

The Influence of Online Customer Reviews and Promotions on Purchase Intentions of Wardah Cosmetic Products on Shopee in Surabaya

Shelomitha Kumala Mawardhany^{1*}, Ugy Soebiantoro²

Management Study Program, Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia

Corresponding Author: Shelomitha Kumala Mawardhany

shelomithakuma@gmail.com

ARTICLE INFO

Keywords: Online Customer Review, Promotion, Purchase Intention

Received : 16, December

Revised : 30, December

Accepted: 25, January

©2025 Mawardhany, Soebiantoro:

This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Skin and body care products are increasingly important to support appearance, driving the growth of the cosmetics industry in Indonesia. One of the popular brands is Wardah. Shopee, as the most popular marketplace in Indonesia, offers the convenience of contactless shopping and practical payment methods. This study aims to analyze the influence of Online Customer Review (OCR) and promotions on purchasing interest in Wardah cosmetics on Shopee Surabaya. Data were collected through a Google Form questionnaire with a non-probability sampling method and involved 100 respondents. Data analysis used the bootstrapping method with SMARTPLS 3. The results show that OCR and promotions have a positive effect on purchasing interest in Wardah cosmetic products on Shopee.

INTRODUCTION

With the presence of the internet, communication can be done remotely even though it is limited by distance and time (Prihartini & Damastuti, 2022). The internet enables a business environment without barriers such as barriers to communicating with consumers and employees created by geography, time zones, and location (Lee et al., 2011). Rapid advances in internet and information technology provide great opportunities for business practitioners to reach their audiences and strengthen their brand value (Reveilhac & Blanchard, 2022; Saheb et al., 2021). The increasing number of internet users in Indonesia is a very promising market for e-commerce players, so that many e-commerce and marketplaces have emerged such as Shopee, Bukalapak, Lazada, Blibli, Tokopedia, and others (Mulyati & Gesitera, 2020). Online consumption through e-commerce in Indonesia has increased from year to year due to the increasing ease of accessing online shopping sites which has caused consumers to become more accustomed to using technology in their daily activities (Rahmi et al., 2022). Wafiyyah & Kusumadewi (2021) said that e-commerce is a business transaction that uses the internet as a medium. Transactions that occur between two parties, the exchange of goods and services or information using the internet as a medium for transactions are the characteristics of e-commerce (Kusuma & Sari, 2012). Rapid advances in internet and information technology provide great opportunities for business practitioners to reach their audiences and strengthen their brand value (Reveilhac & Blanchard, 2022; Saheb et al., 2021).

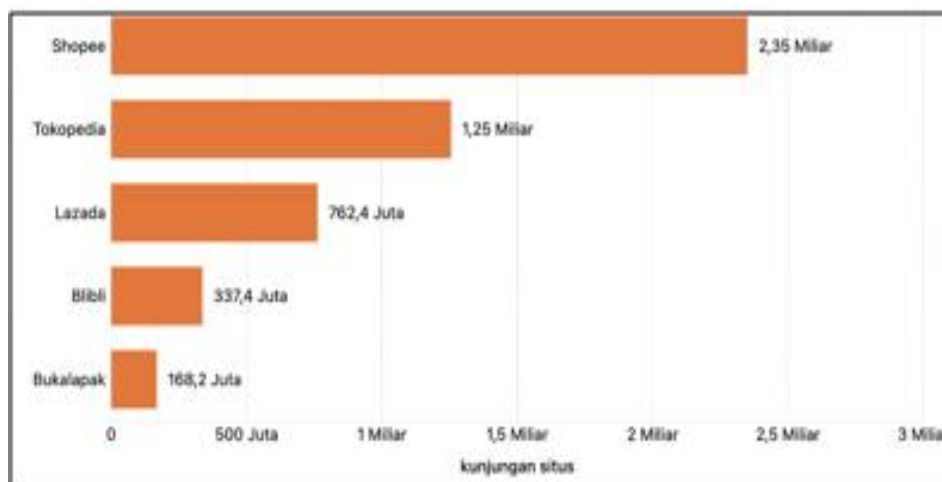


Figure 1. Site Visit on Marketplace Indonesia

According to data summarized by databoks in Figure 1., Shopee is an e-commerce marketplace category that has received the most site visits in Indonesia throughout 2023. During January-December 2023, the Shopee site cumulatively received around 2.3 billion visits, far surpassing its competitors. Furthermore, based on a report by market research company Kompas, Shopee is the e-commerce that is most in demand by Indonesian consumers for shopping for beauty products. Kompas researched the sales of beauty & care or beauty products on several domestic e-commerce, namely Shopee, TikTok Shop, Lazada, Tokopedia, and Blibli during February 2024. The research was conducted using

the online crawling method or digital search. As a result, Shopee was recorded as controlling a market share of 63.5% during that period. According to Kompas, Shopee has its own advantages because it often offers promo prices, discounts, and vouchers. "This not only attracts customers, but also encourages sellers to actively participate in increasing brand sales," wrote Kompas in its report. Shopee managed to sell 25 million facial care category products during the Consumer Shopping Day 3.15 promotion period yesterday.

