The Influence of Online Customer Reviews, Online Customer Ratings, Influencers on Purchasing Decisions for Skincare Products on the Sociolla Application

*Hapsari Dwi Puspitaningrum[1], **Nurul Rizka Arumsari[2], Rhealin Hening Karatri[3]**
[1]Faculty of Economics and Business, Universitas Muria Kudus
[2]Faculty of Economics and Business, Universitas Muria Kudus
[3]Faculty of Economics and Business, Universitas Muria Kudus
Correspondence*:
Address: Jl. Lkr. Utara, Kayuapu Kulon, Gondangmanis, Bae, Kudus, 59327 | e-mail: muria@umk.ac.id

Abstract

Objective: The aim of this research is to analyze the influence of online customer reviews, online customer ratings and influencers on purchasing decisions for skincare products on the Sociolla application in the Kudus area, especially active FEB UMK students with an age range of 18 years - 23 years.

Design/Method/Approach: The approach used in this research is a quantitative approach using an explanatory research design. Explanatory research is research that aims to test the truth of a theory or hypothesis. Consumers who have purchased skincare products using the Sociolla application with certain criteria became the sample in this study totaling 100 respondents and sampling used a purposive sampling technique. The time used by researchers to conduct this research was approximately 2 months. The data collection technique used a questionnaire method distributed via WhatsApp, Instagram, etc. Data analysis techniques use SPSS version 26.

Findings: The research results show that the online customer review variable has a positive influence on purchasing decisions for skincare products on the Sociolla application. The better the reviews given by consumers, the more consumers can trust the product being sold.

Originality/Value: Online customer ratings have a positive influence on purchasing decisions for skincare products on the Sociolla application. The better the rating that consumers buy, the more consumer confidence will increase. Meanwhile, the influencer variable does not have a significant effect on purchasing decisions for skincare products on the Sociolla application. Apart from that, the mismatch of products recommended by influencers with consumer needs can be a factor that reduces the influence of influencers on purchasing decisions.

Practical/Policy Implications: Online customer reviews, online customer ratings and influencers simultaneously have a positive and significant influence on purchasing decisions. This can be interpreted that the more and better consumer reviews, consumer ratings and influencer reviews provided can increase purchasing decisions.

Keywords: Reviews, Ratings, Influencers, Purchasing Decision.

JEL Classification: M30, M31

Received Februari 2, 2024; Received in revised form: Februari 14, 2024 .Accepted: April 23, 2024

Introduction

In today's developments, people do not have enough free time to shop directly at the store, so online shopping is an alternative. Especially for women who have personal needs to make up themselves, but have limited free time to shop directly. With the presence of e-commerce and marketplaces, shopping can be done easily without time constraints. One e-commerce that facilitates online buying and selling of skincare and other beauty products includes Sociolla.

E-commerce like Sociolla can help us shop easily. Customers cannot see and examine the products being sold directly, but will be assisted with a description of the selected product, such as pictures, reviews and ratings given by previous customers who have purchased the products being sold. Reviews are comments left by customers, while ratings are in the form of numbers or stars given by customers as a form of satisfaction with the product purchased.

Online Customer Reviews (OCRs) can have a big influence on a customer's purchasing decision, because OCRs are a facility that gives permission to customers to freely provide reviews and ratings of the products and services they receive, and are part of the Electronic Word of Mouth is purely a person's direct opinion (Latief & Ayustira, 2020).

The order of e-commerce with the largest number of sites in Indonesia in 2023 is still held by Shopee. The average monthly visits on Shopee were 237 million in the last quarter of the previous year. Followed by Tokopedia in second place with an average monthly site visit of 88.9 million. Lazada with an average of 47.69 million visits on the site. Blibli amounted to 28.89 million. Orami is in the next position with an average monthly visit of 18.66 million. Bukalapak with an average visit of 11.2 million. Zalora with an average of 2.1 million visits per month. Meanwhile, in 9th position is Sociolla with an average monthly site visit of 1.37 million. Bhinneka is in last position with an average of 1 million visits. The level of Sociolla visits is still low and far behind compared to other marketplaces due to the lack of information about Sociolla e-commerce in the community.

