

The Influence of Online Customer Reviews and Online Customer Ratings on Purchasing Decisions Product electronics in the Shopee marketplace for the Karawang Regency Community

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ABSTRACT

This research aims/objectives of this research are to find out, analyze, explain online customer reviews about selling electronic products in the shoppee marketplace, online customer ratings about selling electronic products in the shoppee marketplace, purchasing decisions of electronic products in the shoppee marketplace, the relationship between online customer reviews with online customer ratings on selling electronic products in the shopee marketplace, the effect of partial online customer reviews on purchasing decisions of electronic products in the shopee marketplace, the effect of stimulants between online customer reviews and online customer ratings on buying electronic product decisions in the marketplace marketplace. This research was conducted using quantitative methods with descriptive and verification approaches and sampling using the Malhotra sampling technique which resulted in a sample of 115 respondents. The analysis technique used is the Likert scale analysis technique and path analysis with the help of the sequential interval method (MSI), Microsoft Office, and SPSS version 26. 0. Based on the results of the analysis that has been carried out, this research proves that. The correlation coefficient between the variables Online Customer Review and Online Customer Rating obtained a value of 0.661 which means that it is quite strong, positive and significant between online customer reviews and online customer ratings. the partial effect of online customer reviews on purchasing decisions has a value of 27.8%. The effect of online customer ratings on purchasing decisions has a value of 42.0%. The simultaneous effect of online customer review and online customer rating is 69.8% while the remaining 30.2% is another variable not examined.

Keywords: Online customers Reviews, Online _ Customers Ratings, Buying Dicision

PRELIMINARY

Advances in technology cause many changes in consumer lifestyles. change is when consumer start change method they buy product . consumer now more interested shopping on line. The amount user Internet has bring a number of change in behavior Public Indonesia. Starting behavior _ changed that is activity purchase from which shop specialize self in buy goods Becomes buy goods in a manner online at marketplace (Azmi & Patrikha, 2021).

Shopping on line is something method shop through tools communication electronic or social network use _ for transaction sell buy . buyers no need Troubled visit shop for check and buy what which they want .

Change the influence consumer purchase decision in buy something product . The more he advanced development technology and the internet in the era of globalization from year to year make public easy to do related activities _ with technology and the internet especially like para business people who take advantage of the conditions for developing a online marketplace business for get a big profit _ (Aradatin et al.,2017).

Official Indonesian Shopee introduced to Indonesia in December 2015. since launched , Shopee Indonesia experience development which very rapidly , even until October 2017, the app has downloaded more than 25 millions . Shopee is one _ from many exploiting party opportunities business *e-commerce* with liven through their application *mobiles* for make it easy transactions sell buy through device cellphones . kindly general Shopeealone position himself US application *marketplace* (Ardianti et al., 2019).

Product electronics usually is product expensive, With decline purchases product electronics so factors need to be reviewed what causes _ decline the incident . Difference purchase in a manner *online* and *offline* is the pattern think consumers _ in analyze something product which seen so that produce interest to product the and end do decision purchases (Farhan Hasrul, 2021).

Purchase products in a manner *on line* consumer no capable analyze product which will purchased in a manner live and only can monitors product through picture or description which written , anyway on purchases in a manner *offline* We capable look product the in a manner live and capable no touch goods in a manner live for analyze product the . So need is knowis factor which could affect consumer no candidate consumer until they more choose transaction with use *e-commerce* (Azmi & Patrikha, 2021)

the decision to buy something product, good goods or service arises because there exists emotional encouragement from within oneself nor influence from outside. Process decision purchases is process psychological base which playrole urgent in understanding how consumers really made decision purchases (Francy Iriani, 2020).

The amount feature on *online _ shop* , *On line customers Reviews* and *On line customers Ratings* (OCR) or also can called US *electronics word of mouth*(eWOM) is wrong one feature which has interesting many attention from academics no society . Habits Public which previously when want buy something product , they will in a manner automatic will look for information with method look physical product that, quality materials , compatibility with price , service and other so could seen and felt in a manner direct .