Dayoh et al. (2022) said that the beauty product market is one of the fastest growing consumer markets thanks to the help of consumer trends and social media. Not only skincare, makeup is also included in beauty products. Beauty trends have recently been increasingly exposed due to social media and this has made people more interested in it. One of the needs of women is cosmetics to improve their appearance and make them look more attractive.

According to the Association of Indonesian Cosmetic Companies and Associations (PPA Cosmetics Indonesia), as quoted on the Indonesia.go.id portal, the growth of the Indonesian cosmetics industry reached 21.9 percent in 2022, with the number of companies increasing to 913. By mid-2023, this figure rose further to 1,010 companies. This rapid growth reflects the increasing demand for cosmetic products, particularly in the online shopping sector, which continues to expand and attract consumers across the country.

Rinaja, et al. (2022) highlight that when purchasing products through online platforms, consumers are unable to directly see or feel the physical product or experience the seller's service firsthand. As a result, potential buyers often rely on online customer reviews to gather information about the quality of the products and services they wish to purchase. Online customer reviews consist of positive or negative feedback shared by consumers about products sold in online stores. These reviews also serve as evaluations of goods and services provided on third-party platforms or retailer websites (Ardianti & Widiartanto, 2019). Reviews created by previous customers can significantly influence a buyer's purchasing decision, as they provide valuable insights into product reliability and seller credibility.

One of the local cosmetic brands that is also enlivening the cosmetics market in Indonesia is Wardah. Based on the wikipedia.com website, Wardah is one of the halal cosmetic brands that has been established since 1995 under PT. Paragon Technology and Innovation (PT PTI). Wardah, which is trying to attract consumers to choose its products, uses three branding; Pure and Safe, Beauty Expert, and Inspiring Beauty. In this case, the Pure and Safe tagline explains that all Wardah products are produced purely and come from safe and halal ingredients so that they can be used by Muslim women in Indonesia.

Wardah products cover various types of cosmetics and skincare, from foundation, lipstick, mascara, to skincare products such as facial cleansers, moisturizers, and serums. They also often follow the latest trends in the beauty industry and continue to develop new formulas to meet the needs of their consumers. Wardah has produced more than 500 products and always tries to evaluate the quality of the products and improve them so that other product variations have a variety of qualities and are better for the market.

Purchase intention is the degree of tendency or the extent to which consumers have a desire or interest in a product and the possibility of buying it (Tong & Subagio, 2020). Purchase intention can be influenced by one factor, namely OCR (Online Customer Review) (Farki & Baihaqi, 2016). This is in line with previous research conducted by Mulyati & Gesitera (2020) there is an influence between the OCR variable and the purchase intention variable. According to Nuseir (2019) purchase intention is a consumer process to consider various reasons and conditions before deciding to purchase. Through information obtained through reviews of other consumers on the Shopee application regarding Wardah products, prospective consumers obtain information that can be useful for purchasing considerations. Therefore, OCR can be one of the factors that can influence consumer purchase interest. Therefore, OCR can be one of the factors that can influence consumer purchase interest. This statement is also supported by previous research conducted by Farki and Baihaqi (2016) which proves that OCR is one of the sources of information that can influence the general public to buy or not a product.

In online shopping, consumers frequently encounter risks, particularly the inability to directly evaluate the quality of goods or services. To make informed decisions, they depend on the seller's descriptions and product images provided during the purchase process. However, since these representations may not always be sufficient, consumers often turn to reviews shared by previous buyers. These reviews offer valuable insights into the experiences of others who have already purchased the product or service, helping potential buyers assess its quality and reliability. According to Dzulqarnain (2019), such consumer feedback plays a crucial role in reducing uncertainty and enhancing trust in online transactions, serving as a critical source of information for those navigating the challenges of virtual marketplaces.

