



THE INFLUENCE OF ONLINE CUSTOMER REVIEW AND ONLINE CUSTOMER RATING ON GOFOOD PURCHASE DECISIONS IN THE GOJEK APPLICATION

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Article Info	Abstract
<p>Article History</p> <p>Received: 5 May 2023</p> <p>Accepted: 13 June 2023</p> <p>Published: 30 June 2023</p>	<p><i>This study aims to determine the effect of the dependent and independent variables partially and simultaneously. The research methodology used a quantitative method by collecting data through distributing questionnaires, the population in this study were users of the Gojek application in Ternate City, the sampling technique used purposive sampling and snowball sampling with 125 respondents. Data were obtained by using multiple linear regression analysis with the SPSS 25 program. The results indicate that partially online customer reviews have a significant effect on purchasing decisions for GoFood on the Gojek application, while online customer ratings partially have no significant effect on purchasing decisions for GoFood on the Gojek application, and simultaneously or together online customer reviews and online customer ratings have an effect significantly to GoFood purchasing decisions on the Gojek application.</i></p> <p>Keywords: Online Customer Reviews, Online Customer Ratings and Purchase Decisions.</p>

INTRODUCTION

The rapid development of internet technology has resulted in significant changes in the business world in Indonesia, especially in the culinary field. This modification includes all buying and selling activities carried out online through electronic media or also known as online transactions. Online transactions can be completed using various online service provider

applications, both for shopping for goods, food, and transportation services. This provides an opportunity for entrepreneurs to collaborate with online service providers and grow their business (Isnan, 2014).

Ardianti and Widiartanto, (2019) explain that having an online store or application can help people find their needs and wants without having to leave the house and of course it is more practical because they only use cellphones for buying and selling transactions. Food delivery applications are currently very diverse, such as GoFood, GrabFood, and ShopeeFood. One of the online service providers that is widely used by the public is the GoFood service, which can be obtained through the Gojek application.

Gojek is an Indonesian technology company that provides transportation through *ojek* services. Nadiem Makarim founded the Gojek company on October 13, 2010 in Jakarta. Gojek entered a new chapter in 2018 when it announced its expansion into four Southeast Asian countries, including Vietnam, Singapore, Thailand and the Philippines. Then, since April 2015, GoFood has been running, and technological sophistication that facilitates all forms of the sales process for business actors has also mushroomed. The GoFood service, which offers a variety of food products, clearly shows an increase in the number of business actors. This product has partnered with Gojek so that all online customers who use GoFood services can access it. A large number of GoFood service partners also provide users with many choices. As a result, there is a review and rating service (Umar & Akhfar, 2021).

When shopping online, consumers must gather information about the product they want to buy, but they have little information about the product because they cannot physically touch or feel it. Consumers can use reviews and ratings to quickly find information about a product. Fahrozi *et al.*, (2022) said that the main feature of the marketplace today is the use of reviews and ratings as tools to increase customer interest and trust.

Online customer reviews is a type of electronic word of mouth (eWOM) communication in online sales where consumers and potential buyers can obtain product information, enabling potential buyers to easily find similar products being sold by other sellers (Naomi & Ardhiyansyah, 2021). This is due to the rapid adoption of digital marketing, which benefits consumers by not having to visit multiple sellers in person (Yasmin *et al.*, 2015). Consumers can check reviews on GoFood services before buying a product to find out whether there are positive or negative reviews on GoFood. There is also a rating feature besides the review feature. Online customer rating is a customer's assessment of an item based on their psychological state at the time of purchase (Harli & Mutasowifin, 2021; Munte *et al.*, 2020).

The rating scale on the GoFood service gives buyers 1 to 5 stars based on the services and products provided by sellers to consumers. If the product received is not good or unsatisfactory the buyer will give a low star, and vice versa if the product or service provided by the seller to the consumer is very satisfying and meets consumer expectations, the star that will be given can reach 5 stars. Figure 1.1 below shows how customers who have purchased this product can provide reviews and ratings to share information with other customers. This information is not only useful for other consumers, but can also be used by sellers to improve the quality of food, beverage and service products that consumers feel are unsatisfactory.

