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The Effect of Customer Reviews and Star Sellers on Purchasing Decisions at Shopee: The Role of Purchase Intention as a Moderating Variable in Balinese Students

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ABSTRACT

This study aims to analyze the effect of Customer Review and Star Seller variables on consumer purchasing decisions on the Shopee e-commerce platform. The population in this study were consumers who had made purchases at Shopee, with samples taken using purposive sampling techniques, namely consumers who provided product reviews. The variables studied consist of independent variables, namely Customer Review (X1) and Star Seller (X2), moderating variables, namely Purchase Intention (M), and the dependent variable Purchase Decision (Y). The analysis technique used is multiple linear regression with moderation of purchase intention as a moderating variable. The results of hypothesis testing show that the Customer Review variable has a significant positive effect on consumer purchasing decisions, while Star Seller does not show a significant effect. However, a significant interaction exists between Customer Review and purchase interest, strengthening its influence on purchasing decisions.

The moderation regression test revealed that purchase intention plays a role in strengthening the effect of Customer Review on purchasing decisions, with a significant X1×M interaction coefficient. In contrast, the interaction between Star Seller and purchase interest shows a more minor but significant effect. The simultaneous test (F-test) shows that the two independent variables, Customer Review and Star Seller, influence consumer purchasing decisions. The coefficient of determination (R²) of 0.249 indicates that the two independent variables contribute 24.9% to consumer purchasing decisions. This finding emphasizes the importance of product review quality in influencing purchasing decisions in e-commerce.

INTRODUCTION

The e-commerce market in Indonesia has experienced significant growth in recent years, driven by internet penetration and changing consumer behavior (Farki & Baihaqi, 2016). One platform that stands out in this market is Shopee, which has become a market leader with its various innovative features. Among these features, customer reviews and Star Seller status are crucial in building consumer trust (Bente et al., 2012). Customer reviews have become the primary source of information prospective buyers use in evaluating products, as reviews from other users can provide an idea of product quality and seller credibility before a transaction is made (Choi et al., 2024). In other words, customer reviews are proven to influence purchasing decisions significantly (Zhao et al., 2019) because consumers tend to trust other users' experiences rather than the information provided by sellers. Positive reviews can increase the level of trust and speed up the process of making purchasing decisions by consumers (Wondiwoy & Yansen, 2023). In addition, positive reviews can also reduce the risk or uncertainty that is usually inherent in online transactions. In the world of e-commerce, where there is minimal physical interaction and does not allow consumers to try products before buying, the presence of reviews is significant. Products with many positive reviews usually show better sales performance than similar products with minimal reviews (Han et al., 2018).

On the other hand, the Star Seller status given to high-performing sellers also influences consumers' perceptions of the seller's credibility and professionalism (Sun et al., 2019). This status indicates that the seller has met specific criteria, such as high response rates, on-time delivery, and positive customer reviews. Consumers tend to feel more trusting and comfortable transacting with sellers with this status, which is associated with better service quality (Chandruangphen, 2021). Sellers with a high reputation generally attract more buyer interest because they are perceived as more reliable (Moyal & Garcia, 2023). As a result, Star Seller status increases consumer trust and contributes to high sales conversion rates (Backhaus et al., 2011). However, the interaction between customer reviews and Star Seller status in shaping consumer purchase decisions has not been explored. Some studies have shown that combining these two elements can strengthen consumer trust in products and sellers (Qu et al., 2013). However, not many studies have examined how these two factors interact with each other in influencing purchase intention or behavior simultaneously.

Therefore, it is important to understand the extent to which synergies between customer reviews and seller status can improve the effectiveness of marketing strategies in e-commerce. Purchase intention is also an important variable that cannot be ignored in this context. Purchase intention reflects consumers' intention or desire to purchase a product or service (Missaoui, 2015), often the initial stage in the purchase decision process. Purchase intention is influenced by various factors, including the quality of information available, the seller's reputation, and the perception of transaction risk. In this case, informative customer reviews and good seller status have significantly increased consumer purchase intention (Eastman et al., 2019; Xie & Lui, 2015). Some studies also show that perceptions of the credibility of information and seller professionalism play an important role in strengthening the intention to buy the product (Y. Chen et al., 2020).

With Indonesia's increasingly competitive marketplace ecosystem, an in-depth understanding of the interactions between customer reviews, Star Seller status, and purchase intention is crucial for online businesses. These three factors have been empirically proven to influence consumer behavior in the digital context, thus becoming strategic elements in digital marketing planning (Scott et al., 2013). Combining customer reviews and good seller status can be a significant competitive differentiation in intense competition. Therefore, understanding the relationship between these elements is highly relevant for businesses and researchers. This research examines how customer reviews, Star Seller status, and purchase intention influence consumer purchasing decisions on the Shopee platform.

