

# THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND ONLINE CUSTOMER RATINGS ON PURCHASE DECISION OF WARDAH PRODUCTS THROUGH THE SHOPEE MARKETPLACE

\* Nova Erlyasari<sup>1</sup>, Lutfia Isnafahrani<sup>2</sup>, Supriono<sup>3</sup>

<sup>1</sup>Business Administration Department, Faculty of Administrative Sciences, Brawijaya University-Malang, Indonesia

<sup>2</sup>Business Administration Department, Faculty of Administrative Sciences, Brawijaya University-Malang, Indonesia

<sup>3</sup>Business Administration Department, Faculty of Administrative Sciences, Brawijaya University-Malang, Indonesia

Correspondence\*:

Jl.MT. Haryono 163 Malang, email: [novaerlyfia@ub.ac.id](mailto:novaerlyfia@ub.ac.id)

## Abstract

**Objective:** This research aims to determine the influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions among consumers of Wardah products through the marketplace.

**Design/Methods/Approach:** The type of research used in this research is quantitative with an explanatory research approach. This research uses a non-probability sampling approach with purposive sampling technique. The population in this research is consumers of Wardah products who have used and purchased Wardah products through the Shopee marketplace in the past 6 months with 100 respondents. The data used in this research is primary and secondary data.

**Findings:** The results of this research show that Online Customer Reviews and Online Customer Ratings have a significant effect on Purchase Decisions. Partially, these 2 independent variables have a significant effect on Purchase Decision.

**Originality/Value:** The novelty of this research is that it attempts to prove that the research results presented by previous researchers are inconsistent, so that it becomes a reason for researchers to re-test the relationship between the variables of online customer reviews and online customer ratings on purchase decisions on Wardah Cosmetic products.

**Practical/Policy implication:** The research findings if online customer reviews and online customer ratings have a significant effect on purchase decisions. This research can be used to add insight into marketing strategies on social media, especially related to consumer behavior in the cosmetic business sector on social media.

**Keywords:** Online Customer Review; Online Customer Rating; and Purchase Decision

**JEL Classification:** M31, M37

Received August, 2, 2024; Received in revised form: August, 13, 2024. Accepted: August, 31, 2024

## **Introduction**

The development of the internet has brought changes to people's life patterns (Martzoukou et al., 2020; Escandon et al., 2021). According to a survey from We Are Social, Indonesian Internet users in 2023 will be around 212.9 million or 77% of the total population (Riyanto, 2023). The increase in the internet has had an influence on changes in people's shopping patterns (Lu et al., 2022; Saleem et al., 2023). The internet is the place where e-commerce platforms operate (Hong et al., 2024). The internet is also a link between e-commerce platforms and society (Geng et al., 2020).

In Indonesia, many types of e-commerce have emerged which are visited by many people. From the data obtained, Shopee is the most visited e-commerce in Indonesia in the first quarter of 2023. The Shopee site received an average of 157.9 million visits per month, during the January-March period compared to other e-commerce. One of the products that is popular on the Shopee marketplace is beauty products. Data obtained from databox shows that beauty & body care products are in second place with a percentage of 41%. With soaring sales figures in the cosmetics sector, it is an opportunity for the cosmetics industry to take advantage of technological developments to improve the marketing of their products. One of them is Wardah Cosmetic. Wardah is known as a halal cosmetics brand originating from Indonesia and part of the company PT. Paragon Technology and Innovation (PT. PTI). Wardah Cosmetic uses Shopee as an electronic marketing strategy by having an official store to market their products. Wardah started joining Shopee in 2017 with a total of 634 products with 4.7 million followers and a rating of 4.9. From data obtained from the Compass dashboard, to be precise from July 1 2021 to July 31 2022. Obtained within 1 year, Wardah succeeded in achieving sales revenue on Shopee of IDR 380 billion. Where Shopee is the e-commerce with the highest sales revenue for product sales -Wardah products. This proves that the electronic marketing strategy is successful and has succeeded in satisfying consumers.