The number of visits to the Sociolla e-commerce site in the last 3 months in Indonesia 2023 has increased, because increasing visits means more people are interested in shopping. A purchasing decision is a process of thinking clearly where an individual or prospective buyer is faced with various choices, after weighing the pros and cons of each product. (Anjani & Simamora, 2022).

E-commerce competition in Indonesia is a phenomenon that makes research on Online Customer Reviews and Online Customer Ratings important to carry out. Online Customer Reviews and Online Customer Ratings do not rule out the possibility of influencing purchasing decisions. A high rating value and good reviews can increase purchases of a product, while a low rating value and bad reviews can give the perception that the product is not good, so customers don't buy it.

The Online Customer Rating feature found on product pages on e-commerce platforms is a way for customers or consumers to provide product assessments regarding the quality of the products they purchase. (Latief & Ayustira, 2020). A very low rating is usually presented with one star indicating the product is very bad which gives rise to a negative perception, while a rating with five stars shows that the product is very suitable which gives rise to a positive perception of the product, and three stars is a mid-point view which has an inadequate value. small or large in product assessment (Latief & Ayustira, 2020). Sociolla's Instagram followers are still far behind followers of other marketplace Instagram accounts, such as Shopee and Tokopedia. Indirectly, this means that the role of influencers in promoting Sociolla is still lacking.

Another purchasing factor is also influenced by the presence of an influencer who provides a review of the product being covered. Customers will easily believe what the influencer explains so they will follow what the influencer is wearing. So the credibility of influencers in supporting promotions is really needed to increase purchasing attractiveness. The role of influencers in engaging consumers is very large, especially in their ability to convey messages (Maulana et al. 2020). Sociolla influencers only use celebgrams compared to other marketplaces such as Shopee and Tokopedia which already use artists as attractions. According to the phenomenon and background that occurred, the researcher intends to conduct research with the title "The Influence of Online Customer Reviews, Online Customer Ratings, Influencers on Purchasing Decisions for Skincare Products on the Sociolla Application".

Literature Review and Hypotheses Development
Buying decision

A purchasing decision is where someone has their own choice or has a different assessment of the product and makes a purchasing decision on the product chosen from the various available options. (Sumarga et al., 2022). Before purchasing a product online, prospective consumers usually look for information first and then make a purchasing decision. In contrast to purchasing products offline, purchasing products online has a higher level of risk.gi (Latief & Ayustira, 2020).

Online Customer Review

Online customer reviews are reviews given by customers regarding various aspects ranging from the quality of the product received and the consumer's shopping experience (Hariyanto & Trisunarno, 2020). Online customer review is a form of word of mouth in online transactions, which contains consumer responses regarding a product or service obtained after carrying out ordinary transactions in the form of positive or negative reviews (Depari & Ginting, 2022).

Online Customer Rating

Online customer rating is a form of consumer response given to a seller after making an online purchase as a form of satisfaction or dissatisfaction with the product purchased (Riyanjaya & Andarini, 2022). One way consumers think about product quality online can be seen from product ratings, although sometimes there is still bias because consumer assessments are not only about the product but also the behavior and service provided by the seller. (Graciafernandy & Almayani, 2023).

Influencer

An influencer can be defined as someone who is a blogger and is active on social media, has a large number of followers on various platforms such as YouTube, Snapchat, Instagram, or other platforms. They use their presence on these platforms to promote their own businesses or other products and services (Janssen et al., 2022). Marketing using influencers is the practice of identifying and involving opinions in expanding the reach of marketing involving brand marketing campaigns to audiences (Lengkawati & Saputra, 2021).

Hypothesis Development
The Influence of Online Customer Reviews on Purchasing Decisions

The quality of the information contained in reviews plays a very important role in potential consumers' perceptions of the product. Before deciding to buy, consumers need to first look for information about the product they are going to buy to minimize negative impacts that might occur. (Ardianti & Widiartanto, 2019a). With the rapid development of the internet, online customer reviews (ORC) have become an important source that consumers look for to find out product quality. Online customer reviews usually contain positive or negative responses about the products and services provided by the seller, and this ORC is created by consumers.

