

The Influence of Advertising, Ratings, and E-WOM on Consumer Purchase Intention in Shopee Live Products

Deshinta Ardy Putri, Ali

Prodi Manajemen, Fakultas Ekonomi dan Bisnis
Universitas Islam Nahdlatul Ulama, Jepara
deshintaardyaputri@gmail.com, ali@unisnu.ac.id

ABSTRACT

This study aims to examine the influence of advertising, ratings, and E-WOM on consumer purchase intention on Shopee Live in the Jepara area. This research is a quantitative study utilizing a survey method. The population of this study consists of Shopee Live viewers in Jepara, with the sample being those who have made a purchase. The sample was selected using purposive sampling, consisting of 96 individuals who had previously purchased products on Shopee Live. Data was collected through an online questionnaire that had undergone validity and reliability tests. The type of data used in this research is primary data, which was distributed to respondents and then analyzed using Partial Least Squares (PLS) and processed with SmartPLS 4.0. The research findings reveal that advertising and E-WOM significantly influence purchase intention. However, ratings do not have a significant effect on purchase intention. These findings are expected to provide crucial insights for sellers in developing more effective sales strategies to enhance consumer purchase intention on the Shopee platform.

Keywords: Advertising, Rating, E-WOM and Purchase Intention

ABSTRAK

Penelitian ini tujuannya guna menguji pengaruh iklan, *rating*, dan E-WOM terhadap niat beli konsumen di Shopee Live wilayah Jepara. Riset ini merupakan riset kuantitatif dengan memanfaatkan metode survei. Populasi riset ini ialah penonton Shopee Live di Jepara, dengan sampelnya ialah mereka yang pernah melakukan pembelian. Sampel dipilih dengan teknik *purposive sampling*, terdiri dari 96 individu yang sebelumnya pernah membeli produk di Shopee Live. Data dikumpulkan melalui kuesioner *online* yang telah melalui uji validitas dan reliabilitas. Jenis data yang dipergunakan riset ini ialah data primer yang dibagikan ke responden dan setelah itu dianalisa dengan Partial Least Squares (PLS) dan diolah dengan SmartPLS 4.0. Hasil riset mengungkapkan jika iklan dan E-WOM berpengaruh signifikan pada minat beli. Namun *rating* tidak berpengaruh signifikan pada minat beli. Temuan ini diharapkan bisa memberi pengetahuan penjual dalam menjalankan strategi penjualan yang lebih efektif guna menumbuhkan minat beli konsumen di platform Shopee.

Kata kunci: Iklan, *Rating*, E-WOM dan Minat Beli

INTRODUCTION

In this advanced digital era, the development of information technology and communication has changed the way consumers interact with products and services, such as commenting on advertisements on social media, rating products, and

recommending products to others. One platform that has shown significant growth is e-commerce, where Shopee is one of the major players in the Indonesian market, contributing 36% of Gross Merchandise Value (GMV) or around USD18.7 billion (Santia, 2024). Shopee not only offers a platform for buying and selling transactions, but also uses a live streaming feature called Shopee Live. This feature first appeared on June 6, 2019 which can be used by sellers to interact directly with buyers through video and provide an interactive shopping experience. In this Shopee Live session, sellers can present or explain their products in real-time, explain the materials in the products offered, explain the features, product benefits, and provide purchasing demonstrations. In this way, buyers can get more in-depth information before making a purchase of a product.

Purchase intention in shopping on Shopee Live has also increased in several years, but at the turn of 2023 towards 2024 purchase intention in Shopee Live has decreased due to the reopening of TikTok Shop. After reopening in December 2023, TikTok Shop began to attract attention with significant user growth, reaching 26% of the total active users shopping via live streaming. This comparison shows a shift in consumer interest from Shopee Live to TikTok Shop, mainly due to innovation and more aggressive marketing strategies on TikTok live. The prices offered on this platform are also much more affordable than Shopee Live, which is also a big challenge that Shopee Live has to face. Purchase intention itself is a feeling that arises from the desire to buy a product. Several factors that Shopee seeks to increase purchase intention in Shopee Live, namely by offering exclusive discounts or special promos, discount vouchers, and free shipping vouchers during Shopee Live sessions, causing many consumers to be interested in making purchases when this live streaming session takes place. From the IPSOS 2024 survey, Shopee Live topped the highest popularity at 72% and its closest competitor, TikTok Live, only gained 26%. Through Shopee Live, sellers can reach a larger and wider audience with the right marketing strategy, sellers can significantly increase sales and build customer trust. Buyers can ask questions directly to sellers about anything they want to ask about the products offered through the comments column available on Shopee Live and will get an instant response from the seller, this allows consumers to get more complete and accurate information before making a purchase. Shopee Live is one of the online platforms that offers an interactive and satisfying shopping experience for someone, so they are more likely to make a purchase, Shopee also has a safe and reliable payment and delivery system to ensure consumer satisfaction in shopping online.