According to Kotler and Armstrong (2016), Purchase Decision is a step taken by consumers after considering the various options available and choosing the one they consider best suited to their needs. This consists of various aspects, such as what to buy, when to buy, where to buy from, what brand or model to buy, what payment method to use, and how much to spend (Hanaysha, 2022). The ultimate goal is to choose the product or service that best satisfies and meets consumer needs (Hu et al., 2020). E-commerce itself provides a place for buyers to provide reviews and ratings after they make a purchase (Shaheen et al., 2020). This is a form of providing mutual feedback on transactions carried out between sellers and buyers. From these reviews and ratings, potential buyers can use them to consider before making a purchase transaction. According to (Ahmed and Rodríguez-Díaz, 2020; Bilal et al., 2022), Online Customer Reviews are an important component of Electronic Word of Mouth (e-WOM), especially marketing strategies that aim to increase sales by displaying customer reviews about products, which can then influence prospective buyers' purchases. Companies need to leverage their understanding of online reviews because online buyers consider online reviews as a channel to obtain product information while making purchasing decisions (Fu et al., 2020; Xu et al., 2022). According to (Kotler et al., 2009), consumers tend to trust and choose products with high ratings. A good rating can provide a positive signal regarding product quality and purchasing interest. This is evident from research conducted by Handarkho (2020); Hariyanto and Trisunarno (2021), and Chatterjee et al. (2022) where there is a strong and significant influence of online customer ratings on Purchase Decisions.

## **Literature Review and Hypotheses Development**

According to Ahmed & Rodríguez-Díaz (2020), Online Customer Reviews (OCRs) play an important role in Electronic Word of Mouth (eWOM), a marketing approach that tries to increase sales. In particular, publishing customer opinions about a product may have an impact on potential customers' purchases. An important part of e-commerce is online customer reviews which influence consumers' purchasing decisions and the amount of money spent in countless ways. According to Zhao et al. (2015), there are requirements for online customer reviews to be effective. Among them are:

1. **Usefulness of Online Customer Reviews**  
Usability is how much online reviews make the purchase decision process easier.
2. **Timeliness of Online Customer Reviews**  
When searching for information, consumers are faced with a large amount of relevant information specified for a certain period of time. Timeliness refers to whether a message is up to date or not.
3. **Volume of Online Customer Reviews**

Volume is an important characteristic of eWOM and is used to measure the number of interactive messages.

4. Valence of Online Customer Reviews The value of messages conveyed in online customer reviews can be divided into two categories, namely messages that contain positive things and messages that are negative. Online customer reviews simultaneously have negative and positive messages.
5. Comprehensiveness of Online Customer Reviews One way to measure the level of detail and completion of a review is to look for the completeness of online customer reviews. Online consumer reviews across the internet reveal a variety of messages, ranging from straightforward advice to more complex, fact-based recommendations.

### **Online Customer Ratings**

Online customer ratings a part of online customer reviews that uses star symbols or scores to express consumer assessments (Chatterjee, 2019). Users also provide evaluations and ratings on products based on their assessment of the product after direct use or involvement, which may include their psychological and emotional state. According to (Kotler et al., 2009), consumers tend to trust and choose products with high ratings. A good rating can provide a positive signal in influencing consumer purchases. Online Customer Rating has three indicators according to Elwalda, (2015), including:

1. Perception of Usefulness (Perceived Usefulness of OCR)  
Perceived Usefulness is part of Online Customer Rating which is an important part of eWOM that influences whether a review is useful or not as seen from the level of customer trust. It reflects the extent to which customers perceive online reviews as useful.
2. Perception of comfort (Perceived enjoyment of OCR)  
Perceived enjoyment is how consumers believe that the rating is fun and entertaining. It measures the extent to which customers enjoy the experience of using OCR.
3. Perception of control (Perceived control of OCR)  
Perceived control is the amount of control that customers feel from the ratings given during the online shopping process. In this case, how much control does the customer feel over the online shopping process via OCR.

### **Purchase Decision**

According to Kotler and Armstrong (2016), purchasing decisions are steps taken by consumers after considering the various options available and choosing the one they consider best suited to their needs. A purchasing decision can be a series of steps that consumers go through before making an actual purchase. This consists of various aspects, such as what to buy, when to buy, where to buy from, what brand or model to buy, what payment method to use, and how much to spend (Hanaysha, 2022). According to (Kotler et al., 2009) there are five stages of the decision making process, including:

1. Problem Introduction  
Problem recognition is the first initial step in the purchasing process, starting with identifying the need. Needs are caused by internal or external stimuli. Marketers must collect information from a variety of consumers to identify situations that give rise to specific needs.
2. Information Search  
With consumer awareness of their needs, in the purchasing decision stage consumers will look for the information they need from various sources.
3. Evaluation of Alternatives  
In this phase, consumers use previously obtained information to consider a product or brand and compare it with similar products.
4. Buying decision  
In this phase, consumers have decided and made a purchase of the service or product of their choice. At this stage consumers make decisions and buy products. Consumers buy products or services for their own consumption or for the consumption of others.
5. Post-Purchase Behavior  
At this point, the customer evaluates his next action depending on his level of happiness or dissatisfaction after using the acquired item.

