highest correlation (0.866), while Y.1 is the lowest (0.764), but still strong. Therefore, all indicators are valid.

Reliability Test

The author employed IBM SPSS Statistics to assess the reliability of the research instrument. The table below presents the results of the reliability test:

Table 4. Reliability Test Results.

| Variable | Cronbach's Alpha | Standard | N of Items | Description |
|-----------------------|---------------------|----------|------------|-------------|
| Product Reviews (X1) | 0,769 | 0,70 | 5 | Reliabel |
| Product Ratings (X2) | 0,884 | 0,70 | 5 | Reliabel |
| Purchase Decision (Y) | 0,878 | 0,70 | 5 | Reliabel |

Source: Processed SPSS Data, 2026

As indicated in the table above, each variable demonstrates a Cronbach's alpha value greater than 0.7. Accordingly, all variables can be considered reliable.

Normality Test

Table 5. Normality Test Results.

| One-Sample Kolmogorov-Smirnov Test | | |
|-------------------------------------|----------------|-------------------------|
| | | Unstandardized Residual |
| N | | 50 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.96933139 |
| Most Extreme Differences | Absolute | .089 |
| | Positive | .051 |
| | Negative | -.089 |
| Test Statistic | | .089 |
| Asymp. Sig. (2-tailed) ^c | | .200 ^d |

Source: Processed SPSS Data, 2026

The results of the normality test using the One-Sample Kolmogorov-Smirnov method show that the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the 0.05 significance level. This value indicates that the residual data in this study is normally distributed. In addition, the test statistic value of 0.089 with a sample size of 50 does not indicate any significant deviation from the normal distribution. Thus, it can be concluded that the normality assumption in the regression model has been met. This condition indicates that the data is suitable for further analysis, especially in linear regression testing, because there is no violation of the normality assumption.

Multicollinearity Results

The author employed IBM SPSS Statistics to examine multicollinearity among the variables. The table below presents the results of the multicollinearity test:

Table 6. Multicollinearity Results

| Model | Coefficients ^a | | | | | Collinearity Statistics | | |
|-----------------|-----------------------------|------------|---------------------------|--|-------|-------------------------|-----------|-------|
| | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. | Tolerance | VIF |
| | B | Std. Error | Beta | | | | | |
| 1 (Constant) | 4.800 | 2.303 | | | 2.084 | .043 | | |
| Product Review | .435 | .134 | .412 | | 3.235 | .002 | .614 | 1.628 |
| Product Ratings | .369 | .118 | .398 | | 3.120 | .003 | .614 | 1.628 |

Source: Processed SPSS Data, 2026.

The multicollinearity test results in Table 6 indicate that the product review and Product Ratings variables do not experience multicollinearity issues. This is evident from the Tolerance value for both variables of 0.614, which is greater than the minimum limit of 0.10. Furthermore, the Variance Inflation Factor (VIF) value for each variable is 1.628, which is below the maximum limit of 10. These values indicate that there is no high correlation between the independent variables in the regression model. Thus, each independent variable is able to explain the dependent variable independently without interfering with each other. Based on these results, it can be concluded that the regression model used has met the multicollinearity assumptions, making it suitable for further analysis.

Heteroskedasticity Results

Table 7. Heteroskedasticity Results.

| Model | Coefficients ^a | | | | | |
|-----------------|-----------------------------|------------|---------------------------|--|--------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
| | B | Std. Error | Beta | | | |
| 1 (Constant) | 4.929 | 1.414 | | | 3.486 | .001 |
| Product Review | -.055 | .083 | -.117 | | -.672 | .505 |
| Product Ratings | -.112 | .073 | -.270 | | -1.549 | .128 |

Source: Processed SPSS Data, 2026.

The heteroscedasticity test results in Table 4.7 indicate that the regression model does not exhibit symptoms of heteroscedasticity. This can be seen from the significance values for each independent variable, namely the product review variable of 0.505 and the Product Ratings variable of 0.128. Both values are greater than the 0.05 significance level. A significance value greater than 0.05 indicates that there is no significant influence between the independent variables on the absolute value of the residual (ABS_RES). Thus, the residual variance can be said to be constant or homogeneous. Based on these results, it can be concluded that the regression model has met the homoscedasticity assumption. The model is suitable for further analysis because there are no violations of the heteroscedasticity assumption.

