

The Influence of Online Customer Review, Customer Rating, and Viral Marketing on Purchase Decisions in Generation Z at Tokopedia

Aida Faradilla Kamal¹, Nobelson², Yudi Nur Supriadi³

^{1,2,3}Faculty of Economics and Business, Jakarta Veterans
National Development University

[Corresponding author : aidakamal@upnvj.ac.id](mailto:aidakamal@upnvj.ac.id)

Abstract

Tokopedia is the most visited e-commerce platform in Indonesia. However, currently, there is a problem because Tokopedia is still below its competitors in purchasing decisions in generation Z. So the formulation of the problem in this study is whether customer reviews, customer ratings, and viral marketing affect purchasing decisions. This research aims to find out, prove, and analyze the influence of customer reviews, customer ratings, and viral marketing on purchasing decisions. The population in this study is generation Z consumers who have made purchases at Tokopedia in Jakarta. The sample used was 100 respondents, with quantitative data types and non-probability sampling (purposive sampling) methods. The analysis technique in this study used Partial Least Square (PLS) with SmartPLS 3.0 software. The results of this research show that the variables of customer reviews, customer ratings, and viral marketing have a positive and significant influence on purchasing decisions. This study obtained the results that the customer review variable had the highest influence on the t-statistical test, which was 49.2%.

Keywords: *customer reviews, customer ratings, viral marketing, purchasing decisions, e-commerce*

1. Introduction

Advances in technology today have changed human behavior, especially in terms of shopping. The convenience offered when shopping is very attractive to the public. People can shop from their homes or offices when they have limited time and space. Therefore, online shopping has become a lifestyle and has become a culture for many people today (Amalia, 2022).

In recent years, e-commerce in Indonesia has grown rapidly, especially Tokopedia, Shopee, Lazada, Bukalapak, JD.id and others. These e-commerce have different strategies to conquer the Indonesian market. According to a report from Bank Indonesia's annual meeting in 2021, e-commerce revenue in Indonesia will earn IDR 403 trillion. That number increased by Rp. 51.6 trillion compared to the previous year's equivalent of Rp. 266 trillion. Bank Indonesia estimates that e-commerce revenue will grow by 31.4% or IDR 530 trillion in 2022 (Nurtanio et al., 2022).

Data released by iprice.go.id in the first quarter of 2022 e-commerce that has the highest number of monthly web visitors in Indonesia is Tokopedia reaching 157.23 million monthly web visitors. Shopee is in second place, with an average of 132.77 million monthly visitors in the first quarter of 2022. Lazada is in third place with 24.68 million monthly web visitors. In terms of providing reviews on the Google Play Store application, Shopee ranks first, while Lazada ranks second and Tokoperdia ranks third in the number of proposals (iprice, 2022).

E-commerce has many advantages, such as allowing buyers to make the purchase process faster and a wider selection of products. However, there is a drawback to e-commerce, namely poor customer experience. In dealing with these challenges, e-commerce has sstrategy by providing live chat, customer reviews, and customer ratings. Top customer complaints on Tokopedia e-commerce are 21.7% long delivery time, 16.3% return policy,

13.1% product selection, and 12.6% customer service complaints. Based on iPrice data, Tokopedia has the highest number of monthly web visitors, making Tokopedia the most popular e-commerce, but it doesn't necessarily mean that Tokopedia is always chosen by customers, because in customer complaint review data, Tokopedia is still below its competitors.

In practice, Tokopedia's customer review and customer rating features still have drawbacks as written in the mediakonsumen.com article that Tokopedia is not strict with sellers who commit fraud, there are complaints from customers where a shop has a fairly high rating of 4.6 but has no reviews. After purchase, the product received is very different from the product ordered.

Apart from customer reviews and customer ratings, there is a marketing strategy that can influence purchasing decisions, namely viral marketing. Viral marketing is the dissemination of information by word of mouth through electronic media so that later customers will describe and disseminate information about a product or service which the company then refines into a marketing strategy that is delivered online. This marketing strategy is very profitable because now many people are taking their time to open social media (Sandy et al., 2020). Tokopedia actively promotes through social media. Mainly via Instagram, Twitter, Facebook, TikTok, and others. Since then, Tokopedia has grown to serve more and more customers.

