

# The Effect of Online Customer Review and Customer Perception on Purchase Intention of Shopee Customers in Batam City

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**Abstract.** This study aims to identify the positive and significant influence between Online Customer Review and Customer Perception on the Purchase Intention of Shopee Customers in Batam City. This research uses quantitative methods. The sample for this research is Shopee Customer in Batam City. The data analysis technique used is multiple linear regression analysis using the statistical testing tool IBM SPSS Statistic 20 software. The number of respondents used in this study are 386 people with the method of determining the sample using purposive sampling. Furthermore, the information was analyzed using non parametric method consisting of Research Instrument Test, Descriptive Test, Spearman's Rank Test, Determination Analysis and T-Test, using the IBM SPSS Statistic 20 software. The results of research on all independent variables, namely online customer review and customer perception of purchase intention as the dependent variable, show that online customer review and customer perception have a significant influence on purchase intention. Based on the research that has been done, suggestions for further research are to add variables and expand the theory used.

**Keywords:** Online Customer Review, Customer Perception, Purchase Intention, Shopee Customer, Shopee.

## Introduction

By identifying the factors that influence purchase intention, shopee can increase customer purchase intention from the sales side (Suryawan et al., 2022). One of the factors that influence purchase intention is the customer perception factor which also influences consumer behavior in owning a product. Customer perception plays an important role in shaping consumer satisfaction when shopping (Wang et al., 2023). Perception can be defined as the meaning we ascribe based on past experiences (Setiadi, 2010). Customer perception is also the process by which we select, organize,

and translate input information to create a more meaningful view. Whereas perception is a process that occurs as a result of sensation, where sensation refers to how an activity is perceived or produces an emotional state that arouses the senses (Tampubolon et al., 2019). Online customer reviews which function as a forum for customers and consumers to obtain important information when considering or making notes about a product (Ananda et al., 2023). Online customer reviews are the opinions of buyers or users based on their experiences with products purchased online and can be positive, negative, or neutral (Zhao & Zhang, 2019).

These two factors can be considered as factors that influence the purchase intention of potential buyers. In this way, consumers can evaluate after receiving the purchased product and consumers can also convey any errors or criticisms of any shortcomings found when buying the product (Kurniawan, 2021). These reviews can influence a person's purchase intention. Consumers can use positive or negative reviews as a consideration before making a purchase.

In previous research that examined the effect of Online Customer Review, Online Customer Rating, and Payment Guarantee on Purchase Intention conducted by (Ananda et al., 2023). Using a sample of Shopee customers in Denpasar, the study shows that online customer reviews have a positive and significant influence on the purchase intention of Shopee customers. Another study conducted by Hasrul et al (2021) regarding the Analysis of the Influence of Online Customer Reviews and Ratings on Purchase Intention for Electronic Products on Tokopedia, states that Online Customer Reviews have an influence on Purchase Intention. There is also research conducted by Pantouw et al (2017) regarding the Effect of Customer Perceptions, Customer Attitudes on Purchase Intention of Self-Labeled Products at Indomart Manado which shows that customer perceptions have a significant influence on purchase intention. There is also other research conducted by Suprpto et al (2020) regarding Social Media Advertising and Consumer Perception on Purchase Intention, stating that there is a positive influence between Consumer Perception on Purchase Intention.

The purpose of discussing previous research is to reveal how online customer reviews and customer perception can affect the purchase intention of e-commerce customers. The difference in this study lies in the sample. In previous research conducted by Suryawan et al (2022) the sample was Shopee customers in Gianyar and for the current study, researchers used a sample of Shopee customers in Batam City

### **Theoretical Framework and Hypothesis Development**

#### *Effect of Online Customer Review on Purchase Intention.*

The point of this TRA theory is that consumer intentions are influenced by the existence of individual attitudes towards a behavior and experienced subjective norms, which are individual perceptions of the extent to which a behavior can be considered supported by others who they think are important. Online customer

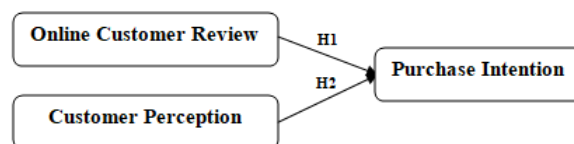
reviews are consumer opinions, whether positive, negative, or neutral, based on their experiences with products purchased online (Zhao & Zhang, 2019). From the results of research conducted by Fauzi & Lina (2021) regarding the Role of Product Photos, Online Customer Reviews, Online Customer Ratings on E-commerce Consumer Purchase Intention, it states that the online customer review variable has an effect on purchase intention, so it can be drawn for the first hypothesis

