

Exploring The Role Of Price Awareness, Online Customer Feedback, And Ratings In Influencing Purchasing Decisions On Lazada E-Commerce Platform

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Abstract: The practice of online shopping has now spread to campuses and the world of higher education. Students who were previously used to shopping in person are now more likely to prefer shopping online because of the convenience that online stores provide. This change in behavior can be seen in the rapid development of internet technology. To reduce regret after purchasing an item, someone who wants to decide to buy it will research the item. Price, user reviews, and star ratings are just a few of the factors that influence a shopper's final decision. A total of 105 participants were surveyed quantitatively, and their responses were analyzed with multiple linear regression techniques. The results show that while the Price Consciousness variable (X1) does not significantly influence the Purchase Decision variable (Y) in Lazada e-commerce, the Online Customer Review variable (X2) does, as indicated by a tcount value of 3,408 > ttable of 1,983 and its significance value of 0.001 < 0.05. Furthermore, there is a statistically significant correlation between Online Customer Rating (X3) and Purchase Decision (Y) in Lazada e-commerce (tcount = 4.334 > ttable = 1.983, p = 0.000 < 0.05). The variables Price Consciousness (X1), Online Customer Review (X2), and Online Customer Rating (X3) only account for 66.9% of the Purchase Decision (Y), while the remaining 33.1% can be accounted for by other factors.

Keywords: Price Consciousness, Online Customer Riview, Online Customer Rating, Purchase Decissions

INTRODUCTIONS

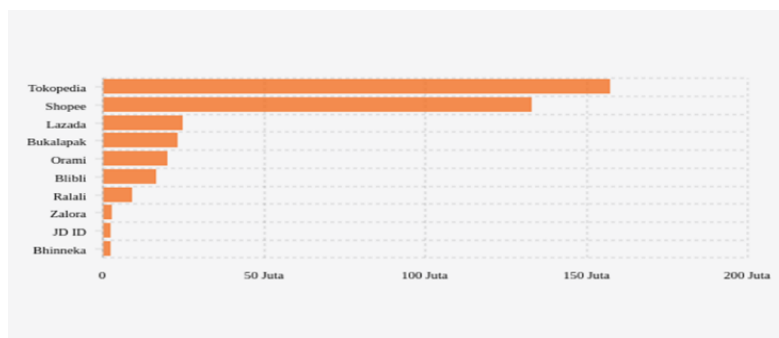
Innovations made by users of internet facilities demonstrate Indonesia's rapid technological development. The competition is getting tougher and forces people to compete to take advantage of the opportunities that are present at this time, especially businesses that want to maintain their business, as a result of the rapid development of technology and information. Because it can connect millions or even billions of users worldwide, the internet plays a significant role in assisting the growth and development of a business. In addition to serving as a channel for information and communication, the internet can also be used as a platform for online trading, also known as e-commerce or marketplace. Siagian et al [15].

The practice of online shopping has become increasingly popular, even on college campuses. Students at Universitas Muhammadiyah Jember have also seen changes in their behavior as a result of the quick development of internet technology. Students who prefer to shop online are displaying this change in behavior in their shopping habits. Online store purchases are legal everywhere and are not restricted by terms and conditions. Data on the value of e-commerce globally, particularly in Indonesia, which is growing every year, also support this. Rachmawati et al [13].

In Indonesia, there are now numerous markets, and many tourists are showing interest in a number of them. By reviving the mobile market segment with its mobile application to ease buying and selling transactions through mobile devices, Lazada is one of many parties that capitalize on e-commerce business opportunities.

Overall, Lazada is positioned as a marketplace application. Based on data collected by Dihni [2], Lazada is one of the top five online stores in Indonesia. The average monthly visitors of the two e-

commerce stores reached 24.68 million and 23.1 million respectively. The figure below shows the number of Lazada visitors as <50 million visitors in the first quarter of 2022.



The problems that occur in Lazada e-commerce cannot be separated from consumer purchasing decisions or potential consumers of products available in lazada e-commerce. The phase of the buying process known as the purchase decision is when the consumer actually makes a purchase. The decision to purchase a good or service is made by the consumer after they have identified their needs or wants and realized that there are still many problems to be solved. After making a purchase, the customer goes through a series of steps before reaching a final verdict. When deciding what to buy, consumers think about a variety of factors, such as price, availability, and ratings from other customers.