Various technological innovations have had a major impact on Generation Z, which is always dependent on the internet. Generation Z is currently much talked about by Indonesian people because it has a very high level of consumption and is easy to make purchases. Based on Katadata Insight Center (KIC) and Kredivo, which states that ages 18-25 with an average income of IDR 4.6 million per month make purchases in e-commerce for 5.4% of their salary.

According to the Alvara Research Center survey, Shopee is the most popular e-commerce among young Indonesians in March 2022, namely 69.9% of Gen Z respondents and 64.2% of millennial respondents. Lazada came in second, chosen by 23.3% Gen Z and 20.6% millennials. Tokopedia is in third place, with 14.5% Gen Z and 15.5% millennials choosing it. In contrast, only 8% of Gen Z respondents and 7.7% of the millennial generation chose Bukalapak (Annur, 2022).

According to Ardianti & Widiartanto, (2019) in his research stated that customer reviews have a significant effect on purchasing decisions. In line with the research of Helversen et al., (2018). In contrast to the research results of Ghoni & Soliha, (2022) which shows that customer reviews do not have a significant effect on decisions.

Then for the customer rating variable according to Putra et al, (2021) it proves that customer rating has a significant effect on purchasing decisions. This is in line with the research of Latief & Ayustira, (2020). It is different from the research results of Zakiah & Trianita, (2022) which states that customer ratings do not have a significant effect on purchasing decisions.

Furthermore, on the viral marketing variable according to Najwah & Chasanah, (2022) in his research stated that viral marketing has a significant effect on purchasing decisions. This is in line with research conducted by Agesti et al., (2021). In contrast to the research by Rahayu et al., (2021) which shows that viral marketing has no significant effect on purchasing decisions

Based on the results of previous research, the researcher wants to carry out another study regarding customer reviews, customer ratings, and viral marketing. This topic is very interesting and is being widely discussed because it is in accordance with the current conditions, especially for generation Z, who mostly make purchases online. Referring to the background that has been presented, the formulation of the problem in this study is as follows: 1) Does customer review affect purchasing decisions? 2) Does customer rating

affect purchasing decisions? 3) Does Viral marketing affect purchasing decisions? The objectives to be achieved in this study are: 1) To find out, prove, and analyze the influence of customer reviews on purchasing decisions. 2) To know, prove, and analyze the influence of customer ratings on purchasing decisions. 3) To find out, prove, and analyze the effect of Viral marketing on purchasing decisions.

2. Literature review

Marketing is an effort to identify and fulfill all human and social needs. Proper marketing is productively fulfilling needs. The American Marketing Association (AMA) defines marketing as an activity, a set of habits, and a method for creating, communicating, offering, and exchanging products with customers, clients, partners, and society at large. Marketing is the science of deciding on target markets by acquiring, retaining, and multiplying customers by focusing on finding, delivering, and excelling in communicating customer value (Kotler & Keller, 2016a, p. 26). Digital marketing (digital marketing) is a marketing medium that is now popular with the public to support all activities that are being carried out. Society gradually put aside conventional forms of marketing and turned to modern marketing. With digital marketing, information exchange and bargaining can happen anytime and anywhere (Saputra & Ardani, 2020).

E-commerce represents digital commerce between organizations and individuals. Digital trading includes all trading through digital technology. Transactions can be made via the internet, web and mobile devices. E-commerce is concerned with the Internet and browsers that operate on electronic media in transacting business. Trade involves an exchange of value, and without an exchange of value there is no transaction (Laudon & Traver, 2022, p. 45).

Consumer behavior is knowledge by studying the behavior of individuals or groups when responding to certain environmental conditions that will influence customers to make decisions, where customers begin to be exposed to product stimuli, are encouraged to search, visit products, make purchases, until after purchasing the product (Ridanasti, 2020, p. 28).

