

ANALYSIS OF THE INFLUENCE OF REVIEWS AND RATINGS OF FASHION 99K OUTLET PRODUCTS ON CONSUMER PURCHASING DECISIONS ON SHOPEE

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Abstract

This study aims to analyze the influence of product reviews and ratings on consumer purchase decisions on the Shopee platform, focusing on fashion products from the 99K Outlet store. The increase in online shopping activities makes reviews and ratings an important factor in shaping consumer trust and perception. This study uses a quantitative approach with a survey method of 100 respondents who have shopped at 99K Outlets. Data was collected through a Likert scale online questionnaire and analyzed using SmartPLS 4. The theoretical frameworks used include the Elaboration Likelihood Model (ELM), e-WOM, and social proof to understand how consumers process information from reviews and ratings. The results of the study show that reviews and ratings have a positive and significant effect on purchasing decisions. Informative reviews and high ratings encourage consumers to process information through both central and peripheral channels, in accordance with the ELM approach. In addition, the positive shopping experiences that consumers have experienced have also been proven to strengthen purchasing decisions, especially in the context of repurchases. These findings provide practical contributions for business actors in developing digital marketing communication strategies based on reviews, ratings, and customer experience to increase trust and loyalty on e-commerce platforms.

Keywords: *Product Reviews, Product Ratings, Purchase Decisions, Shopee, E-commerce*

INTRODUCTION

The development of technology and the internet has brought about major changes in people's consumption patterns. Based on data (Statista.com, 2025), internet users in the world reached 5.56 billion, while in Indonesia it reached 221.56 million or 79.5% of the population (APJII, 2024). This condition shows the high dependence of the public on the internet, including in online shopping activities. Data obtained from sellercommerce (SellersCommerce, 2025) Internet usage for online shopping purposes worldwide will reach 2.77 billion by 2025. As for Indonesia itself, according to (We Are Social, 2024) The use of the internet for shopping purposes is 56.2 percent. According to (We Are Social, 2024), there are 56.2% of internet users in Indonesia who use digital platforms to shop, influenced by factors such as discounts, consumer reviews, and ease of payment. With the development of digital features, communication has become easier, and people are increasingly facilitated to meet their daily needs (Febriana et al., 2023).

According to (Darussalam & Arief, 2018) and also (Cahyono & Wibawani, 2021) argues that *Marketplace* is an online place that facilitates sellers to promote their products and also interact from many sellers and buyers to tighten up a product transaction online without having to meet face-to-face. As quoted by Pusparini (Pusparini, 2025), Shopee is a *Marketplace* the most visited in Indonesia, with a total of 167 million. *Marketplace* such as Shopee plays an important role in providing a safe and convenient platform for sellers and buyers (Novitasari et al., 2024). In addition to product variety and competitive prices, reviews and ratings are the main factors that influence consumers' purchasing decisions (Rafa Naufal Hanifah & Arif Fadila, 2023). One real example is 99K Outlet, a Korean-style fashion online store on Shopee that managed to gain 2.9 million followers with high ratings, outperforming other similar stores. This shows the importance of digital reputation and consumer trust in the e-commerce environment.

Table 1. Brand Comparison in 2025

No.	Fire	Follower	Rating	Product
1	99k Outlet	2.9 Million	4.9 Stars	1,2 Thousand
2	Hanafashion shop	1.6 Million	4.8 Stars	256
3	Susana ID Official Store	329,3K	4.9 Stars	320
4	Ninettie Official Store	357,2 Thousand	4.9 Stars	279

This study aims to examine the influence of product reviews and ratings on consumer purchase decisions on the Shopee marketplace, with a case study on 99K Outlets. The urgency of this research lies in the need for business people to understand digital consumer behavior in order to design more effective marketing strategies. Thus, the results of the research are expected to contribute both theoretically in the field of marketing and practically to business development in the digital era.

