



Factors Influencing Purchase Intention Through Tokopedia

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ABSTRACT

This study examines factors affecting purchase intention on Tokopedia, including brand image, e-service quality, and online customer reviews/ratings, with a focus on the mediating role of e-trust. A quantitative approach using PLS-SEM analyzed data from 203 Tokopedia users collected from May to June 2025 via Google Forms questionnaire. The results indicate that brand image and e-service quality has a significant effect on purchase intention, online reviews/ratings do not directly influence it. Interestingly, e-trust does significantly impact purchase intention and doesn't mediate the effects of brand image and e-service quality. However, e-trust significantly mediates the relationship between online reviews/ratings and purchase intention. To boost purchase intention, focus on excellent service, a strong brand image, e-trust, and genuine customer reviews.

INTRODUCTION

Technological advancement in Indonesia has been rapidly accelerating, significantly impacting business development. Today, business activities are increasingly internet- and technology-based, including how products are sold, marketed, and how communication occurs between sellers and buyers. E-commerce has become the primary medium for online transactions (Utami & Nasution, 2023).

E-commerce is widely favored by internet users in Indonesia as a convenient platform for buying and selling goods. It enables transactions to be conducted anytime and anywhere, eliminating the need for physical presence. Consequently, online shopping has become a popular alternative for meeting daily needs (Faulina et al., 2021).

According to data from Databoks (2024), the number of e-commerce users in Indonesia has consistently increased year after year. In 2020, there were 38.72 million users; this number rose to 44.43 million in 2021, 50.89 million in 2022, 58.63 million in 2023, and reached 65.65 million users in 2024.

This rapid growth of e-commerce in Indonesia demonstrates its significant influence on business development (Utami & Nasution, 2023). The growing popularity of e-commerce has encouraged many business actors to join various platforms in order to expand their market reach.

The Top Brand Index reflects the performance of a brand based on consumer survey data, measured through several parameters: *mind share* (top-of-mind awareness), *market share*, and *commitment share* (future purchase intention). A higher Top Brand Index indicates stronger consumer interest in the brand, while a lower score reflects weaker interest.

Table 1. Top Brand Index of E-Commerce from 2022 to 2024

Brand	Tahun		
	2022 (%)	2023 (%)	2024 (%)
Shopee	43.70	45.80	50.50
Lazada	14.70	15.10	13.30
Tokopedia	14.90	11.30	10.40
Bukalapak	8.10	4.70	7.60
Blibli	10.10	10.60	6.60

According to the data, Tokopedia has faced a consistent drop in consumer buying interest over the last three years.

To explore the factors that influence consumer purchase intention, a preliminary survey was conducted among 30 Tokopedia users to identify the most influential factors driving online purchase intention on the platform. Based on the results and using the Pareto principle, the selected variables – contributing $\geq 80\%$ of cumulative responses – include: e-trust, brand image, e-service quality, online customer reviews, and online customer ratings.

Based on the aforementioned background, the researcher is interested in conducting a study titled “Factors Influencing Purchase Intention on

Tokopedia.” This research aligns with the 9th goal of the Sustainable Development Goals (SDGs) – Industry, Innovation, and Infrastructure – as e-commerce platforms such as Tokopedia contribute to technological and logistical innovation and support the development of digital economic infrastructure.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior is defined as the study of the processes involved when individuals or groups select, purchase, and use products to satisfy their needs and desires. It plays a vital role in how consumers make purchasing decisions.

According to Wardhana (2024), consumer behavior refers to the process through which individuals search for, purchase, use, and evaluate products, services, ideas, or experiences to satisfy their needs and desires. It also encompasses how consumers make purchasing decisions and how companies engage with the market.

E-commerce

E-commerce refers to the use of online platforms for conducting buying and selling activities, including both goods and services (Jarti et al., 2023). In this era of globalization, transactions have become easier, with no limitations in terms of space or time.

Purchase Intention

According to Setiawan and Suprpto (2021), purchase intention is an individual’s tendency or intention to buy a product or service in the future. Based on the definition, Purchase intention is defined as consumer behavior expressed through a response to a product, compared with similar alternatives, that indicates the desire to make a purchase.