Based on the previously described problem formulation and literature review, this study examines the effect of customer reviews and Star Seller status as independent variables on purchasing decisions as the dependent variable, with purchase intention as a moderating variable. The interaction of these three variables is highly relevant in e-commerce, especially in platforms like Shopee, where consumers rely heavily on digital information in making decisions. Customer reviews provide reviews from previous user experiences, while Star Seller status indicates the credibility the platform gives sellers. On the other hand, purchase intention amplifies or weakens the relationship between such external information and consumers' purchase decisions. Therefore, the proposed conceptual framework illustrates the direct and moderating relationships between the variables under study. Customer reviews are a form of electronic word-of-mouth (eWOM), which is an important reference for potential buyers in reducing uncertainty. Customer reviews provide actual information about product quality, service, and usage experience from the perspective of previous consumers. In online purchasing situations, these reviews replace the role of direct observation and become a risk evaluation tool. Research shows that consumer reviews can increase trust and influence perceptions of product quality (H. Chen & Xu, 2023).

Hypothesis 1: *Customer Reviews have a positive effect on Purchasing Decisions.*

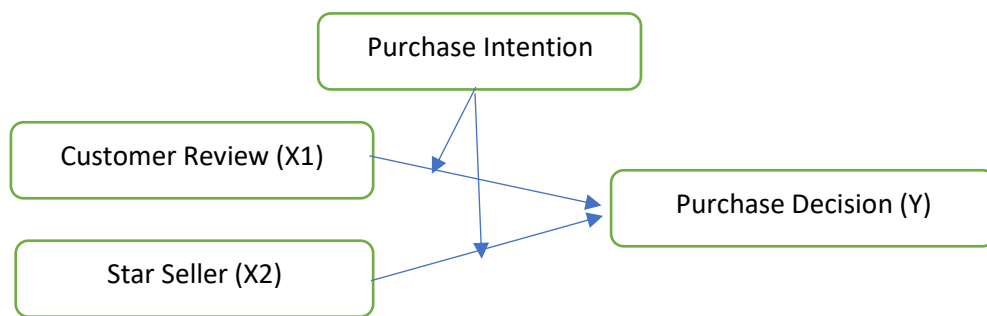


Figure 1 Research conceptual framework

Star Seller status is given to sellers demonstrating high performance based on specific parameters such as customer satisfaction levels, delivery speed, and responsiveness. This label serves as a quality signal that reduces uncertainty and increases trust in the seller. Consumers tend to associate this label with a better shopping experience and lower transaction risk (Ravula, 2022). Ngah et al. (2023) highlighted that recognition or status from a third party, such as an e-commerce platform, can increase perceptions of seller credibility. In addition, research Budiono (2017) shows that a reputation built through good communication can increase customer satisfaction and loyalty. Therefore, Star Seller status is important in increasing seller attractiveness and consumer purchasing decisions.

Research shows that service quality, including on-time delivery and responsiveness to customer inquiries, strongly influences customer satisfaction and contributes to a seller's positive reputation (Guo et al., 2017). Overall, the presence of the Star Seller label indicates that the seller has met several quality criteria, which in turn can increase consumer confidence in choosing a product to buy. In addition, interactions between sellers and buyers can also affect consumer satisfaction, with good communication increasing positive perceptions of the seller and helping to build loyalty (Yeboah et al., 2023). Star Seller status not only provides a positive signal to consumers but can also increase the competitiveness of sellers on increasingly tight e-commerce platforms. Sellers with a Star Seller rating tend to be more attractive to consumers because they are considered more reliable, which is an important factor in purchasing decisions in online

marketplaces. Thus, Star Seller status becomes an important part of a seller's marketing strategy in the e-commerce ecosystem, given its significant influence on consumer purchasing decisions.

Hypothesis 2: *Star Sellers have a positive effect on Purchasing Decisions.*

Purchase intention reflects consumers' psychological readiness to purchase and is an important factor in processing external information such as customer reviews. Consumers with high purchase intentions tend to seek more information and consider customer reviews a significant source of trust. In contrast, in consumers with low purchase intention, the influence of reviews may not be so significant. Research shows that consumer characteristics such as involvement and purchase intention moderate the influence of electronic Word of Mouth (eWOM) on purchasing decisions Aprianto & Ekowati (2024). In addition, consumers with high levels of involvement also show greater sensitivity to customer reviews (Amala et al., 2021). Thus, purchase intention is a moderating variable in the relationship between customer reviews and purchasing decisions.

Consumers with higher purchase intentions are usually more active in seeking and considering information from various sources, including reviews on e-commerce platforms. Many studies support this idea; for example, Fauziah & Mubarak (2019) stated that brand perception and effective communication can increase purchase intention. Another study by Saputra & Mirnayanti (2024) emphasized the importance of information quality and relevance in influencing consumer purchase intention, which showed that consumers are more likely to buy after receiving positive feedback from other users. In addition, Warpindyastuti et al. (2022) revealed that positive Word of Mouth has a significant effect on purchase intention, while in the context of social media, user engagement has also been shown to play a role in strengthening the communicative influence of product reviews (Teresa et al., 2024).

Overall, this study underscores the importance of understanding how purchase intention as a moderating variable can influence the relationship between customer reviews and purchase decisions. With increased competition in the e-commerce market, the information conveyed through user reviews not only serves as a tool to reduce uncertainty but also has the potential to drive higher purchase intention among engaged consumers (Hapsari et al., 2022; Jauhari & Kurnia, 2022). Thus, a marketing strategy that considers the interaction between customer reviews and consumers' purchase intention levels may be more effective in attracting consumers to make purchases.