Several studies related to online customer reviews on purchasing decisions have been carried out by (Mulyati & Gesitera, 2020) (Laeli & Prabowo, 2022) (Latief & Ayustira, 2020) and (Graciafernandy & Almayani, 2023). The hypotheses that can be concluded based on the analysis above are as follows:

H1: Online customer reviews have a positive influence on purchasing decisions for skincare products on the Sociolla application in Kudus.

The Influence of Online Customer Ratings on Purchasing Decisions

Online customer rating is an opinion given by consumers in the form of a scale which is usually represented in the form of stars. The higher the stars the seller receives, the better the product is in the eyes of consumers. Ratings are the average evaluation given by buyers regarding differences in features, products or services received and are a reflection of consumer opinions (Ardianti & Widiartanto, 2019a). On this basis, product ratings can be determined based on the emotional relationship that arises between the consumer and the product received.

Several studies related to online customer ratings on purchasing decisions have been carried out by (Latief & Ayustira, 2020) (Graciafernandy & Almayani, 2023) (Aini et al., 2022) and (Mahendra & Edastama, 2022). The hypotheses that can be concluded based on the analysis above are as follows:

H2: Online customer ratings have a positive effect on purchasing decisions for skincare products on the Sociolla application in Kudus.

The Influence of Influencer Variables on Purchasing Decisions

Sales using the help of influencers can have an impact on purchasing decisions. This means that if sales using influencers are increased, it can increase purchasing decisions. An influencer is said to be someone who has high levels of trust, expertise and attractiveness who can influence consumer decisions. One factor that can influence purchasing decisions is influencers (A. Johan et al., 2021).

Several studies related to influencers on purchasing decisions have been conducted by (Anjani & Simamora, 2022) (Zukhrufani & Zakiy, 2019) (DJ & Sustyorini, 2022) and (Nanda, 2022). The hypotheses that can be concluded based on the analysis above are as follows:

H3: Influencers have a positive influence on purchasing decisions for skincare products on the Sociolla application in Kudus

The Influence of Online Customer Reviews, Online Customer Ratings and Influencers Have a Positive Influence on Purchasing Decisions

Online customer reviews and online customer ratings carry out their functions well and help potential buyers in making purchasing decisions (Latief & Ayustira, 2020). *An influencer is said to be someone who has high levels of trust, expertise and attractiveness who can influence consumer decisions. One factor that can influence purchasing decisions is influencers* (A. Johan et al., 2021).

Several studies related to online customer reviews, online customer ratings and influencers on purchasing decisions have been conducted by (Latief & Ayustira, 2020) (Anjani & Simamora, 2022) and (Nanda, 2022). The hypotheses that can be concluded based on the analysis above are as follows:

H4: Online customer reviews, online customer ratings and influencers have a positive influence on purchasing decisions for skincare products on the Sociolla application in Kudus.

Methods

This research design uses quantitative research methods using an explanatory research design. Explanatory research is research that aims to test the truth of a theory or hypothesis in order to strengthen or reject the theory or hypothesis (Ariescy et al., 2019). In obtaining the data needed in this research, data collection used a questionnaire, by distributing questionnaires to the Kudus community using Sociolla.

The dependent variable in the research is the purchasing decision. The indicators for measuring purchasing decisions in this research are problem recognition, information search, alternative assessment, purchasing decision, and post-purchase behavior. The independent variable in this research is online customer reviews, namely reviews given by customers regarding product quality and consumer shopping experiences (Hariyanto & Trisunarno, 2020). The indicators for measuring online customer reviews in this research are source credibility, expertise, quality of opinions, number of reviews, benefits provided. Online customer rating is a form of consumer response given to the seller after making a purchase as a form of satisfaction or dissatisfaction (Riyanjaya & Andarini, 2022). The indicators for measuring online customer ratings in this research are awareness, frequency, comparison, influence and credibility. Influencers are social media users who have quite large followers on various social media (Janssen et al., 2022). The influencer measurement indicators in this research are trustworthiness, expertise, attractiveness, appreciation, and similarity.

The population in this study is consumers in Kudus who buy skincare using the Sociolla application, with an unknown number. The sample used in this research was 100 respondents. By using a sampling technique using purposive sampling, this means that in determining the sample, certain criteria will be used that have been determined by the researcher (Riyanjaya & Andarini, 2022).