Price consciousness is a consumer purchasing decision that focuses on low prices. For consumers who have price awareness, consumers prioritise low prices in buying a product. Apart from assessing quality, low prices are also one of the considerations of consumers before buying, generally consumers will buy goods that suit their needs and budget ,Yap, & Ng [18]. “Researchers and the general public alike have taken an avid interest in online customer evaluations because of their prominence as a kind of electronic word of mouth (eWOM). Gesitera and Mulyati [11].”

The third factor is online customer rating, which is the same as online customer review but in which consumers express their opinions using a predetermined scale. Typically, consumers rate online stores using a scale of one to five stars, with five stars representing better value and one star representing worse value Lackermair et al [7].

LITERATURE REVIEW

Marketing Management

Identifying consumer demands, producing, offering, and trading valuable items and services, as well as designing sales promotion, distribution, service, and service prices, all fall under the umbrella of marketing. Marketing may be defined as a social and managerial process through which individuals and organizations produce and trade goods and services to satisfy customer wants and needs. The processes of planning, organizing, acting, directing, and controlling are all part of management. According to Satriadi et al. [14]. According to Suparyanto and Rosad [17], Management in marketing include conceiving, pricing, advertising, and distributing products, services, and ideas to certain demographics with the goal of generating sales and a positive return on investment.

Online Purchasing Decision

The decision-making process begins with a need. To fulfil these needs, it is necessary to evaluate to get the best choice from consumer opinions. Consumers need information, the amount and importance of which depends on the needs of consumers and the situations they face. Marketers must study consumer behaviour as a manifestation of all human activity. Marketers also need to know what role each plays and who is involved in the purchase decision. For example, men usually decide to buy their own shoes and women prefer their own clothes Arbaini [1].

E-commerce

E-commerce, or electronic commerce, is an ever-evolving set of tools for conducting business over the Internet and connecting with customers and suppliers. Kotler, Philip and Andrew G [6] state E-commerce, or electronic commerce, is a form of digital interaction between businesses and their customers that takes place over the Internet and is facilitated by personal computers. E-commerce begins with the provision of information services to customers at the point in time when they are able to make purchases. Innovations in

computing, networking, and communication have all contributed to the growth of the internet. Because of the internet, businesspeople no longer have trouble finding information to support their operations. However, since information is now frequently received in very different ways, information must be filtered to ensure that it is accurate and pertinent. The internet era as a result of this replaces the information era Arbaini, [1].

Price Consciousness

According to P. and A. G. Kotler [6] price is the amount of money retailers ask for a product or service. Consumers would shop around on various e-commerce sites in search of discounts and special offers. Shoppers who are motivated primarily by price tend to place less value on product quality, despise last-minute decisions, and make more frequent impulse buys in order to try out new brands and products Konuk [5]. Consumers' propensity to search for price differences is known as price consciousness. Consumers who are cost conscious frequently choose less expensive goods.

Online Customer review

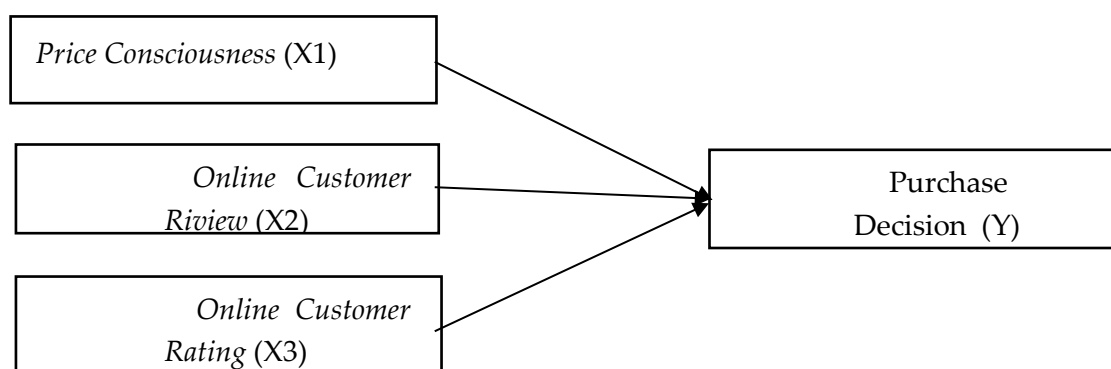
"eWOM" stands for "electronic word of mouth," and it describes content created by users and published on their own or someone else's website Machfoedz [9]. One form of electronic word of mouth is customer reviews posted online. Modern buyers not only consider online customer reviews, but can also articulate their own needs and wants in relation to a product Mu'nis and Komaladewi [10]. Electronic word of mouth (eWOM) refers to the positive feedback about a product shared online by people who have used the product, are considering using the product, or simply want to share their opinion. due to the rapid adoption of digital marketing to the benefit of consumers who can now shop from the comfort of their own homes rather than having to travel to different stores. If consumers have difficulty in assessing product quality or if the required product criteria are unclear, the availability of information becomes one of the deciding factors in decision-making. This information is obtained from reviews of consumers who have purchased or used the product. Potential consumers must get information about the product before buying. The reason is that potential consumers do not yet have experience with the product NINGSIH [12].