Shopee Live is one of the best advertising methods for Shopee sellers to sell live. Shopee Live ads often appear on television, cellphones, social media, and others. Sellers experience various benefits from Shopee Live advertising, considering that their in-store live broadcasts have the potential to reach hundreds of thousands of viewers every day. In addition, the existence of Shopee Live advertisements on television also causes many Indonesians to know about the Shopee Live feature. Through the Shopee Live feature, Shopee managed to get two record awards from

MURI in 2020 for the category “Longest Online Store Live Stream and Most Viewed Online Store Live Stream” (Ginting & Harahap, 2022). However, TikTok live without advertising its platform can also invite many buyers.

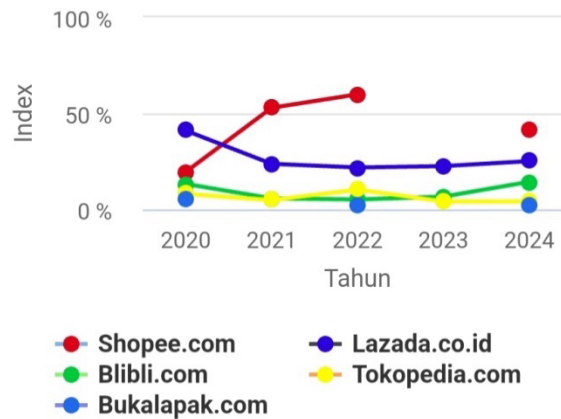


Figure 1. Chart of Popular Marketplaces

Source: Top Brand Award 2024 (www.topbrand-award.com)

Table 1. Percentage of Popular Marketplaces

Nama Brand	2020	2021	2022	2023	2024
Blibli.com	13,2%	5,7%	5,1%	6,6%	14,3%
Bukalapak.com	5,3%	-	2,5%	-	2,3%
Lazada.co.id	41%	23,7%	21,8%	22,5%	25,1%
Shopee.com	19,5%	52,9%	59,9%	-	41,2%
Tokopedia.com	8%	4,8%	4,1%	4,1%	4,1%

Source: Top Brand Award 2024 (www.topbrand-award.com)

Based on Figure 1 and Table 1, it can be seen that the brand index of Shopee has increased rapidly since 2021, which is the year covid19 ended. Shopee is a marketplace that is very superior to Blibli, Bukalapak, Lazada, and Tokopedia. This is in accordance with Shopee’s tagline, which is to become the number 1 e-commerce in Indonesia, and in 2024 Shopee is 16.1% superior to Lazada. The Shopee Live feature owned by Shopee can also be the cause of this increase. Shopee Live offers full trust for potential buyers to be able to know directly and in detail the products being promoted, both in terms of shape, color, size, design, and product description. Based on this, buyers can get detailed information related to the products being sold and be sure of the quality of the product (Dirnaeni et al., 2021). With all these advantages, Shopee Live is not only an effective marketing tool but also creates a more connected and interactive shopping community. In the ever-evolving world of e-commerce, this feature proves that innovation and interaction are key to grabbing consumers' attention and enhancing their shopping experience.

In addition, high ratings owned by stores that live stream their product sales also greatly influence consumer purchase intention, because ratings from previous consumers have provided an overview of product quality, product suitability and purchase experience regarding the products they sell. In the context of Shopee Live, product ratings can be seen directly by consumers during the live session. Besides this rating, E-WOM is also very important to attract consumer purchasing interest in Shopee Live products. This E-WOM occurs through the live comment section in the live session, where consumers can share their experiences about the product in real-time. Positive reviews from other users can foster purchase intention, and if negative comments can reduce consumer purchase intention and reduce consumer trust in the store.

According to past research by Albar et al., (2022) and Syahril et al., (2023) revealed that advertising has a significant influence on purchase intention. Because the more types of advertisements that were previously available can foster a person's purchase intention in the product being advertised. However, the research is not in line with research by Winda et al., (2020) which reveals that advertising has no significant effect on purchase intention. Then the research from Harli et al., (2021) and Mawa & Cahyadi (2021) which reveals if the rating has a significant effect on purchase intention. This shows that the higher someone gives a rating, the higher someone's purchase intention. But this research does not match the results of Utomo & Hidayah (2023) which reveals that ratings do not have a significant influence on consumer purchase intention. E-WOM also has a significant effect on purchase intention as stated by Wijaksono et al., (2022) in his research, but not in line with the research Komaling & Indrajit (2023) which states that E-WOM has no significant effect on purchase intention.

