

THE EFFECT OF ONLINE CUSTOMER REVIEW AND PERCEIVED RISK ON PURCHASE DECISIONS: A STUDY OF SOMETHINC CONSUMERS ON THE TIKTOK SHOP PLATFORM

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Abstract TikTok Shop is one of popular e-commerce today, especially among Generation Z. Somethinc, a local beauty brand, is one of the brands actively utilizing this platform to boost sales through content creation, live streaming, and online customer reviews. However, factors such as perceived risk remain a challenge in influencing purchasing decisions. This study is intended to analyze the effect of Online Customer Review and Perceived Risk variables on the purchase decisions of Somethinc products through TikTok Shop in Batam. A quantitative method was used with purposive sampling targeting 100 respondents aged 15–24 years who had previously purchased Somethinc via TikTok Shop. The data was obtained through a questionnaire distributed using Google Forms, applying a 1 to 4 Likert scale, and analyzed with SPSS. The findings indicate that Online Customer Review exerts a positive and statistically significant influence on consumer purchasing decisions, with a t-value of 7.267 (> 1.660) and a significance level of 0.000 (< 0.10). Conversely, Perceived Risk does not have a significant effect, with a t-value of -0.281 (< 1.660) and a significance value of 0.780 (> 0.10). An F-value of 28.267 with a significance level of 0.000 (< 0.05) indicates that the two independent variables together significantly impact purchase decisions. The coefficient of determination (R^2) is 0.368, indicating that Online Customer Review and Perceived Risk together explain 36.8% of the variation in purchase decisions, while the rest 63.2% is influenced by another factors.

Keyword: Online Customer Review, Perceived Risk, Purchase Decisions

1 Introduction

TikTok has evolved from a video-sharing platform into a leading e-commerce company worldwide in recent years. With over 1 billion active users globally in 2024, TikTok has become a space where consumers discover inspiration, product recommendations, and even make purchases directly through the TikTok Shop feature. According to data from Katadata, TikTok Shop ranks fourth in terms of e-commerce transactions in Indonesia compared to other platforms. This ranking is based on Gross Merchandise

Value (GMV), which represents the overall worth of all products purchased on an e-commerce platform during a specific timeframe.

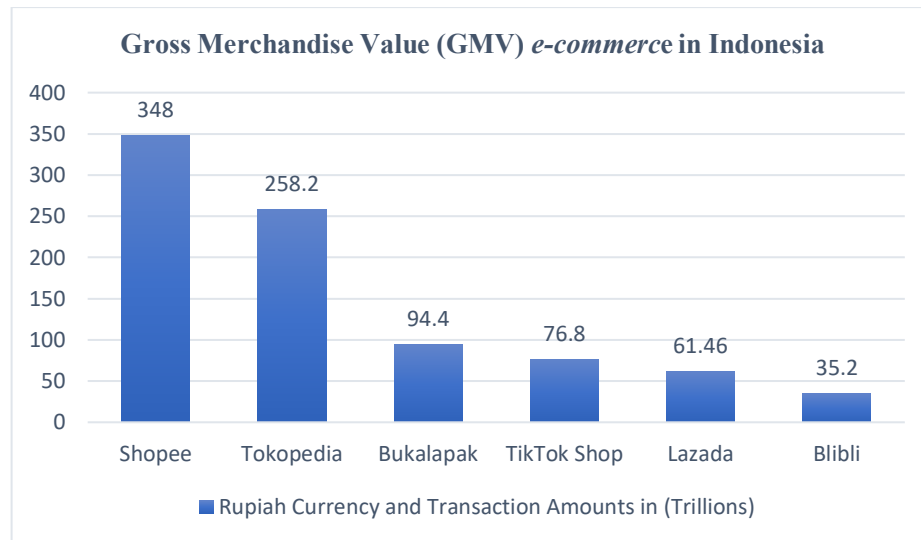


Figure 1. GMV e-commerce in Indonesia

Source. <https://shorturl.at/Uv15e>

One of the successful local brands leveraging TikTok Shop is Somethinc, an Indonesian beauty brand established in 2019. Through its official TikTok account, Somethinc promotes its products via live streaming, creative content, and user-generated reviews. This strategy enhances brand visibility and builds consumer trust in the products being offered. However, as TikTok transforms into an e-commerce platform, it brings several challenges for Somethinc, especially in terms of data privacy, ensuring product authenticity, and the potential for online fraud. These concerns contribute to what is known as Perceived Risk, which can influence consumer purchasing behavior. At the same time, Online customer reviews are important to influencing consumer purchasing decisions. While unfavorable reviews may lead to hesitation or skepticism, favorable ones tend to build trust and motivate consumers to proceed with a purchase.