Online Customer rating

Online customer ratings are a subset of reviews that use an asterisk format, rather than text, to express a customer's opinion. The rating can be interpreted as a user's judgement of product preference in relation to his/her experience, referring to the psychological and emotional state he/she experiences when interacting with a virtual product in a mediated environment. Li [8]. Online product ratings are one of the consumer perspectives on the quality of online products, although there are sometimes biases in the measurement, mostly due to consumer product ratings that reflect global consumer satisfaction not only with the product, but also with the way online retailers serve consumers. . In addition, the problem is that consumers do not rate the entire product, for example, the reason may be that due to delays in the delivery of goods, consumers give low ratings to the products sold, or consumers give good ratings because the seller compromises on speed in delivery.

Conceptual framework

The literature study yielded the following framework for the influence of Price Awareness, Online Customer study, and Online Customer Rating on consumer choice:



Description:

▼ : Partial

Independent Variable

X1: Price consciousness affects Purchasing Decisions

X2: Online Customer Reviews have an effect on Purchasing Decisions

X3: Online Customer Rating has an effect on Purchasing Decisions

The aforementioned conceptual framework suggests that consumer price awareness plays a crucial role in shaping product selection. Shoppers want more affordable options. Reviews left by previous buyers online might influence a potential buyer's opinion. Reviews from other customers, both positive and negative, may be a great resource for those looking to do their purchasing online. Review sites are more influential in the buying process. So to expect low ratings, sellers should be aware of services that expect bad ratings.

METHODS

Research Design

In this investigation, researchers used a quantitative approach by using the causal association technique. This research contains both independent (influencing) and dependent (affected) variables. In this research, we'll look at how pricing information, user reviews, and ratings all play a role in Lazada shoppers' final judgments.

Population, Sample, Sampling

948 students from the Faculty of Economics at Muhammadiyah University of Jember who had made at least one purchase through Lazada's online store made up the study's population. 105 students from the Faculty of Economics at Muhammadiyah University of Jember made up the study's sample. Sample identification for this study using a questionnaire or The questionnaire is determined by indicators multiplied by 5-10. This research uses 14 indicators and the number of indicators is multiplied by five then the number of research samples This is defined as $14 \times 7.5 = 105$ samples. In this study, a purposive sampling approach is used in conjunction with non-probability sampling techniques.

Instrument

1. Validity test

The reality check requires reliable information. Whether or whether something is legitimate is what the validity test determines. Questionnaire In order for a survey to be deemed legitimate, the questions asked must accurately reflect the variable of interest. (Ghozali) [3]. The questionnaire's validity was examined in this research. SPSS Validity. Validity is measured by testing Pearson product moment significance level. A variable is said to be valid if The variable produces a significance value of less than 0.05.

2. Reability test

One way to evaluate the validity of a questionnaire indicator for a certain variable or agreement is via a reliability test. If a person's responses to a survey remain stable over time, the survey may be trusted.

3. Multiple linear regression test

When more than one independent variable is being considered, a multiple linear regression model is used. adj. unrelated. Multiple linear regression analysis is used to figure out how one independent variable influences another. Ghozali [3].

4. Data Normality test

Analysis of data normality The normality test, as described by Ghozali [3], determines whether or not the regression model is for the dependent variable alone. The normality of the distributions of the independent and dependent variables in the regression model. The validity of statistical tests is diminished if the variables are not regularly distributed. The Kolmogorov Smirnov test is useful for determining whether or not data are regularly distributed; with this test, if the p-value is larger than

0.05, the data are assumed to be normally distributed. Data is often not sent when the significance level determined by the Kolmogorov Smirnov sample is below 0.05.