Given the large market potential, especially in this Shopee marketplace, it is important to examine what will encourage consumer purchase intention, one of which is using the Shopee feature and the uncertainty between gaps is also the reason for this research. The purpose of this research is to determine the effect of advertising, ratings and E-WOM on consumer purchase intention in Shopee Live products.

RESEARCH METHODS

Purchase Intention

According to Satria (2017) What is meant by consumer purchase intention is an action in which the consumer has the desire to choose or buy a product based on his experience in choosing, consuming, using and even wanting a product. And according to Anggraini et al., (2022) Purchase intention is an attitude that arises from consumer confidence in the product. High trust will affect a person's purchase intention in a product. This purchase intention arises as a response to an item that encourages consumers to buy something (Arifin et al., 2023). When consumers collect and process information about a product and consider brand choices, it ultimately

leads to purchase intentions (Pradisti et al., 2024). Consumers who are in a good mood also tend to make purchases (Das et al., 2019). So this consumer purchase intention occurs after the stimulation of the product that consumers want (Albar et al., 2022).

Zulfa & Arifin, (2024) revealed that there are four indicators of purchase intention, namely:

1. Transactional Interest
2. Referential Interest
3. Preferential Interest
4. Explorative Interest

Advertising

Advertising is a well-known and often cited form of promotion, this is due to the widespread use of advertising and almost a third of the world's population (Roosdhani & Komariyatin, 2021). Advertising also functions as a very important promotional tool and when used through the media can also increase consumer interest in widely known or popular products. This will ultimately grow sales (Syahril et al., 2023). Advertising is also defined as a process of persuasion that is talked about, so as to foster a sense of urgency that will encourage people to buy something (Sumaa et al., 2021). Advertising is currently used as a competitive advantage for each product to be able to outperform its competitors. It is also a means of entertainment that is presented in an attractive manner (Albar et al., 2022). Advertisements can be displayed through television or other media. The advertising industry is very helpful for companies to promote and introduce products that are owned or produced (Wijaya & Dewi, 2022). Ads on social media can be used as a means of promoting products by providing ideas or ideas with the aim of attracting purchase intention (Margahana, 2020).

According to Syahril et al., (2023) Advertising can be measured through several indicators below:

1. Generates attention
2. Attracts
3. Creates desire
4. Produces an action

Rating

Another aspect that can influence purchase intention is customer ratings. When individuals want to transact online in the marketplace, one of the important things they pay attention to is the rating or evaluation of the product (Suryawan et al., 2022). Rating is a measure of buyer satisfaction on a certain scale. The scale used is stars. The more stars given, the higher the quality of the product. And, the fewer stars given, it can be said that the quality of the product offered is not good (Istiqomah &

Marlena, 2020). Ratings become an alternative for individuals to find info related to the product that will buy and reflect the satisfaction of previous buyers (Jamilah et al., 2021). Store reputation also refers to the evaluation of consumer ratings after buying something, this rating is in the form of one to five stars which can increase purchase intention for potential new customers (Susanto & Muljadi, 2022). The more stars a customer gives, the better the sales rating (Taufiqurrohman et al., 2022).

According to Harli et al., (2021) rating consists of three dimensions, namely:

1. Credible, consists of:
 - a. Trustworthy
 - b. Honest
2. Expert, consists of:
 - a. Professional
 - b. Useful
3. Likable, consists of:
 - a. Likable
 - b. Interesting
 - c. Likely to buy from this website

E-WOM

Viral marketing or E-WOM is marketing whose operations use internet channels to generate word of mouth effects that help the business and the marketer's goals (Rahma & Setiawan, 2022). E-WOM is more effective than offline communication, due to its greater accessibility and higher awareness when consumers utilize online media to share their personal experiences with a product, service, or even something they have used (Apriastuti et al., 2022). E-WOM allows users to express their opinions or reviews, both positive and negative, about a product or service (Lestari & Gunawan, 2021). The Internet allows what is shared or told in seconds to be received by someone else very quickly (Wijaksono et al., 2022). Consumers can also decide to make a purchase from e-commerce and compare other products with other consumers' suggestions (Tamrin & Huda, 2021). In conclusion, E-WOM can also be called a consumer-communicated shopping experience that contains good and bad statements conveyed by regular and irregular consumers about a product through the internet media (Yunikartika & Harti, 2022).