The data analysis methods used in this research include:

a. Instrument Test

Instrument testing is the quality of the data used in the testing which greatly influences the accuracy of testing a hypothesis regarding the relationship between research variables (Wiratna, 2015: 168). The instrument tests used in this research include validity tests and reliability tests.

b. Classic assumption test

It is necessary to test classical assumptions in the regression model that has been proposed to test certain hypotheses. The classical assumption test aims to evaluate whether the model meets the

requirements or not before carrying out the regression test. The classical assumption tests used in this research include the normality test, multicollinearity test, heteroscedasticity test.
c. Linear Regression Analysis
Multiple regression analysis is used to assess the extent of the relationship and impact of the independent variables. (Purwanto & Risaputro, 2021) Data processing in the questionnaire was carried out through the following stages, editing, coding, and tabulation.

Results and Discussion
Descriptive Analysis
This research uses descriptive analysis to see the profile of respondents based on specified items. Descriptive statistics in this study present the average value (mean), standard deviation, maximum value and minimum value of the variables in this study. The population in this study is consumers in Kudus who buy skincare using the Sociolla application. The criteria that will be used as samples in this research are consumers of skincare products in Kudus who purchased on the Sociolla application within the last 1 year, with a minimum age of 18 years and active students at Muria Kudus University who were used as samples.

Table 4.1 Respondent Demographics

No	Description	Amount	%
1	Age		
	18	2	2%
	19-23	98	98%
2	Gender		
	Man	32	32%
	Woman	68	68%

Based on table 4.1 above, it can be seen that the majority of respondents are in the age range 19-23 years, female.

Table 4.2 Descriptive Statistics

	N	Min	Max	Mean	Std. Deviation
Purchase Decision	100	15	25	21.81	2.737
Online customer review	100	16	25	21.63	2.736
Online customer rating	100	18	25	22.05	2.341
Influencer	100	13	25	20.39	3.706
Valid N (listwise)	100				

Based on descriptive statistical analysis, the results of this study revealed that respondents showed an average purchasing decision of 21.81. Apart from that, respondents also have quite high trust in online customer reviews (average 21.63) and online customer ratings (average 22.05). However, there was a slightly lower level of trust in influencers, with an average of 20.39. The relatively low standard deviation in purchasing decisions (2.737) and online customer rating (2.341) indicates a high level of consistency between respondents regarding these two variables. Meanwhile, the higher standard deviation for online customer reviews (2,736) and influencers (3,706) indicates more significant variations in opinion. These results indicate that, overall, respondents tend to have consistent trust in online reviews and ratings, while trust in influencers tends to vary more.

Instrument Test Analysis
Validity testing in the context of this research is a critical instrument for assessing the extent to which the research instruments used are able to accurately measure the concepts or variables you want to identify. (Sugiyono, 2015:78). The following is a table of validity test results in this research:

Table 4.3 Research Validity Test Results

Item	R Calculate	R Table	Note
X1.1	0,773	0,1966	Valid
X1.2	0,810	0,1966	Valid
X1.3	0,666	0,1966	Valid

X1.4	0,737	0,1966	Valid
X1.5	0,715	0,1966	Valid
X2.1	0,653	0,1966	Valid
X2.2	0,664	0,1966	Valid
X2.3	0,784	0,1966	Valid
X2.4	0,667	0,1966	Valid
X2.5	0,499	0,1966	Valid
X3.1	0,835	0,1966	Valid
X3.2	0,866	0,1966	Valid
X3.3	0,835	0,1966	Valid
X3.4	0,813	0,1966	Valid
X3.5	0,836	0,1966	Valid
Y1	0,790	0,1966	Valid
Y2	0,742	0,1966	Valid
Y3	0,764	0,1966	Valid
Y4	0,751	0,1966	Valid
Y5	0,646	0,1966	Valid

Validity test results for each question item in this research. Validity test results are obtained by comparing the calculated R value with the table R value. Based on this table, it can be concluded that all statement items for each variable show a calculated R value that is higher than the table R value (>0.1966). This indicates that all statement items are valid so they pass the validity test. The results of the reliability test in this research are as follows:

Table 4.4 Reliability Test Results

Variable	Item Quetion	*Alpha Cronbach*	Value Limits	Note
Purchase Decision	5	0,791	0,60	Reliable
Online customer review	5	0,792	0,60	Reliable
Online customer rating	5	0,670	0,60	Reliable
Influencer	5	0,892	0,60	Reliable

Reliability test results use Cronbach's alpha value. The results of the reliability test show that Cronbach's alpha exceeds the applied limit value of 0.600. So it can be concluded that the instrument test results are reliable.