E-Trust

According to Asnaniyah (2022), e-trust represents consumers’ confidence in sellers or online platforms when conducting transactions, implying their willingness to accept potential risks and negative outcomes. E-trust plays a crucial role, as consumers are exposed to greater risks than in offline transactions throughout the entire process, including payment, delivery, and the handling of personal data.

Brand Image

According to Aaker and Biel (2009), brand image is the consumer’s perception of a brand formed through personal experience or information obtained from others and the media, and it represents the collection of knowledge, beliefs, and emotions that consumers hold about the brand. Brand image plays a vital role in identifying the extent to which a brand is positioned in the market, considering the highly diverse characteristics of consumers

E-Service Quality

E-service quality is a construct developed to assess the effectiveness of electronic service delivery, evaluated through user experiences during

interactions with online platforms (Wardhana, 2024). A good e-service quality will greatly assist consumers throughout the entire transaction process.

Online Customer Review and Rating

Online customer reviews/ratings refer to consumers' assessments of an online shopping platform, which may be expressed through comprehensive comments or reviews and/or represented in the form of star-scale ratings (Harli et al., 2021; Putri & Wandebori, 2016). Online customer reviews and ratings are frequently utilized by consumers as a reference to compare different products during the decision-making process.

HYPOTHESIS

The hypotheses proposed in this study are as follows:

H1: Brand image has a significant direct influence on purchase intention.

H2: E-service quality has a significant direct influence on purchase intention.

H3: Online customer reviews/ratings have a significant direct influence on purchase intention.

H4: Brand image has a significant direct influence on e-trust.

H5: E-service quality has a significant direct influence on e-trust.

H6: Online customer reviews/ratings have a significant direct influence on e-trust.

H7: E-trust has a significant direct influence on purchase intention.

H8: Brand image has a significant influence on purchase intention through the mediating effect of e-trust.

H9: E-service quality has a significant influence on purchase intention through the mediating effect of e-trust.

H10: Online customer reviews/ratings have a significant influence on purchase intention through the mediating effect of e-trust.

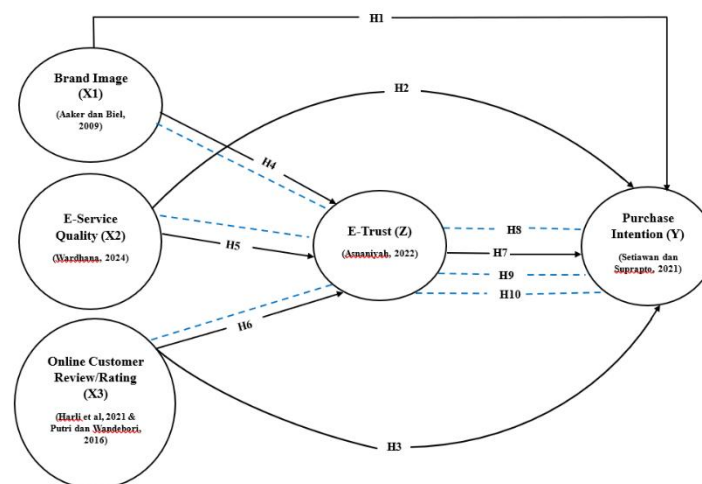


Figure 1. Research Framework

RESEARCH METHODOLOGY

This study employs a causal research design, which is used to examine cause-and-effect relationships and how one or more variables influence each

other. A causal design is a scientific approach aimed at testing whether one variable causes a change in another variable.

The research adopts a quantitative approach, wherein the data collected are in the form of numerical or quantitative values. This method is used to statistically test hypotheses and measure the strength of the relationships among the variables under study.

Table 2. Operational Definition of Variables

No	Variable	Indicators	Source	Scale
1	Brand Image	1) Corporate Image 2) Product Image 3) User Image	Aaker & Biel (2009)	Ordinal
2	E-Service Quality	1) User-Friendliness 2) Stock Availability 3) Stable Uptime 4) Personal Data Protection 5) Response Speed 6) Refund Process 7) Availability of Contact Channels	Wardhana (2024)	Ordinal
3	Online Customer Review/Rating	1) Credibility 2) Expertise 3) Review Valence 4) Quantity of Reviews	Harli et al. (2021); Putri & Wandebori (2016)	Ordinal
4	E-Trust	1) Integrity 2) Competence 3) Consistency 4) Loyalty 5) Openness	Robbins Theory in Asnaniyah (2022)	Ordinal
5	Purchase Intention	1) Transactional Intention 2) Referential Intention 3) Preferential Intention 4) Explorative Intention	Setiawan & Suprpto (2021)	Ordinal