Online consumer review (OCR) is a form of review or comment related to information or assessment of an item that contains a different point of view. With information from reviews and experiences written by consumers who have purchased products from online sellers, prospective buyers can get the product quality they want (Mo et al., 2015). This can influence other prospective consumers who want to buy Wardah products.

In addition to Online Customer Review (OCR), which can be a factor in people's interest in buying a product is promotion. Astuti et al. (2021) explain that promotion not only functions as a communication tool between companies and consumers, but also as a tool to influence consumers in purchasing activities or using services according to their wishes and needs. Several previous studies have proven that promotions have a positive and significant influence on purchasing interest, as found by Nova et al. (2021), Hartiani (2020), Gunawan & Susanti (2019), Kuspriyono (2017), and Sigalingging & Medicom, ((2021). With the explanation above, the researcher is interested in conducting a study entitled "The Influence of Online Customer Reviews and Promotions on Purchase Intentions of Wardah Cosmetic Products on Shopee in Surabaya" with the aim of Knowing the influence of online customer reviews and promotions on the

interest in buying Wardah cosmetic products on the online shopping site Shopee in Surabaya.

LITERATURE REVIEW

Online Customer Review

Online Customer Review (OCR) is a form of e-WOM communication that serves as online promotion, where potential buyers obtain information about desired products through the experiences shared by other consumers. OCR plays a crucial role, as online reviews strongly influence purchasing decisions (Nurniati et al., 2023). According to Farasila and Pradekso (2020), OCR refers to reviews written by consumers and posted on online platforms or third-party websites. A higher number of positive reviews indicates a product's good quality. Evidence shows that suggestions provided by consumers who have purchased and used a product contribute to forming interest in potential consumers. Online reviews help consumers seeking extensive information about products or services. Consumers often refer to online reviews posted by other users when considering a purchase. Schepers (2015) identifies five indicators of OCR: (1) Source Credibility, (2) Argument Quality, (3) Volume, (4) Timeliness, and (5) Valence.

Promotion

Promotion is a key element in a company's marketing mix used to inform, persuade, and remind customers about its products. According to Tjiptono (2016), promotion is a crucial factor for the success of a marketing program, providing information about the existence of a product. Martin L. Bell, cited in Swastha and Irawan (2005), defines promotion as all marketing activities aimed at stimulating demand. Promotion serves as a one-way flow of information or persuasion designed to direct individuals or organizations toward actions that facilitate marketing exchanges. According to Kotler and Keller (2018), there are five indicators of promotion: (1) Promotional Quality, (2) Frequency of Promotions, (3) Promotional Quantity, (4) Promotion Time, and (5) Promotion Target Accuracy.

Purchase Intention

Purchase Intention refers to consumer behavior that indicates a desire to buy something (Kotler & Keller, 2018). According to Ling et al. (2010), purchase intention is part of a consumer's cognitive behavior, reflecting their willingness to buy a specific brand or product. This process occurs when consumers seek and evaluate product information in a targeted way. Based on these expert definitions, purchase intention can be defined as the desire that arises in a consumer's mind to purchase a product. It represents a response stage before the consumer makes a final purchasing decision. Factors influencing purchase intention include product characteristics, perceived benefits, pricing, and recommendations from others. Ferdinand (2014) identifies four indicators of purchase intention: (1) Transactional Intention, (2) Referential Intention, (3) Preferential Intention, and (4) Explorative Intention.

The Influence of Online Customer Reviews on Purchase Intention

According to Mo et al. (2015), Online Customer Reviews (OCR) are evaluations provided by buyers about their experiences with a product, including aspects such as product quality. These reviews can serve as a guide for potential buyers when considering a purchase. OCR plays a critical role in shaping consumer attitudes toward a product, directly influencing sales levels (Li & Zhan, 2011). Information shared by online communities tends to have a greater impact on consumer perception, preferences, and decisions compared to information provided by companies (Constantinides & Fountain, 2008). Therefore, marketers need to understand whether reviews are positive or negative and how these reviews shape consumer sentiment (Mangold & Smith, 2012). Research by Damayanti (2019) concludes that OCR positively affects purchase intention.

H1: Online Customer Reviews are hypothesized to have a positive effect on the purchase intention of Wardah cosmetic products on Shopee's online shopping platform in Surabaya.