5. Multicollinearity Test

Multicollinearity testing, as described by Ghozali [3], checks for evidence of correlation between independent variables.

6. Heteroscedasticity test

The goal of this test is to determine whether there is consistent variance in the regression model's residuals. Heteroscedasticity refers to situations where the variance is inconsistent.

7. t test

The t-test is used to determine the extent to which a given independent variable accounts for the observed variance in a given dependent variable. dependent variable variation is explained

8. F test

The purpose of the F test is to ascertain whether or not a set of independent variables has an effect on the dependent variable, as stated by Ghozali [3]. The dependent variable is influenced by a number of independent (independent) factors.

9. Coefficient of Determination test (R2)

The R2 test is designed to assess how significant the independent variables are. The change in the dependent variable may be explained in whole or in part by a number of independent variables. Assigning a value between 0 and 1 to the coefficient of determination

RESULTS AND DISCUSSION

Data Quality Test

Data Validity Test

Table 1 Data Validity Test

NO	Variable/Indicator	Criterion 1		Criterion 2		Description
		r count	r table	Value	Alpha Sign.	
PRICE CONSCIOUSNESS						
1	X1.1	0.926	0.1918	0.000	0.05	Valid
2	X1.2	0.889	0.1918	0.000	0.05	Valid
3	X1.3	0.925	0.1918	0.000	0.05	Valid
ONLINE CUSTOMER RIVIEW						
1	X2.1	0.932	0.1918	0.000	0.05	Valid
2	X2.2	0.907	0.1918	0.000	0.05	Valid
3	X2.3	0.933	0.1918	0.000	0.05	Valid
ONLINE CUSTOMER RATING						
1	X3.1	0.903	0.1918	0.000	0.05	Valid
2	X3.2	0.936	0.1918	0.000	0.05	Valid
3	X3.3	0.938	0.1918	0.000	0.05	Valid
PURCHASE DECISIONS						
1	Y1.1	0.915	0.1918	0.000	0.05	Valid
2	Y1.2	0.938	0.1918	0.000	0.05	Valid
3	Y1.3	0.914	0.1918	0.000	0.05	Valid
4	Y1.4	0.904	0.1918	0.000	0.05	Valid
5	Y1.5	0.888	0.1918	0.000	0.05	Valid

Table 1 illustrates that if the significance level is less than 0.05 and the r-count more than r-table, then the correlation between each indicator and the overall construct score of each variable is genuine. Therefore, it follows that everything in the sentence is true.

Data Reliability Test

Table 2 Data Reliability Test

NO	Variable	Alpha Count	Standard Alpha	Description
1	Price Consciousness	0.900	0.60	Reliable
2	Online Customer Rview	0.914	0.60	Reliable
3	Online Customer Rating	0.916	0.60	Reliable
4	Purchase Decisions	0.949	0.60	Reliable

According to table 2 above, it is known that the variables Price Consciousness (X1), Online Custom-er Review (X2), Online Customer Rating (X3), and Purchase Decision (Y) have an alpha coefficient value > 0.60. Therefore, it can be concluded that all of the items on the variables Price Consciousness (X1), Online Customer Review (X2), Online Cus-tomer Rating (X3), and Purchasing Decisions (Y) are valid for use in this research.

Multiple linear regression test

Multiple Linear Regression Test Results

Table 3 Multiple linear regresion test

NO	Variable	Coefficient Regression (β)	t-count	Value Signifikanc e
1	Konstanta	3.088	1.202	0.232
2	Price Consciousness	0.298	1.774	0.079
3	Online Customer Rview	0.535	3.408	0.001
4	Online Customer Rating	0.725	4.334	0.000

The equation for multiple linear regression is found by consulting table 3 above:

$$Y = 3.088 + 0.298 + 0.535 + 0.725 + e$$

Description:

- Y = Purchase Decision
- X1 = Price Consciousness
- X2 = Online Customer Rview
- X3 = Online Customer Rating
- E = Standard Error

1. If Price Awareness (X1), Online Customer Reviews (X2), and Online Customer Ratings (X3) all have values of 0, then the Purchasing Decision variable (Y) will have a value of 3,088. Alterations to Buying Decision (Y) are also possible in the absence of any effect from Price Conscience (X1), Online Customer Review (X2), or Online Customer Rating (X3).