**H1: Online Customer Review has a significant influence on Purchase Intention.**

*The influence of Customer Perception on Purchase Intention.*

According to Ajzen & Fishbein (1975), subjective norms attempt to summarize consumers' perceptions of the influence that family, friends, colleagues and online discussion forums have on them. This is related to intentions because consumers routinely make decisions based on the reactions they may receive after performing an activity. Individuals tend to be involved in their own social networks and can be influenced by actual social pressure. Customer perceptions play an important role in shaping consumer shopping satisfaction (Wang et al., 2023). Perception can be defined as the meanings we ascribe based on past experiences (Setiadi, 2010). Customer perception is also the process by which we select, organize, and translate input information to create a more meaningful view (Tampubolon et al., 2019). From the results of previous research conducted by Balakumaran & Ramkumar (2021) regarding the Impact of Customer Perception on Purchase Intention of Luxury Products, it states that Customer Perception has a major effect on purchase intention, so it can be drawn for the second hypothesis.

**H2: Customer Perception has a significant influence on Purchase Intention.**



**Figure 2. Research Framework**

**Research Methods**

This research adopts a quantitative approach using the survey method. The data is in the form of numbers, namely ordinal and processed using statistics. The object of this research is Shopee customers in Batam City. Shopee customers in question are customers aged 17 to 50 years, female and male, have used Shopee and often make purchase transactions.. The sampling technique uses purposive sampling technique where the sample is taken if it is in accordance with predetermined criteria. Determination of the sample size in this study using the Lemeshow formula. The following is the calculation of the sample size using the Lemeshow formula:

$$n = \frac{Z^2 x P (1 - P)}{e^2}$$

**Description:**

- n : Sample Quantity  
z : Z score on trust 95% = 1,96  
p : Maximum Estimation 5% = 0,5  
e : Error Rate 5% = 0,5

Then the calculation of determining the number of samples is as follows:

$$n = \frac{1,96^2 x 0,5 (1 - 0,5)}{0,5^2}$$

$$n = \frac{3,8416 x 0,5 x 0,5}{0,5^2} \quad n = \frac{0,9604}{0,0025}$$

$$n = 384,16 = \mathbf{384}$$

Based on the calculation of determining the number of samples using the Lemeshow formula, the number of samples obtained is 384.16 or 384 samples. This research uses primary data sources obtained by distributing questionnaires, questionnaires using google form with a Likert scale of 1-5. The data was then processed using Microsoft Excel and SPSS version 20. The method used in this study is non-parametric analysis. Usually, non-parametric analysis methods are applied when the problem under study is related to psychological aspects or feelings. For example, respondents' views on the quality of a product or their assessment of a social phenomenon (Lukiastuti & Hamdani, 2012). Basically, non-parametric data is displayed in nominal or ordinal form.

**Results****Demographic Analysis of Respondents**

This analysis is based on survey data that has been collected in the form of responses from Shopee customer respondents in Batam City. The collected survey data will be converted into a numerical table. After distributing the survey questionnaire via google form, it turns out that the respondents who filled in as many as 386 respondents.

**Table 1. Details of the Number of Respondents**

Details	Total Respondents
Total number of answers returned	386 respondents
Total number of respondents that cannot be processed	0 respondent
Total number of final respondents	386 respondents

**Descriptive Analysis**

Judging based on Table 3 Descriptive Analysis, it is known that the data obtained from the answers of the respondents as many as 386 people. In variable X1, namely Online Customer Review, has a minimum value of 1 with a maximum value of 5. That means that the respondent gives the smallest answer to Online Customer Review is 1, while the largest answer is 5 with a Mean or average value of 4.47, which means that all respondents give an assessment of the Online Customer Review variable of 4.47. The X2 Customer Perception variable has a minimum value of 1 and a maximum value of 5. This shows that the respondent gave the smallest answer to the Customer Perception variable is 1 and the largest is 5. The Mean value obtained is 4.22, which means that all respondents gave an assessment of the Customer Perception variable of 4.22. Variable Y Purchase intention has a minimum value of 1 and a maximum value of 5. This shows that respondents gave the smallest answer to the Purchase intention variable was 1 and the largest was 5. The mean value obtained was 4.30, which means that all respondents gave an assessment of the Purchase variable. intention of 4.30.