Classical Asumi Test Analysis
The normality test in this study is as follows:
Table 4.5 Normality Test Results

Sig	Value limits	Note
0,285	0,05	Normal

Based on table 4.5, it shows the results of the normality test using Kolmogorov-Smirnov. A significance value of 0.285 which is greater than 0.05 indicates that the data is normally distributed.

Table 4.6 Multicollinearity Test Results

Variabel	*Tolerance*	VIF	Note
Online customer review	0,942	1,061	Multicollinearity Free
Online customer rating	0,943	1,061	Multicollinearity Free

Influencer	0,987	1,013	Multicollinearity Free

Based on table 4.6, it presents the results of the multicollinearity test for three independent variables, namely Online customer reviews, Online customer ratings, and Influencers, on the dependent variable Purchase Decision. The assessment is carried out based on the Tolerance and Variance Inflation Factor (VIF) values. All variables show a Tolerance value greater than 0.1 and a VIF value less than 10. In conclusion, these results indicate that the three independent variables are considered free from problems multicollinearity.

Table 4.7 Heteroscedasticity Test Results

Variable	Hasil Uji	Note
Online customer review	0,137	Heteroscedasticity Free
Online customer rating	0,172	Heteroscedasticity Free
Influencer	0,522	Heteroscedasticity Free
a. Dependent Variable: RESABSSS		

Based on table 4.7, the results of the heteroscedasticity test with the sig for each variable are all greater than the 0.05 significance level. This conclusion indicates that the residual variance in this regression model is homoscedastic or uniform throughout the range of predictor values. In other words, the three independent variables, namely online customer reviews, online customer ratings, and influencers, are considered free from heteroscedasticity problems.

Table 4.8 Results of Linear Regression Analysis

	Unstandardized Coefficients		*Standardized Coefficients*	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0,040	0,007		-5,876	0,000
Online customer review	1,542	0,251	0,634	6,142	0,000
Online customer rating	0,354	0,101	0,322	3,512	0,001
Influencer	-0,010	0,065	-0,010	-0,150	0,881
A. Dependent Variable: Purchase Decision					

Based on table 4.8, the constant value of -0.040 shows the average value of "Purchasing Decision" when all independent variables are set to zero. The t coefficient is -5.876 and the significance value (Sig.) is 0.000, indicating that this constant is statistically significant. A positive coefficient of 1.542 indicates that the presence of positive online consumer reviews is positively correlated with "Purchase Decision." With a t coefficient of 6.142 and a significance of 0.000, it can be concluded that a positive increase in online consumer reviews significantly contributes to increased purchasing decisions. A positive coefficient of 0.354 indicates that an increase in consumers' online ratings contributes positively to "Purchase Decisions." With a t coefficient of 3.512 and a significance of 0.001, these results confirm that trust in products expressed through consumer online ratings significantly influences increased purchasing decisions. Although the negative coefficient is -0.010, the low t value (of -0.150) and significance of 0.881 indicate that the "Influencer" variable does not make a significant contribution in explaining the variability of "Purchase Decision." In this context, the influence of "Influencers" can be considered insignificant or minimal on purchasing decisions.

Table 4.9 T test

Variable	B	T	Sig	Result
Online customer review	1,542	6,142	0,000	Significant Positive
Online customer rating	0,354	3,512	0,001	Significant Positive
Influencer	-0,010	-0,150	0,881	No effect

Table 4.10 F test

F	Sig.
202,066	0,000

Based on table 4.10, the F test results for the regression model used. A sig value of 0.000 <0.05 indicates that together the independent variables have a significant effect on the dependent variable. So that the

variables online customer reviews, online customer ratings and influencers simultaneously have a significant influence on purchasing decisions.

Table 4.11 Coefficient of Determination Test Results

R	R Square	Adjusted R Square
0,929	0,863	0,859

Based on table 4.11, the results of the coefficient of determination test for the regression model used. The R Square value or coefficient of determination of 0.863 indicates that around 86.3% of the variability in the dependent variable can be explained by this regression model.