The Influence of Promotion on Purchase Intention

Promotion serves as a form of advertising aimed at introducing a product to the market, informing consumers about its benefits, advantages, and existence, or encouraging behavioral changes. Aziz and Budiarti (2023) explain that promotion activities aim to raise consumer awareness through marketing strategies such as advertisements, sponsorships, discounts, and other attention-grabbing efforts. Research by Hartiani (2020) and Setiawan (2020) supports the view that promotion positively and significantly influences purchase intention. The higher the intensity of promotions, the greater the consumer's intention to buy. Effective promotional strategies include advertising across social media, engaging communication tactics, offering discounts, distributing free products, and addressing customer complaints (Wati & Indiani, 2022). Prior studies by Nova et al. (2021), Hartiani (2020), Gunawan & Susanti (2019), Kuspriyono (2017), and Sigalingging & Medicom (2021) confirm the significant positive impact of promotion on purchase intention.

H2: Promotions are hypothesized to have a positive effect on the purchase intention of Wardah cosmetic products on Shopee's online shopping platform in Surabaya.

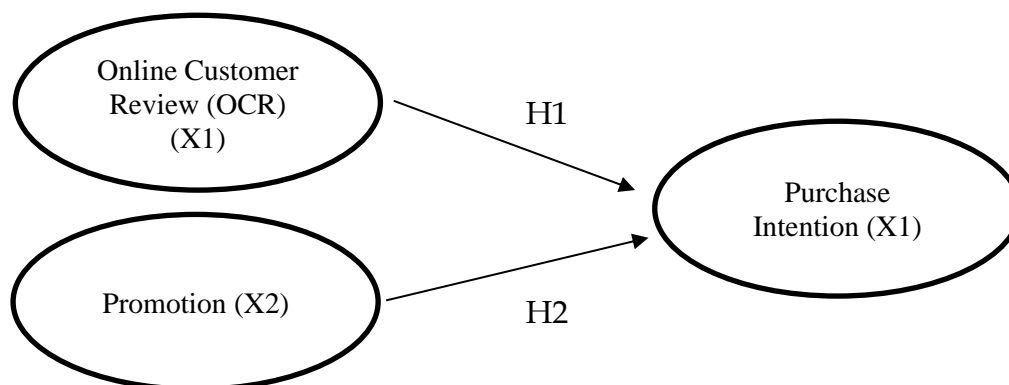


Figure 2. Conceptual Framework

METHODOLOGY

This study employs a descriptive quantitative approach aimed at analyzing the influence of Online Customer Reviews (OCR) and promotions (independent variables) on consumer purchase intention (dependent variable). The research population consists of individuals using beauty products in Surabaya, with the sample selected using purposive sampling techniques. The sample size is determined based on the guidelines from Sekaran & Bougie (2016), totaling 100 respondents. Data is analyzed using SmartPLS software through the Partial Least Squares (PLS) based Structural Equation Modeling (SEM) method. The analysis includes tests for validity and reliability, convergent and discriminant validity tests, and hypothesis testing using bootstrapping.

RESEARCH RESULT AND DISCUSSION

From the 100 respondents who answered the questionnaire, the ages of the respondents can be seen in the table below:

Table 1. Respondent characteristics

No	Age	Sum	Percentage
1.	17 - 20	28	28%
2.	21 - 30	69	69%
3.	31 - 40	3	3%
Total		100 Respondent	100%

Based on Table 1, it can be seen that the number of respondents varies by age group. It is recorded that 28 respondents (28%) are in the age range of 17 to 20 years. The age group of 21 to 30 years dominates with 69 respondents (69%), indicating that the majority of respondents fall within this age range. Meanwhile, in the age group of 31 to 40 years, only 3 respondents (3%) are recorded. This suggests that the majority of respondents are in their late teens to early adulthood.

The following structural equation model illustrates the influence of Online Customer Reviews and Promotions on Purchase Intention, along with the corresponding indicator loadings for each latent variable.