This research attempts to understand the individual and combined impact of Online Customer Review and Perceived Risk on the purchase decisions of Somethinc through TikTok Shop. The research targets Generation Z consumers aged 15–24 years residing in Batam, who have previously purchased Somethinc products via the platform. The scope of this research is limited to the variables of Online Customer Review, Perceived Risk, and purchase decision. It focuses exclusively on TikTok Shop as the platform and Somethinc as the brand. Theoretically, this research contributes to the growing body of literature on how Online Customer Review and Perceived Risk affect purchasing decisions in the context of TikTok Shop. Practically, it offers insights for Somethinc to develop more effective marketing strategies by leveraging Online Customer Reviews and managing consumers' Perceived Risk. By understanding the factors influencing

purchasing decisions, Something can enhance customer satisfaction, build consumer trust, and ultimately increase sales on TikTok Shop.

2 Literature Review

Kotler and Keller stated that consumer behavior is influenced by various inputs, such as marketing factors (product, price, distribution, and communication) and external variables (economic, technological, political, and cultural), all of which can affect consumer behavior [23]. These elements influence the psychological state of the customer (including motivation, perception, learning, and experience) as well as personal characteristics, which in turn affect how they respond when making purchasing decisions. One of the key psychological factors influencing consumer purchases is perception, which refers to how an individual interprets and processes information from their senses to form their view of the world.

In the context of digital marketing, social proof refers to support from other users, such as reviews or testimonials, which indicate that a product or service is trustworthy and of high quality. This strategy is used to enhance consumer trust and increase purchase intention [16]. Online customer reviews can help reduce uncertainty by providing indirect information about an item to prospective buyers. [2]. This insight enables consumers to better comprehend the quality of the product being presented. The indicators used are based on those found in the study by Latifa and Harimukti [3] that is; Perceived of usefulness, Source of credibility, Argument of quality, Review valence, Quality reviews.

Consumers perception of potential risks or uncertainties during online transactions is known as perceived risk. According to Widianta & Ketut, perceived risk may relate to concerns about financial loss, product performance, or even social judgment [19]. The indicators used in this study are those that have been formulated by Ramulu and Sapna [8] that is; Functional risk, financial risk, psychological risk, social risk.

Purchase decision is a decision-making process that occurs after various considerations to buy a product. Consumers, when choosing a product, will take into account several factors that influence their decision, such as price, service, and product quality [9]. The indicators of purchase decision as proposed by Kotler & Keller include the following aspects [13]; Confidence in the product, buying habits, recommending to others, Repeat purchases.

Drawing from prior research, the following hypotheses are formulated in this study:

H1: There is an influence of online customer reviews on Something consumers' purchasing decisions on the TikTok Shop platform.

H2: There is an influence of perceived risk on Something consumers' purchasing decisions on the TikTok Shop platform.

H3: There is an influence of online customer reviews and perceived risk on Something consumers purchasing decisions on the TikTok Shop platform.

The conceptual framework of this research is presented in the image below:

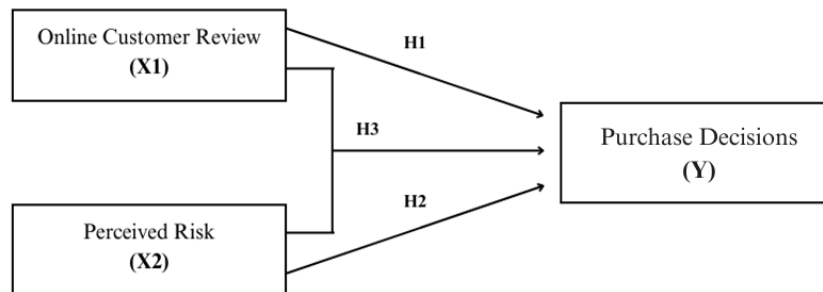


Figure 2. Conceptual Framework

3 Research Method

This study uses quantitative methods, by collecting responses through Google Forms-based questionnaires, using a Likert scale of 1 to 4, which included questions related to respondents' demographics and statements concerning the research variables. The operational variable is described as below:

Table 1. Operational Variable

Variable	Indicator	Measurement Scale	Sumber
(X1) Online Customer Review	<ul style="list-style-type: none"> Perceived usefulness of Source of credibility Argument of quality Review valence Quality of reviews 	Likert 1-4	(Aurani & Dirbawanto, 2024)
(X2) Perceived Risk	<ul style="list-style-type: none"> Functional risk Financial risk Psychological risk Social risk 	Likert 1-4	(Gratia Sara Rorie et al., 2022)
(Y) Purchase Decisions	<ul style="list-style-type: none"> Confidence in the product 	Likert 1-4	(Mardiana & Sijabat, 2021)

	<ul style="list-style-type: none"> • Buying habits • Recommending to others • Repeat purchases. 		
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Purposive sampling is employed to guarantee that the selected respondents align with the research object. The sample criteria included: consumers residing in Batam City, aged 15–24 years (Gen Z), and having previously purchased Somethinc products through TikTok Shop. Based on data obtained from BPS Batam 2024, it is estimated that there are 200,700 Gen Z individuals in Batam. Using the Taro Yamane formula and a 10% margin of error, the minimum sample was set at 100 respondents. The data were processed through several statistical tests using SPSS software.

Validity and reliability tests were applied, where if the r -count $>$ r -table and Cronbach's Alpha $>$ 0.60, the questionnaire is valid and reliable. Several classical assumption tests were carried out to verify that the regression model complied with the requirements of classical linear regression. The Kolmogorov-Smirnov test was employed to assess normality, with a significance value $>$ 0.05 indicating that the data follow a normal distribution. If the tolerance value $>$ 0.10 or the VIF $<$ 10, it means multicollinearity is not present. Heteroscedasticity testing was conducted using a scatterplot. Hypothesis testing includes multiple linear regression analysis using the following equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n$$

Where Y is the dependent variable, α is the constant, β_1 to β_n are the regression coefficients, and X_1 to X_n are the independent variables. The t -test is used to assess the partial effect of each independent variable, and the result is considered significant if the t -value $>$ t -table or the significance level $<$ 0.05. The F -test evaluates the simultaneous influence of all X variables and is deemed significant when the F -value $>$ F -table or significance $<$ 0.05. The coefficient of determination (R^2) is used to understand the contribution of the two independent variables in explaining the variation in the dependent variable. This research method is designed to assess how much Online Customer Review and Perceived Risk affect the purchasing decisions of Gen Z consumers on the TikTok Shop.

4 Result and Discussion

4.1 Descriptive Analysis

Most of the respondents were consumers aged 20–24 years who reside in the Sekupang area of Batam. In addition, the majority of them had only made 1-2 purchases of Somethinc products through the TikTok Shop platform.

Table 2. Descriptive Result

	N	Minimum	Maximum	Sum	Mean	Std.	
						Statistic	Error
Online Custmer Review	100	8	24	1979	19.79	.307	3.069
Perceived Risk	100	7	28	1846	18.46	.528	5.281
Purchase Decisions	100	10	28	2211	22.11	.368	3.676
Valid N (listwise)	100						

Based on the descriptive analysis results above, the average score for Online Customer Review is 19.79 with a standard deviation of 3.069, indicating that respondents tend to give high and relatively consistent ratings toward customer reviews. The average score for Perceived Risk is 18.46 with a standard deviation of 5.281, suggesting that respondents have quite varied perceptions of risk when shopping online. Meanwhile, the average score for Purchase Decision is 22.11 with a standard deviation of 3.676, showing a high tendency among respondents to purchase Somethinc products via TikTok Shop, although there is still some variation in individual decisions. The standard deviation itself reflects how far the data deviates from the mean the larger the value, the more diverse the respondent answers.

4.2 Validity and Reliability Test

Table 3. Validity and Reliability Result

Variable	Indicator	Correlation		Coefficient	
		r count	Status	Alpha Cronbach	Status
Online Customer Review (X1)	1	0.738	VALID	0.790	RELIABLE
	2	0.629			
	3	0.646			
	4	0.730			
	5	0.713			
	6	0.748			

Perceived Risk (X2)	1	0.693	VALID	0.875	RELIABLE
	2	0.804			
	3	0.805			
	4	0.780			
	5	0.640			
	6	0.812			
	7	0.762			
Purchase Decisions (Y)	1	0.582	VALID	0.797	RELIABLE
	2	0.742			
	3	0.747			
	4	0.693			
	5	0.644			
	6	0.641			
	7	0.645			

All items in the questionnaire were confirmed to be both valid and reliable, as evidenced by the r -value $>$ r -table (0.1654) and Cronbach's Alpha for each variable $>$ 0.60 (Online Customer Review = 0.803; Perceived Risk = 0.877; Purchase Decision = 0.812).