LITERATURE REVIEW

Research on the influence of reviews and ratings on purchasing decisions has been done before. Priyanto, Juhaeri, and Uswatun Chasanah (2023) in their research entitled *The Influence of Online Review and Rating on Purchase Decisions at the Pray Shoes Online Store on Shopee using Social Proof and Consumer Trust theory*. The results of the study show that reviews and ratings have a significant influence on purchasing decisions, where consumers tend to choose products with positive reviews and high ratings. Furthermore, research by Ardianti and Widiartanto (2019) entitled *The Influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions through the Shopee Marketplace* found that reviews and ratings can affect purchase intent through the perception of product quality and consumer trust. Meanwhile, the latest research by Novitasari, Maulana, Hastuti, and Puspitasari (2024) titled *The Influence of Product Reviews and Ratings on Purchase Decisions on Shopee E-commerce* reveals that product reviews and ratings have a positive effect on purchase decisions, where consumer trust is a mediating factor that strengthens the relationship. The three studies show a strong relationship between reviews, ratings, and purchase decisions on e-commerce platforms.

Elaboration Likelihood Model (ELM)

Elaboration Likelihood Model (ELM) is a persuasive communication theory developed by Richard E. Petty and John T. Cacioppo in 1980. This theory explains how individuals can be affected by a message based on two main factors, namely motivation and ability to process messages (Pontoh et al., 2019). According to Griffin in (Anandra et al., 2020) saying that everyone has their own way in the process of a persuasive message. Petty and Cacioppo in (Indrawati, 2019) It also emphasizes the importance of the power of argument in determining the effectiveness of a persuasive message. In this study, *Elaboration Likelihood Model* used to understand how consumers on the Shopee marketplace process product reviews and ratings in purchasing decision-making. This approach allows researchers to assess whether consumers are more influenced by a central processing path based on critical evaluation or by a peripheral processing path based on a fleeting impression of a product's rating or popularity.

Electronic Word-of-Mouth (e-WOM)

Electronic Word-of-Mouth (e-WOM) is an advanced form of traditional human-to-human communication that has developed into digital media. According to Cheung et al. in (Hariono, 2019), e-WOM is a new generation of communication between individuals that allows consumers to exchange information through social media and the internet, including about fashion products. On platforms like Shopee, consumers can easily access reviews and ratings from other users before making a purchase. This information is important in helping consumers evaluate risk, reduce uncertainty, and increase confidence in the product they want to buy. Litvin et al. in (Briefs & Business, 2017) defines e-WOM as any form of informal communication addressed to consumers through digital media and related to the use or characteristics of products, services, or the reputation of the seller. The research conducted by Chen, Nguyen, Klaus, and Wu in (Aditya, 2018) found that there are three main dimensions that form e-WOM in the purchase decision-making process, namely motivation, information sources, and content. Motivation drives consumers to seek information, sources influence how consumers receive messages, and content are important aspects that consumers explore before making a decision. In the context of this research, e-WOM is understood as an important means that makes it easier for potential consumers to assess reviews and ratings, thereby strengthening trust before they make a purchase decision on the Shopee marketplace.

Social Proof Theory

Social Proof Theory was first proposed by Robert Cialdini in 1984 as one of the principles in social psychology related to consumer behavior. Real forms of social proof in the world of digital marketing include consumer reviews, the number of followers on social media, and positive testimonials from users of the product or service. In line with this, Patwa et al 2024 in (Laetitia & Buana, 2025) stating that online reviews play an important role in shaping consumer perception of quality and trust in a business. According to (Page, 2024) Social proof is the main factor in building consumer trust in the digital marketing era. Consumers tend to use reviews, experiences, and recommendations from fellow consumers as the main reference in the purchase decision-making process. Consistent social activities such as discussion forums or online review exchanges not only serve to maintain consumer interest but also have the potential to increase conversion rates in digital marketing strategies. Thus, social proof is one of the crucial factors in shaping purchase decisions, especially in the context of e-commerce such as the Shopee marketplace.