### **Hypothesis**

Relationship between Online Customer Reviews and Purchase Decisions

In this case, consumers definitely need information about the product. Consumers tend to look for complete information about a product or service on the internet before making a purchase through the reviews they see. Thus, online customer reviews have an influence on purchase decisions. According to the

view of (Almana and Mirza, 2013) where online customer reviews are used as a means for consumers to obtain information which then influences purchase decisions. Personal recommendations and word of mouth are much more effective in helping users in purchase decisions (Chua and Banerjee, 2015).

Relationship between Online Customer Ratings and Purchase Decisions

According to (Kotler et al., 2021), consumers tend to trust and choose products with high ratings. A good rating can provide a positive signal about product quality and influence purchase decisions. This is proven by (Sianipar and Yoestini, 2021) that there is a positive and significant influence of online customer ratings on purchase decisions. Online customer reviews are considered to influence purchasing decisions because people tend to choose products that have been tested for quality. A study by (Moe and Schweidel, 2012) linked reviews to customer decision-making levels. They found that the influence of customer reviews on pre-purchase decision reviews depends on how often customers review and rate the product.

Based on the description of the relationship between these variables, the following hypothesis is formulated:

- H1: The Online Customer Review variable (X1) partially has a positive and significant influence on Purchase Decision (Y)
- H2: The Online Customer Rating variable (X2) partially has a positive and significant influence on Purchase Decision (Y)
- H3: The variables Online Customer Review (X1) and Online Customer Rating (X2) simultaneously have a positive and significant effect on Purchase Decision (Y).

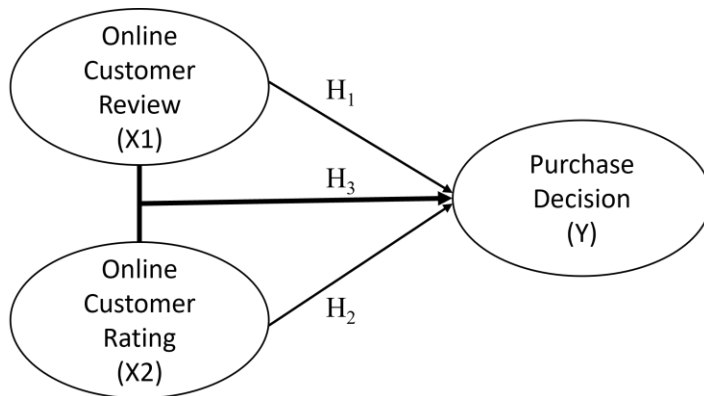


Figure 2. Hypothesis Model

Method

The type of research used in this research is quantitative with an explanatory research approach. This research uses a non-probability sampling approach with purposive sampling technique. The population in this study were consumers of Wardah products who had used and purchased Wardah products through the Shopee marketplace in the past 6 months with 100 respondents.. The data collection process used in this research is both primary and secondary.

a. Primary data

According to Sugiyono (2019), primary data, also known as first-hand data, is data obtained directly by providing data to research subjects. Primary data was obtained by researchers by distributing questionnaires which were distributed online via Google Form to the public in Malang City. The data sources in this research were 100 respondents.

b. Data Secondary

According to Sugiyono (2019), secondary data is a source of data collected by other people, not researchers. Secondary data can be obtained from library research, which is a data collection technique by searching for and studying data related to research. Secondary data sources that researchers use to obtain data are from journals, the internet, research results and other information related to research.

**Result and Discussion**

The Results and Discussion section encompasses a comprehensive depiction of the primary findings of the Classic assumption test. In this research there are classic assumption tests consisting of normality tests, multicollinearity tests, and heteroscedasticity tests.