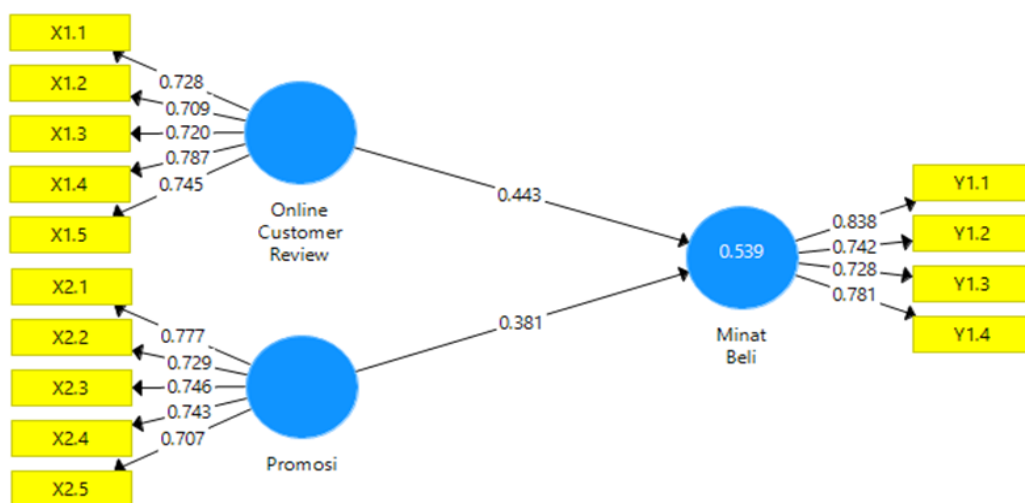


Figure 3. structural equation modeling (SEM) analysis

The diagram depicts a structural equation modeling (SEM) analysis that examines the relationship between two independent variables—Online Customer Review and Promotion—and the dependent variable, Purchase Intention. It shows that Online Customer Review positively affects Purchase Intention with a path coefficient of 0.443, while Promotion also has a positive impact with a path coefficient of 0.381. These coefficients indicate that Online Customer Review exerts a slightly stronger influence on Purchase Intention than Promotion. This suggests that customer reviews play a more significant role in shaping purchasing decisions, although promotions also contribute positively to driving purchase intentions.

Online Customer Review, the latent variable is measured by five observed indicators labeled X1.1 to X1.5, each contributing significantly to the construct. The factor loadings range from 0.709 to 0.787, indicating that all indicators strongly represent the latent variable. Similarly, Promotion is represented by five indicators labeled X2.1 to X2.5, with factor loadings ranging from 0.707 to 0.777. These values show that all the indicators are reliable in measuring the Promotion construct. Purchase Intention, the dependent variable, is evaluated through four indicators labeled Y1.1 to Y1.4. The factor loadings for these indicators range from 0.728 to 0.883, demonstrating a strong relationship between the observed indicators and the latent variable.

Table 2. AVE

Variable	AVE
Online Customer Review (X1)	0.545
Promotion (X2)	0.549
Purchase Intention (Y)	0.598

Based on the table of convergent validity calculations using AVE, it is shown that each variable has an AVE value greater than 0.5. Therefore, it can be concluded that the data in this study meets the criteria for convergent validity.

Table 3. Reliability

Variable	Cronbach's Alpha	Composite Reliability
Online Customer Review (X1)	0.792	0.857
Promotion (X2)	0.795	0.859
Purchase Intention (Y)	0.776	0.856

The reliability test results indicate that all variables in this study have Cronbach's Alpha values ≥ 0.60 and Composite Reliability values ≥ 0.70 . These findings confirm that all variables meet the required reliability criteria, ensuring consistency and dependability in the measurement process. The high Cronbach's Alpha values demonstrate that the indicators used to measure each variable are internally consistent, while the Composite Reliability values further validate the overall reliability of the constructs. Thus, the data collected for this research is deemed reliable and suitable for further analysis and interpretation.

Table 4. R Square

	R Square
Purchase Intention (Y)	0.539

Based on the table above, the R-Square value for the Purchase Intention variable is 0.539 or 53.9%. This indicates that 53.9% of the variance in Purchase Intention can be explained by the variables Online Customer Review and Promotion. The remaining 46.1% is influenced by other factors not included in this model. This result highlights the significant contribution of Online Customer Review and Promotion in shaping Purchase Intention while also suggesting the need to explore additional variables to fully understand the factors affecting this outcome. The model provides a solid foundation for further research and analysis.

Table 5. Hypothesis

	Original Sample	T Statistics	P-Values
Online Customer Review -> Purchase Intention	0.443	3.321	0,001
Promotion -> Purchase Intention	0.381	3.503	0,001

The table indicates the relationship between Online Customer Review, Promotion, and Purchase Intention. The path coefficient for Online Customer Review to Purchase Intention is 0.443, with a T-statistic of 3.321 and a p-value of 0.001, showing a significant positive influence. Similarly, Promotion has a path coefficient of 0.381, a T-statistic of 3.503, and a p-value of 0.001, also indicating a significant positive effect. Both variables significantly impact Purchase Intention, with Online Customer Review having a slightly stronger effect. The low p-values confirm the statistical significance of these relationships, validating their importance in influencing Purchase Intention.