Hypothesis 3: *Purchase Intention significantly moderates the effect of Customer Review and Purchase Decision.*

In the context of seller reputation, purchase intention plays an important role, influencing the impact of Star Seller Status on purchase decisions. Consumers with high purchase intention tend to pay more attention to trust signals such as the Star Seller label, as they are more likely to assess the seller's credibility before making a purchase. In contrast, consumers with low purchase intentions may be more likely to ignore such signals. Research by Singh et al. (2017) shows that factors such as seller reputation strongly influence purchasing decisions, especially for consumers with high purchase intentions. In addition, Hanaysha (2018) found that consumer perceived value can influence purchasing decisions, which suggests that seller reputation can serve as a tool to increase purchase intention. Therefore, purchase intention can significantly moderate the relationship between Star Seller Status and purchase decisions.

Mulyana et al. (2020) Also, high purchase intention in e-commerce can increase consumers' sensitivity to seller reputation. This confirms that Star Seller Status serves as a sign of trust and an influence that encourages consumers to pay more attention to information from reviews before making a purchase decision (Mulyana et al., 2020). Overall, these findings suggest that in the e-commerce ecosystem, the combination of good seller reputation and high purchase intent can create productive interactions in consumer decision-making, an important factor for marketers to consider in the face of competition.

Hypothesis 4: *Purchase Intention significantly moderates the influence of Star Seller and Purchase Decision.*

RESEARCH METHODOLOGY

This research methodology uses a quantitative approach to examine the relationship between the independent variables, namely *customer reviews* and *star sellers*, and the dependent variable, namely purchasing decisions. The quantitative approach was chosen because it can provide an objective analysis based on numerical data collected from respondents through the survey method. The data obtained is then analyzed using statistical techniques to identify patterns of relationships between variables and test the hypotheses that have been formulated.

This research was conducted online by involving a population of college and university students in Bali who actively use the Shopee application in online shopping activities. The selection of this population is based on the high level of e-commerce adoption among students and the increasing use of digital platforms as a means of buying and selling transactions. The research implementation time was set in December 2023 to capture the latest trends in students' online shopping behavior and obtain data relevant to current market conditions.

The population in this study consisted of students who actively use the Shopee application to purchase products online. Students were chosen because they are a segment of users who tend to make digital transactions and are generally sensitive to customer reviews and seller attributes such as *star seller* status. The sampling technique used was *purposive sampling*, which is a method of selecting samples based on specific criteria by the objectives and needs of the research. Respondent criteria include students who have purchased at Shopee at least once in the last three months.

The data collection technique was done through an online questionnaire distributed to respondents who met the criteria. The questionnaire was chosen because it was considered effective in obtaining quantitative data from many respondents in a relatively short time. The instrument used in the questionnaire consists of statements arranged to measure the research variables using a five-point Likert scale. This scale provides ratings ranging from "Strongly Disagree" to "Strongly Agree," thus allowing numerical measurement of respondents' level of attitude or perception.

Table 1 Respondents' answer choice scores

No.	Options	Score
1	(SS) = Strongly Agree	5
2	(S) = Agree	4
3	(KS) = Undecided - Undecided	3
4	(TS) = Disagree	2
5	(STS) = Strongly Disagree	1

Data analysis in this study was carried out by applying descriptive and inferential statistical techniques. Descriptive statistics were used to describe the characteristics of respondents and the distribution of answers to each variable. Meanwhile, inferential analysis was applied to test the relationship and influence between the variables studied. Validity and reliability tests ensure that research instruments have accuracy and consistency in measuring the variables in question. In addition, moderation regression analysis was used to test the role of purchase intention variables as moderators in the relationship between *customer reviews* and purchasing decisions and between *star sellers* and purchasing decisions. Using this approach and analysis technique, the research is

expected to provide a more comprehensive understanding of the factors that influence the purchasing decisions of students in Bali through the Shopee application. The complete data analysis technique will be described in the next section.

The data analysis technique in this study uses the help of SPSS software to measure the relationship between the independent variables (X), namely *Customer Review* and *Star Seller*, the dependent variable (Y), namely *Purchase Decision*, and the moderating variable (M), namely *Purchase Intention*. Data analysis is carried out through several stages, starting from analyzing respondents' characteristics, including gender, age, and institutional background. This information is used to provide an overview of the study's participants' profiles and confirm the data's diversity.

Furthermore, a description of the research variables is carried out, which includes determining the score range and analyzing respondents' perceptions of each variable studied. The aim is to find out how respondents assess or respond to items in the questionnaire that represent each research construct, including the tendency of answers to indicators of *Customer Review*, *Star Seller*, *Purchase Intention*, and *Purchase Decision*.

Multiple linear regression analysis is used to determine the effect of two independent variables on one dependent variable. This method is used when the research model has more than one independent variable, *Customer Review* and *Star Seller*. The basic equation used in this analysis is: $Y = a + b_1X_1 + b_2X_2$, where Y is the *Purchase Decision*, a is a constant, b₁ and b₂ are regression coefficients for each variable X₁ (*Customer Review*) and X₂ (*Star Seller*). Through this model, it can be identified how much and the direction of the influence of each independent variable on consumer purchasing decisions.