Online Customer Reviews

Online customer reviews is a form of evaluation submitted by consumers to the seller after purchasing a product. According to Sugiarti in (Wardani, 2023), customer reviews contain information about the experience of using the product that can be considered by potential consumers. In the context of digital marketing, online reviews act as exogenous variables that can influence purchasing decisions. Sutanto and Aprianingsih in (Cahyono & Wibawani, 2021) emphasizing that online customer reviews are part of the *Electronic Word of Mouth (e-WOM)* which is a new form of marketing communication on digital platforms. Consumer reviews play an important role in creating potential buyers' perception of the quality of the products or services offered. Positive reviews can have a direct impact on improving purchasing decisions, while negative reviews can raise doubts and even cancel purchase intentions. Thus, customer reviews are one of the important sources of information in the purchasing decision-making process in the digital era.

Online Customer Rating

Online customer rating or the rating in the form of stars is one of the important factors in consumer purchase decision-making. According to Franki in (RAHMAWATI, 2023), *Rating* is a form of judgment given by consumers based on personal experience after using the product, which is influenced by psychological and emotional factors. The higher the rating given, the more likely it is that other consumers will buy the product, while a low rating can lower buying interest. Usually *Rating* It is presented in the form of a star on a scale of one to five and is an indicator of product quality that is easily accessible to potential consumers. *Rating* It is also often seen as a brief representation of consumer reviews, so it is a key consideration before making a purchase on the marketplace. Thus, *Rating* It plays an important role in forming the initial perception and trust in the products offered on digital platforms.

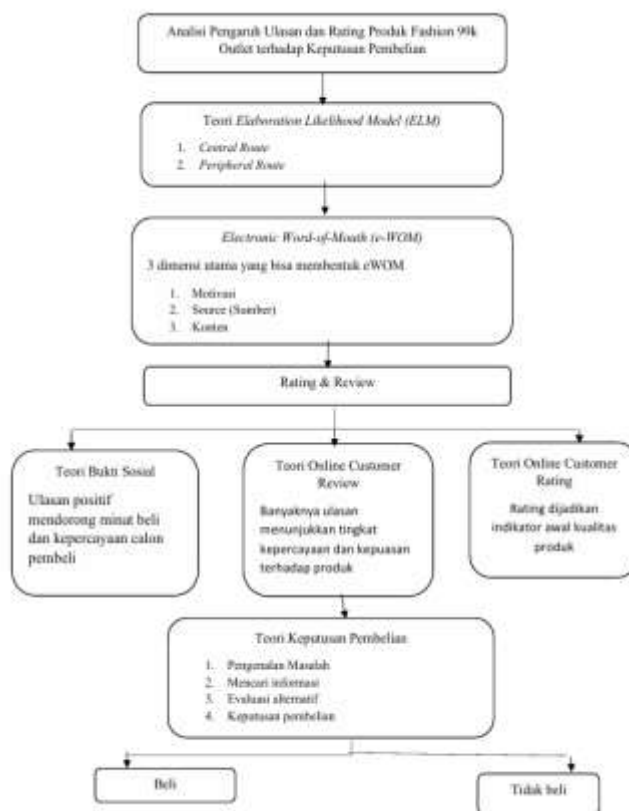
Purchase Decision Theory

Purchase decisions are a process that individuals do when directly involved in making decisions to buy products offered by sellers. According to Kastori in (Anna Wulandari, 2024), this process is not just an act of buying, but also involves stages of consideration that are influenced by various internal and external factors. The stages of the purchase decision include problem identification, information search, alternative evaluation, purchase decision, and post-purchase behavior. Consumers will be aware of certain needs that trigger them to seek information from various sources such as family, friends, advertising, and personal experiences. After obtaining information, they evaluate various alternatives based on factors such as price, quality, and brand, before finally making a decision to buy. The final stage, which is the behavior after the purchase, will determine whether or not the consumer is satisfied with the product that has been purchased, which ultimately influences loyalty and future purchase decisions. In the context of marketplaces, this stage becomes relevant because purchasing decisions are greatly influenced by factors such as reviews, ratings, promotions, and trust in brands on digital platforms.