**Table 3. Descriptive Analysis**

Variab le	N	Min	Max	Mean
<i>Online Customer Review (X1)</i>	386	1	5	4,47
<i>Custo mer Perception (X2)</i>		1	5	4,22
<i>Purch ase Intention (Y)</i>		1	5	4,30

Source: Data processed using Microsoft Excel

**Questionnaire Eligibility Testing**

**Validity Test**

Significant tests can be carried out using the r test and t test. The r test is carried out by comparing the calculated r value with the r table obtained from df (degree of kingdom) = n – 2, in this case n is the sample with Croanbach alpha being 5%. If the calculated r is greater than the table r, then the questions in the questionnaire based on the indicators that have been determined can be said to be valid (Ghozali, 2012). The t test is used to compare the calculated t value obtained from the df value with the t table, with an alpha level of 5%. If the calculated t value is greater than the t table then it can be said to be accepted and valid (Ghozali, 2012).

Of the four variables, namely Online Customer Review, Customer Perception, and Purchase Intention, there are results from the validity test that have been processed. In Table 4, it can be seen that the r table value obtained based on the df value is 0,3610. The results of the r count test that have been obtained from each item or indicator from the table show that all r counts of each item have a value greater than r table, so it can be concluded that the results of all items of each variable can be said to be valid.

**Table 4. Validity Test**

Variable	Item	Pearson Correlation		Status		
		r table	r count			
<i>Online Customer Review</i>	X	0,3610	0,462	<i>Valid</i>		
	1					
	X	0,3610	0,449			
	2					
	X	0,3610	0,453			
	3					
	X	0,3610	0,655			
	4					
	X	0,3610	0,753			
<i>Customer Perception</i>	X	0,3610	0,760	<i>Valid</i>		
	1					
	X	0,3610	0,752			
	2					
	X	0,3610	0,752			
	3					
	<i>Purchase Intention</i>	X	0,3610		0,694	<i>Valid</i>
		1				
		X	0,3610		0,723	
2						
X		0,3610	0,810			
3						
X	0,3610	0,447				
4						
X	0,3610	0,536				
5						

Source: Data processed using SPSS Version 20

**Reliability Test**

The reliability test is used to determine whether the answers given by respondents are consistent or not (Ghozali, 2012). The reliability test is said to be reliable if a construct has a coanbach alpha value > 0.6 (Sarjono, 2013).

Based on Table 5, the results of the reliability test show that each individual item on each variable has a value greater than Croanbach Alpha, which is 0.60. This means

that the questions in each item have good system behavior in measuring the variables of Online Customer Review, Customer Perception, and Purchase Intention, so it can be concluded that the results of all items of each variable can be said to be reliable.

**Table 5. Reliability Test**

Variable	Total Item	Cronbach Alpha	Value	Status
<i>Online Customer Review</i>	9	0,60	0,740	Reliable
<i>Customer Perception</i>	3	0,60	0,621	
<i>Purchase Intention</i>	5	0,60	0,645	

Source: Data processed using SPSS Version 20

**Data Analysis Technique**

**Spearman’s Rank Correlation Test**

*Relationship between Online Customer Review and Purchase Intention.*

In Table 6, there are three variables that have been tested using Spearman rank. In the Online Customer Review variable, the significance value is 0.561, meaning that there is a correlation or significant because it is seen from the significant value of 0.000 which is less than 0.05 and for the correlation coefficient between Online Customer Review and Purchase Intention has a strong relationship, because the value is 0.561, if the relationship between two variables is strong, the value is 0.51 to 0.75. It can be concluded that Online Customer Review on Purchase Intention can be said to be positive, because there is a significant relationship between the two variables and also has a strong relationship value.