Purchasing decisions are part of evaluating a brand by applying the brand based on its rating and then creating a desire to make a purchase. In the purchase decision evaluation step, there are two determining aspects, namely choosing the brand that is most liked by customers, this can be influenced by the attitudes of other people and situational factors that are not predictable, for example, brands have prices and benefits that match customer expectations (Kotler & Armstrong, 2018, p. 177). There are 6 overall purchase decision indicators as follows:

1) Product Selection, 2) Brand Selection, 3) Dealer Selection, 4) Purchase Time, 5) Purchase Amount, 6) Payment Method.

Online customer reviews contains evaluations written by customers to assess products on various aspects such as product quality and customer experience during the buying process. Reviews are included in electronic word of mouth (e-WOM) which contain direct opinions from someone and not advertisements (Hariyanto & Trisunarno, 2021). Online customer reviews refer to information to evaluate products from various aspects. According to Dzulqarnain, (2019) put forward five online customer review indicators, namely: 1) Perceived Usefulness, 2) Source Credibility, 3) Argument Quality, 4) Valance, 5) Volume Of Reviews (Number of reviews).

customer ratings is the customer's view expressed on a certain scale. The star scale is widely applied to e-commerce. If the star given by the customer is high, then the quality of the product is good (Istiqomah & Marlana, 2020). Based on the theory put forward by Farki

et al, there are 3 indicators used to measure customer ratings (Taufiqurrohman et al., 2022), namely: 1) Perceived Usefulness, 2) Perceived Enjoyment, 3) *Perceived Control*.

viralmarketing is a marketing move that uses the Internet, social networks, and technology to encourage people to engage through word of mouth. This will make the power of messages grow exponentially or online (Maruta, 2020). Viral marketing indicators include (As'ary et al., 2020): 1) Product Knowledge, 2) Clarity of Information, 3) Talking about Products.

Empirical Research Model

The Influence of Customer Reviews on Purchasing Decisions

According to Ardianti & Widiartanto, (2019) in his research proved that the level of an online customer review has a significant effect on purchasing decisions. When making a purchase, customers will of course see reviews of the products that have been sold. If the reviews of the products offered are good, then customers will have a sense of confidence to buy the product. According to research (Helvesen et al., 2018) reveals that customer reviews have an influence on customer purchasing decisions.

Influence of Customer Rating on Purchasing Decisions

According to Putra et al., (2021) in his research, the results obtained were that online customer ratings contributed to purchasing decisions in the marketplace. The higher the rating value given by the customer, the purchasing decision will also increase. This statement is in accordance with the results of research that has been carried out by (Latief & Ayustira, 2020)

The Effect of Viral Marketing on Purchasing Decisions

According to Najwah & Chasanah, (2022) in his research proved that viral marketing contributes to purchasing decisions because marketing strategies through social media encourage individuals to convey marketing information to others. Meanwhile, according to (Agesti et al., 2021) it is also revealed that customer reviews have an influence on customer purchasing decisions.

3. Methodology

Population and Sample

According to Sugiyono (2019, p. 80) the population is an area of generalization that meets the criteria set by the researcher then conclusions are drawn. The population included in this study are internet users who shop at the Tokopedia online store and live in Jakarta. The research sampling technique uses a non-probability sampling technique. The sampling method was carried out by purposive sampling technique. The sample in this study is generation Z who live in Jakarta. Generation Z is the generation born in 1997 – 2012 (Rosa, 2022). In this study, respondents met the criteria if they were over 15 years old because they were able to understand and fill out the research questionnaire. The criteria for the respondents in question are as follows:

- a. Respondents aged 15-25 years
- b. Respondents have made purchases at Tokopedia
- c. Respondents live in Jakarta

In this study, the sample size was taken from the total population whose exact number

was unknown. Therefore, the data is taken based on data from the respondents in order to represent the entire population. So, the calculation of the number of respondents uses the Cochran formula (Sugiyono, 2018, p. 128):

$$n = \frac{z^2 x p q}{e^2} \quad (1)$$

Based on calculations using the formula above, this study requires a total of 96.04 samples. Which is rounded up to 100 samples

Analysis Techniques and Hypothesis Testing

The type of data used in this research is quantitative data. Quantitative data analysis techniques are focused on solving the problems posed and testing the hypotheses formed in the research. This study uses primary data obtained through questionnaires distributed via Google form to 100 respondents, especially for internet users who shop at Tokopedia e-commerce, especially generation Z in Jakarta. The questionnaire contains statements that are expected to be able to measure customer review, customer rating, and viral marketing variables on purchasing decisions as measured by a 5-point Likert scale. With a total of 34 statements based on indicators on the variables that have been determined.