Table 1. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Information
Online Customer Reviews (X1)	0.426	2,346	Multicollinearity does not occur
Online Customer Rating (X2)	0.426	2,346	Multicollinearity does not occur

Source: Researcher (2024)

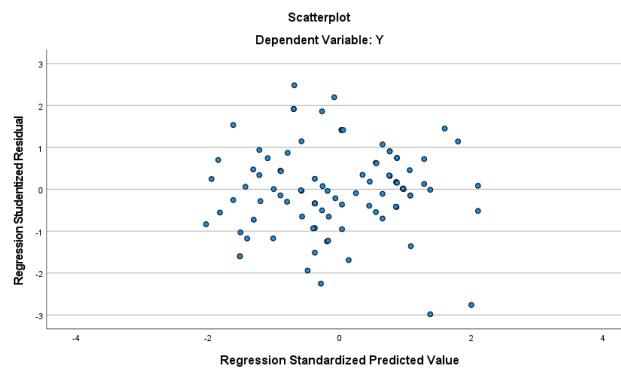


Figure 1. Heteroscedasticity Test Results

Source: Researcher (2024)

Based on the picture above, it can be seen that there are no symptoms of heteroscedasticity. This can be seen from the points that are spread both below and above zero on the Y axis and do not form any particular regular pattern.

**Simultaneous F Test Results**

Table 3. F Test Results

F count	F table	Sig.	Information
108,753	2.70	<0.001	Significant

Source: Researcher (2024)

Based on the table above, it can be seen that the independent variables, namely Online Customer Review (X1) and Online Customer Rating (X2) can simultaneously influence the independent variable, namely Purchase Decision (Y). This can be seen from the calculated F value, which is 108.753, which means > F table, which is known from the degree of freedom, is 2.70. Apart from that, the significance value is <0.001, which means <0.05. So, from the results of the F test carried out it can be concluded that the independent variable can have a simultaneous or significant effect on the dependent variable.

**Partial Test Results (t Test)**

Table 4. t test results

Variable	t count	t table	Sig.	Information
Online Customer Reviews(X1)	4,436	1.98	<0.001	Significant
Online Customer Ratings(X2)	5,821	1.98	<0.001	Significant

Source: Researcher (2024)

- Based on the results of the t statistical test, it can be seen that the independent variable is Online Customer Review (X1 seen from the calculated t value, which is 4.436, which means > t table which is known from the degree of freedom of 1.98. In addition, the results of the significance value are <0.001,

which means  $< 0.05$ . So, from the results of the t test carried out it can be concluded that the Online Customer Review variable (X1) partially has a significant effect on the dependent variable, namely Purchase Decision (Y).

- Based on the results of the t statistical test, it can be seen that the independent variable, namely Online Customer Rating (X2), can be seen from the calculated t value, which is 5.821, which means  $> t$  table which is known from the degree of freedom of 1.98. Apart from that, the significance value is  $< 0.001$ , which means  $< 0.05$ . Thus, it shows that the Online Customer Rating variable (X2) has a direct relationship and influence on Purchase Decision (Y).

**Coefficient of Determination Test Results (R2)**

Table 5. Coefficient of Determination Test Results

R	R Square	Adjusted R Square
0.832	0.692	0.685

Source: Researcher (2024)

Based on the table above, it can be seen that the R Square result is 0.692. This shows that the influence between the dependent variable and the independent variable is 69.2%. This value means that the independent variables, namely Online Customer Review (X1) and Online Customer Rating (X2), can explain the dependent variable, namely Purchase Decision (Y), by 69.2%.

**Multiple Linear Regression Analysis**

Table 6. Linear Regression Analysis Result

Model	Unstandardized Coefficients
	B
(Constant)	7,430
Online Customer Reviews(X1)	0.257
Online Customer Ratings(X2)	0.535

Source: Researcher (2024)

It can be seen that the regression coefficient for the Online Customer Review variable on Purchasing Decisions is 0.257. Furthermore, the regression coefficient for the Online Customer Rating variable on Purchasing Decisions is 0.535.

**The Influence of Online Customer Reviews (X1) on Purchase Decisions (Y)**

In the Online Customer Review variable (X1), the results obtained with a t-test value of 4.436 are greater than the t table of 1.98 and greater than 0.05. Where this shows that H0 is rejected and Ha is accepted so that the Online Customer Review variable has a significant influence on Purchase Decision. This is supported by Zhou et al. (2015) that Online Customer Review has a positive relationship with purchasing decisions. From the results of the questionnaire obtained, it is realized that consumers get many benefits from the existing reviews because they can get product information directly from other people's reviews. And it was found that online customer reviews help consumers in assessing products. When consumers cannot assess independently, consumers can see reviews given by others.