In addition, to test whether *Purchase Intention* moderates the relationship between the independent and dependent variables, moderation regression analysis is used. This analysis aims to understand whether the strength and direction of the relationship between *Customer Reviews* and *Star Sellers* on *Purchasing Decisions* is influenced by the level of *Purchase Intention*. The regression equation with moderating variables is formulated as follows: $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3M + \beta_4(X_1 \times M) + \beta_5(X_2 \times M) + \epsilon$, where Y is *Purchase Decision*, X₁ is *Customer Review*, X₂ is *Star Seller*, M is *Purchase Intention*, β_0 to β_5 are regression coefficients, and ϵ is residual error.

A simultaneous hypothesis test was carried out using the F test to test the validity of the model as a whole. This test aims to determine whether the *Customer Review* and *Star Seller* variables significantly affect purchasing decisions. The test results are compared between the Fcount value and Ftable at a significance level of 5% ($\alpha = 0.05$). If the Fcount value is greater than Ftable, it can be concluded that the two independent variables simultaneously significantly affect the dependent variable.

Apart from the simultaneous test, a partial test was also carried out using the t-test, which aims to identify the effect of each independent variable on the dependent variable individually. Suppose the count value is greater than or equal to the ttable value at the 5% significance level ($\alpha = 0.05$). In that case, the alternative hypothesis is accepted, and it can be concluded that the independent variable partially has a significant effect on purchasing decisions. The t-test also helps identify which variable has the most dominant influence in the model.

Finally, to measure the extent to which the independent variables can explain variations in the dependent variable, the coefficient of determination (R^2) test is used. This coefficient states the percentage contribution of all independent variables to the dependent variable. The formula used to calculate the coefficient of determination is $KD = R^2 \times 100\%$, where KD is the coefficient of determination, and R^2 is the square of the correlation coefficient. A high R^2 value indicates that the regression model can explain a large proportion of the variation in purchasing decisions.

RESULTS AND DISCUSSION

Results

Respondent Characteristics

Table 2 presents the classification of respondents by gender to provide an overview of the proportion of participants in this study. This classification is important to determine the distribution of respondents between men and women, which can affect perceptions and preferences in online purchases through the Shopee application.

Table 2 Classification of Respondents by Gender

Gender	Number of Respondents	Percentage (%)
Male	26	52%
Female	24	48%
Total	50	100%

Source: Data Processing Results

Based on the data in the table, 26 male respondents or 52%, while 24 female respondents or 48%. This composition shows a relatively balanced distribution between male and female respondents so that the results of this study can reflect the views of both groups proportionally.

Table 3 displays the classification of respondents by age to provide a demographic overview of the age groups that participated in this study. This information is important to understand the age characteristics of respondents who purchase online through the Shopee application.

Table 3 Classification of Respondents by Age

Age	Number of Respondents	Percentage (%)
19 Years	40	80%
20 Years	9	18%
21 Years	1	2%
Total	50	100%

Source: Data Processing Results

The table shows that most respondents are 19 years old, as many as 40 people or 80% of the total respondents. Meanwhile, nine respondents aged 20 years (18%) and one respondent aged 21 years (2%). This data shows that the 19-year-old age group dominates in this study, which can reflect the trend of online shopping behavior in late adolescence or early college students.

Table 4 presents the distribution of respondents based on the institution where they studied. This information is important to know the origin of the respondents' institutions and the extent of involvement of students from various universities in Bali in this study.

Table 4 Classification of Respondents by Institution

Institution	Number of Respondents	Percentage (%)
Udayana University	32	64%
Mahasaraswati University	5	10%
Bali State Polytechnic	3	6%
Univ. of National Education	3	6%
Warmadewa University	3	6%
IPB International	2	4%
STIKOM Bali	1	2%
Terbuka University	1	2%
Total	50	100%

Source: Data Processing Results

Based on Table 4, most respondents came from Udayana University, with 32 people or 64% of the total respondents. Followed by Mahasaraswati University with five people (10%) and several other institutions with smaller percentages. This data shows that Udayana University is the most dominant institution in contributing respondents, which may reflect students' level of active participation from the campus in this survey activity.

Description of Research Variables

Range Determination

The scale used to measure respondents' perceptions of *customer reviews*, *star sellers*, and consumer purchasing decisions is a Likert scale. This scale is designed to give weight to each respondent's level of agreement with the proposed statement. To facilitate assessment, five categories with different weights are used, namely: "Strongly Agree" (SS) is weighted 5, "Agree" (S) is weighted 4, "Undecided" (RR) is weighted 3, "Disagree" (TS) is weighted 2, and "Strongly Disagree" (STS) is weighted 1.

The next step is calculating the total score based on the number of respondents participating in the study. With 50 respondents and the highest score per item is 5, the highest possible score is 250 (50 x 5), while the lowest score is 50 (50 x 1). Based on these results, the assessment criteria are classified into five categories, namely: scores 50-90 are categorized as "Very Not Good," scores 91-131 as "Not Good," scores 132-172 as "Good Enough," scores 173-213 as "Good," and score 214-250 as "Very Good." This classification helps interpret the results of respondents' answers quantitatively and systematically.