Adjusted R Square, which takes into account the number of independent variables in the model and can provide a more conservative indication, has a value of 0.859. This value shows the percentage of variability that can be explained by the model after compensating for the presence of additional independent variables. So the online customer review, online customer rating and influencer variables influence purchasing decisions by 85.9%, and the remaining 14.1% is influenced by other variables.

The Influence of Online Customer Reviews on Purchasing Decisions

The results of the regression test show that there is a significant influence between online customer reviews and skincare purchasing decisions at Sociolla. This can be seen from the significance value (sig) which is less than 0.05, indicating that the relationship between the online customer review variable and purchasing decisions is statistically significant. Furthermore, from the positive coefficient value, it can be concluded that online customer reviews have a positive influence on purchasing decisions. In other words, the higher the online customer reviews, the more positive the influence on purchasing decisions for skincare products at Sociolla. These results show that online reviews from consumers have a real and positive impact in shaping purchasing decisions for skin care products on the Sociolla platform.

The results of this study are consistent (Mahendra & Edastama 2022) which shows a positive relationship. However, different results were shown by research results from (Ardani 2023) and (Rulyagustin & Prastiwi 2023) which shows that online customer reviews have no influence on someone's purchasing decision.

The Influence of Online Customer Ratings on Skincare Purchasing Decisions on Sociolla

The results of the regression test show that the sig value is less than 0.05, so that online customer ratings have a significant positive effect on skincare purchasing decisions at Sociolla. This means that the positive assessment given by consumers to skincare products at Sociolla has a significant impact in motivating purchasing decisions. The higher the level of positive assessment from online customer ratings, the greater the influence on purchasing decisions for skin care products on the Sociolla platform. In other words, consumers tend to be more motivated to buy skincare products when they see or read positive reviews from fellow consumers.

This result is in line with As explained by (Ardianti & Widiartanto 2019), Online customer ratings are considered an important type of consumer opinion in evaluating products. This research shows that the higher the product rating in the form of stars, the better the product is seen by consumers. These opinions reflect the average consumer's evaluation of the features, produk, atau pelayanan yang mereka terima, menciptakan gambaran opini konsumen secara keseluruhan. (Johan et al., 2021) and (Mahendra & Edastama 2022), also emphasized that online customer ratings have a significant influence on purchasing decisions. Online product ratings, represented on a star scale, are recognized as having an important role in helping potential buyers form impressions and make purchasing decisions. The emotional relationship factor between consumers and products is also considered to play a key role in forming online ratings and purchasing decisions.

The Influence of Influencers on Skincare Purchasing Decisions on Sociolla

The results of the regression test show a high significance value (Sig), namely 0.881, for the Influencer variable on skincare purchasing decisions at Sociolla. These results indicate that influencers do not have a significant influence on consumer purchasing decisions. This can be explained by considering that influencer followers are not always a relevant target market or potential buyers of skincare products. In addition, the mismatch of products recommended by influencers with consumer needs or preferences can be a factor that reduces the influence of influencers on purchasing decisions. Trust in the sincerity of an

influencer's recommendations is also a consideration, with consumers perhaps being more skeptical if they feel that the recommendation is driven by financial interests or business relationships. Other factors such as consumer reviews, online ratings, and personal preferences can also have a greater influence in motivating purchasing decisions than influencer recommendations. Thus, these findings provide insight that in purchasing skincare products on Sociolla, influencers do not play a significant role in shaping consumer purchasing decisions.

This finding is in line with the findings of (Aisy et al., 2021) which shows that influencers have no influence on purchasing decisions.

Conclusion

Based on the results and changes, it can be concluded that there is an influence on the research entitled "The Influence of Online Customer Reviews, Online Customer Ratings, Influencers on Purchasing Decisions for Skincare Products on the Sociolla Application". Based on the data collected and tests carried out using SPSS, it can be concluded that online customer reviews have a positive influence on purchasing decisions for skincare products on the Sociolla application. The better the reviews given by consumers, the more consumers can trust the products being sold. Online customer ratings have a positive influence on purchasing decisions for skincare products on the Sociolla application. The better the rating that consumers buy, the more consumer confidence will increase. Influence does not have a significant effect on purchasing decisions for skincare products on the Sociolla application. Influencer followers are not always a relevant target market or potential buyers of skincare products. In addition, the mismatch of products recommended by influencers with consumer needs can be a factor that reduces the influence of influencers on purchasing decisions. Online customer reviews, online customer ratings and influencers simultaneously have a positive and significant influence on purchasing decisions. This can be interpreted that the more and better consumer reviews, consumer ratings and influencer reviews provided can increase purchasing decisions.