This is also explained by (Stella, 2018) where Online Customer Reviews provide important product information and recommendations from the consumer's perspective when consumers make online purchases. Online customer reviews are an important source of support for consumers to evaluate and assess products personally. So that it helps them assess and choose the right information before making a purchasing decision.

Online Customer Reviews are closely related to reviews, so the higher the quality of the reviews, the more they influence consumers in making Purchase Decisions. From the results obtained, the questionnaire data shows that people accept that the online customer review variable has benefits, can provide relevant information because the reviews are the latest, have a variety of different reviews, the message value conveyed by the reviewer is also neutral, and the completeness and details in the review.

### **The Influence of Online Customer Rating (X2) on Purchase Decision (Y)**

In the Online Customer Rating variable (X2), the results obtained with a t-test value of 5.821 are greater than the t table of 1.98 and greater than 0.05. Where this shows that H0 is rejected and Ha is accepted so that the Online Customer Rating variable has a significant influence on Purchase Decision.

This is supported by Elwalda's research, 2015. that Online Customer Rating has a positive relationship with purchasing decisions. From the results of the questionnaire obtained, it is realized that consumers get many benefits from the existing ratings because they can see the values or scores given from other people's reviews. And it was found that online customer ratings help consumers in assessing products. When consumers cannot assess independently, consumers can see the ratings given by others.

According to (Kotler et al., 2021), consumers tend to trust and choose products with high ratings. Good ratings can provide a positive signal about product quality and increase consumer buying interest. This is evidenced by research conducted by (Sianipar and Yoestini, 2021; Chatterjee et al. 2022) which explains that there is a positive and significant influence of online customer ratings on purchasing decisions. Ratings are considered to influence purchasing decisions because people tend to choose products whose quality has been tested.

### **The Influence of Online Customer Review (X1) and Online Customer Rating (X2) on Purchase Decision (Y)**

It is known that the independent variables, namely Online Customer Review (X1) and Online Customer Rating (X2) can simultaneously influence the independent variable, namely Purchase Decision (Y). This can be seen from the calculated F value of 108.753, which means > F table which is known from the degree of freedom of 2.70. In addition, the results of the significance value are <0.001, which means <0.05. Thus, from the results of the F test conducted, it can be concluded that the independent variables can simultaneously or simultaneously influence and significantly affect the dependent variable. This is in accordance with research conducted by (Auliya et al., 2017) on the online marketplace, where purchase decisions are influenced by various factors including online customer reviews and online customer ratings.

### **Conclusion and future direction**

This research discusses the independent variables, namely Online Customer Review and Online Customer Rating which are thought to influence the dependent variable Wardah's Purchase Decision. By taking research samples from the community in Malang City. Based on the problems that have been formulated, the results of the analysis and hypothesis testing that have been carried out in the previous chapter, the following conclusions can be drawn from this research:

1. Based on the results of the t test that has been carried out, the results obtained show that the Online Customer Review variable (X1) partially has a positive and significant influence on the Purchase Decision variable (Y). Therefore, the hypothesis which states that the Online Customer Review variable (X1) partially has a positive and significant effect on Purchase Decision (Y) can be accepted.
2. Based on the results of the t test that has been carried out, the results show that the Online Customer Rating (X2) variable partially has a positive and significant influence on the Purchase Decision (Y) variable. Therefore, the hypothesis which states that the Online Customer Rating (X2) variable partially has a positive and significant effect on Purchase Decision (Y) can be accepted.
3. Based on the results of the F Test that has been carried out, the results show that the Online Customer Review (X1) and Online Customer Rating (X2) variables simultaneously have a positive and significant influence on the Purchase Decision (Y) variable. Therefore, the hypothesis which states that the Online Customer Review (X1) and Online Customer Rating (X2) variables simultaneously have a positive and significant effect on Purchase Decision (Y) can be accepted.

According to the discussion of the significance results where the Online Customer Review variable has a sig value of 4.436, which is a variable that has the lowest level of significance than the Online Customer Rating variable of 5.821. Therefore, researchers suggest that companies reconsider the Online Customer Review aspect because it can also affect the Purchase Decision. Where companies can respond more responsively to reviews, criticisms and suggestions that consumers provide after making a purchase. So that it can be created in accordance with the benefits received where reviews can also be useful for companies as evaluation material for product or service improvements.