The Influence of Online Customer Reviews on Purchase Intention

According to the analysis conducted using SmartPLS 3, the study found that Online Customer Reviews (OCR) have a significant and positive impact on the purchase intentions of Wardah cosmetic products on the Shopee platform. The results from hypothesis testing showed a path coefficient of 0.443 (positive) and a p-value of 0.001, suggesting that higher-quality OCRs enhance the likelihood of purchase intentions. These results are consistent with previous studies by Harli et al. (2021) and Risma et al. (2020), which also confirmed the positive and significant relationship between OCRs and purchase intention.

The study sample primarily consisted of respondents aged 21-30, mostly students and private sector employees. This demographic group has been found to be highly engaged in seeking digital information and critically assessing online shopping experiences. Students, who make up the largest segment of respondents, are especially reliant on OCRs to reduce the perceived risk of purchases due to their limited budgets. As such, they tend to carefully evaluate product reviews before deciding whether to make a purchase. For example, when buying a Wardah

lipstick, a student might filter product searches based on the highest-rated reviews, particularly those that highlight the product's durability and color accuracy. This reliance on reviews allows them to make more informed decisions and avoid potential disappointments.

Similarly, private employees, who are often busy with their professional responsibilities, tend to depend on OCRs and ratings to assess the quality of products before buying. They seek feedback from other customers to ensure that they are making a sound investment in a product. OCRs thus play a crucial role in reducing uncertainty in their purchasing decisions. For instance, a private employee might focus on reading detailed reviews that provide insights into a product's performance over time, particularly in categories such as cosmetics, where users seek reliable and long-lasting results.

Features on Shopee such as "Shopee Live" and "Shopee Mall," which showcase top-rated products and those with positive reviews, further support this trend. These platform features emphasize highly-rated items, making it easier for users to identify products with a strong reputation among other buyers. As a result, customers are more likely to be influenced by the presence of high ratings and positive OCRs, as they offer a form of social proof that reassures them about the quality and value of the product. This trend also indicates the growing importance of OCRs in shaping consumer behavior in online shopping environments.

OCRs are thus more than just user feedback; they serve as an essential tool for guiding purchasing decisions, providing consumers with the information they need to make more confident choices. Given their significant influence, businesses that want to boost purchase intention must prioritize the quality and transparency of customer reviews on their platforms. This study highlights the growing importance of OCRs as an integral component of the online shopping experience, particularly for cosmetic products such as those from Wardah. By ensuring that reviews are genuine, detailed, and helpful, e-commerce platforms can increase customer satisfaction and drive more sales.

The Influence of Promotion on Purchase Intention

The research also indicated that promotions have a significant and positive impact on the purchase intention of Wardah cosmetic products on Shopee. The results from hypothesis testing showed a path coefficient of 0.381 (positive) and a p-value of 0.001, suggesting that effective promotional strategies lead to higher purchase intentions. These findings align with prior research by Vania and Simbolon (2021) and Irawan (2020), both of which emphasized the important role that promotions play in influencing consumer purchase decisions.

Various promotional strategies, such as discounts, flash sales, cashback offers, and free shipping, have proven to be effective in capturing consumer attention. These tactics are particularly appealing to the study's respondent group, mostly individuals aged 21-30. This age group is highly sensitive to promotions, especially students who are often budget-conscious and look for opportunities to save money during promotional events. These students tend to take advantage of such promotions to secure products at lower prices. On the

other hand, private employees, although they may have more disposable income, still respond favorably to promotions, seeing them as a way to get more value for their money.

Shopee's promotional campaigns, including ShopeePay Deals and thematic sales events such as 9.9, 10.10, and 11.11, further amplify the impact of promotions by appealing to younger, tech-savvy consumers. These campaigns are strategically designed to attract attention and encourage purchases during specific periods, providing a sense of urgency and exclusivity. This trend highlights how effectively these promotional strategies resonate with digital-native generations, who are accustomed to online shopping and respond well to digital marketing tactics.

In conclusion, this study underscores the significant role that promotions play in shaping consumer behavior, particularly in driving the purchase decisions of younger, digitally connected consumers. By offering attractive promotional offers, platforms like Shopee can successfully boost the sales of products such as Wardah cosmetics. These findings suggest that businesses aiming to enhance consumer engagement and increase sales should prioritize effective promotional strategies tailored to their target audience's preferences.