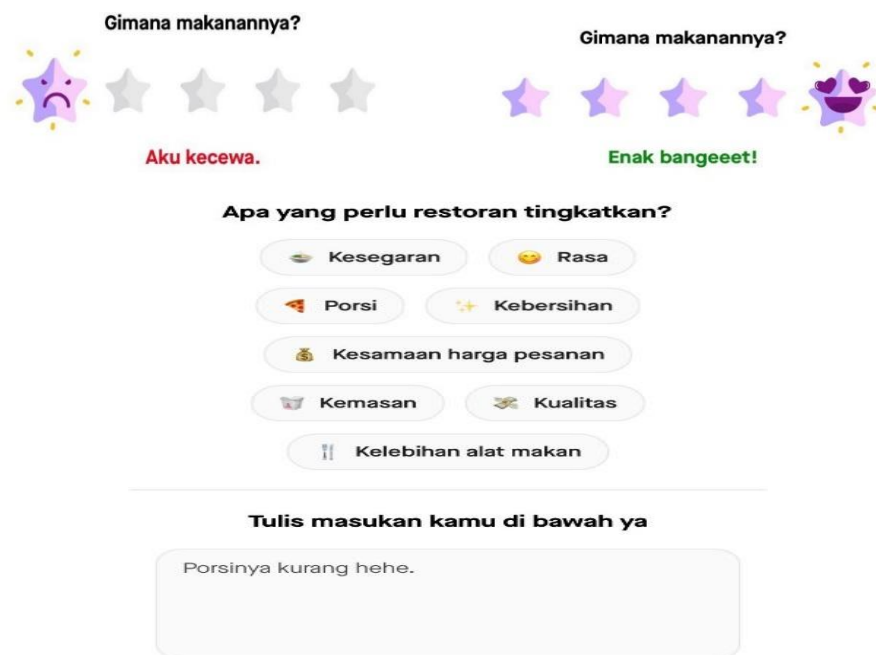


Figure 1. The rating scale that exists on the GoFood
Source: GoJek 2022

Figure 2 below is an example of a review and rating given by consumers that can be seen by other consumers, where there are various types of reviews and ratings given by consumers after making a purchase. There are reviews and ratings ranging from consumers who are satisfied to those who are not satisfied.

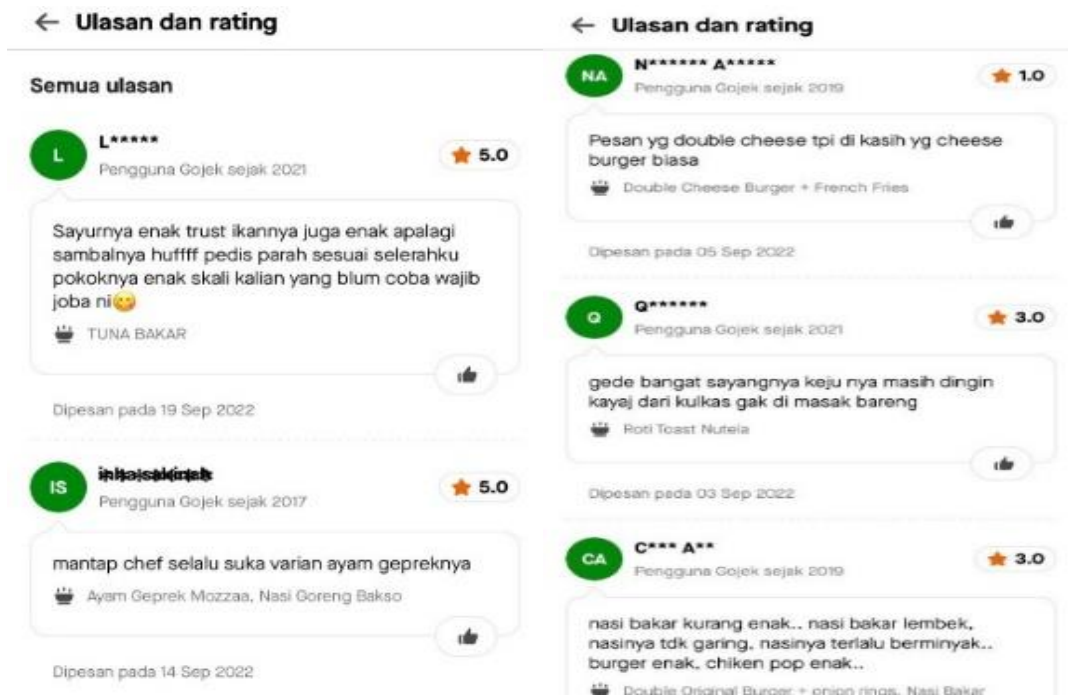


Figure 2. Review and rating given by consumers

The review and rating features are very useful because they can influence other potential buyers before they decide to buy a product (Suryawan et al., 2022). Ardianti and Widiartanto, (2019) explain that purchasing decisions are a psychological process that consumers go through, the process begins with the stage of paying attention to goods or services, if it impresses he will move on to the interest stage to find out about the features of the product or service.