2. Price Consciousness Coefficient (X1) = 0.298.

If Online Customer Rating (X2) and Online Customer Rating (X3) are both kept constant, an increase in Price Consciousness (X1) by 1 point would raise Buying Decision (Y) by 0.298.

3. Online Customer Review Coefficient (X2) = 0.535

A 1 point rise in Online Customer Review (X2), with Price Con-sciousness (X1) and Online Customer Rating (X3) held constant, leads to a 0.535 point increase in Purchasing Decision (Y).

4. Online Customer Rating Coefficient (X3) = 0.725

Purchasing Decision (Y) will increase by 0.725 if Online Customer Rating (X3) increases by 1 point while Price Consciousness (X1) and Online Customer Rreview (X2) are held constant.

Classical Assumption Test

Data Normality Test

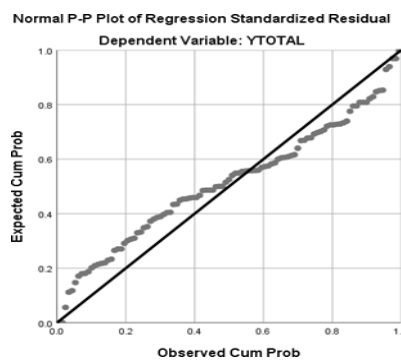


Figure 4 Graph of Data Normality Test through P-Plots

Figure 4 of the aforementioned p-plot graph shows how the dots spread out around the diagonal line, with the direction of this spread matching the direction of the diagonal line. Assuming normally distributed data, this confirms the validity of the regression model.

Multicollinearty Test

Table 5 Multicollinearity Test Data

NO	Variables	Tolerance Value	VIF Value
1	Price Consciousness	0.312	3.205
2	Online Customer Rreview	0.416	2.401
3	Online Customer Rating	0.359	2.788

Price Awareness (X1), Online Customer Rating (X2), and Online Customer Rating (X3) all had VIF values of 3,205, 10, 2,401, and 10, respectively, as shown in table 5. As a result, we can conclude that the independent variables are unrelated to one another.

Heteroscedasticity Test

Table 6 Heteroscedasticity Test

NO	Variables	Significance Value	Alpha
1	Price Consciousness	0.275	0.05
2	Online Customer Rreview	0.056	0.05
3	Online Customer Rating	0.193	0.05

Where the sign of each variable is present, Table 6 reveals that the glejser significant value for Price Consciousness (X1) is 0.275>0.05, Online Customer Review (X2) is 0.056>0.05, and Online Customer Rating (X3) is 0.193>0.05. Glejser> 0.05 rules out the presence of heteroscedasticity.

Hypothesis test
T test

Table 7 T Test

NO	Variables	Significance Count	Significance Level	tcount	ttable	Description
1	Price Consciousness	0.079	0.05	1.774	1.983	No Significant
2	Online Customer Review	0.001	0.05	3.408	1.983	Significant
3	Online Customer Rating	0.000	0.05	4.334	1.983	Significant

It can be shown from Table 7 that the variables Online Customer Rating (X2) and Online Customer Review (X3) both have significant values of 0.05, whereas the variable Price Consciousness (X1) has a value of > 0.05. The variables Price Consciousness (X1), Online Customer Rating (X2), and Online Customer Rating (X3) are each given a Tcount value of 3.408, 4.334, and 1.774, respectively. To wit, X1 (Price Consciousness) has no effect on Y (purchasing choices), however X3 (Online Customer Rating) and X2 (Online Customer Review) do.

F Test

Table 8 Test F

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3697.509	3	1232.503	68.085	.000 ^b
Residual	1828.339	101	18.102		
Total	5525.848	104			

a. Dependent Variable: YTOTAL

b. Predictors: (Constant), X3TOTAL, X2TOTAL, X1TOTAL

As can be seen in Table 8, above, the significant value is known to be 0.000 0.05, and the components Price Consciousness (X1), Online Customer Review (X2), and Online Customer Rating (X3) all have a significant impact on Purchasing Decisions (Y).