CONCLUSION AND RECOMMENDATIONS

Based on the findings of the study on the influence of Online Customer Reviews (OCR) and promotions on the purchase intention of Wardah cosmetic products on Shopee in Surabaya, the following conclusions can be drawn: Online Customer Reviews significantly impact consumers' purchase intentions for Wardah cosmetic products on Shopee. This indicates that positive and detailed reviews contribute to increasing consumers' trust and interest in purchasing these products. Additionally, promotional strategies implemented by Wardah on the Shopee platform, such as discounts, cashback, and flash sales, also have a significant effect on purchase intention. These promotions successfully attract consumer attention and encourage purchase decisions. Both factors OCR and promotions play an essential role in shaping consumer behavior and driving sales for Wardah cosmetic products on Shopee. Therefore, it is recommended that Wardah continues optimizing these two aspects to further enhance consumer engagement and purchase interest in online marketplaces.

ADVANCED RESEARCH

Every research has its limitations, and this study is no exception. One limitation of this research is its focus on consumers in Surabaya, which may limit the generalizability of the findings to other regions or demographic groups. Additionally, the study primarily analyzed the influence of Online Customer Reviews and promotions, while other potential factors affecting purchase intention, such as brand loyalty or social media engagement, were not explored. Future research could expand the scope by including respondents from diverse geographic areas and investigating additional variables that may contribute to purchase intention. Longitudinal studies could also be conducted to observe changes in consumer behavior over time, particularly as digital marketing trends continue to evolve. Furthermore, incorporating qualitative methods, such as

interviews or focus group discussions, could provide deeper insights into consumer preferences and motivations when purchasing cosmetic products online.

ACKNOWLEDGMENTS

I would like to express my deepest gratitude to my colleagues who provided valuable suggestions and constructive feedback for this paper. Their insights greatly contributed to refining the direction and quality of this research. I am also immensely grateful for the financial support that made this study possible, as well as the encouragement and guidance from mentors and peers throughout the process. Finally, I extend my heartfelt appreciation to everyone who has directly or indirectly supported this research journey. Your contributions are truly invaluable.

REFERENCES

- Ardianti, A. N., & Widiartanto, W. (2019). 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.
- Astuti, R., Ardila, I., & Lubis, R. R. (2021). Pengaruh Promosi Dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Merek Converse. *Jurnal AKMAMI (Akuntansi Manajemen Ekonomi)*, 2(2), 204–219.
- Aziz, M. C., & Budiarti, E. (2023). Pengaruh Online Customer Review, Persepsi Harga Dan Promosi Terhadap Minat Beli Sepatu Di Tokopedia (Studi Kasus Pada Mahasiswa Universitas 17 Agustus 1945 Surabaya). *Musytari: Neraca Manajemen, Akuntansi, Dan Ekonomi*, 2(6), 140–150.
- Damayanti, R. S. (2019). Pengaruh Online Customer Review and rating, e-service quality dan price terhadap minat beli pada online marketplace shopee (Studi Empiris Pada Mahasiswa Universitas Muhammadiyah Magelang). *UMMagelang Conference Series*.
- Dayoh, M. L., Widyarini, L. A., & Agrippina, Y. R. (2022). The effect of social media marketing activities to purchase intention. *Jurnal Ilmiah Mahasiswa Manajemen*, 11(1), 65–77.
- Dzulqarnain, I. (2019). Pengaruh Fitur Online Customer Review Terhadap Keputusan Pembelian Produk Pada Marketplace Shopee. *Jurnal Teknik ITS*, 5(2).
- Farasila, I., & Pradekso, T. (2020). Hubungan Terpaan Iklan Pada Akun Instagram@ sociolla dan Terpaan Online Customer Review Pada Sociolla Connect dengan Keputusan Pembelian Produk Kecantikan di Sociolla. *Interaksi Online*, 8(4), 133–141.
- Farki, A., & Baihaqi, I. (2016). Pengaruh online customer review dan rating terhadap kepercayaan dan minat pembelian pada online marketplace di Indonesia. *Jurnal Teknik ITS*, 5(2), A614–A619.
- Ferdinand. (2014). *Metode Penelitian Manajemen*. Seri Pustaka.
- Gunawan, A. C., & Susanti, F. (2019). Pengaruh Bauran Promosi Dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Maybelline Di Kota Padang. *INA-Rxiv*.