Previously the researcher had conducted a mini research on 40 respondents, including 28 female respondents and 12 male respondents. The mini research data conducted in table 1 below can be seen that the most widely used application is Gojek.

Table 1. Mini Research

	Amount
GoFood	32
GrabFood	6
ShopeeFood	2

Source: Mini Research 2022

There are some previous studies including the research of Ourzha Miranda Putri and Tri Indra Wijaksana with their research "The Influence of Online Customer Reviews and Online Customer Ratings on Consumer Purchase Decisions for Wardah Products through the Shopee Marketplace" in 2020 revealing that there is a partial influence of Online Customer Reviews on Purchase Decisions, there is no effect of Online Customer Rating on Purchase Decision, and there

is influence of Online Customer Review and Online Customer Rating on Purchase Decision simultaneously.

Latief and Ayustira, (2020) in their research shows that it is partially proven that Customer Reviews and Customer Ratings have an effect on purchasing decisions for cosmetic products at Sociolla. This study also proves simultaneously that Online Customer Reviews and Online Customer Ratings influence purchasing decisions. However, the Online Customer Review variable that influences purchasing decisions is the most dominant variable in this study. Research by Nuraeni and Irawati, (2021) that Online Customer Reviews have a significant effect on purchasing decisions. However, this study has several drawbacks, including a limited population of UBSI students and few Online Customer Review references.

Based on previous research, researchers want to redevelop Online Customer Reviews and Online Customer Ratings but with different objects, so researchers are interested in conducting research entitled "The Influence of Online Customer Reviews and Online Customer Ratings on GoFood Purchasing Decisions on the Gojek Application" this is to find out how much influence Online Customer Reviews and Online Customer Ratings have on GoFood Purchasing Decisions on the Gojek Application.

LITERATURE REVIEW

Online Customer Reviews

Online customer reviews are reviews given by consumers related to information from evaluating a product on various aspects, with this information consumers can get the quality of the product they are looking for, reviews and experiences written by consumers who have purchased products from online sales (Karimah & Astuti, 2022; Mo et al., 2015). Before consumers or potential consumers buy products on online shopping sites, consumers or potential consumers are used to looking for information that can be searched in various ways (Mo et al., 2015). Reviews that are user generated content or you could say is another form of electronic word of mouth (eWOM) which can be understood as a media for consumers to see reviews or reviews from other consumers about a product, company services and about how a company manufactures (Karimah & Astuti, 2022; Lackermay et al., 2013).

The indicators developed in research conducted by Putri and Wandebori, (2016) produce several online customer review indicators as follows: perceived benefit, consumers get the perceived benefits of online customer reviews on online shopping sites, credibility is how an expert and a trusted communicator are recognized in a certain area by the recipient of the message, quality arguments refers to the persuasive strength of the argument attached to the information message, valence leads to the positive or negative nature of an information statement that can have an

important influence on the formation of consumer attitudes which ultimately influence purchasing decisions, number of reviews, volume measures the total number of word of mouth interactions.

Online Customer Ratings

Online customer rating is part of an online customer review that uses symbols or scores as a way to express consumer ratings (Chatterjee, 2019). Westbrook, (1980) also describes Online Customer Rating as part of Online Customer Review, which is another form of consumer assessment of a product which is usually in the form of stars or scores. Online customer ratings will be considered to have an impact on someone's buying decision. This is because a person tends to buy goods whose quality is guaranteed and one way to assess the quality of an unknown product is to look at online customer reviews and online customer ratings (Lavenia. J. Sondakh et al., 2016). Rating is also the result of a user's assessment of a product based on the psychological and emotional conditions they get after using or interacting directly.

The existence of rating makes it easy for consumers to make their choices, especially when faced with the same type of product but different manufacturers. Filieri, (2014) explains the online customer rating indicators as follows: Number of Ratings using the shape of the star symbol, the more stars you give, the better the seller's rating, Product Quality Assessment, One of the ways consumers have an opinion about the quality of online products, although sometimes it occurs in measurement, this is mainly due to product evaluations by consumers.