According to Suyoga & Santika, (2018) To measure E-WOM, there are six main indicators, namely:

1. Products with good impression
2. Purchase of the right product
3. Choosing the right product
4. Gathering information or reviews
5. Eliminating concerns
6. Growing self-confidence

Relationship between Advertising and Purchase Intention

Based on research results (Sumaa et al., 2021) revealed that advertising has a significant effect on purchase intention. This opinion also matches the research (Syahril et al., 2023) which reveals if advertising has a significant effect on purchase intention. If the advertisement of a product is very attractive and reaches many accounts of potential buyers, then there will also be a person's purchase intention in that product and vice versa. Advertising a product is classified as good, if it makes someone interested in buying the product being advertised.

H1: It is suspected that advertising has a significant effect on purchase intention

Rating Relationship to Purchase Intention

Research results Ichsan & Jumhur (2018) revealed that if ratings from consumers have a significant effect on consumer purchase intention, this level of influence is quite large, and the rest is influenced by other factors not shown in this research such as products, promotions. The research agrees with Suryawan et al., (2022) which reveals if the rating has a significant effect on purchase intention. Because the better the previous buyer's rating, the prospective buyer's purchase intention also increases. So, it can be concluded that a good rating will affect someone's purchase intention in buying a product and can increase the reputation of online stores in Shopee.

H2: It is suspected that Rating has a significant effect on Purchase Intention

E-WOM Relationship to Purchase Intention

EWOM makes people share information about products and services they are interested in, this is not limited to people who are familiar with the product or service but can also come from several people in a large group who have used it and can systematically encourage people to buy it. Useful E-WOM plays an important role in growing sales by creating a good image for the party concerned (Rahma & Setiawan, 2022). According to Permadi & Suryadi (2019) EWOM has a significant influence on purchase intention. This result reveals that positive reviews from other users can influence someone to buy something. In addition, Wijaksono et al., (2022) also revealed that E-WOM has a positive effect on purchase intention. The existence of the internet facilitates communication and allows consumers to share experiences, both positive and negative, about something that they have previously experienced or felt to someone else through information from the internet which affects a person's purchase intention.

H3: It is suspected that E-WOM has a significant effect on Purchase Intention

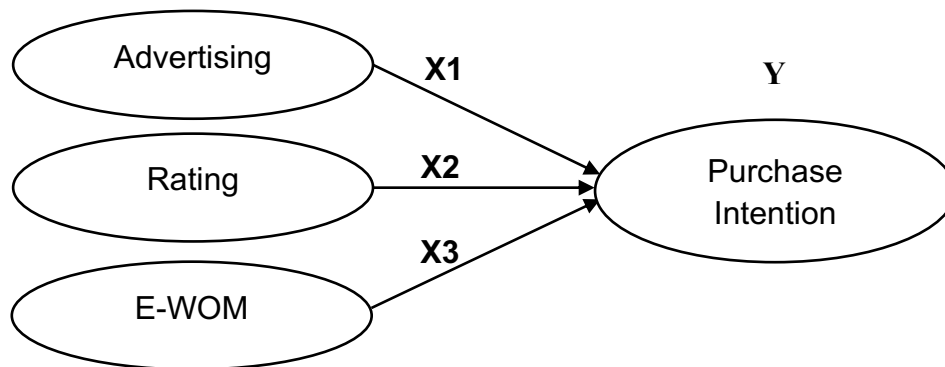


Figure 2. Research Theoretical Framework Model

Research Methods

Population and Sample

Population is the entire object of research, and the sample is a small part that has representative properties of the population (Amin et al., 2023). The population in this study are consumers who have bought Shopee Live products. While the sample was 96 respondents who were taken by purposive sampling and used the Lemeshow formula to determine the minimum sample.

Data Collection Technique

The data collection technique in this research is an online survey or questionnaire distributed to respondents who have bought something through the Shopee Live platform via google forms.

Analysis Method

In this research, data processing was carried out using the structural equation modeling (SEM) analysis method using SmartPLS 4 software, in order to see the relationship between variables.

RESULTS AND DISCUSSION

Respondent Characteristics

The questionnaire in this research was created through google forms and distributed online to consumers who have purchased Shopee Live products. This questionnaire consists of two sections, the first contains the respondent's identity (gender, age, and occupation). And the second section contains questions about each variable, namely Advertising (X1), Rating (X2), E-WOM (X3), and Purchase Intention (Y).