RESEARCH PARADIGM

According to (John W. Creswell & Creswell, 2014) This paradigm views social reality as something that can be measured objectively, but still recognizes the potential for observation and interpretation bias. Muhadjir in (Putra, Rusmawan, Surya, 2022) Say that the main characteristic of the post-positivism paradigm is the search for meaning behind the data. In this study, the post-positivism paradigm was used to test the influence of product reviews and ratings on consumer purchase decisions on Shopee, focusing on fashion products from 99K Outlet.

FRAME OF MIND



RESEARCH HYPOTHESIS

According to Sugiyono in (Putri et al., 2019), a hypothesis is a temporary answer to a formulation of a research problem. Based on the formulation of the problem, the purpose of the research, the theoretical foundation, and previous studies that have been described in this study, the hypotheses in this study are formulated as follows:

H0 : no effect of customer reviews on consumer purchase decisions on Shopee

H1 : there is an influence of customer reviews on consumer purchase decisions on Shopee

H0 : no influence of customer ratings on consumer purchase decisions on Shopee

H2: there is an influence of customer ratings on consumer purchase decisions on Shopee

METHOD

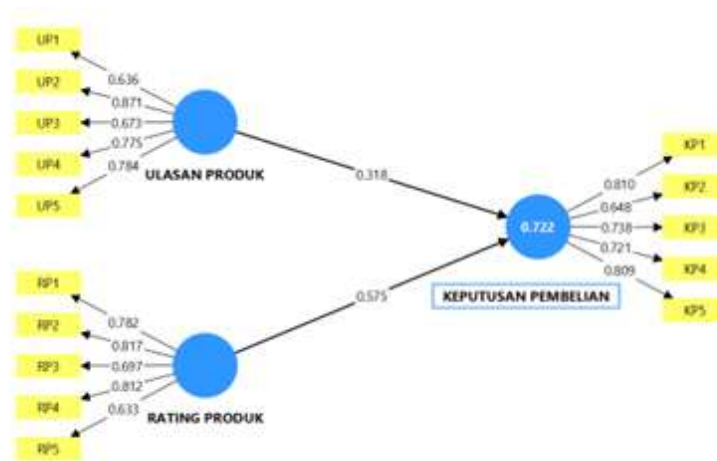
This research method uses a quantitative approach with survey methods and the post-positivism paradigm. Sugiono in (Balaka, 2022) said that the quantitative approach is a research method based on the philosophy of positivism. This study aims to test the influence of online customer reviews and online customer ratings on consumer purchase decisions on the Shopee platform, especially in 99K Outlet stores, by using a questionnaire based on the Likert scale (1–5) which is distributed online through Google Forms through the X application. (Agustiniingsih & Hartati, 2023) said that the Likert scale functions to measure the attitudes, views, and opinions of a person or group towards a certain social phenomenon. The population in this study is all Shopee consumers who have bought products at 99K Outlets, but because the number is not known for sure, sampling is carried out using a non-probability sampling technique with a purposive sampling approach, based on criteria: women aged 17–23 years, have bought fashion products at 99K Outlet in the last 1 year, have read reviews and seen ratings before buying, and has provided reviews and ratings. The sample was determined using the Slovin formula with an error rate of 10%, so that 100 respondents were obtained. Primary data is collected through questionnaires, while secondary data is obtained from relevant scientific journals, official reports, statistics, and academic references. The data analysis technique was carried out using the SmartPLS application based on Partial Least Squares Structural Equation Modeling (PLS-SEM). SmartPLS is a structural modeling technique that can combine factor analysis and regression analysis that can allow researchers to test the relationship between latent variables and measurable variables (Press, 2025). The technique involves a validity test stage to measure the accuracy of the instrument, a reliability test with Cronbach's

Alpha to ensure the consistency of the instrument, multiple linear regression analysis to see the influence of independent variables on bound variables, and hypothesis testing to test the significance of the relationship between the variables studied.