Analysis of Respondents' Perceptions of Customer Reviews

Table 5 presents the results of respondents' responses to the *Customer Review* variable (X1), which reflects their perceptions of considering product reviews before purchasing the Shopee

application. Data was obtained from 50 respondents who provided answers based on five statements compiled in the questionnaire. Each statement was evaluated using a Likert scale, with weighted values from 1 to 5, to measure the respondent's level of agreement with each statement. The highest response was given to the fourth statement, which is about comparing reviews of several products before buying, with a score of 224. This shows that customer reviews are one of the important factors that consumers consider, especially in the online purchasing process. The results of the questionnaire and respondents' statements regarding perceptions of Customer Review can be seen in the following table:

Table 5 Score of Respondents' Answers Regarding Customer Review (X1)

No.	Customer Review (X1) Statement	RESPONSE					Total	Ket
		SS	S	RR	TS	STS		
		5	4	3	2	1		
1	You are more likely to choose a product with more reviews than fewer.	40	10	-	-	-	240	SB
2	A negative review changes your decision not to buy a product on Shopee.	24	22	4	-	-	220	SB
3	Detailed reviews have a greater influence on your purchase decision.	24	23	3	-	-	221	SB
4	You compare reviews of several products before making a purchase decision.	24	26	-	-	-	224	SB
5	Negative reviews are more influential than positive reviews in determining your purchase.	16	26	6	2	-	206	B
Total							1.111	
Average							222,2	SB

Source: Data Processing Results

Based on the data processing results, a total score of 1,111 was obtained with an average score of 222.2, which is included in the "Very Good" category. This indicates that most respondents gave a very positive assessment of the influence of *customer reviews* in their purchasing decisions. Most statements received "Strongly Agree" and "Agree" responses, indicating that respondents actively pay attention and consider reviews from other users before making transactions. In addition, trust in detailed reviews and the influence of negative reviews are also important factors that stand out. Overall, *customer reviews* play a significant role in shaping consumer behavior in e-commerce platforms such as Shopee.

Analysis of Respondents' Perceptions of Star Sellers

Table 6 presents respondents' responses to the *Star Seller* variable (X2), which shows the extent to which the star seller status of sellers at Shopee influences consumer purchasing decisions. Through five statements compiled in the questionnaire, respondents were asked to give their opinions using a Likert scale from the level of "Strongly Agree" to "Strongly Disagree." The highest score was obtained in the first statement, which states that consumers have more confidence in

the quality of products from sellers with star seller status, with a score of 221 and a category of "Very Good." Meanwhile, the other four statements are in the "Good" category, with scores varying from 201 to 212. This finding indicates that star seller status has its appeal for consumers in determining product choices. The questionnaire results and respondents' statements regarding perceptions of star sellers can be seen in the following table.

Overall, the total response score obtained from all statements on the *Star Seller* variable is 1,043, with an average score of 208.6, which is in the "Good" category. This reflects that most respondents positively assessed the role of star sellers in influencing their purchasing decisions.

Table 6 Score of Respondents' Answers Regarding Star Sellers (X2)

No.	Star Seller (X2) Statement	RESPONSE					Total	Ket
		SS	S	RR	TS	STS		
		5	4	3	2	1		
1	You have more confidence in the quality of products from sellers who have star seller status on Shopee.	25	21	4	-	-	221	SB
2	Star sellers tend to provide better customer service.	20	24	4	2	-	212	B
3	You consider products from star sellers to have a higher reliability level than regular sellers on Shopee.	15	29	4	2	-	207	B
4	You tend to ignore products from non-star sellers even if they have the same products as star sellers.	18	21	5	6	-	201	B
5	You need to see if the seller has a star seller status before purchasing products on Shopee.	15	26	6	2	1	202	B
Total							1.043	
Average							208,6	B

Source: Data Processing Results

Although not all respondents expressed a "Strongly Agree" attitude, most still chose sellers with star seller status because they are considered more trusted and provide better service. However, some respondents also showed a more moderate attitude towards choosing star sellers, especially when the products offered are similar to regular sellers. Thus, star seller status is a fairly important factor, although not the only determinant in purchasing behavior on e-commerce platforms such as Shopee.

Analysis of Respondents' Perceptions of Consumer Purchasing Decisions

Table 7 displays the respondents' responses regarding the *Consumer Purchase Decision* variable (Y) on the Shopee platform, which consists of five key statements related to the influence of product reviews or reviews. Responses were collected using a Likert scale and processed to

determine how much of a role consumer reviews play in shaping purchasing decisions. The results show that all statements scored high in the "Excellent" category, reflecting that customer reviews dominate the decision-making process. The first and second statements obtained the highest score of 229, meaning that most respondents admit to frequently changing purchasing decisions and consider reviews a significant factor. Consistent high scores were also seen in other statements, reinforcing the indication that reviews are consumers' primary source of information compared to seller descriptions. The questionnaire results and respondents' statements regarding perceptions of consumer purchasing decisions can be seen in the following table.