Table 2. Respondent Characteristics

Characteristics of Respondents	Total	Percentage
Gender		
Male	24	25%
Female	72	75%
Age		
< 20 Years	28	29,2%
21-25 Years	57	59,4%
26-30 Years	7	7,3%
> 30 Years	4	4,2%
Job		
Student	48	50%
Employee	40	41,7%
Entrepreneurs	8	8,3%

Source: Primary Data, processed (2024)

Table 2 reveals that the majority of respondents are female, namely 72 people or 75% while men are only 24 people (25%). Respondents whose age is < 20 years are 28 people (29,2%), respondents whose age is 21-25 years are 57 people (59,4%), respondents whose age is 26-30 years are 7 people (7,3%) and respondents whose age is > 30 years are 4 people (4,2%). This reveals that 21-25 year olds make purchases more often on the Shopee Live platform. Respondents who came from students or students were 48 people (50%), employees were 40 people (41,7%), and entrepreneurs were 8 people (8,3%). In this case, it can be concluded that students or students shop for Shopee Live products more often.

Validity Test

The validity test of this research is taken on the basis of a p value of 5% or 0.05. If the significance value is more than 0.05, the question item is categorized as valid, and if the p value is equal to or <0.05, it is categorized as invalid.

Table 3. Validity Test Results

Indicator	Variable	Outer Loading
X1.1	Advertising (X1)	0,940
X1.2		0,931
X1.4		0,817
X2.2		Rating (X2)
X2.3	0,750	
X2.6	0,751	
X3.2	E-WOM (X3)	0,755
X3.4		0,778
X3.5		0,924

X3.6		0,872
Y1	Purchase Intention	0,848
	(Y)	
Y2		0,894
Y3		0,915
Y4		0,799

Source: *Output SmartPLS 4.0 (2024)*

Table 3 reveals that each question item has a value of more than the 5% or 0.05 percent significance level, so the question items above meet the validity and are suitable for use in this research.

Reliability Test

According to Ghozali & Latan (2015) a good Cronbach's Alpha value is above 0.7. Then according to Sarstedt et al., (2017) composite reliability (ρ_c) > 0,7 the item variable is reliable.

Table 4. Reliability Test Results

No.	Variable	Composite Reliability	Cronbach's Alpha	Information
1.	E-WOM	0,849	0,773	Reliable
2.	Advertising	0,865	0,791	Reliable
3.	Purchase Intention	0,922	0,887	Reliable
4.	Rating	0,841	0,790	Reliable

Source: *Output Smart PLS 4.0 (2024)*

From table 4, it can be seen that all Cronbach's alpha and composite reliability values of all variables are categorized as good and reliable because they have exceeded the minimum limit of more than 0,7.

R Square

This value is used to describe the effect of variable x to variable Y whether there is an influence or not.

Table 5. R Square Results

	R-square	R-square adjusted
Minat	0,870	0,866
Beli		

Source: *Output Smart PLS 4.0 (2024)*

From table 5, it can be seen that the R Square value of purchase intention is 0,870, which explains that there is an influence between advertisements, ratings, and E-WOM of 87% on purchase intention.

Hypothesis Testing

In this test, if the p-value <0,05 means that it has an effect (h1 is accepted) and if the p-value > 0,05 has no effect (h1 is rejected). If the t statistic > 1,66 (t-table) means significant. original sample is positive, it means that the direction of the relationship between X and Y is positive and vice versa.

Table 6. Hypothesis Testing Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDE)	P Values
E-WOM-> Purchase Intention	0,522	0,522	0,104	5,041	0,000
Advertising -> Purchase Intention	0,407	0,406	0,109	3,719	0,000
Rating -> Purchase Intention	0,056	-0,059	0,40	1,409	0,159

Source: *Output Smart PLS 4.0 (2024)*

Based on table 5, it can be concluded that advertising has a significant effect on purchase intention, which is indicated by the p-value of 0,000 <0,5 and this is also indicated by the t-static value of 3,719 > 1,66 (t-table). In the original sample, the positive value is 0.407, which means that the direction of the X to Y count is positive. From the above statement, it can be concluded that if (H1) is accepted, this indicates that advertising has a significant effect on purchase intention.

Furthermore, it can be concluded that the rating has no significant effect on purchase intention as indicated by the p-value of 0,159 > 0,5 and this is also indicated by the t-static value of 1,409 < 1,66 (t-table). In the original sample, the negative value is -0,056, which means that the direction of the X to Y count is negative. From the above statement, it can be concluded that (H2) is rejected, this means that the rating has no significant effect on purchase intention.

Then it can also be concluded that E-WOM has a significant effect on purchase intention which is indicated by the p-value of 0,000 <0,5 and this is also indicated by the t-static value of 5,041 > 1,66 (t-table). In the original sample, the value is positive, namely 0.522, meaning that the direction of the count X to Y is positive. From the above statement it can be concluded that hypothesis 3 (H3) is accepted, this indicates that E-WOM has a significant effect on purchase intention.