4.3 Normality Test

Table 4. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.92187148
Most Extreme Differences	Absolute	.086
	Positive	.083
	Negative	-.086

Test Statistic	.086
Asymp. Sig. (2-tailed)	.067 ^c

a. Test distribution is Normal.

The significance value of $0.067 > 0.05$ indicates that the regression residuals are distributed normally, as shown in the normality test table above, and therefore the normality assumption in linear regression analysis is fulfilled.

4.4 Multicollinearity Test

Results of the multicollinearity test, processed using SPSS are shown in the table below:

Table 5. Multicollinearity Test Result

Variable X	Tolerance Value	VIF Value
Online Customer Review (X1)	0.952	1.051
Perceived Risk (X2)	0.952	1.051

Results of the multicollinearity test in the regression model summarized as follows:

1. There is no indication of multicollinearity in Online Customer Review (X1) because its tolerance is $0.952 > 0.1$ and the VIF is $1.051 < 10$.
2. There is no indication of multicollinearity in Perceived Risk (X2) because its tolerance is $0.952 > 0.1$ and the VIF is $1.051 < 10$.

4.5 Heteroscedasticity Test

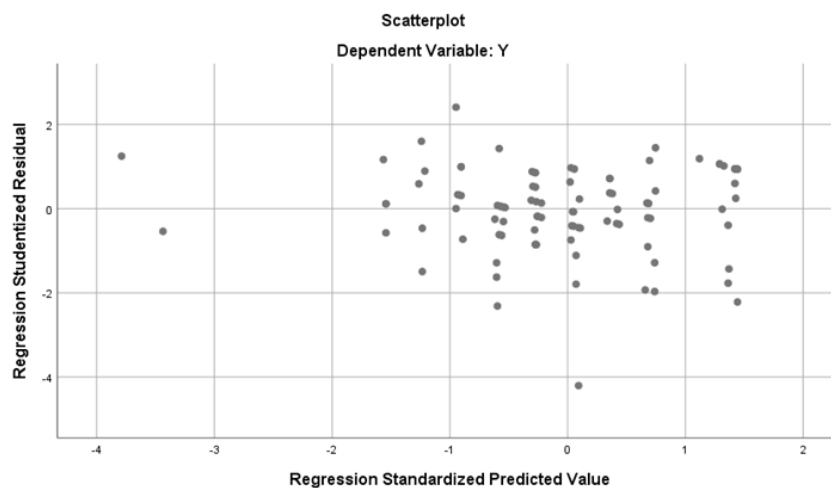


Figure 3. Heteroscedasticity Test Result

The scatterplot demonstrates that the residuals are dispersed randomly without forming a clear pattern, suggesting that the homoscedasticity assumption is fulfilled and no indications of heteroscedasticity were found within the model.

4.6 Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis Result

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.157	2.446		3.335	.001
	X1	.720	.099	.601	7.267	.000
	X2	-.016	.058	-.023	-.281	.780

a. Dependent Variable: Y

The multiple linear regression equation based on the table:

$$Y=8.157+0.720X1-0.016X2$$

Brief Interpretation:

- The significance value for Online Customer Review is $0.000 < 0.05$, showing a positive and significant impact on purchasing decisions.
- The significance value for Perceived Risk is $0.780 > 0.05$, suggesting a negative yet statistically insignificant effect on purchase decisions.

4.7 Simultant Test (F Test)

Table 7. F Test Result

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	492.594	2	246.297	28.267	.000 ^b
	Residual	845.196	97	8.713		
	Total	1337.790	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

The significance value of $0.000 < 0.05$ and the F-value of $28.267 > F\text{-table (2.36)}$ indicate that purchase decisions are significantly influenced by the combined independent variables.

4.8 Partial Test (t Test)

Table 8. t Test Result

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.157	2.446		3.335	.001
	X1	.720	.099	.601	7.267	.000
	X2	-.016	.058	-.023	-.281	.780

a. Dependent Variable: Y

The results of the t-test in the table lead to the following conclusions:

1. Online Customer Review has a t-value of $7.267 > 1.660$ (t-table) and a significance level of $0.000 < 0.10$, indicating a positive and significant influence on Somethinc consumers purchase decisions on the TikTok Shop.
2. Perceived Risk shows a t-value of $-0.281 < 1.660$ (t-table) and a significance value of $0.780 > 0.10$, showing that variable has no significant influence on consumers purchasing decisions on TikTok Shop.