RESULTS & DISCUSSION

Validity Test

From the data of 100 respondents, the researcher conducted a validity test to measure the relationship between P1 (Product Reviews) to Y (Purchase Decisions) and how P2 (Product Rating) to Y (Purchase Decisions). Validity tests are used to test the relationship between indicators and variables to obtain valid data. The loading factor value > 0.5 can thus be declared valid. The validity test that has been carried out in this study is shown in the following figure:



Based on the results of the analysis using SmartPLS 4, all indicators from product review variables, product ratings, and purchase decisions have an outer loading value above 0.6 which means that they are valid and suitable for use in the research. In the product review variable, the UP2 indicator showed the greatest contribution with a value of 0.871, followed by UP5 and UP4, while UP1 and UP3 were still within reasonable limits. Meanwhile, in the product rating variable, the RP2 indicator was the strongest with a value of 0.817, followed by RP4 and RP1, while RP3 and RP5 were still accepted even though they were at the minimum limit. Likewise, in the purchase decision variable, the KP1 indicator became the most dominant with a value of 0.810, followed by KP5 and KP3, while KP2 had the lowest value but remained valid. Overall, these results show that product reviews, product ratings, and purchase experience have a significant influence on consumers' purchasing decisions on Shopee, especially at the 99K Outlet store. The three strongest indicators, namely UP2, RP2, and KP5, reflect the important role of reviews in helping consumers evaluate quality, ratings as a benchmark of trust, and positive experiences as driving repurchases. These findings confirm that purchasing decisions are not only determined by the information displayed online, but also by the real experience of consumers, so marketing strategies need to focus on improving reviews, ratings, and service quality to drive consumer loyalty.

Reliability Test

Table 2. Reliability Test

Based on the results of the reliability test conducted using SmartPLS 4, all variables in this study, namely

Variabel	Cronbach's <i>alpha</i>	Composite Reliability (<i>rho_a</i>)	Composite Reliability (<i>rho_c</i>)	Average Variance Extracted (AVE)
Ulasan Produk	0,805	0,824	0,866	0,566
Rating Produk	0,805	0,815	0,865	0,565
Keputusan Pembelian	0,802	0,812	0,863	0,559

product reviews, product ratings, and purchase decisions, have met the reliability and validity criteria. The product review variable has a Cronbach's Alpha value of 0.805, Composite Reliability (*rho_a*) of 0.824, Composite Reliability (*rho_c*) of 0.866, and Average Variance Extracted (AVE) of 0.566. All of these results were above the required minimum limits, which were 0.7 for reliability and 0.5 for AVE, so it can be concluded that the indicators used in the product review variables have good internal consistency and are valid in a convergent manner. For the product rating variable, Cronbach's Alpha value was 0.805, Composite Reliability (*rho_a*) was 0.815, Composite Reliability (*rho_c*) was 0.865, and AVE was 0.565. The purchase decision variables also showed adequate results with Cronbach's Alpha values of 0.802, Composite Reliability (*rho_a*) of 0.812, Composite Reliability (*rho_c*) of 0.863, and AVE of 0.559. Based on these results, all instruments used in this study can be said to be reliable and meet the validity criteria, so they are worthy of being used as a basis for hypothesis testing and further analysis.