Discussion

Advertising to Purchase Intention

According to the findings of this research, it reveals that advertising has a significant effect on purchase intention. This is because the static T value of the advertisement is $3,719 > 1,66$ and a significant value of $0,000 < 0,5$. Therefore, it is stated that hypothesis 1 is accepted. So that the relationship between advertising has a significant effect on purchase intention. This shows that good advertising will attract someone's purchase intention in Shopee Live products. This research also matches the research (Syahril et al., 2023) which reveals that product quality has a significant positive effect on purchase intention, where high purchase intention can be realized by attractive advertising (Albar et al., 2022) also revealed the same thing that advertising is very influential on purchase intention.

Rating to Purchase Intention

The research findings reveal that rating has no significant effect on purchase intention. This is because the static T value of the rating is $1,409 < 1,66$ and a significant value of $0,159 > 0,5$. Therefore, it is stated that hypothesis 2 is rejected. So that the rating relationship has no significant effect on purchase intention. This reveals that a high rating does not affect a person's purchase intention in Shopee Live products, because ratings can also be faked with fake orders or paid buyers. The existence of answers that are not the same as good ratings but not good reviews, and vice versa can make someone indecisive. And it could also be that consumer confidence in Shopee is greater than other buyers' ratings. This research is in line with previous research (Utomo & Hidayah, 2023) which revealed that ratings are not influenced by the existence of ratings. And this research is also in line with Farhan et al., (2021) which reveals that ratings have no significant effect on purchase intention. In practice, ratings are used to rate movies or books, where in movies the rating reflects the quality of the movie. This is not the same with ratings in the e-commerce industry, where consumers can give a 1-star rating even though the fault actually comes from the shipping expedition, such as delays in delivering goods. As a result, ratings alone cannot fully reflect the overall consumer experience. The existence of fake ratings further increases consumer skepticism in purchasing products on Shopee Live based on ratings.

EWOM to Purchase Intention

Based on research, it states that EWOM has a significant effect on purchase intention. This is based on the static T value of EWOM, which is $5,041 > 1,66$ and a significant value of $0,000 < 0,5$. Therefore, it is stated that hypothesis 2 is accepted. So that the EWOM relationship has a significant effect on purchase intention. This reveals that positive EWOM will attract purchase intention in Shopee Live products Permadi & Suryadi, (2019) revealed that E-WOM has a significant positive effect on buying interest, namely EWOM can foster buying interest. This research also reveals that

EWOM has a strong direct effect on buying interest, because of its role in growing the popularity of products. Consumers can read product recommendations online, which further encourages buying interest Wijaksono et al., (2022) also reveals if there is a significant relationship between EWOM and purchase intention.

CONCLUSION AND SUGGESTIONS

From the results of the research that has been carried out, it can be concluded that advertising and E-WOM have a significant effect on purchase intention in Shopee Live products, but ratings do not have a significant effect on purchase intention in Shopee Live products. This research provides knowledge for sellers in creating strategies to grow or maintain purchase intention on the Shopee Live platform. With the research that has been carried out, the suggestion that can be proposed is that the next research can compare the effect of ratings on purchase intention in other marketplaces.

BIBLIOGRAPHY

- Albar, K., Noviyanti, H., Sari, D. P., & Zakhroh, A. (2022). Pengaruh Iklan dan Brand Image MS. Glow Terhadap Minat Beli Konsumen. *SAUJANA Journal Perbankan Syariah Dan Ekonomi Syariah*, 04(01), 1–12.
- Amin, N. F., Garancang, S., & Abunawas, K. (2023). Konsep Umum Populasi dan Sampel dalam Penelitian. *JURNAL PILAR: Jurnal Kajian Islam Kontemporer*, 14(1), 15–31.
- Anggraini, W. L., Muhtarom, A., Pambudy, A. P., Efendi, Y., Nordiawan, D., & Ghofur, A. (2022). The Effect Of Product Knowledge, Online Customer Review, Online Customer Rating and Prices On Consumer Buying Interest In Mediation Of Trust In The Marketplace Shopee (Study At MWCNU Sukodadi). *Jurnal Cakrawala Ilmiah*, 1(8), 2149–2162.
- Apriastuti, N. M. D., Anggraini, N. P., & Ribek, P. K. (2022). Pengaruh Brand Awareness dan Electronic Word of Mouth (EWOM) Terhadap Keputusan Pembelian Di Situs Belanja Online Shopee di Kota Denpasar. *Jurnal EMAS*, 3(10), 71–80.
- Arifin, S., Roosdhani, M. R., Komaryatin, N., Ali, & Huda, N. (2023). The Purchase Intention Of Korean Noodles In The Millennial Moslem. *ICOBUSS*, 1(3), 530–539.
- Das, G., Wiener, H. J. D., & Kareklas, I. (2019). To Emoji Or Not To Emoji ? Examining The Influence Of Emoji On Consumer Reactions To Advertising. *Journal of Business Research*, 96(2019), 147–156.
<https://doi.org/10.1016/j.jbusres.2018.11.007>