**Table 6. Spearman Rank Test**

		R	X1_OC	Y_PI
<b>Spearman's Rho</b>	Correlation Coefficient		1,000	,561
	Sig. (2-tailed)			,000
	N		386	386
<b>Y-PI</b>	Correlation Coefficient		,561	1,000
	Sig. (2-tailed)		,000	,000
	N		386	386

Source: Data processed using SPSS Version 20

*Relationship between Customer Perception and Purchase Intention.*

In Table 7, the Customer Perception variable has a significance value of 0.568, which means that there is a correlation between the two variables or significant because it is seen from the significant value of 0.000 which is less than 0.05 and for the correlation coefficient between Customer Perception and Purchase Intention has a strong relationship, because the value is 0.568, if the relationship between the two variables is strong, the value is 0.51 to 0.75. It can be concluded that Customer

Perception on Purchase Intention can be said to be positive, because there is a significant relationship between the two variables and also has a strong relationship value.

**Table 7. Spearman Rank Test**

			X2_C	Y_
			P	PI
Spearman's rho	X2_C	Correlation	1,000	,56
		Coefficient		8
		Sig. (2-tailed)		,00
Y_PI	X2_C	N	386	386
		Correlation	0,568	1,0
		Coefficient		00
	Y_PI	Sig. (2-tailed)	,000	
		N	386	386

Source: Data processed using SPSS Version 20

**Hypothesis Test**

**Determination Coefficient Test (R<sup>2</sup>)**

**Table 8. Determination Coefficient Test (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square
1	0,681	0,464	0,461

Predictors: (Constant), *Online Customer Review*, *Customer Perception*

Source: Data processed using SPSS Version 20

The results in Table 8 prove that the Adjusted R Square value has a value of 0.461 or 46% in percentage terms. This means that there is 46.1% variation in the Online Customer Review and Customer Perception variables on Purchase Intention. Of these 46% has a remaining 53.9% of the Adjusted R Square value, where the variable is not influenced by the independent variable but is influenced by other factors.

**Multiple Linear Regression Analysis**

**Table 9. Multiple Linear Regression Analysis**

Model	Coefficient	T test	Significance	Interpretation
Constant	2,591	2,374	0,018	
<i>Online Customer Review</i>	0,234	8,025	0,000	Positif Signifikan
<i>Customer Perception</i>	0,750	10,558	0,000	Positif Signifikan

Dependent Variable Y: Purchase Intention

Source: Data processed using SPSS Version 20

In Table 9 above, there are the results of multiple linear equations using the Ordinary Least Square or OLS model approach. The value used for the multiple linear equation uses the value in the coefficient column in the table above. The constant value has a value of 2.591,  $\beta_1$  has a value of 0.234 which is assumed to be the X1 variable, namely Online Customer Review and  $\beta_2$  has a value of 0.750 which is assumed to be the X2 variable, namely Customer Perception, then Y is Purchase Intention. By using the OLS approach, the multiple linear regression equation in this study is obtained as follows:

$$Y = 2,591 + 0,234X_1 + 0,750X_2$$

The regression model above specifies that when the values of variables X1 and X2 both have a value of 0, then variable Y will have a value of 2,591. This means that the Y variable is fixed and does not feel any change if there is no independent variable that has an effect. The coefficient of variable X1 of 0.234 shows that if the variable increases by one unit, the Online Customer Review will increase by 0.234, where there are no variables that affect the Y variable. The X2 coefficient has a value of 0.750, which means that the value turns out to have increased by one unit of 0.750, assuming that the other independent variables remain constant.

#### **T Test (Partial)**

Based on Table 9, it states that the first hypothesis, namely the influence between the Online Customer Review and Purchase Intention variables, shows that the significance value is 0.000, which means that the significance value has a probability value of  $0.000 < 0.05$  and the t value on the variable is  $8.025 > 1.966$ , which means that the first hypothesis is accepted because it has a significant positive effect. The second hypothesis, namely the effect of Customer Perception on Purchase Intention, also has a significance of 0.000, which is  $0.000 < 0.05$  and the calculated r value of 10.558 shows that the value is  $10.558 > 1.966$  so that the second hypothesis is accepted because it has a significant positive effect.