**Implication**

This research can be used to add insight into marketing strategies on social media, especially related to consumer behavior in the cosmetic business sector on social media. Consumers before making a purchasing decision will consider product reviews and ratings on social media. Thus, marketers are required to actively condition the right strategy related to this.

**References**

- Ahdiat, Adi. (2023). 5 E-Commerce with the Most Visitors in Indonesia (Quarter I 2023). <https://databoks.katadata.co.id/datapublish/2023/05/03/5-e-commerce-dengan-pengunjung-terbesar-kuartal-i-2023>. Accessed November 5, 2023.
- Ahmed, A.Z., & Rodríguez-Díaz, M. (2020). Significant labels in sentiment analysis of online customer reviews of airlines. *Sustainability (Switzerland)*. Vol 12(20). pp. 1–18. <https://doi.org/10.3390/su12208683>
- Almana, Amal M and Abdulrahman A. Mirza. (2013). The Impact of Electronic Word of Mouth on Consumers' Purchasing Decisions. *International Journal of Computer Applications*. Vol 82(9). pp. 23-31. <https://doi.org/10.5120/14145-2286>
- Bilal, M., Akram, U., Rasool, H., Yang, X. and Tanveer, Y. (2022), "Social commerce isn't the cherry on the cake, its the new cake! How consumers' attitudes and e-WOM influence online purchase intention in China", *International Journal of Quality and Service Sciences*, Vol. 14 No. 2, pp. 180-196. <https://doi.org/10.1108/IJQSS-01-2021-0016>
- Chatterjee, S. (2019). Explaining customer ratings and recommendations by combining qualitative and quantitative user generated contents. *Decision Support Systems*. Vol 199. pp. 14–22. <https://doi.org/10.1016/j.dss.2019.02.008>
- Chatterjee, S., Chaudhuri, R., Vrontis, D. and Thrassou, A. (2022), "The influence of online customer reviews on customers' purchase intentions: a cross-cultural study from India and the UK", *International Journal of Organizational Analysis*, Vol. 30 No. 6, pp. 1595-1623. <https://doi.org/10.1108/IJOA-02-2021-2627>
- Chua, A.Y., & Banerjee, S. (2015). Understanding Review Helpfulness as a Function of Reviewer Reputation, Review Rating, and Review Depth. *Journal of the Association for Information Science & Technology*. Vol 66. Pp. 354-362. <https://doi.org/10.1002/asi.23180>
- Elwalda, A., Lü, K., & Ali, M. (2016). Perceived derived attributes of online customer reviews. *Computers in Human Behavior*. Vol 56. pp. 306-319. <https://doi.org/10.1016/j.chb.2015.11.051>
- Escandon-Barbosa, D., Hurtado-Ayala, A., Rialp-Criado, J. and Salas-Paramo, J.A. (2021), "Identification of consumption patterns: an empirical study in millennials", *Young Consumers*, Vol. 22 No. 1, pp. 90-111. <https://doi.org/10.1108/YC-11-2018-0872>
- Fu, H., Manogaran, G., Wu, K., Cao, M., Jiang, S., Yang, A. (2020). Intelligent decision-making of online shopping behavior based on internet of things. *International Journal of Information Management*. Vol 50 (3). pp. 515-525. <https://doi.org/10.1016/j.ijinfomgt.2019.03.010>
- Geng, R., Wang, S., Chen, X., Song, D. and Yu, J. (2020), "Content marketing in e-commerce platforms in the internet celebrity economy", *Industrial Management & Data Systems*, Vol. 120 No. 3, pp. 464-485. <https://doi.org/10.1108/IMDS-05-2019-0270>
- Hanaysha, Jalal. (2022). Impact of social media marketing features on consumer's purchase decisions in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*. Vol 2(2). pp. 100102. <http://dx.doi.org/10.1016/j.jjime.2022.100102>
- Handarkho, Y.D. (2020), "Impact of social experience on customer purchase decision in the social commerce context", *Journal of Systems and Information Technology*, Vol. 22 No. 1, pp. 47-71. <https://doi.org/10.1108/JSIT-05-2019-0088>
- Hariyanto, HT, & Trisunarno, L. (2020). Analysis of the Influence of Online Customer Reviews, Online Customer Ratings, and Star Seller on Customer Trust and Purchasing Decisions in Online Stores at Shopee. *ITS Engineering Journal*. Vol 9(2). pp. 234–239. <http://dx.doi.org/10.12962/j23373539.v9i2.56728>
- Hong, Y., Sawang, S. and Yang, H.-P.(S). (2024), "How is entrepreneurial marketing shaped by E-commerce technology: a case study of Chinese pure-play e-retailers", *International Journal of Entrepreneurial Behavior & Research*, Vol. 30 No. 2/3, pp. 609-631. <https://doi.org/10.1108/IJEBr-10-2022-0951>