4.9 Coefficient of Determination (R²)

Table 9. R Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607 ^a	.368	.355	2.952

a. Predictors: (Constant), X2, X1

The R Square value of 0.368 indicates that Online Customer Review and Perceived Risk, when combined, can explain approximately 36.8% of the reasons why consumers decide to purchase the product. The rest 63.2% is attributable to other variables beyond the scope of this study.

4.10 Discussion

Most Gen Z respondents in Batam, particularly those living in Sekupang and aged between 20 and 24 years, expressed their initial interest in Somethinc products through the TikTok platform. However, the relatively low purchase frequency indicates that better promotional strategies and continuous efforts are needed to improve customer loyalty. The respondents average rating for online customer reviews was 19.79 with a standard deviation of 3.069, indicating that they generally agreed with and were consistent in their responses to the reviews they read. With a mean of 18.46 and a standard deviation of 5.281, perceived risk reflects diverse opinions among respondents regarding the risks of online shopping. Meanwhile, purchase decision, with an average of 22.11 and a standard deviation of 3.676, demonstrates a strong interest in buying Somethinc products, although individual differences still exist.

Based on the findings from the multiple linear regression analysis involving 100 Gen Z participants in Batam City, the regression coefficient of 0.720, with a significance value of 0.000 and a t-value of 7.267, indicates that Online Customer Reviews positively and significant impact consumers decisions to purchase Somethinc in TikTok Shop. The social proof theory supports this finding: buyers tend to rely heavily on consumer reviews before making purchasing decisions. Helpful and high-quality reviews can provide additional information that reinforces a positive perception of the product and reduces uncertainty that may arise during the online shopping process. Meanwhile, Perceived Risk shows a negative but insignificant effect on purchase decisions, with a regression coefficient of -0.016 and a significance value of 0.780 (> 0.05). This suggests that although there are concerns about risks such as financial loss, product mismatch, or doubts about online transactions, these concerns are not strong enough to deter consumers from purchasing Somethinc products through the TikTok Shop platform.

The F-value of 28.267 with a significance level of 0.000 (< 0.05) demonstrates that Online Customer Review and Perceived Risk jointly have a significant impact on purchasing decisions. This means that the combination of these two variables can collectively influence buying decisions on TikTok Shop. The coefficient of determination (R^2) indicates that these variables explain 36.8% of the variation in purchase decisions, while the the rest 63.2% is influenced by another factors. Therefore, future research should consider these additional aspects to obtain understanding of how customers make purchase decisions.

5 Conclusion and Suggestion

5.1 Conclusion

From the analysis results, the following conclusions were obtained:

1. Online Customer Review on TikTok Shop have a significant influence on the purchasing decisions for Somethinc products. Simply put, better reviews lead to a higher chance of a customer buying the product. Hypothesis 1 (H1) is accepted, in line with the study by Aurani & Dirbawanto [3], which found that

in e-commerce, Online Customer Review play a significant role in their product purchase decisions.

2. Perceived Risk influences purchase decisions negatively but not significantly. Even while perceived risk typically lowers customers propensity to purchase, in the case of Gen Z consumers in Batam purchasing products from Somethinc on TikTok Shop, the effect is not statistically strong enough to influence their decisions. Hypothesis 2 (H2) is rejected, consistent with previous research [21] which found that perceived risk does not significantly affect e-commerce purchase decisions.
3. Online Customer Review and Perceived Risk, when analyzed together, has a significant joint impact on purchasing decisions. The results indicate that these two variables explain 36.8% of the variation in consumers purchasing decisions, while the other of variation is influenced by another factors. Hypothesis 3 (H3) is accepted, supporting previous finding [3], which suggested that customer evaluations and perceived online risks significantly affect e-commerce purchasing behavior.

5.2 Suggestion

A. For the Company

Somethinc should continue to optimize its digital marketing strategies by encouraging positive customer reviews. Authentic and high-quality testimonials, whether in written or video format, can significantly enhance Gen Z's trust and purchase intention on TikTok Shop.

B. Reducing Consumer Risk Perception

Although the impact was not statistically significant, businesses should still strive to reduce customers perceived risk by providing clear product information, responsive customer service, product guarantees, and partnering with reliable shipping and payment providers.

C. For Future Research

This research was limited to the variables of Online Customer Review and Perceived Risk. Future research is encouraged to include additional variables such as price, brand image, or product quality, and to expand the geographic scope of respondents to produce more comprehensive and generalizable results.

D. Consumer Education

Somethinc may also consider creating TikTok content to educate consumers on how to shop online safely, the importance of reading reviews before purchasing, and how to distinguish authentic from counterfeit products. Such educational efforts may reduce perceived risk and increase consumer trust in the brand.

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