Table 3. Berganya Linear Regression Analysis

Jalur Pengaruh	Koefisien Jalur (β)	R ²
Ulasan Produk → Keputusan Pembelian	0.318	
Rating Produk → Keputusan Pembelian	0.575	
Keputusan Pembelian (R ²)		0.722

Multiple Linear Regression Analysis

Based on the results of multiple linear regression analysis that has been presented in the table above, it was obtained that the Product Review variable had a positive effect on the Purchase Decision, with a path coefficient value (β) of 0.318. What we can interpret, is that any increase in product reviews provided by consumers will increase the purchase decision by 0.318, assuming the other variables remain constant. This can show that product reviews have a significant influence on encouraging consumers to buy a product that is being offered. Furthermore, there is the Product Rating variable which also shows a greater influence on the Purchase Decision, with a path coefficient value of 0.575. This also means that the *rating* or star given by consumers to the product has a more dominant influence in influencing purchase decisions than verbal product reviews. The higher the rating given, the higher the tendency of consumers to buy the product and believe that the product is good and trustworthy. Lastly, the R-Square (R²) value obtained for the Purchase Decision variable is 0.722. This value explains that 72.2% variability in purchasing decisions can be explained by two independent variables, namely product reviews and product ratings. The remaining 27.8% was influenced by other factors that were not included in this study model. Based on the results of the analysis using SmartPLS 4.0, the linear regression equation is as follows:

$$\text{Purchase Decision} = 0.318(\text{Product Reviews}) + 0.575(\text{Product Ratings}) + e$$

Hypothesis Test

This hypothesis test was carried out by looking at t-statistic and p-value values, where this hypothesis can be declared acceptable if the t-statistic > 1.96 and p-value < 0.05 .

Table 4. Hypothesis Test

Hipotesis	Original Sampel (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T-Statistic (OSTERR)	P Values
Ulasan Produk - > Keputusan Pembelian	0,318	0,313	0,107	2,968	0,003
Rating Produk - >Keputusan Pembelian	0,575	0,582	0,099	5,784	0,000

Based on the results of the calculation carried out using SmartPLS 4.0, it can be seen that the value of *the original sample estimate* of the product review variable or *online customer review* for the purchase decision is 0.318. The T-value obtained was 2.968, also greater than the T-table of 1.96, and the P-Value of 0.003 which was smaller than the significance limit of 0.05 (5%). Therefore, the first hypothesis (H1) is acceptable. The results of this calculation show that product reviews have a positive and significant effect on consumer purchase decisions. we can interpret that the better or more reviews given by consumers before, the more likely it is that other consumers will decide to buy *fashion products* from the 99K Outlet store on Shopee. Furthermore, there is an *original sample estimate* value of the *product rating variable or online customer rating* for the purchase decision is 0.575. The T-value of the statistic is 5.784, also greater than the T-table (1.96), and the P-Value is 0.000, which is much smaller than the significance level of 0.05. Thus, it can be said that the second hypothesis (H2) is also accepted. Thus, we can conclude that product ratings have a positive and significant influence on consumer purchase decisions. Consumers tend to trust ratings from other consumers more as an indicator of product quality, so that it can influence their purchasing decisions for *fashion products* on Shopee, especially at 99K Outlet products.

CONCLUSION

The results of this study prove that customer reviews and product ratings have a significant effect on consumer purchase decisions at Shopee, especially on 99K Outlet fashion products. These findings are in line with the expectations of the research which from the beginning wanted to test the role of reviews and ratings as important factors in the purchase decision-making process. Reviews that are informative, complete, and equipped with visual evidence are proven to increase consumer confidence, while high ratings are the main reference for consumers who want to make decisions quickly. In addition, the positive shopping experience that consumers have experienced has also been proven to strengthen purchase decisions, especially for repeat purchases. This strengthens the role of social proof in shaping consumer behavior on e-commerce platforms. Based on these results, it is recommended that business actors not only focus on building positive reviews and ratings, but also create a pleasant shopping experience to encourage consumer loyalty. In the future, marketing strategies can be developed by integrating e-WOM management, good customer service, and strengthening relationships with customers as a form of long-term investment in online business. These findings also open up further research opportunities to examine other factors beyond reviews and ratings, which may also influence consumers' purchasing decisions on marketplaces.

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