Table 7 Score of Respondents' Answers Regarding Consumer Purchasing Decisions (Y)

No.	Purchase Decision (Y) Statement	RESPONSE					Total	Ket
		SS	S	RR	TS	STS		
		5	4	3	2	1		
1	You often change your purchasing decision after reading product reviews on Shopee.	29	21	-	-	-	229	SB
2	Customer reviews are a significant factor in your purchasing decision-making process.	29	21	-	-	-	229	SB
3	You are likelier to buy products with reviews that reflect your needs or preferences.	20	29	1	-	-	219	SB
4	Reviews from previous buyers provide a better insight than the product description provided by the seller.	22	26	2	-	-	220	SB
5	Consistent reviews from various buyers make you more confident in purchasing.	24	26	-	-	-	224	SB
Total							1.121	
Average							224,2	SB

Source: Data Processing Results

Based on the data processing results, the total score from the five statements reached 1,121 with an average of 224.2, which is included in the "Very Good" category. This finding confirms that reviews' quality, number and compatibility with personal preferences strongly influence respondents' purchasing decisions. The consistency of responses in each statement shows that respondents generally trust other users' experiences more than official information from sellers. This strengthens the role of reviews as one of the leading indicators of online shopping behavior, especially in e-commerce such as Shopee. Thus, consumer reviews are crucial in shaping purchasing decisions, even becoming a deciding factor for most users.

Analysis of Respondents' Perceptions of Consumer Purchase Intention

Table 8 presents the respondents' responses to the *Consumer Purchase Intention (M)* variable, which is measured through five main statements related to consumer reactions to product reviews. Responses were obtained using a Likert scale, and the processing results show that most respondents gave high scores to these statements. For example, the first statement regarding

sensitivity to negative reviews scored 219 with an "Excellent" category, indicating that consumers with high purchase intention are very concerned about negative reviews. In addition, the third statement about the overall frequency of reading product reviews also received a high score of 215. These results indicate that the greater a person's buying interest, the more attention is given to information in the form of consumer reviews before making a purchase. The questionnaire results and respondents' statements regarding perceptions of consumer purchasing decisions can be seen in the following table.

Table 8 Score of Respondents' Answers Regarding Consumer Purchase Interest (M)

No.	Purchase Intention (M) Statement	RESPONSE					Total	Ket
		SS	S	RR	TS	STS		
		5	4	3	2	1		
1	High purchase intent makes you more sensitive to negative reviews in the buying process.	24	23	1	2	-	219	SB
2	A strong buying interest makes you more trusting of products that get positive reviews.	16	31	2	1	-	212	B
3	A high purchase intent affects how often you read product reviews overall.	17	31	2	-	-	215	SB
4	A strong buying interest makes you more likely to consider reviews from various sources before buying.	15	32	3	-	-	212	B
5	A high level of buying interest makes you more flexible in considering different reviews before purchasing.	15	28	6	1	-	207	B
Total							1.065	
Average							213	B

Source: Data Processing Results

Based on the overall data, the total score obtained for the purchase intention variable reached 1,065, averaging 213, which falls into the "Good" category. This finding shows that consumers' purchase intention plays an important role in determining the extent to which they consider reviews before buying a product. Consumers with high buying interest tend to be more critical and selective of information from various review sources. Although not all statements scored in the "Excellent" category, the overall results still reflect consumers' active involvement in the pre-purchase evaluation process. Thus, buying interest considerably influences consumer behavior in utilizing reviews before making a purchase decision.

Multiple Linear Regression Analysis

Table 9 presents multiple linear regression analysis results that measure the relationship between the variables *Customer Review (X1)*, *Star Seller (X2)*, and consumer purchasing decisions.

Based on the results obtained, the *Customer Review* coefficient shows a significant effect on purchasing decisions, with a t value of 3.793 and a significance smaller than 0.001, indicating that customer reviews strongly impact consumer purchasing decisions. In contrast, the *Star Seller* variable does not significantly affect purchasing decisions, with a t value of 0.315 and a significance of 0.754, which is greater than 0.05. This indicates that *Star Seller* status does not significantly contribute to consumer purchasing decisions in this model.

Table 9 Multiple Linear Regression Analysis Results

Coefficients	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
Model					
Constant	9.841	3.271		3.009	.004
Customer Review (X1)	.544	.143	.489	3.793	<.001
Star Seller (X2)	.024	.076	.041	.315	.754

a. Dependent Variable: Purchase Decision (Y)

Source: Data Processing Results

Based on the table of multiple linear regression analysis results obtained with the help of the SPSS computer program, the multiple linear regression equation formed is as follows: $Y = 9.841 + 0.544X_1 + 0.024X_2$. This regression equation can be explained further. The constant value of 9.841 indicates that if the Customer Review and Star Seller variables in the Shopee marketplace are zero, the consumer purchasing decision at Shopee will be 9.841. Furthermore, the regression coefficient for Customer Review of 0.544 means that if one unit increases in Customer Review, the purchasing decision at Shopee will increase by 0.544, assuming other variables remain constant. Meanwhile, the regression coefficient for Star Seller of 0.024 indicates that if one unit increases in Star Seller status, the purchasing decision at Shopee will increase by 0.024, assuming other variables remain constant.

Based on this explanation, an increase in the Customer Review and Star Seller variables will positively affect consumer purchasing decisions in the Shopee marketplace. Although the influence of Star Seller is relatively small compared to Customer Review, both factors still show a positive relationship with consumer purchasing decisions. Therefore, sellers in Shopee should pay attention to these two factors, especially in improving the quality of product reviews, to influence purchasing decisions and increase sales on the platform.