Purchasing Decision

Purchasing decisions are a series of processes that begin with consumer awareness of a problem, seek information about a particular product or brand, and assess how well each of these alternatives can solve a problem, which leads to a purchase decision. Ardianti and Widiartanto, (2019) explain, purchasing decisions are a psychological process that consumers go through. The process starts with noticing the product or service, and if that impresses her, she'll move on to the interest stage to learn more about the product or service's features. Based on this definition, purchasing decisions are stages or decision-making processes carried out by consumers before buying or using a product.

Kotler and Keller, (2012) argue, the purchasing decision process is a five-stage process that consumers go through, starting with problem recognition, information search, evaluation of alternatives that can solve problems, purchase decisions, and post-purchase behavior that begins long before the actual purchase is made by the consumer. Consumers and have a lasting impact after that. There are three indicators in determining purchasing decisions Kotler and Keller, (2012), namely stability in a product is when making a purchase, consumers choose one of several alternatives, habits in buying products, habit is the repetition of something continuously in

purchasing the same product, speed in buying a product, Consumers often make a decision using simple choice rules (heuristics). Hypothesis:

H1: Online Customer Reviews have a significant effect on purchasing decisions for GoFood for women on the Gojek application.

H2: Online Customer Rating has a significant effect on purchasing decisions for GoFood for women on the Gojek application.

H3: Online customer reviews and online customer ratings have a significant effect on purchasing decisions for GoFood on the Gojek application simultaneously.

METHOD

Location and Time of Research

This research was conducted in Ternate City from October 2022 to December. Determination of time is intended so that the data in this study is complete and carried out carefully and objectively.

Population and Sample

The population in this study were users of the Gojek application in Ternate City. The sample is part of the amount owned by the population (Sugiyono, 2014). Hair Jr *et al.*, (2021) stated that the sample size depends on the number of indicators and can be multiplied by 5 to 10. The number of samples in this study were:

$$\begin{aligned}\text{Sample} &= \text{Number of statement items} \times 5 \\ &= 25 \times 5 \\ &= 125\end{aligned}$$

Sampling Technique

The sampling technique was nonprobability sampling with a purposive approach and snowball sampling. Nonprobability sampling technique is a technique where each member of the population does not have the same opportunity to be sampled. Meanwhile, purposive sampling is a sample selection method based on certain criteria. Selection of certain criteria is intended to provide the most information (Suliyanto, 2018), and snowball sampling is a sampling technique for data sources that are initially small in number but gradually increase in size (Sugiyono, 2009). Respondent criteria in this study were the people living in the south, central, north city of Ternate, and have made GoFood purchases on the Gojek application and decision maker

Data Types and Sources

The type of data used in this research was quantitative data. The data sources used in this research were primary and secondary data.

Data collection technique

In this study, data collection techniques used a questionnaire by using a Likert scale of 1-5.

Data analysis technique

The analysis technique used multiple linear analysis with the SPSS program tool used to test the effect of the independent and dependent variables, namely Online Customer Reviews and Online Customer Ratings on GoFood Purchasing Decisions in the Gojek Application.

RESULTS & DISCUSSION

RESULT

Respondents in this study were users of the Gojek application in Ternate City with the criteria of having purchased GoFood on the Gojek application and decision makers. The questionnaire was distributed in two ways, the first was shared directly with the respondents, and the second was distributed using Google Form, a total of 125 respondents, of which 77 respondents were female and 48 respondents were male. From this number, it can be seen that respondents in this research is dominated by women. Furthermore, based on age, there are 3 groups, the first is <19 years as many as 2 people, 19-30 years as many as 121 people and > 31 years as many as 2 people, then based on work there are 58 students/students, 6 housewives, 22 PNS/TNI/ police, 34 private employees and 5 other jobs consisting of 2 entrepreneurs, 1 honorary, 1 entrepreneur and 1 PPPK, and based on income have 4 groups, the first < Rp. 500,000 for 36 people, Rp. 500,000 – Rp. 1,000,000 23 people, Rp. 1,500,000-Rp. 2,000,000 for 32 people and > Rp.2,000,000 for 34 people. Furthermore, based on the number of purchases there are 8 people with the number of purchases once, 2 times as many as 8 people. 3-5 times for 10 people, 6-8 times for 26 people and > 10 times for 71 people.