4. Results and Discussion

Description of Respondent Data

This research was distributed by means of a questionnaire in the form of a Google form to 100 respondents to provide an overview according to the criteria. The use of the Tokopedia application by generation Z in the DKI Jakarta area is more dominated by women in the 21 year age group. Customers with the most interest in visiting Tokopedia are domiciled in South Jakarta. Where most of these customers are still students with an income of < IDR 500,000. So that generation Z has at least made 1-2 purchases on Tokopedia in the last 3 months.

Hypothesis Testing and Analysis Descriptive Data Analysis

Table 1. Outer Loading Factor Purchase Decision

	<i>Outer Loading Factor</i>
KP1	0.810
KP2	0.764
KP3	0.718
KP4	0.810
KP5	0.792
KP6	0.708
KP7	0.793
KP8	0.853
KP9	0.691
KP10	0.714
KP11	0.755
KP12	0.750

Source: Results of SmartPLS 3.0 Data Processing

The value of the loading factor for the purchasing decision variable obtained the highest value, namely KP8 0.853 and the lowest value KP9 0.691. These values are considered high because they are above 0.5. That is, the construct affects the purchasing decision variable. The highest KP8 score shows that Tokopedia is able to fulfill the products that customers need. Meanwhile, the lowest construct value on KP9 means that Tokopedia has not maximized in fulfilling product diversity.

Table 2. Outer Loading Factor Customer reviews

	<i>Outer Loading Factor</i>
CW1	0.771
CW2	0.803
CW3	0.782
CW4	0.794
CW5	0.756
CW6	0.821
CW7	0.791
CW8	0.853
CW9	0.813
CW10	0.803

The highest loading factor value is at CW8 0.853 that the customer gives a complete review of the product as a whole. The lowest loading factor value is CW5 0.756, indicating that the latest review of a product has been sufficiently considered by Tokopedia customers, but the latest reviews still need to be maximized. The loading factor in customer reviews is considered high because it is more than 0.5.

Table 3. Outer Loading Factor Customer rating

	<i>Outer Loading Factor</i>
CR1	0.764
CR2	0.760
CR3	0.799
CR4	0.860
CR5	0.813
CR6	0.727

Source: Results of SmartPLS 3.0 Data Processing

The highest loading factor value in the Customer rating variable is found at CR4 0.860, that is, customers feel comfortable buying products because it is easy to get accurate information so that the level of rating ratings made by customers at Tokopedia is high. The lowest loading factor value is found at CR6 0.727, where online ratings are less able to increase effectiveness when shopping online and Tokopedia is not optimal in increasing customer shopping effectiveness through rating ratings. The loading factor in the Customer Rating is considered high because it is more than 0.5.

Table 4. Outer Loading Factor Viral marketing

	<i>Outer Loading Factor</i>
VM1	0.756
VM2	0.713
VM3	0.743
VM4	0.795
VM5	0.829
VM6	0.764

The highest loading factor value is in the Viral marketing variable, namely VM5 0.829, that many Tokopedia customers talk about products to other people before making purchases.

The lowest loading factor value is VM2 0.713 that the customer does not know the overall information on the product to be purchased. This means that the products sold on Tokopedia are less informative.