References

Aini, N., Sudarwanto, T., Sugi, L., Ningsih, R., & Abstrak, I. A. (2022). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Melalui Marketplace Shopee (Studi Kasus Pengguna Shopeedi PPP Al – Istiqomah Cukir). *BIMA : Journal of Business and Innovation Management*, *5*(1), 18–28.

Aisy, P. N. R., Basalamah, M. R., & Millaningtyas, R. (2021). Pengaruh Viral Marketing, Celebrity Endorser dan Brand Image Terhadap Keputusan Pembelian Di Shopee (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Angkatan 2017 Universitas Islam Malang). *E-JRM: Elektronik Jurnal Riset Manajemen*, *10*(16).

Anjani, E. R., & Simamora, V. (2022). Pengaruh Influencer, Harga Dan Kualitas Produk Skincare Scarlett Whitening Terhadap Keputusan Pembeli Generasi Z, Dki Jakarta. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, *6*(3), 1293–1308. https://doi.org/10.31955/mea.v6i3.2547

Ardani, R. D. A. N. (2023). *Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian (Studi Pada Mahasiswa Customer Marketplace Shopee di Universitas Muhammadiyah Malang dan Universitas Islam Malang)*.

Ardianti, A. N., & Widiartanto, M. A. (2019a). Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian melalui Marketplace Shopee . *Jurnal Ilmu Administrasi Bisnis*, 1–11.

Ardianti, A. N., & Widiartanto, W. (2019b). Pengaruh online customer review dan online customer rating terhadap keputusan pembelian melalui marketplace Shopee.(Studi pada mahasiswa aktif FISIP Undip). *Jurnal Ilmu Administrasi Bisnis*, *8*(2), 55–66.

Ariescy, R. R., Evanzha Y. A., E., & Anindita R. I., R. (2019). Pengaruh Iklan Hijau dan Kesadaran Lingkungan Terhadap Minat Beli dan Keputusan Pembelian Air Mineral Merek Ades di Kabupaten Jember. *Jurnal MEBIS Manajemen Dan Bisnis*, *4*(2), 142–149.

Depari, G. S., & Ginting, N. (2022). THe Influence Of Online Customer Review And Perceived Quality Toward Customer Purchase Decision At Lazada Online Retail Company. *Jurakunman (Jurnal Akuntansi Dan*

Manajemen), *15*(1), 1. https://doi.org/10.48042/jurakunman.v15i1.84

DJ, Y. R., & Sustyorini, E. N. (2022). Pengaruh Brand Image, Social Media Instagram dan Beuaty Influencer Terhadap Keputusan Pembelian Produk Ms Glow di Kabupaten Lamongan. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, *10*(2), 1421–1428. https://doi.org/10.37676/ekombis.v10i2.2442

Graciafernandy, M. A., & Almayani, R. N. (2023). Pengaruh Online Customer Review, Online Customer Rating dan Online Promotion Terhadap Keputusan Pembelian Online Di Shopee. *POINT: Jurnal Ekonomi Dan Manajemen*, *5*(1), 97–106.

Hariyanto, H. T., & Trisunarno, L. (2020). Analisis Pengaruh Online Customer Review, Online Customer Rating, dan Star Seller terhadap Kepercayaan Pelanggan Hingga Keputusan Pembelian pada Toko Online di Shopee. *Jurnal Teknik ITS*, *9*(2). https://doi.org/10.12962/j23373539.v9i2.56728

Janssen, L., Schouten, A. P., & Croes, E. A. J. (2022). Influencer advertising on Instagram: product-influencer fit and number of followers affect advertising outcomes and influencer evaluations via credibility and identification. *International Journal of Advertising*, *41*(1), 101–127. https://doi.org/10.1080/02650487.2021.1994205