Validity Test

Table 2. Validity Test Table

	No	Count	Rtable	Information
<i>Online Customer Reviews</i>	X1.1	0.708	0.176	Valid
	X1.2	0.631	0.176	Valid
	X1.3	0.730	0.176	Valid
	X1.4	0.685	0.176	Valid
	X1.5	0.757	0.176	Valid
	X1.6	0.804	0.176	Valid
	X1.7	0.756	0.176	Valid
	X1.8	0.547	0.176	Valid
	X1.9	0.712	0.176	Valid
<i>Online Customer Ratings</i>	No	Count	Rtable	Information
	X2.1	0.701	0.176	Valid
	X2.2	0.773	0.176	Valid
	X2.3	0.778	0.176	Valid

	X2.4	0.782	0.176	Valid
	X2.5	0.739	0.176	Valid
	X2.6	0.807	0.176	Valid
	X2.7	0.743	0.176	Valid
	X2.8	0.647	0.176	Valid
Buying decision	No	Count	Rtable	Information
	Y. 1	0.549	0.176	Valid
	Y.2	0.626	0.176	Valid
	Y.3	0.580	0.176	Valid
	Y.4	0.792	0.176	Valid
	Y.5	0.641	0.176	Valid
	Y.6	0.664	0.176	Valid
	Y.7	0.576	0.176	Valid
	Y. 8	0.690	0.176	Valid

Source: Processed Primary Data (2023)

Reliability Test

Table 3. Reliability Test

<i>Online Customer Reviews</i>			
<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha based on Standardized</i>	N of Items	Information
0.868	0.873	9	<i>Reliable</i>
<i>Online Customer Ratings</i>			
<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha based on Standardized</i>	N of Items	Information
0.884	0.886	8	<i>Reliable</i>
Buying decision			
<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha based on Standardized</i>	N of Items	Information
0.794	0.795	8	<i>Reliable</i>

Source: Processed Primary Data, 2023

From the results of testing the research instrument on 125 respondents both from the validity and reliability tests, it can be concluded that the research instrument used is valid and reliable because it has an $r_{count} > r_{table}$ value with a sig level < 0.05 and has a Cronbach alpha value > 0.60 , with such a all statement items that meet the requirements can be used for analysis.

Multiple Linear Regression Analysis

Tabel 4. Multiple Linear Regression Test Table

Model	<i>Unstandardized coefficients</i>		<i>UnstandardizedCoefficients</i>	Q	Sig
	B	std. Error	Betas		
<i>Constant</i>	21,891	2,342		9,345	0.000
<i>Online Customer Reviews</i>	0.309	0.089	0.408	3,471	0.001
<i>Online Customer Ratings</i>	0.030	0.087	0.041	0.344	0.731

Source: Processed Primary Data (2023)

1. T test on online customer review (X1)

The t test on online customer reviews obtained a t count of 3.471 with a t significance of 0.001. Because t count > t table (3.471 > 1.97) or t is significantly less than 0.05 (0.001 < 0.05), partially the online customer review indicator has a significant effect on GoFood purchasing decisions on the Gojek application.

2. Test t against online customer indicators

Reviews obtained t count of 0.344 with a significance of t of 0.731. In this variable, t count < t table (0.344 < 1.97) or significantly t greater than 0.05 (0.731 > 0.05), so partially online customer rating does not significantly influence GoFood purchasing decisions in the GoJek application.

Simultaneous Test (Test F)

Table 5. Simultaneous Test Results (Test f)

Fcount	Ftable	Significant	Information
14,516	3.07	0.000	Significantly influential simultaneously

Source: Primary data that has been processed in 2023

Based on the table, it can be seen that f count has a value of 14.516 greater than f table which is 3.07 with a significance value of 0.000 (0.000 < 0.05) this proves that ho is rejected and ha is accepted.

DISCUSSION

Based on the hypothesis test, it can be proven that the findings of online customer review (X1) on purchasing decisions (Y) have a partially significant effect. In the online marketplace, reviews can greatly influence a person's purchasing decision because reviews come from the direct

experience of people who have purchased a product in an online marketplace, because in online shopping, of course consumers cannot see the items purchased directly, whether the items are in accordance with what is expected or not, especially with shops that show photos of the products they sell, the product quality looks very good, so that potential customers have high expectations for the products they buy.

By looking at the phenomenon, GoFood provides a customer review feature aimed at making it easier for consumers to find information and make reviews from other consumers for comparison of the products they will buy. This means that online customer reviews are related to purchasing decisions, because the better the customer reviews, the better the purchasing decisions will be. Then, in the frequency of distribution of questionnaire statements on the online customer review variable, a high mean value was found, meaning that online customer reviews make it easier for consumers to shop online and also make it easier for consumers to search and find information about the product to be purchased.