Corvengent Validity Test

Table 5. Outer Model Loading Factor

Purchase Decision (Y)	Customer Review (X1)	customer ratings (X2)	viralmarketing (X3)
KP1 0.810	CW1 0.771	CR1 0.764	VM1 0.756
KP2 0.764	CW2 0.803	CR2 0.760	VM2 0.713
KP3 0.718	CW3 0.782	CR3 0.799	VM3 0.743
KP4 0.810	CW4 0.794	CR4 0.860	VM4 0.795
KP5 0.792	CW5 0.756	CR5 0.813	VM5 0.829
KP6 0.708	CW6 0.821	CR6 0.727	VM6 0.764
KP7 0.793	CW7 0.791		
KP8 0.853	CW8 0.853		
KP9 0.691	CW9 0.813		
KP10 0.714	CW10 0.803		
KP11 0.755			
KP12 0.750			

Source: Results of SmartPLS 3.0 Data Processing

Each indicator of each variable in this study as a whole has fulfilled the requirements. Where the indicator value between 0.5 - 0.6 is still considered acceptable (Ghozali, 2021, p. 68). Based on this statement, all statements representing research variables are considered valid.

Discriminant Validity Test

Table 6. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Buying decision	0.585
Customer Reviews	0.639
Customer Ratings	0.621
Viral Marketing	0.589

Source: Results of SmartPLS 3.0 Data Processing

The AVE value of each variable used in research must be above 0.5 (Ghozali, 2021, p. 69). Therefore, it can be concluded that each variable has a good discriminant value. The variable with the lowest Average Variance Extracted (AVE) value is the purchasing decision variable of 0.585. Whereas the variable with the highest AVE value is the customer review variable of 0.639.

Reliability Test

Table 7. Reliability Test

Variable	Composite Reliability	Cronbach's Alpha
Buying decision	0.944	0.935
customer reviews	0.946	0.937
customer ratings	0.908	0.878
viralmarketing	0.896	0.860

Based on the table above, it can be said that the value of composite reliability and

Cronbach's Alpha obtained very high results. Where as a whole the variables used have a value above 0.70 which means that the variables used in this study are said to be very reliable for research.

t test (Partial Regression Coefficient Test)

The t test in this study uses the t valuetable of 100 respondents with degrees of freedom of 96 obtained from the t table formula, namely $df = n - k$ or $df = 100 - 4 = 96$ and with an error rate of 0.05, a t table of 1.98498 is obtained.

Table 8. Statistical t test

	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
<i>customers reviews</i> (X1) -> Purchase Decision (Y)	0.492	0.494	0.102	4,838	0.000
<i>customer ratings</i> (X2) -> Purchase Decision (Y)	0.275	0.276	0.118	2,339	0.020
<i>viralmarketing</i> (X3) -> Purchase Decision (Y)	0.190	0.190	0.094	2,021	0.044

Source: Results of SmartPLS 3.0 Data Processing

Based on the results of the t-statistical test, the value of the customer review variable on purchasing decisions is positive with an original sample value of 0.492 that the buying decision of Tokopedia customers will increase if customer reviews also increase. For a tcount value of $4.838 > ttable 1.98498$ and a significant value of $0.05 \geq 0.000$ indicating that customer reviews have a significant positive effect on purchasing decisions. The customer review variable (X1) has a positive and significant effect on purchasing decisions (Y) and it can be stated that H1 is accepted.

Then for the customer rating variable (X2) on purchasing decisions (Y), a positive original sample value of 0.275 is obtained. If Tokopedia's customer ratings increase, purchase decisions also increase. The tcount value is $2.339 > ttable 1.98498$ and a significance value of $0.05 \geq 0.020$ indicates that the purchase decision is significantly influenced by the customer rating itself. The customer rating variable (X2) has a positive and significant effect on purchasing decisions (Y) stated that H2 is accepted.

Furthermore, for the viral marketing variable (X3) for the purchase decision (Y), the original sample value is 0.190, meaning that if viral marketing increases, the decision to buy Tokopedia also increases. The tcount value is $2.021 > ttable 1.98498$ and a significant value is $0.05 \geq 0.044$. The viral marketing variable (X3) has a positive and significant effect on purchasing decisions (Y) and it can be stated that H3 is accepted.