Regression Analysis of Moderating Variables

Based on Table 10, the results of the regression analysis of the moderating variable above using the help of the SPSS computer program, the regression equation for the moderating variable is obtained as follows

$$Y = \beta_0 + 0.091X_1 + 0.243X_2 + 0.067M + 0.025(X_1 \times M) + 0.012(X_2 \times M) + \epsilon$$

The regression equation above can be explained as follows:

a. Coefficient X1:

$$\beta_1 = 0.091, p = 0.004$$

There is sufficient evidence to state that customer review (X1) significantly influences purchasing decisions (Y). Each increase of one unit in customer reviews will contribute 0.091 to purchasing decisions, with a significant significance level.

b. X2 Coefficient:

$\beta_2 = 0.243, p = 0.05$

There is sufficient evidence to state that star sellers (X2) significantly influence purchasing decisions (Y). Each one-unit increase in star sellers will contribute 0.243 to purchasing decisions, with a significant significance level.

Table 10 Regression Analysis Results of Moderating Variables

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
Constant	14.394	25.519		.564	.000
Customer Review	-.091	1.399	-.082	.065	.004
Star Seller	.243	.749	.412	.324	.050
Purchase Intention	-.067	1.236	-.077	.054	.012
Customer Review*Interested in Buying	.025	.067	.924	.371	.009
Star Seller*Interested in Buy	-.012	.035	-.580	.342	.050

a. Dependent Variable: Purchase Decision (Y)

Source: Data Processing Results

c. Coefficient M:

$\beta_3 = 0.067, p = 0.012$

There is sufficient evidence to state that purchase intention (M) significantly influences purchasing decisions (Y). Each one-unit increase in purchase intention will contribute 0.067 to the purchase decision, with a significant significance level.

d. Coefficient of Interaction X1×M:

$\beta_4 = 0.025, p = 0.009$

There is sufficient evidence to suggest that there is a significant interaction between customer review (X1) and purchase intention (M) on purchase decision (Y). The effect of customer review (X1) on purchase decision (Y) is amplified by the level of purchase intention (M), with each one unit increase in X1 resulting in a 0.025 greater increase in purchase decision, with a significant level of significance.

e. Coefficient of Interaction X2×M:

$\beta_5 = 0.012, p = 0.05$

There is sufficient evidence to suggest that there is a significant interaction between star seller (X2) and purchase intention (M) on purchase decision (Y). The effect of star seller (X2) on

purchase decision (Y) is amplified by the level of purchase intention (M), with each one unit increase in X₂ resulting in a 0.012 unit greater increase in purchase decision, with a significant level of significance.

Simultaneous Hypothesis Test (F)

The f test was conducted to determine the effect of the independent variables, namely customer review and star seller, together (simultaneously) on the dependent variable on consumer purchasing decisions. With $\alpha = 5\%$ (0.05). The results of the f test through the help of the SPSS program can be seen in the following table:

Table 11 Simultaneous Test Results Anova^a

Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	41.371	2	20.686	7.790	.001 ^b
	Residuals	124.809	47	2.656		
	Total	166.180	49			

a. Dependent Variable: Purchase Decision (Y)
Source: Data Processing Results

Based on the results of the simultaneous test (f test) from the table above, it is known that the F_{count} is 7.790 with a significance value of 0.001 with a significance value of $0.001 \leq 0.05$. So, it can be concluded that variable X₁ and variable X₂ have a positive simultaneous influence on variable Y, which means that customer reviews and star sellers have a positive simultaneous influence on consumer purchasing decisions.

Partial Hypothesis Test (T)

The t-test was conducted to determine the effect of each (partial) independent variable, namely customer review and star seller, on consumer purchasing decision variables. With $\alpha = 5\%$ (0.05). The results of the t-test through the help of the SPSS version program can be seen in Table 12

Partial testing of each variable in Table 12 can be explained as follows:

1) Customer Review Variable (X₁)

The test results with SPSS for the Customer Review variable (X₁) on consumer purchasing decisions (Y) obtained a t_{count} value = 3.793 with a significant value of 0.001 smaller than the significant value of 0.05. Because the significance value is smaller ($0.001 < 0.05$), the hypothesis is accepted: Customer Review (X₁) has a positive significant effect on consumer decisions (Y). It can be concluded that Customer Review affects consumer purchasing decisions.

2) Star Seller Variable (X₂)

The results of testing with SPSS for the star seller variable (X₂) on the quality of consumer purchases (Y) obtained the $t_{calculated}$ value for the star seller variable is 0.315 with a significant value of 0.012 less than the significant level of 0.05. Because the significant value is smaller than the significant value level of 0.05 ($0.012 < 0.05$), it can be concluded that star sellers (X₂) have a significant positive effect on consumer purchasing decisions.

Table 12 Partial Test Results

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
Constant	9.841	3.271		3.009	.004
Customer Review (X1)	.544	.143	.489	3.793	<.001
Star Seller (X2)	.024	.076	.041	.315	.012

a. Dependent Variable: Purchase Decision (Y)
Source: Data Processing Results

Determination Coefficient Test (R^2)

The coefficient of determination (R^2) from the results of multiple linear regression shows how much the dependent variable, namely consumer purchasing decisions, is influenced by the independent variable customer review and star seller. The results of the coefficient of determination (R^2) test can be seen in the following table:

Table 13 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.499 ^a	.249	.217	1.630

a. Predictors : (Constant), Star Seller (X2), Customer Review (X1)
Source: Data Processing Results

Based on the table above the results of the calculation of the coefficient of determination (R^2) above, the coefficient of determination (R^2) of 0.499 is obtained, which means that there is a positive relationship between customer reviews and star sellers on consumer purchasing decisions and has a correlation of 49.9%, the remaining 50.1% is influenced by other factors. From these results, the coefficient of determination (R^2) of 0.249 means that the customer review variable (X_1) and star seller (X_2) have a joint contribution of 24.9% to the consumer purchasing decision variable (Y). At the same time, the remaining 75.1% is influenced by other variables not examined in this study.