RESULTS AND DISCUSSION

This section presents the results of data processing conducted on 203 respondents using SmartPLS 4 software.

a. Outer Loadings**Table 3. Results of Outer Loadings Test**

<i>Variable</i>	<i>Questionnaire Item</i>	<i>Outer Loadings</i>	<i>Result</i>
<i>Brand Image</i>	<i>BI1</i>	<i>0.866</i>	<i>Passed</i>
	<i>BI2</i>	<i>0.902</i>	<i>Passed</i>
	<i>BI3</i>	<i>0.867</i>	<i>Passed</i>
<i>E-Service Quality</i>	<i>ESQ1</i>	<i>0.684</i>	<i>Failed</i>
	<i>ESQ2</i>	<i>0.773</i>	<i>Passed</i>
	<i>ESQ3</i>	<i>0.775</i>	<i>Passed</i>
	<i>ESQ4</i>	<i>0.829</i>	<i>Passed</i>
	<i>ESQ5</i>	<i>0.861</i>	<i>Passed</i>
	<i>ESQ6</i>	<i>0.862</i>	<i>Passed</i>
	<i>ESQ7</i>	<i>0.827</i>	<i>Passed</i>
<i>Online Customer Review/Rating</i>	<i>OCR1</i>	<i>0.888</i>	<i>Passed</i>
	<i>OCR2</i>	<i>0.780</i>	<i>Passed</i>
	<i>OCR3</i>	<i>0.833</i>	<i>Passed</i>
	<i>OCR4</i>	<i>0.838</i>	<i>Passed</i>
<i>E-Trust</i>	<i>ET1</i>	<i>0.850</i>	<i>Passed</i>
	<i>ET2</i>	<i>0.871</i>	<i>Passed</i>
	<i>ET3</i>	<i>0.900</i>	<i>Passed</i>
	<i>ET4</i>	<i>0.838</i>	<i>Passed</i>
	<i>ET5</i>	<i>0.809</i>	<i>Passed</i>
<i>Purchase Intention</i>	<i>PI1</i>	<i>0.912</i>	<i>Passed</i>
	<i>PI2</i>	<i>0.942</i>	<i>Passed</i>
	<i>PI3</i>	<i>0.909</i>	<i>Passed</i>
	<i>PI4</i>	<i>0.886</i>	<i>Passed</i>

Source: SmartPLS Output, 2025

Based on the table above, a total of 23 indicators were used in this study. According to Hair et al. (2022), the threshold for outer loading is 0.708. Therefore, one indicator from the E-Service Quality variable (ESQ1 = 0.684) was removed due to not meeting the validity threshold. The final model consists of 22 valid indicators.

Reliability Tests

Cronbach’s Alpha and Composite Reliability

Table 4. Cronbach’s Alpha and Composite Reliability Values

<i>Variable</i>	<i>Cronbach’s Alpha</i>	<i>Composite Reliability (rho_c)</i>
<i>Brand Image</i>	0.852	0.910
<i>E-Service Quality</i>	0.904	0.929
<i>Online Customer Review/Rating</i>	0.859	0.914
<i>E-Trust</i>	0.907	0.931
<i>Purchase Intention</i>	0.897	0.936

Source: SmartPLS Output, 2025

According to Hair et al. (2022), a Cronbach’s Alpha value between 0.6 and 0.95 indicates an acceptable level of internal consistency. Thus, all variables in this study are considered reliable.

A Composite Reliability value above 0.70 indicates a high level of internal consistency. Therefore, all constructs in this study meet the composite reliability criteria and are deemed highly reliable.

Convergent Validity

Convergent validity can be measured using the Average Variance Extracted (AVE) value.