- Hu, K.-C., Chia, K.-C., Lu, M. and Liang, Y.-L. (2022), "Using importance–performance analysis, goal difficulty and the Kano model to prioritize improvements in the quality of home delivery logistics services", *The International Journal of Logistics Management*, Vol. 33 No. 2, pp. 477-498. <https://doi.org/10.1108/IJLM-12-2020-0491>
- Kotler, P., and Gary Armstrong. (2016). *Marketing principles* (13th Edition). Erlangga.
- Kotler, Philip and Kevin Lane Keller. (2009). *Marketing Management*. Thirteenth Indonesian edition. Volume 1. Jakarta: Erlangga
- Lu, M., Wang, R. and Li, P. (2022), "Comparative analysis of online fresh food shopping behavior during normal and COVID-19 crisis periods", *British Food Journal*, Vol. 124 No. 3, pp. 968-986. <https://doi.org/10.1108/BFJ-09-2020-0849>
- Martzoukou, K., Fulton, C., Kostagiolas, P. and Lavranos, C. (2020), "A study of higher education students' self-perceived digital competences for learning and everyday life online participation", *Journal of Documentation*, Vol. 76 No. 6, pp. 1413-1458. <https://doi.org/10.1108/JD-03-2020-0041>
- Moe, W.W., Schweidel, D.A. (2012). Online product opinions: incidence, evaluation, and evolution. *Mark. Sci.* Vol 31 (3). pp. 372–386. <http://dx.doi.org/10.2139/ssrn.1525205>
- Riyanto, AD. Hootsuite (We are Social): Indonesian Digital Report 2023. <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2023/>. Retrieved September 20, 2023.
- Rukmana, DI. (2022). Wardah Sales Data for the Last 1 Year. <https://compas.co.id/article/data-penjualan-wardah-1-tahun-terakhir/>. Accessed October 20, 2023.
- Saefullah. 2020. The Influence of Advances in Communication and Information Technology on Children's Character. <https://bdkjakarta.kemenag.go.id/Influence-kemajuan-technology-komunikasi-dan-information-terhadap-character-anak/>. Accessed November 18, 2023.
- Salem, M., Baidoun, S., Abu Sharekh, N., Sammour, N., Alnajjar, G., Alasttal, F., Alghusain, I. and Saqer, H. (2023), "Factors affecting Arab consumers' attitudes toward online shopping in light of COVID-19: the moderating role of digital marketing", *Journal of Enterprise Information Management*, Vol. 36 No. 2, pp. 480-504. <https://doi.org/10.1108/JEIM-04-2021-0175>
- Shaheen, M., Zeba, F., Chatterjee, N. and Krishnankutty, R. (2020), "Engaging customers through credible and useful reviews: the role of online trust", *Young Consumers*, Vol. 21 No. 2, pp. 137-153. <https://doi.org/10.1108/YC-01-2019-0943>
- Sianipar, F.A.H. & Yoestini. 2021. Analysis of the Influence of Customer Reviews and Customer Ratings on Product Purchasing Decisions in Online Marketplaces. *Diponegoro Journal of Management*. Vol 10 (4). pp. 2337-3792. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Sugiyono. (2019). *Quantitative and Qualitative Research Methodologies and R&D*. Bandung: ALFABETA.
- Xu, C., Park, J. and Lee, J.C. (2022), "The effect of shopping channel (online vs offline) on consumer decision process and firm's marketing strategy", *Internet Research*, Vol. 32 No. 3, pp. 971-987. <https://doi.org/10.1108/INTR-11-2020-0660>
- Zhao, X., Liang, W., Xino G., and Rob L. (2015). The influence of online reviews on online hotel booking intentions. *International Journal of Contemporary Hospitality Management*, Vol. 27(6). pp. 1343-1364. <https://doi.org/10.1108/IJCHM-12-2013-0542/full/html>