Discussion

The determination of the scale for measuring respondents' perceptions in this study uses a Likert scale, which gives weight to the respondent's level of agreement with the various statements submitted. This scale includes five categories with weighted values ranging from "Strongly Agree" (SS) to "Strongly Disagree" (STS). The use of Likert scales in measuring perceptions has proven effective for analyzing respondents in an e-commerce context, as it allows for a more in-depth measurement of consumer attitudes and behaviors in online shopping situations (Awate, 2024).

Based on the data collected from 50 respondents, the highest possible score was 250, while the lowest score was 50, giving a score range of 200. The research results were classified into five categories based on the existing range values, ranging from "Very Poor" to "Very Good." This process allows researchers to interpret the results of respondents' responses systematically and quantitatively, as evidenced in studies showing the relationship between e-commerce service quality and higher customer satisfaction and loyalty (Gang et al., 2020; Indrawati et al., 2024). This is fundamental in understanding how information from customer reviews and seller credibility contribute to purchase decisions.

Respondents' perceptions of customer reviews (X1) show that most respondents have a favorable view of the role of product reviews in making purchasing decisions. This finding is in line with research, which suggests that consumers are more likely to choose products based on the number and quality of reviews available (Wang et al., 2022). Based on the questionnaire results, respondents tend to choose products with more reviews, with a score of 240 indicating an "Excellent" category. In addition, negative reviews also play an important role in changing purchasing decisions. Previous research confirms that consumers highly prioritize feedback from other users before deciding to buy a product, which is also evident in the context of impulse shopping behavior in e-commerce ("Ask, Bid, Buy! Online Impulse Buying Behaviour of Ethnic Chinese Mothers in Indonesia," 2022; Martaleni et al., 2022).

As another supporting factor, star seller status (X2) was also found to influence purchasing decisions. Most respondents felt more confident in the quality of products sold by sellers with star seller status, with the highest score of 221. Nonetheless, respondents also showed a more moderate attitude towards choosing star sellers, especially when the products offered are similar to regular sellers. This aligns with the research results showing that seller status on e-commerce platforms can influence purchasing decisions (Laurinda, 2024). Overall, star sellers are an important supporting factor in purchase decisions, but not the sole determinant, which is also expressed in research on customer experience in online environments that emphasizes various factors in shaping consumer decisions.

Furthermore, the analysis results regarding consumer purchasing decisions (Y) show that customer reviews dominate purchasing decisions. This finding is consistent with research showing that consumer feedback strongly influences shopping behavior, where the average score of 224.2, which falls into the "Excellent" category, reflects that consumers trust other users' reviews more than official information from sellers. Consistent reviews from other buyers serve as indicators for consumers to determine their purchasing decisions and reflect research on how reviews can influence trust and decisions (Balasubramanian et al., 2003; Gang et al., 2020).

Finally, the results of this study show that three main factors-customer reviews, star seller status, and purchase intention-have a significant influence on purchasing decisions on the Shopee e-commerce platform. In this context, it is essential for sellers to maintain product and service quality to get good reviews and for e-commerce platforms to provide facilities that make it easy for consumers to access related information, such as reviews and seller status (Awate, 2024; Indrawati et al., 2024; Yakovleva et al., 2010).

This study concludes that in the e-commerce ecosystem, peer information (customer reviews) and seller credibility (star sellers) significantly impact purchase decisions. More attention needs to be paid to the dynamics of negative reviews, which significantly influence whether consumers will continue or cancel their purchase.

CONCLUSIONS

Based on the research results, customer reviews are proven to positively and significantly influence consumer purchasing decisions in the Shopee marketplace. This shows that the better the

reviews from previous customers, the more likely consumers are to buy the product. Customer reviews act as a source of information that helps potential buyers assess product quality before making a transaction, thereby increasing their confidence in purchasing decisions.

In addition, star seller status also has a positive and significant impact on consumer purchasing decisions. Sellers with the star seller label are considered more credible and trustworthy, so consumers are likelier to choose products from these sellers than those without similar status. Thus, the existence of star sellers can be a factor that strengthens purchasing decisions, especially for consumers who consider aspects of seller reliability and reputation in determining product choices on Shopee.

The results of this study also show that purchase intention acts as a moderating variable that strengthens the influence of customer reviews and star sellers on purchasing decisions. Consumers with high buying interest are more responsive to customer reviews and the presence of star sellers in determining product choices. Thus, the higher a person's purchase interest, the greater the influence of customer reviews and star sellers on purchasing decisions. The implications of this research emphasize the importance for sellers in the marketplace to manage customer reviews well and try to get star seller status to increase consumer attractiveness and trust.

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