#### **Discussion**

##### *Effect of Online Customer Review on Purchase Intention.*

In the first hypothesis in this study, it has shown a result that there is a significant positive influence between Online Customer Review on Purchase Intention. This means that the better the reviews owned by Shopee e-commerce, the higher the consumer purchase intention. An individual's attitude toward a behavior is influenced by a subjective norm belief about whether a behavior can produce a desire (Ajzen & Fishbein, 1975). Online customer reviews can influence individual attitudes towards a product or service by providing information about user experience through these reviews so that when many reviews are positive, it can increase positive attitudes

towards a product or service. Ajzen & Fishbein (1975) explain that subjective norms, namely beliefs about an individual or group have thoughts that he should or should not perform a behavior. We learn to like or have a "like" attitude towards an object that is usually associated with good things, and when we have a feeling of dislike towards an object we will associate it with bad things. These attitudes lead us to information about the many different beliefs about various objects and actions. At the initial level, behavior is assumed to be determined by intentions. At the next level, these intentions themselves are explained in terms of attitudes toward the behavior and subjective norms. The third level describes these attitudes and subjective norms in terms of beliefs about the consequences of performing the behavior and about the normative expectations of the relevant referents. Since a person's beliefs represent the information (be it true or false) they have about their world, their behavior is ultimately determined by this information. Subjective norms are explained as customers' perceptions of making a purchasing decision at Shopee because of a form of "pressure" from others through online customer reviews about a product or Shopee service. The pressure in question is in the form of an online customer review where when the review is positive and the information shared is convincing and accurate, it can provide encouragement or pressure to buyers to decide something, namely the intention to buy.

#### *Effect of Customer Perception on Purchase Intention*

The second hypothesis in this study shows that the results obtained are that there is a significant positive effect between Customer Perception on Purchase Intention. This means that the better customer perceptions owned by Shopee e-commerce, the higher the consumer purchase intention. Customer perception is also the process by which we select, organize, and translate input information to create a more meaningful picture. Meanwhile, perception is a process that occurs as a result of sensation, where sensation refers to how an activity is perceived or produces an emotional state that arouses the senses (Tampubolon et al., 2019).

Consumer perceptions are embodied in subjective norms according to Ajzen & Fishbein (1975) and are included in subjective norms where the influence of pressure that can affect customer purchase intentions usually comes from family, friends, colleagues, online discussion forums on their consumers. This is related to intention because consumers routinely make decisions based on the response they might get after performing an activity. Customer Perception is influenced by product quality, price, previous experience of the buyer, recommendations or advice from others, and advertising. In this study, it is not only focused on buyers or consumers, but sellers also need to know how to make consumers satisfied with the products and services provided. Sellers need to understand the perceptions of customers in order to help sellers adjust their marketing, branding, and product development strategies to better match consumer expectations and desires. With sellers who understand the factors

that can influence purchase intention, sellers can develop more effective marketing strategies to increase consumer intention and desire to buy.

### **Conclusion**

The purpose of this study is to determine the effect of online customer reviews and customer perceptions on purchase intention among Shopee customers in Batam City. Another goal is for sellers to manage and utilize online customer reviews to increase purchase intent by incorporating more effective marketing strategies, online reputation management, or developing a good review platform. The two accepted hypotheses show that Shopee customers in Batam care about online customer reviews or online reviews from existing customers so that it is what makes their purchase intention increase. The existence of reviews that are positive and provide complete information can encourage an individual to believe and take action to buy. Shopee customers in Batam trust the reviews in Shopee considering that Shopee does not easily manipulate reviews, the features in Shopee that prevent sellers from manipulating reviews so that the reviews that come are diverse because only buyers who have bought the product can provide reviews. For sellers or business people in Shopee, they also often make evaluations or changes if their customers give less value to the products or services they provide, so that with better products or services customers are happy to leave positive reviews. For sellers who have talent and knowledge in marketing, sellers can engage relevant influencers in a particular industry to review products or services online. Based on the results of data analysis, customer perception on purchase intention is classified as good and strong because the way consumers view good products or services can provide a positive assessment of the quality of services or products at Shopee so that consumers feel confident that they will provide an overall value of Shopee very well. That is what can also provide good encouragement for other consumers to carry out transaction activities at Shopee. Brand reputation and customer trust are highly influential and play an important role in purchase intentions.

From the discussion that have been described and experienced by researchers, researchers provide suggestions that are expected to be applied in further research. In this study, consumers only consider their purchasing decisions by relying on reviews provided by customers who have made a purchase transaction for a product, it is better for further research, using indicators contained in the customer perception variable, namely price perception, brand perception, or advertising. Researchers suggest using a theory that discusses extensively about a person's intention to do something, not only discussing his intention but also the behavior of these consumers.

In addition to using google forms to collect data, data collection is also recommended using the interview method to strengthen the opinions of respondents.

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