Discussion

The Influence of Customer Reviews on Purchasing Decisions

Based on the validity test conducted on the customer review variable, it was found that all statements used in the study obtained good results. Furthermore, the reliability test obtained the result that the construct in this study was said to be reliable. Then testing the hypothesis in the study obtained the result that customer reviews have a positive and significant effect on purchasing decisions seen from the calculation of the statistical t test where t count is more than t table, namely $4.838 > 1.98498$. In addition, the results of the original sample acquisition on the customer review variable on purchasing decisions show a positive direction with a total of 0.492. Customer review has a significant effect on increasing purchasing decisions, namely $0.05 \geq 0.000$ and it can be stated that H1 is accepted.

The results of this study are the same as the results of previous research conducted by

Ardianti & Widiartanto, (2019) which in his research showed that the customer review variable has a positive and significant effect on purchasing decisions so that the statement is in accordance with the hypothesis that has been built. Then there are other studies that are in line, namely the research of Helversen et al., (2018) and Hidayati, (2018).

The Effect of Customer Rating on Purchasing Decisions

Based on the validity test used on the customer rating variable, it was found that all statements used in this study were declared good. Furthermore, the reliability test in this study has also been declared reliable. Then, testing the hypothesis in this study shows that customer ratings have a positive and significant influence on purchasing decisions. Where the number of t count is greater than t table which is equal to $2.339 > 1.98498$. The original sample acquisition of 0.275 on the customer rating variable on purchasing decisions shows a positive direction. Ratings are an important estimate for customers before deciding to make a purchase at Tokopedia. The probability value on the customer rating variable Sig $0.05 \geq 0.020$, that is, the customer rating variable has a significant effect on increasing purchasing decisions and it can be stated that H2 is accepted. Therefore, the increase in the number and value of customer ratings will also increase the purchase decision of Tokopedia's generation Z customers in Jakarta. These results are the same as research by Putra et al., (2021) which shows that customer ratings written by customers on e-commerce have a significant influence on purchasing decisions. Then there are other studies that are in line, namely research conducted by Latief & Ayustira, (2020) and Sun et al., (2020).

The Effect of Viral Marketing on Purchasing Decisions

Based on the validity test on the viral marketing variables that have been tested, the results show that all statements used in the study show good output because they meet the requirements. Then, in the reliability test it was found that the construct used in this study was said to be reliable. Furthermore, data analysis has been carried out to find that the viral marketing variable has a positive and significant influence on purchasing decisions in generation Z in Jakarta, where $2,021$

> 1.98498 t count is greater than t table. Besides that, the original sample of 0.190 on the viral marketing variable shows a positive direction. Then, the probability value on the viral marketing variable Sig $0.05 \geq 0.044$ which means, the viral marketing variable has a significant effect on increasing purchasing decisions and it can be stated that H3 is accepted. Therefore, the more the number and value of viral marketing increases, the purchasing decisions of Generation Z Tokopedia customers in Jakarta will also increase.

Based on the results of this study, viral marketing has a significant impact on purchasing decisions. This means that viral marketing is an important consideration for some of Generation Z before deciding to buy at Tokopedia. Seen through the original sample value of 0.190. The biggest influence is the customer who talks about the product to others before making a purchase. This shows that viral marketing has the characteristics of word of mouth including online marketing strategies and actions with the aim of identifying customers who will forward marketing messages.

The results of this study are that viral marketing has a significant effect on consumer purchasing decisions, so that the statement is in accordance with the hypothesis that has been built. This research is in line with research conducted by Najwah & Chasanah, (2022) which states that viral marketing has a significant influence on purchasing decisions. Then there are other studies that are in line, namely research conducted by Agesti et al., (2021) and Hamed, (2018).

5. Conclusions

Customer reviews has a significant effect on generation Z purchasing decisions at Tokopedia in Jakarta. Customer reviews show that customer reviews make the biggest contribution to determining purchases because customer reviews come from the direct experience of customers. The implications of customer reviews for the e-commerce industry, especially Tokopedia, in increasing reviews, one of which is to respond quickly so that the reviews given meet customer expectations. *Customer ratings* has a significant effect on generation Z purchasing decisions at Tokopedia in Jakarta. Implications of the rating on the e-commerce industry given by Customers on a product are one of the important considerations before deciding to make a purchase at Tokopedia because the rating can show that the quality of the product is satisfactory. *Viral marketing* has a significant effect on generation Z purchasing decisions at Tokopedia in Jakarta. Viral marketing in the e-commerce industry, especially Tokopedia, relies heavily on social media such as TikTok, Instagram, Whatsapp, Twitter, and so on.