Table 5. Average Variance Extracted (AVE)

<i>Variable</i>	<i>AVE</i>
<i>Brand Image</i>	0.772
<i>E-Service Quality</i>	0.724
<i>Online Customer Review/Rating</i>	0.779
<i>E-Trust</i>	0.729
<i>Purchase Intention</i>	0.829

Source: SmartPLS Output, 2025

According to Hair et al. (2022), an AVE value ≥ 0.50 indicates that a construct explains more than half of the variance of its indicators. Based on the AVE results, all variables in this study demonstrate strong convergent validity.

Discriminant Validity

Fornell-Larcker

Tabel 6. Fornell-Larcker

Variabel	BI	ESQ	ET	OCR	PI
<i>Brand Image</i>	0.878				
<i>E-Service Quality</i>	0.798	0.824			
<i>E-Trust</i>	0.650	0.764	0.854		

<i>Online Customer Review/Rating</i>	0.704	0.760	0.804	0.835	
<i>Purchase Intention</i>	0.631	0.718	0.672	0.619	0.913

Based on the SmartPLS 4 output, the correlation between each indicator and its construct is higher than its correlation with other constructs. Therefore, it can be concluded that the model exhibits good discriminant validity.

HTMT

The HTMT test in this study initially did not meet the threshold. However, according to Hair et al. (2022), this issue can be resolved by eliminating indicators in the related variable that have low correlations. Therefore, the indicators ESQ2 and OCR2 were eliminated at this stage. The HTMT results are as follows

Tabel 7. HTMT

Variabel	BI	ESQ	ET	OCR	PI
<i>Brand Image</i>					
<i>E-Service Quality</i>	0.874				
<i>E-Trust</i>	0.738	0.836			
<i>Online Customer Review/Rating</i>	0.809	0.824	0.844		
<i>Purchase Intention</i>	0.707	0.747	0.728	0.644	

According to Hair et al. (2022), an HTMT value of < 0.9 indicates that the model has good discriminant validity. The HTMT value in this research model is < 0.9, thus this study demonstrates good discriminant validity.

Variance Inflation Factor (VIF)

Table 8. Variance Inflation Factor (VIF)

Indicator	VIF
BI1	2.014
BI2	2.382
BI3	2.009
ESQ3	1.767
ESQ4	2.352
ESQ5	3.289
ESQ6	3.360
ESQ7	2.843
OCR1	1.839
OCR3	2.546
OCR4	2.496
ET1	2.403

Indicator	VIF
ET2	2.851
ET3	3.265
ET4	2.264
ET5	2.048
PI1	4.030
PI2	5.246
PI3	3.452
PI4	2.860

Source: SmartPLS Output, 2025

According to Hair et al. (2022), a VIF value **below 5** indicates that multicollinearity is not a concern in the structural model. In this study, all indicators meet this criterion except **PI2**, which has a VIF of **5.246**. As a result, PI2 was removed from the model, leaving **19 indicators** in total.

Structural Model Evaluation (Inner Model)

a. Coefficient of Determination (R²)

Table 9. R-Square (R²)

Variable	R ²
E-Trust	0.662
Purchase Intention	0.542

Source: SmartPLS Output, 2025

The R² value for E-Trust is 0.662, indicating that Brand Image, E-Service Quality, and Online Customer Review/Rating collectively explain 66.2% of the variance in E-Trust. Meanwhile, the R² for Purchase Intention is 0.542, meaning that the same independent variables explain 54.2% of the variance in Purchase Intention.

Predictive Relevance (Q²)

Table 10. Q-Square (Q²)

Variable	Q ²
E-Trust	0.613
Purchase Intention	0.476

Source: SmartPLS Output, 2025

According to Hair et al. (2022), a Q² value greater than 0 indicates that the model has predictive relevance. Based on the results, both E-Trust and Purchase Intention possess satisfactory levels of predictive relevance.

Effect Size (f^2)

Table 11. Effect Size (f^2)

Variable	E-Trust	Purchase Intention
Brand Image	0.001	0.040
E-Service Quality	0.181	0.051
Online Customer Review/Rating	0.229	0.001
E-Trust	—	0.073

Source: SmartPLS Output, 2025

Effect size (f^2) is interpreted based on thresholds from Hair et al. (2022), where: 0.02 (small effect), 0.15 (medium effect), and 0.35 (large effect).

Hypothesis Testing

Each path's significance is typically evaluated using bootstrapping analysis with a T-statistic threshold of 1.96 for a 5% significance level.