Johan, A., Rosadi, B., & Anwar, T. A. (2021). Product Ranking: Measuring Product Reviews on the Purchase Decision. *Journal of Business Studies and Mangement Review*, *4*(2), 105–110. https://doi.org/10.22437/jbsmr.v4i2.13566

Johan, S., Juwita, R., & Megawati, M. (2021). Pengaruh Electronic Word Of Mouth, Brand Ambassador, Iklan, Dan Kepercayaan Terhadap Minat Beli Konsumen Pada E-Commerce Shopee Indonesia Pada Saat Pandemi (Studi Kasus Di Kota Palembang). *Publikasi Riset Mahasiswa Manajemen*, *2*(2), 174–182.

Laeli, R. N., & Prabowo, R. E. (2022). Analisis Pengaruh Online Customer Review, Online Customer Rating dan Tagline "Gratis Ongkir" terhadap Keputusan Pembelian melalui Shopee Marketplace. *SEIKO : Jurnal Manajemen & Bisnis*, *5*(2), 306–314.

Latief, F., & Ayustira, N. (2020). Pengaruh Online Costumer Review dan Customer Rating terhadap Keputusan Pembelian Produk Kosmetik di Sociolla. *Jurnal Mirai Managemnt*, *6*(1), 139–154.

Lengkawati, A. S., & Saputra, T. Q. (2021). Pengaruh Influencer Marketing terhadap Keputusan Pembelian (Studi pada Elzatta Hijab Garut). *Prismakom*, *18*(1), 33–38.

Mahendra, S., & Edastama, P. (2022). Pengaruh Online Customer Review, Rating Dan Influencer Terhadap Keputusan Pembelian Pakaian Casual Pada Marketplace. *Jurnal Mahasiswa Manajemen Dan Akuntansi*, *1*(2), 21–28. https://doi.org/10.30640/jumma45.v1i2.317

Mulyati, Y., & Gesitera, G. (2020). Pengaruh Online Customer Review terhadap Purchase Intention dengan Trust sebagai Intervening pada Toko Online Bukalapak di Kota Padang. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, *9*(2), 173. https://doi.org/10.30588/jmp.v9i2.538

Nanda, R. J. P. (2022). The Effect of Beauty Influencer, Social Media Marketing, and Brand Image on Purchase Decisions for Korea Skincare Products. *Jurnal Ekonomi*, *22*(01), 23–32. https://doi.org/10.29138/je.v22i01.160

Purwanto, A. B., & Risaputro, H. B. (2021). Analisis Pengaruh Persepsi Harga, Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian (Studi Pada Konsumen Sari Roti di Kota Semarang). *Riset, Ekonomi, Akuntansi Dan Perpajakan (Rekan)*, *2*(1), 77–88. https://doi.org/10.30812/rekan.v2i1.1120

Riyanjaya, N. A., & Andarini, S. (2022). Pengaruh Online Customer Review dan Online Customer Rating Terhadap Minat Beli Produk Wardah Di Situs Belanja Online Shopee. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, *3*(5), 927–944.

Rulyagustin, A., & Prastiwi, S. K. (2023). *PEngaruh Online Customer Review, Online Customer Rating, Dan E-Trust Terhadap Keputusan Pembelian Di E-Commerce Sociolla Pada Generasi Z Di Solo Raya*. UIN Surakarta.

Sugiyono, D. (2015). Metode penelitian bisnis. *Bandung: Pusat Bahasa Depdiknas*.

Sumarga, H. E., Febrianto, H. G., & Fitriana, A. I. (2022). Keputusan pembelian produk umkm kuliner di kota

Tangerang: digital marketing dan influencer. *Jurnal Ekonomi, Manajemen Dan Akuntansi*, *24*(3), 537–546. https://doi.org/10.29264/jfor.v24i3.11442

Zukhrufani, A., & Zakiy, M. (2019). the Effect of Beauty Influencer, Lifestyle, Brand Image and Halal Labelization Towards Halal Cosmetical Purchasing Decisions. *Jurnal Ekonomi Dan Bisnis Islam (Journal of Islamic Economics and Business)*, *5*(2), 168. https://doi.org/10.20473/jebis.v5i2.14704