References

- Agesti, N., Ridwan, M. S., & Budiarti, E. (2021). The Effect of Viral Marketing, Online Customer Review, Price Perception, Trust on Purchase Decisions with Lifestyle as Intervening Variables in the Marketplace Shopee in Surabaya City. *International Journal of Multicultural and Multireligious Understanding*, 8(3), 496–507. <http://ijmmu.comhttp://dx.doi.org/10.18415/ijmmu.v8i3.2526>
- Amalia, R. J. (2022). Analisis Perilaku Konsumtif dan Daya Beli Konsumen Terhadap Belanja Online di Masa Pandemi Covid-19. *Jurnal Ilmu Ekonomi Dan Bisnis Islam - JIEBI*, 4(1), 1–16.
- Annur, C. M. (2022). *E-Commerce Terpopuler di Kalangan Anak Muda, Siapa Juaranya?* Katadata.
- Ardianti, A. N., & Widiartanto, M. A. (2019). Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian melalui Marketplace Shopee. *Jurnal Ilmu Administrasi Bisnis*, 1–11.
- As'ary, G., Hidayati, N., & Rahman, F. (2020). *Pengaruh Viral Marketing, Brand Image Dan Brand Trust Terhadap Keputusan Pembelian Iphone Di Kota Malang*. 21(1), 1–9. <http://mpoc.org.my/malaysian-palm-oil-industry/>
- Dzulqarnain, I. (2019). *Pengaruh Fitur Online Customer Review Terhadap Keputusan Pembelian Produk Pada Marketplace Shopee*. <https://repository.unej.ac.id/>
- Ghoni, M. A., & Soliha, E. (2022). Pengaruh Brand Image, Online Customer Review dan Promotion Terhadap Keputusan Pembelian Pada Marketplace Shopee. *Jurnal Mirai Management*, 4(4), 1030–1043. <https://doi.org/10.47467/reslaj.v4i4.1055>
- Ghozali, I. (2021). *Partial Least Squares Konsep, Teknik, Dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris* (A. Tejokusumo (ed.); 3rd ed.). Badan Penerbit Universitas Diponegoro.
- Hamed, E. M. M. A. (2018). Investigating Effects Of Viral Marketing On Consumer's Purchasing Decision (Case Study: The Students Of The Administrative Sciences College - Najran University). *British Journal of Multidisciplinary and Advanced Studies*, 2(3), 39–48.
- Hariyanto, H. T., & Trisunarno, L. (2021). Analisis Pengaruh Online Customer Review, Online Customer Rating, dan Star Seller terhadap Kepercayaan Pelanggan Hingga Keputusan Pembelian pada Toko Online di Shopee. *Jurnal Teknik ITS*, 9(2). <https://doi.org/10.12962/j23373539.v9i2.56728>
- Helversen, B. von, Abramczuk, K., Kopeć, W., & Nielek, R. (2018). Influence of consumer reviews on online purchasing decisions in older and younger adults. *Decision Support Systems*, 113(June), 1–10. <https://doi.org/10.1016/j.dss.2018.05.006>
- Hidayati, N. L. (2018). Pengaruh Viral Marketing, Online Consumer Reviews Dan Harga Terhadap Keputusan Pembelian Shopee Di Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 6(3), 77–84. <https://jurnalmahasiswa.unesa.ac.id/index.php/jptn/article/view/24741>
- Iprice. (2022). *The Map of E-commerce in Indonesia*. Iprice Insight.