Multiple Linear Regression Test

Table 8. Multiple Linear Regression Analysis.

| Model | Coefficients ^a | | Standardized Coefficients | t | Sig. |
|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | Unstandardized Coefficients | Std. Error | | | |
| 1 (Constant) | 4.800 | 2.303 | | 2.084 | .043 |
| Product Review | .435 | .134 | .412 | 3.235 | .002 |
| Product Ratings | .369 | .118 | .398 | 3.120 | .003 |

Source: Processed SPSS Data, 2026.

Based on the results of the multiple direct regression test in Table 8, the regression equation can be formulated as follows:

$$Y = 4.800 + 0.435 X_1 + 0.369 X_2, \dots(i)$$

Where

$$Y = \text{Purchase Decision} \dots(ii)$$

$$X_1 = \text{Product Review} \dots(iii)$$

$$X_2 = \text{Product Ratings} \dots(iv)$$

The results of the multiple direct regression test in Table 8 show that the product review and Product Ratings variables have a positive influence on purchase decisions. A constant value of 4.800 indicates that if the product review and product ratings variables are zero, the purchase decision has a value of 4.800. The regression coefficient for the product review variable is 0.435 with a significance value of 0.002. This value is less than 0.05, indicating that product reviews have a positive and significant influence on purchase decisions. This means that the better the product reviews received by consumers, the higher the purchase decision will be. The regression coefficient for the product ratings variable is 0.369 with a significance value of 0.003. This value is also smaller than 0.05, indicating that product ratings have a positive and significant effect on purchasing decisions. This means that the higher the product rating, the higher the purchasing decision. The standardized portions (Beta) value indicates that the product review variable has a slightly more dominant influence (0.412) compared to the product rating (0.398). Thus, it can be concluded that both independent variables have a positive and significant effect on purchasing decisions, with product reviews being the more dominant variable in influencing buyer decisions.

T Test

Table 9. T Test Table.

| Model | Coefficients ^a | | Standardized Coefficients | t | Sig. |
|----------------------|-----------------------------|------------|---------------------------|-------|------|
| | Unstandardized Coefficients | Std. Error | | | |
| 1 (Constant) | 4.800 | 2.303 | | 2.084 | .043 |
| Product Reviews (X1) | .435 | .134 | .412 | 3.235 | .002 |
| Product Ratings (X2) | .369 | .118 | .398 | 3.120 | .003 |

Source: Processed SPSS Data, 2026.

The results of the t- test show that the product reviews variable(X1) has a advised t-value of 3.235, which is lesser than the t- table value of 2.011, and a significance value of 0.002, which is lower than 0.05. This indicates that product reviews have a positive and significant effect on purchase opinions. thus, the null thesis(H0) is rejected and the

indispensable thesis (H1) is accepted. This means that the better the product reviews handed by consumers, the advanced the tendency for consumers to make purchase opinions.

F Test

Table 10. F Test Table.

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|--------------------|
| | Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 215.485 | 2 | 107.742 | 26.647 | <.001 ^b |
| | Residual | 190.035 | 47 | 4.043 | | |
| | Total | 405.520 | 49 | | | |

Source: Processed SPSS Data, 2026.

The results of the F- test show that the advised F value of 26.647 is lesser than the F-table value of 3.20, with a significance value of < 0.001, which is lower than 0.05. This indicates that, contemporaneously, the product reviews and product conditions variables have a significant effect on purchase opinions. thus, the null thesis (H0) is rejected and the indispensable thesis (H1) is accepted. This means that both independent variables together are suitable to explain changes in the purchase decision variable, indicating that the retrogression model in this study is applicable for farther analysis. The results of the measure of determination test in Table 4.11 show that the Acclimated R Square value is 0.511. This means that product reviews and product conditions variables are suitable to explain 51.1 of the variation in purchase opinions. The remaining 48.9 is explained by other variables outside the exploration model that were n't examined in this study. The Acclimated R Square value is used because it has acclimated for the number of independent variables in the model, therefore furnishing a more accurate result. thus, it can be concluded that the model's capability to explain the purchase decision variable is in the moderate order, and the model is sufficiently good for farther analysis.

5. Conclusion

The study concludes that product reviews and product ratings have a positive and significant effect on purchase decisions on Shopee. Product reviews provide detailed user experiences that increase consumer trust, while product ratings serve as a quick quality indicator. Together, both variables significantly influence purchasing decisions. Therefore, sellers should maintain product quality and service to achieve positive reviews and high ratings.

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