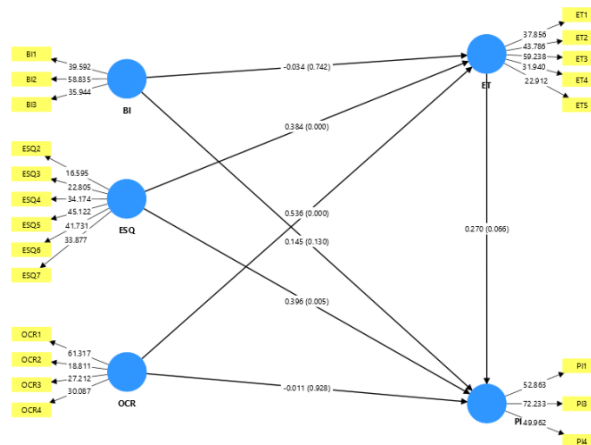


Figure 2. PLS Analysis Results

Table 12. Direct Effect Significance Test

Relationship	Original Sample (O)	T Statistics	P Values	Result
BI → PI	0.223	2.195	0.028	Accepted
ESQ → PI	0.289	2.049	0.040	Accepted
OCR → PI	-0.032	0.303	0.762	Rejected
BI → ET	0.029	0.242	0.808	Rejected
ESQ → ET	0.424	4.459	0.000	Accepted
OCR → ET	0.427	3.087	0.002	Accepted
ET → PI	0.319	2.165	0.030	Accepted

Source: SmartPLS 4 Output, 2025

Table 13. Indirect Effect Significance Test

Relationship	Original Sample (O)	T Statistics	P Values	Result
BI → ET → PI	0.009	0.195	0.845	Rejected

Relationship	Original Sample (O)	T Statistics	P Values	Result
ESQ → ET → PI	0.135	1.524	0.127	Rejected
OCR → ET → PI	0.136	2.826	0.005	Accepted

Source: SmartPLS 4 Output, 2025

DISCUSSION

The Effect of Brand Image on Purchase Intention.

The hypothesis testing results show that Brand Image does significantly affect Purchase Intention. These findings are supported by Moslehpour et al (2022) and Liang et al (2024), who also found a significant relationship between brand image and purchase intention. These findings suggest that brand image plays a critical role in enhancing consumers' purchase intention on Tokopedia. Accordingly, it is essential for Tokopedia to concentrate on strategies and elements that can positively shape and strengthen its brand image.

The Effect of E-Service Quality on Purchase Intention

The results show that E-Service Quality does significantly affect Purchase Intention. These findings are supported by Chen & Feng (2023) and Simamora et al (2024), who also found a significant relationship between e-service quality and purchase intention.

Consumers are more likely to buy from a platform where they feel comfortable due to good service. This implies that Tokopedia must focus on continuously improving its service quality to encourage consumers to make purchases.

The Effect of Online Customer Review/Rating on Purchase Intention

The hypothesis test found that Online Customer Review/Rating does not significantly affect Purchase Intention on Tokopedia. These findings are supported by Nurlinda & Nuhayati (2022), who also found that there was no significant relationship between online customer review/rating and purchase intention.

This may be due to different standards among consumers in assessing products. A product rated as "good" by one user may receive a different numerical rating from another user, even with similar sentiments. Additionally, repeat customers may no longer read reviews or ratings if they consistently purchase the same product, making reviews and ratings less influential in their buying decisions.

The Effect of Brand Image on E-Trust

The analysis shows that Brand Image does not significantly influence E-Trust. This could be because Tokopedia users are already familiar with and trust the platform's brand. Therefore, the brand image does not play a substantial role in building or increasing trust for these users. These findings are supported by Hidayah (2020), who also found that there was no significant relationship between brand image and trust.

The Effect of E-Service Quality on E-Trust

The results indicate that E-Service Quality has a positive and significant effect on E-Trust. Accordingly, e-service quality serves as a key determinant in fostering consumer trust toward Tokopedia. Hence, it is essential for Tokopedia to prioritize the enhancement of its service quality in order to build and sustain consumer trust. These findings are supported by Mahdyvianra (2021), who also found a significant relationship between e-service quality and e-trust.