Then on the characteristics of the respondents, women dominate in terms of viewing reviews before purchasing food and drinks on GoFood compared to men, because women tend to be more careful in buying something compared to men, while men are not too selective in terms of choosing food and Drink. The results of this study are supported by research conducted by Ulhab and Amirulmukminin, (2022) where the results of their research say that partially online customer reviews have a significant effect on purchasing decisions. The results of this study are in line with previous studies.

Influence of Online Customer Rating on purchasing decisions

Based on the hypothesis test, it is found that partially there is no significant effect of online customer rating (X2) on purchasing decisions (Y). With the rating being a reference for consumers to assess the quality of an item from the marketplace, the rating is also part of the review which usually uses symbols more often than written form as an illustration of the expression of opinions from consumers. Online product ratings are one of the ways consumers think about product quality. The main advantage of the rating itself is its convenience, consumers only need to see the high or low rating given by previous consumers when transacting and interacting with the product.

However, in this study, online customer ratings have no effect on GoFood purchasing decisions on the Gojek application. This is because not all consumers see ratings, consumers are more likely to see reviews than ratings. Therefore, rating is one of the reasons or considerations for consumers before deciding to purchase a product. Ratings can also be said to be a measure of consumer satisfaction with the products offered.

Furthermore, in the frequency of distribution of questionnaire statements found in the online customer rating variable, there is a high mean value, meaning that there are some respondents who think that the large number of ratings indicates the popularity of the product. Then on the characteristics of respondents, respondents aged 19-30 years are the largest number of ages who make purchases, because at the age of 19-30 years the tendency is to make purchases online. Then on the characteristics of the respondents, women also dominate in terms of looking at ratings before purchasing food and drinks on GoFood compared to men, because women tend to be more careful in buying something by seeking information through ratings compared to men, while men are not pay too much attention to it.

This research is supported by previous research conducted by (Harli & Mutasowifin, 2021; Munte et al., 2020; Naomi & Ardhiyansyah, 2021). The research results reveal that there is no partial effect of online customer reviews on purchase decisions. This research is of course in line with previous research, but there is something that distinguishes this research from previous research, of course on the research object and also there are still points on the online customer rating which is weak, which means that there are still some respondents who do not trust the rating given by consumers. There are still some respondents who disagree with making the rating a benchmark for product quality.

The Influence of Online Customer Reviews and Online Customer Ratings on Purchasing Decisions

Based on the hypothesis test, it is proven that online customer reviews (X1) and online customer ratings (X2) have a significant simultaneous effect on purchasing decisions (Y), this means that the more reviews and ratings given by consumers, the more information consumers get. The others regarding the product to be purchased because reviews and ratings are related to purchasing decisions. Online customer reviews and online customer ratings are one of the online shopping features obtained in the form of comments and star ratings. With online customer reviews and online customer ratings, it can make it easier for consumers to find information to shop online.

Thus, it can influence consumers in making online buying decision processes, in this study there are characteristics of respondents, women, who make the most purchases compared to men, because women tend to buy food and drinks online. The characteristics of respondents are based on age, the largest number are aged 19-30 years because at that age people prefer to shop online. This research is supported by previous research conducted by Fitriani Latief and Nirwana Ayustira (2020) whose research results say that online customer reviews and online customer ratings have a significant simultaneous effect on purchasing decisions.

CONCLUSION

The online customer review variable partially has a significant effect on GoFood purchasing decisions on the Gojek application as evidenced by testing the hypothesis $t_{count} > t_{table}$, and all statements in the validity and reliability tests are valid and reliable. The online customer rating variable partially has no significant effect on GoFood purchasing decisions on the Gojek application, as evidenced by the hypothesis test $t_{count} < t_{table}$ on the validity and reliability test of all statements said to be valid and reliable. The online customer review and online customer rating variables simultaneously or jointly have a significant effect on GoFood purchasing decisions on the Gojek application, as evidenced by the hypothesis test $f_{count} > f_{table}$, and all statements in the validity and reliability tests are valid and reliable.

Based on the results of research that show online customer ratings do not have a significant effect on purchasing decisions for GoFood on the gojek application, the seller should pay attention to the products being sold or improve service again, speed up the provision of food in order to increase the rating and consumers do not give a low rating. For future researchers, they should add other variables that can influence GoFood buying decisions on the Gojek application, also add a trust variable as mediation or add product quality and price variables, and use different analytical techniques to produce even better research.

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