- Dirnaeni, D., Irfan, A., & Indira, C. K. (2021). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Melalui Fitur Shopee Live. *UG Jurnal*, 16(4), 46–52.
- Farhan, A., Suharyati, & Sembiring, R. (2021). Analisis Pengaruh Online Customer Review dan Rating Terhadap Minat Beli Produk Elektronik di Tokopedia. *Jurnal KORELASI*, 2(1), 1352–1365.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*.
- Ginting, A. K., & Harahap, K. (2022). Pengaruh Direct Marketing dan Product Quality Terhadap Repurchase Intention Pada Live Streaming Marketing Shopee Live. *Journal Of Social Research*, 1(8), 500–506.
- Harli, I. I., Mutasowifin, A., & Andrianto, M. S. (2021). Pengaruh Online Consumer Review dan Rating Terhadap Minat Beli Produk Kesehatan Pada E-Marketplace Shopee Selama Masa Pandemi COVID-19. *Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 04(04), 558–572.
- Ichsan, M., Jumhur, H. M., & Dharmoputra, S. (2018). Pengaruh Consumer Online Rating and Review Terhadap Minat Beli Konsumen Pada Marketplace Tokopedia di Wilayah DKI Jakarta. *E-Proceeding of Management*, 5(2), 1828–1835.
- Istiqomah, M., & Marlina, N. (2020). Pengaruh Promo Gratis Ongkos Kirim dan Online Customer Rating Terhadap Keputusan Pembelian Produk Fashion. *Jurnal Manajemen*, 12(2), 288–298.
- Jamilah, N. A., Akhmad, I., & Ramadhan, R. R. (2021). Pengaruh Harga dan Online Customer Review dan Rating Terhadap Minat Beli Online Pada Tokopedia Saat Pandemi Covid 19. 1(1), 308–318.
- Komaling, F. S., & Indrajit. (2023). Analysis Of The Effect Of Electronic Words On Social Media TikTok On Brand Image And Customer's Buying Interest On The Online Shopee Site. *Klabat Journal Of Management*, 4(1), 78–89.
- Lestari, E. D., & Gunawan, C. (2021). Pengaruh E-WOM Pada Media Sosial Tiktok Terhadap Brand Image Serta Dampaknya Pada Minat Beli. *Jurnal Ekonomi, Manajemen, Bisnis Dan Sosial*, 1(2), 75–82.
- Margahana, H. (2020). Analisis Pengaruh Iklan Online Terhadap Minat Beli : Studi Kasus Pengguna Aplikasi E-commerce di Oku Timur. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 5(2), 145–154.
- Mawa, S. F., & Cahyadi, I. F. (2021). Pengaruh Harga, Online Customer Review dan Rating Terhadap Minat Beli di Lazada. *BISNIS: Jurnal Bisnis Dan Manajemen Islam*, 9(2), 253–278.