- Hartiani, N. (2020). Pengaruh Promosi Terhadap Minat Beli Konsumen Grand Media Bangko. *Jurnal Pendidikan Tata Niaga*, 5(2), 33–37.
- Kotler, & Keller. (2018). *Manajemen Pemasaran*. Erlangga.
- Kuspriyono, T. (2017). Pengaruh Promosi Online dan Kemasan Terhadap Keputusan Pembelian Kosmetik Merek Sariayu Martha Tilaar. *Perspektif*, 15(2), 147–154.
- Kusuma, H., & Sari, M. S. (2012). Membangun Kembali Kepercayaan Masyarakat Pasca Pelanggaran dalam Business to Consumer (B2C) E-Commerce : Studi Empiris di Yogyakarta. *Jurnal Manajemen Teknologi*, 129–149.
- Lee, C. H., Eze, U. C., & Ndubisi, N. O. (2011). Analyzing Key Determinants of Online Repurchase Intentions. *Asia Pacific Journal of Marketing and Logistics*, 200–221.
- Ling, K. C., Chai, L. T., & Piew, T. H. (2010). The effects of shopping orientations, online trust and prior online purchase experience toward customers' online purchase intention. *International Business Research*, 3(3), 63.
- Mo, Z., Li, Y., & Fan, P. (2015). Effect of Online Reviews on Consumer Purchase Behavior. *Journal Of Service Science and Management*.
- 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), 173–194.
- Nova, Chotimah, N., & Kholiq, A. (2021). Pengaruh Promosi Terhadap Keputusan Pembelian Produk Kosmetik Wardah Pada Kalangan Mahasiswi Ikip Muhammadiyah Maumere. *Intelektiva: Jurnal Ekonomi, Sosial & Humaniora*, 3(3), 54–60.
- Nurniati, N., Savitri, C., & Faddila, S. P. (2023). Electronic Word of Mouth (e-WoM) and Influencer Marketing Strategy on Purchase Decision of Skincare Products in Marketplace. *International Journal of Economics Development Research*, 4(2), 290–304.
- Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries—a case of (UAE). *Journal of Islamic Marketing*, 10(3), 759–767.
- Rahmi, S., Ilyas, G. B., Tamsah, H., & Munir, A. R. (2022). Perceived risk and its role in the influence of brand awareness on purchase intention: study of Shopee users. *Jurnal Siasat Bisnis*, 97–109.
- Reveilhac, M., & Blanchard, A. (2022). The framing of health technologies on social media by major actors: Prominent health issues and COVID-related public concerns. *International Journal of Information Management Data Insights*, 2(1), 1–17.
- Rinaja, A. F., Udayana, I. B. N., & Maharani, B. D. (2022). Pengaruh online customer review, word of mouth, and price consciousness terhadap minat beli di Shopee. *Publik: Jurnal Manajemen Sumber Daya Manusia, Administrasi Dan Pelayanan Publik*, 9(3), 435–448.
- Saheb, T., Amini, B., & Alamdari, F. K. (2021). Quantitative analysis of the development of digital marketing field: Bibliometric analysis and network mapping. *International Journal of Information Management Data Insights*, 1(2),

1-12.

- Schepers, M. (2015). The Impact Of Online Consumer Reviews Factors On The Dutch Consumer Buying Decision. *IBA Bachelor's Thesis, University of Twente*, 3.
- Setiawan, R. (2020). Pengaruh Kualitas Produk dan Promosi Terhadap Minat Beli Yang Berdampak Pada Keputusan Pembelian Pada Pelanggan Aprilia Bakery. *Jurnal Pemasaran Kompetitif*, 3(3), 2598-2893.
- Sigalingging, L., & Medicom, A. (2021). Pengaruh Ekuitas Merek Dan Promosi Terhadap Minat Beli Produk Kosmetik PT. Orindo Alam Ayu (Oriflame Cabang Medan). *Jurnal Ilmiah Maksitek*, 6(1), 47-57.
- Swastha, B., & Irawan. (2005). *Manajemen Pemasaran Modern*. Liberty.
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality & satisfaction*. Andi Offset.
- Tong, T. K. P. B., & Subagio, H. (2020). Analisa Pengaruh Social Media Marketing Terhadap Repurchase Intention Melalui Brand Trust Sebagai Variabel Mediasi Pada Instagram Adidas Indonesia Di Surabaya. *Jurnal Strategi Pemasaran*, 7(1), 10.
- Wafiyah, R. S., & Kusumadewi, N. M. W. (2021). The effect of perceived usefulness, perceived ease of use, and trust on repurchase intention on E-commerce Shopee. *IJISSET-International Journal of Innovative Science, Engineering & Technology*, 8(7), 428-434.