The Effect of Online Customer Review/Rating on E-Trust

The hypothesis is supported, showing that Online Customer Review/Rating has a positive and significant impact on E-Trust. The findings of this study demonstrate that online customer reviews and ratings serve as a key factor in building consumer e-trust. These findings are supported by Sudrajat et al (2024), Nurhayati & Nurlinda (2022), and Suryadi et al (2024), who also found a significant relationship between online customer review/rating and e-trust.

The Effect of E-Trust on Purchase Intention.

The hypothesis testing results show that e-trust does significantly affect Purchase Intention. Accordingly, Tokopedia should prioritize efforts aimed at strengthening consumer trust in its platform. These findings are supported by Ali et al (2022) and Duffet & Charles (2024), who also found a significant relationship between e-trust and purchase intention.

The Effect of Brand Image on Purchase Intention through E-Trust

The findings reveal that Brand Image does not significantly affect Purchase Intention via E-Trust. These findings are supported by Wonua & Santi (2023).

Respondents, who are already familiar with Tokopedia's strong brand and trust it, are not influenced in their purchase intentions by these factors. Their purchase intentions are not mediated by E-Trust.

The Effect of E-Service Quality on Purchase Intention through E-Trust

The hypothesis test results indicate that E-Service Quality does not significantly affect Purchase Intention through E-Trust. Respondents already trust Tokopedia and are familiar with the platform's service quality. Hence, this relationship is perceived as routine, and not a driving factor behind their purchase intention. These findings also supported by Hermawan & Astuti (2024).

The Effect of Online Customer Review/Rating on Purchase Intention through E-Trust

The results confirm that Online Customer Review/Rating has a positive and significant impact on Purchase Intention through E-Trust. These finding also supported by Hermawan & Astuti (2024) and Nuryahati & Nurlinda (2022).

This suggests that consumers find Tokopedia's reviews and ratings to be credible and useful in product evaluation. These reviews build trust, which in turn enhances the consumer's purchase intention.

CONCLUSION

Based on the research results regarding the factors that influence purchase intention through Tokopedia, the following conclusions can be drawn:

1. Brand image has a significant direct effect on purchase intention. (Hypothesis H1 is accepted)
2. E-service quality has a significant direct effect on purchase intention. (Hypothesis H2 is accepted)
3. Online customer reviews/ratings do not have a significant direct effect on purchase intention. (Hypothesis H3 is rejected)
4. Brand image does not have a significant direct effect on e-trust. (Hypothesis H4 is rejected)
5. E-service quality has a significant direct effect on e-trust. (Hypothesis H5 is accepted)
6. Online customer reviews/ratings have a significant direct effect on e-trust. (Hypothesis H6 is accepted)
7. E-trust has a significant direct effect on purchase intention. (Hypothesis H7 is accepted)
8. Brand image does not have a significant effect on purchase intention through the mediating variable of e-trust. (Hypothesis H8 is rejected)
9. E-service quality does not have a significant effect on purchase intention through the mediating variable of e-trust. (Hypothesis H9 is rejected)
10. Online customer reviews/ratings have a significant effect on purchase intention through the mediating variable of e-trust. (Hypothesis H10 is accepted)

RECOMMENDATIONS

Theoretical Recommendations

Theoretical recommendations for future research on purchase intention via Tokopedia suggest that subsequent studies should consider exploring additional independent variables that may significantly influence purchase intention within the Tokopedia platform. The variables are price, live online shopping, influencer marketing, brand loyalty, free shipping, affiliate marketing, and product variety.

Managerial Recommendations

1. It is recommended that Tokopedia enhance the quality control of products sold on its platform by implementing more rigorous screening and monitoring processes for sellers who frequently receive complaints related to product quality.
2. It is recommended to improve service quality by accelerating response times to customer complaints on Tokopedia. This can be achieved by enhancing the performance of the contact center, shifting from the use of automated replies to direct responses handled by customer service representatives.

3. It is advised to increase consumer trust in the rating system on the Tokopedia platform by presenting all ratings transparently, along with the date each rating was submitted.
4. It is also recommended to strengthen consumer trust in the product information displayed on the Tokopedia platform by implementing stricter screening of sellers and enforcing penalties or warnings for dishonest sellers who mislead consumers with inaccurate or deceptive product information.

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