Test Coefficient of Determination (R)²

Table 9 Coefficient of Determination (R)²

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818 ^a	.669	.659	4.255

a. Predictors: (Constant), X3TOTAL, X2TOTAL, X1TOTAL

Table 9's R-Square column displays the location of the R² coefficient of determination. It is widely known that the R-Squared coefficient of determination is 0.669. This indicates that Price Consciousness (X1), Online Customer Rating (X2), and Online Customer Rating (X3) account for 66.9% of the variance in consumers' decisions to make a purchase (Y), while other factors account for the remaining 33.1%.

DISCUSSION

The Effect of Price Consciousness (X1) on Purchasing Decisions (Y) in E-Commerce Lazada.

This is clearly not the case with the price-awareness variable (X1), as shown by the empirical calculations shown below. considerable impact on the Y-variable (purchase decision) in e-commerce The signals on the diagram and the tcount value of the price variable Awareness (X1) both indicate that Lazada is correct in asserting that 1.774 is less than 1.983. From The value of 0.079 for the price-awareness variable (X1) is higher than the 0.05 threshold required for statistical significance. Based on observation Research knows that Price Consciousness is a postgraduate student at the Faculty of Management Economics at Muhammadiyah Jember University who did not become a research sample So if you consider the price indicators provided by Lazada e-commerce providers depends on consumer purchasing power; The price of e-commerce Lazada adjusts to the quality of the products that consumers buy; Price offerings The online store offered by the Lazada online store is different and more competitive compared to those offered by other similar other similar products, it can be concluded that this is a price offer. The products offered by Lazada online stores do not guarantee that consumers will be able to buy these products. Consumers get quality products that match the price that consumers get Products are priced cheaper or more expensive than other online shopping sites. (Munawaroh et al, 2022). Several empirical studies have examined the relationship between service innovation and consumer behavior, but few studies have involved experience as an intervention agent. Chang and Lee (2020) and Khuong and Giang (2014) examined the effect of service innovation on customer behavioral intentions. The results show that service innovation significantly and positively influences behavioral intention (Setianingsih & Nursaidah, 2023)

1. The Effect of Online Customer Reviews (X2) on Purchasing Decisions (Y) at Lazada ECommerce.

This study's calculations show that there is a substantial relationship between the online customer assessment variable (X2) and the buying decision variable (Y) when making an online purchase. Hypothesis testing using the tcount value of online customer variables supports Lazada's claims. The X2 score of 3.408 exceeds the T-table value of 1.983, hence the difference is highlighted. The value of the online rating variable (X2) is 0.001, which is not statistically significant (P0.05). Online customer rating (X2) of Lazada business based on several indicators contains: User awareness of views, rethinking, and using information wise in their selection process; Reviews are widely used by online shoppers as a source of information; Ratings can be considered important. as a source of information; Ratings can be considered important if they influence the choice of Products. This suggests that consumers have previously submitted customer reviews online Well, new consumers are thinking about shopping on the marketplace because it leads to beliefs, attitudes and behaviors in purchasing decisions on line.

2. The Effect of Online Customer Rating (X3) on Purchasing Decisions (Y) at Lazada Ecommerce.

This study's calculations show that, in the context of e-commerce, the variable X3 (customer assessment) significantly affects the Y (purchase decision) variable. Hypothesis testing findings for Lazada show that the tcount value of the online customer rating variable (X3) 4.334 is bigger than the T-table value (1.983), as shown by the sign. Variable The average rating from online customers (X3) is 0.000, which is well below the 0.05 threshold. The following metrics may be used to infer Lazada's online customer rating (X3): Customers are happy when a lot of other people have posted evaluations for a product on Lazada, since this indicates that the information offered by the online retailer is of high quality. online customers These ratings help potential buyers make their purchasing decisions based on quantity Stars in online customer reviews are considered a measure of product quality and attracts more qualified potential buyers to the seller's product page.

CONCLUSIONS

The case study conducted by students in the economics department at Muhammadiyah University in Jember drew the following conclusions about the influence of price awareness, online customer reviews, and online customer ratings on lazada.com purchases:

1. The price consciousness variable (X1) in this study can simultaneously influence the purchasing decision variable (Y) in Lazada e-commerce, but it does not have a partial influence on it.

2. In this investigation, the Lazada e-commerce buying decision variable (Y) is influenced, either directly or indirectly, by the online customer review variable (X2).
3. A favorable relationship is found between X3 (online customer rating) and Y (purchase decision) in the Lazada e-commerce context.

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