- Permadi, F., & Suryadi, N. (2019). Pengaruh Electronic Word Of Mouth Terhadap Minat Beli Yang Dimediasi Oleh Kepercayaan. *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 7(2), 1–18.
- Pradisti, L., Roosdhani, M. R., Komariyatin, N., & Huda, N. (2024). How Social Media Marketing Activities Affect Purchase Intentions And Decisions. *Journal of Advanced Studies in Management*, 1(2), 67–75.
- Rahma, Y. P., & Setiawan, M. B. (2022). Pengaruh Brand Ambassador, Electronic Word Of Mouth (E-WOM) dan Citra Merek Terhadap Minat Beli Produk Sunscreen Azarine. *Jurnal Ekonomi Dan Bisnis*, 11(4), 744–752.
- Roosdhani, M. R., & Komariyatin, N. (2021). The Creation Of Intention To Buy Through Online Social Ties And Social Media Advertisement. *Journal Of Management And Entrepreneurship Research*, 02(1), 19–26.
- Santia, T. (2024). *6 Marketplace Favorit Orang Indonesia Untuk Belanja Online, Apa Saja?* LIPUTAN 6.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. In *Springer International Publishing* (Issue 1, pp. 2–41). <https://doi.org/10.1007/978-3-319-05542-8>
- Satria, A. A. (2017). Pengaruh Harga, Promosi, dan Kualitas Produk Terhadap Minat Beli Konsumen Pada Perusahaan A-36. *Jurnal Manajemen Dan Start-Up Bisnis*, 2(1), 45–53.
- Sumaa, S., Soegoto, A. S., & Samadi, R. L. (2021). Pengaruh Kualitas Produk, Harga, dan Iklan Media Sosial Terhadap Minat Beli E-Commerce Shopee (Studi Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas SAM Ratulangi Manado). *Jurnal EMBA*, 9(4), 304–313.
- Suryawan, T. G. A. W. K., Sumerta, I. K., Vatarra, I. G. A., & Abdullah, S. (2022). The Impact of Online Reviews and Ratings toward Shopee's Customer Purchase Intention in Gianyar Regency. *JBTI: Jurnal Bisnis: Teori Dan Implementasi*, 13(3), 176–192.
- Susanto, H. J., & Muljadi. (2022). Pengaruh Online Customer Review dan Online Customer Rating Terhadap Minat Pembelian Pada Pelanggan Online Shop Bukalapak (Studi Pada Pelanggan Online Shop Bukalapak Karyawan PT. Imexindo Intiniaga). *Jurnal Perilaku Dan Strategi Bisnis*, 10(1), 59–70.
- Suyoga, I. B. G. A., & Santika, I. W. (2018). Peran Brand Image Dalam Memediasi Pengaruh Electronic Word Of Mouth Terhadap Niat Beli. *E-Jurnal Manajemen Unud*, 7(6), 3230–3257.

- Syahril, A., Kurniawati, D., & Adinata, M. (2023). Pengaruh Iklan Lazada Terhadap Minat Beli Barang Secara Online di Kalangan Mahasiswa. *Algebra : Jurnal Pendidikan, Sosial Dan Sains*, 3(1), 1–7.
- Tamrin, M. H., & Huda, N. (2021). The Effect Of Incentivized Electronic Word-Of-Mouth (EWOM) On Consumer Purchase Intention. *Journal Of Management And Entrepreneurship Research*, 02(1), 10–18.
- Taufiqurrohman, M. F., Widarko, A., & Suharto, M. K. A. B. (2022). Pengaruh Promosi, Rating Produk, dan Kemudahan Penggunaan Terhadap Minat Beli Pada Aplikasi Layanan Pesan Antar Makanan Gofood (Studi Pada Mahasiswa Universitas Islam Malang). *E-Jurnal Riset Manajemen*, 2(1), 58–70.
- Utomo, S. S., & Hidayah, N. (2023). Pengaruh Online Customer Review , Online Customer Rating , dan Kepercayaan Terhadap Minat Beli (Studi Kasus Pengguna Layanan Shopee Food Di Kota Magelang). *Business and Economics Conference in Modern Technology*, 15(1), 802–806.
- Wijaksono, W., Santoso, A., & Pristi, E. D. (2022). Analisis Pengaruh Keragaman Produk, Gaya Hidup dan E-WOM Terhadap Minat Beli Konsumen Pada Kedai Gusti Ponorogo. *Jurnal MANOVA*, 5(2), 63–75.
- Wijaya, I. G. B., & Dewi, N. N. D. R. (2022). Pengaruh Iklan dan Brand Image Terhadap Minat Beli Mie Lemonilo di Kota Mataram. *SOROT: Jurnal Ilmu-Ilmu Sosial*, 17(1), 59–68.
- Winda, S., Damanik, H., & Purba, R. (2020). Pengaruh Kualitas Produk dan Iklan terhadap Minat Beli Konsumen Produk Bedak Tabita Skincare. *Ekonomis: Journal of Economics and Business*, 4(2), 335–340.
- Yunikartika, L., & Harti. (2022). Pengaruh Social Media Marketing dan Electronic Word Of Mouth (E-WOM) Terhadap Minat Beli Kuliner Melalui Kepercayaan Sebagai Variabel Intervening Pada Akun Instagram @carubanmangan. *Jurnal E-Bis*, 6(1), 212–230.
- Zulfa, K., & Arifin, S. (2024). Dinamika Konsumen Islami : Mempertimbangkan Peran Celebrity Endorser , Social Media Marketing dan Product Variation Terhadap Minat Beli Local Brand Ventela Pada Mahasiswa FEB Universitas Islam Nahdlatul Ulama Jepara. *Jurnal Ilmiah Ekonomi Islam*, 10(01), 744–753.