<https://iprice.co.id/insights/mapofecommerce/en/>

- 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.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (L. Albelli (ed.); 17th ed.). Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). *A Framework for Marketing Management* (Stephanie Wall(ed.); 6th ed.). Pearson Education Limited.
- Latief, F., & Ayustira, N. (2020). Pengaruh Online Costumer Review Dan Customer Rating Terhadap Keputusan Pembelian Produk Kosmetik Di Sociolla. *Jurnal Mirai Management*, 4(2), 139–154.
- Laudon, K. C., & Traver, C. G. (2022). *E-commerce 2021–2022 business. technology. society.* (16th ed.). Pearson Education.
- Maruta, I. (2020). Pursuing Purchase Intention From Online Customer: the Role of Viral Marketing and Reference Group. *PalArch's Journal of Archaeology of Egypt ...*, 17(7), 6881–6894. <https://archives.palarch.nl/index.php/jae/article/view/3090>
- Najwah, J., & Chasanah, A. N. (2022). Pengaruh Viral Marketing , Online Consumer Reviews , Harga , dan Brand Ambassador Terhadap Keputusan Pembelian Secara Online Di Tokopedia. *BISECER (Business Economic Enterpreneurship)*, 5(2), 1–13.
- Nurtanio, I. N., Bursan, R., Wiryawan, D., & Listiana, I. (2022). *The Influence of Shopping Lifestyle and Hedonic Shopping Motivation on Impulse Buying in Bukalapak E- Commerce.* 02, 63–73.
- Putra, D. P., Suprihartini, L., & Kurniawan, R. (2021). Celebrity Endorser, Online Customer Review, Online Customer Rating Terhadap Keputusan Pembelian dengan Kepercayaan Sebagai Variabel Intervening pada Marketplace Tokopedia. *Bahtera Inovasi*, 5(1), 57–65. <https://doi.org/10.31629/bi.v5i1.3800>
- Rahayu, S., Mak'ibah, S., Sanjaya, V. F., & Metri, P. R. (2021). Pengaruh Viral Marketing Melalui Aplikasi Instagram Terhadap Keputusan Pembelian. *Jurnal Manajemen Dan Bisnis (JMB)*, 3(1), 2745–2892.
- Ridanasti, E. (2020). *Perilaku Konsumen 4.0* (R. Widhar (ed.); 1st ed.). Stelkendo Kreatif. Rosa, C. (2022). *Mengenal Karakteristik Gen Z, Anak Kelahiran 1997 Hingga 2010.* Akurat.Co. <https://www.google.com/amp/s/akurat.co/amp/mengenal-karakteristik-gen-z- anak-kelahiran-1997-hingga-2010>
- Sandy, K., Thoyib, S., & Christianingrum, C. (2020). Pengaruh Viral Marketing dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Online Melalui Media Sosial Instagram Pada Mahasiswa Fakultas Ekonomi Universitas Bangka Belitung Angkatan 2016-2018. *Holistic Journal of Management Research*, 3(1), 17–26. <https://doi.org/10.33019/hjmr.v3i1.1825>
- Saputra, G. W., & Ardani, G. A. K. S. (2020). Pengaruh Digital Marketing, Word Of Mouth, Dan Kualitas Pelayanan Terhadap Keputusan Pembelian. *E-Jurnal Manajemen*, 9, 25. <https://doi.org/DOI:https://doi.org/10.24843/EJMUNUD.2020.v09.i07.p07>
- Sugiyono. (2018a). *Metode Penelitian Kombinasi (Mixed Methods)* (Sutopo (ed.); 10th ed.). ALFABETA CV.
- Sugiyono. (2018b). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D.* Alfabeta.
- Sun, L., Zhao, Y., & Ling, B. (2020). The joint influence of online rating and product price on purchase decision: An EEG study. *Psychology Research and Behavior Management*, 13, 291–301. <https://doi.org/10.2147/PRBM.S238063>
- 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 antarmakanan gofood. *Jurnal Riset Manajemen*, 82–94.
- Zakiah, & Trianita, M. (2022). *Pengaruh Promo Gratis Ongkos Kirim Dan Online Customer Rating Terhadap Keputusan Pembelian Di Aplikasi Shopeefood Pada Mahasiswa Feb Universitas Bung Hatta Padang.*