Different when Public will buy something product through *on line shop* , they no will can look and feel in a manner live physical product as well as service the seller . buyers will try get information products and services to be they buy through *ratings* and *online customer reviews* which there is Becomes wrong one triggers happening sale (Latief & Ayustria, 2019). Shopee displays *on line reviews* through *text* and *on line ratings* use symbols star for give experience to consumers about truth or honesty to product which offered by Shopee. consumer must thorough in choose product if no want there is error in process purchases something product especially product electronics . So, don't only tempted with price which cheap but also take note *on line*

reviews and on lineratings from consumer which already buy US ingredients consideration for transactions in *marketplace* Shopee(Aradatin et al., 2017)

Study which done by Ardianti & Widiartanto , 2019 Onthe practice *customers reviews* and *customers ratings* this have some deficiency that is , *reviews* and *ratings* could with easy and on purpose manipulated by the seller in the store *online* . Manipulation this *review* no only just hypothesis just , however the practice already develop popular in a number of *online shops* around the world. manipulate this *review* done by vendors publisher , author , seller , or third party in a consistent manner even on name customers when required , with aim Upgrades sale product them .

Ratings are reviews given by consumers _ related to information from evaluating something product about various types of aspects, with this information consumers can get quality from the product you are looking for from reviews and experience which written by consumer other which has buy product dear seller . opinion from customers this in do with scale certain and applied in-store *on line* with give star . The more manygive star so showing Rank 4 sales are getting good

(Yulfita Aini, 2019). reason play from shifts behavior from *offline* to *on line* this is based on the convenience offered by the *online shop* , however besides convenience which got , many also factor which cause customers forno use *e-commerce* , that is a problem risk , which is generally related around security in payment , fright will fraud , or quality stuff that doesn't meet expectations, then it's urgent for sellers to build flavor satisfied and believe buyers (Gabriela, Yosuha, 2022).

Based on the background behind the problem above _ so researchers hope could look to what extent “ Influence *Online Customer Reviews* And *Online Customers Rating* Against Purchasing Decisions Product Electronics On The *Shopee Marketplace*On Public Karawang Regency ”

THEORETICAL BASIS

Online Customer Reviews

According to Yulfita Aini (2019) Review *online* is given review _ by consumer related with information from evaluation something product about various type aspect , with information this consumer can get quality from the product you are looking for from reviews and experiences written by _ other consumers who have buy product from seller . With information this , consumer could obtain product which they search from review and experience which written by consumer which buy product from seller on line which quality .

Online consumer reviews (OCR), one type of electronic word-of-mouth, provide product information and recommendations from the customers perspective. OCR have become increasingly important as consumers continue to purchase products online. When consumers are not able to judge a product in person, they often rely on this eWOM transfer to mitigate risks regarding product quality and the truthfulness of the(Ullal, 2021).

Online Customer Ratings

Ratings Becomes wrong one method candidate buyer for get information about seller , then exists deep *rating* sell buy *online* be something logical thing if consumer assume that *ratings* be rejectmeasuring quality . *Ratings* from consumer is very important recommendation in system in *e-commerce* which show how quality product recommended personally .

According to Pratiwi Arbaini (2020) explained *Ratings* is part from *reviews* which use shape symbol star thani shape text in express opinion from customer . *Ratings* could interpreted as evaluation from user on preference something produce against experience they refers on

circumstances psychological and emotional which they live it moment interact with product deep *virtual* environment mediated .

Purchase Decision

Purchase decision is an ongoing process somebody for choose one from two or more alternative in process purchase product nor services . In enter Step decision purchase previously consumer already faced on some choice alternative so that on Step this consumer will do action for decide for buy product based on which choice determined(Regina Dwi Amelia, 2021).

According to Fandy Tjiptono (2016:22) Purchasing decisions is something motivating reasons _ how consumer for do choice to purchase something product corresponding which needed . Sangadji and Sopiah (2013: 332)state that process taking decision purchase actually is a splitting process problem in framework fulfil desire or need consumer .

RESEARCH METHODS

method Study which used is descriptive and verification . kindly descriptivethis study aims to obtain a description of variables *online customers Reviews* and *On line customers Ratings* US variables free and decision purchases US variables bound . Though verification for test hypothesis and calculation statistics .

Table 1 Operational Variables

Variables	Dimensions	Indicators
On line customers Reviews (X1)	Credible	Levels Trusts
		Levels Honesty
flanagin and Metzger (Ardianti & Widiartanto , 2019)	skills	Levels Professional
	Pleasant	Levels Benefits
		Levels Pleasure in shop
		Levels wish
		buy product /services in a manner repeat
		Levels reduce
		Consideration Product / Service which Want Bought
		Levels Help
	Ratings whole product or	identify Product which Best
	On line customers Ratings (X2)	service
		Levels Simplify
Filieri 2015		consumer

(Wibisono et al., 2021)		Levels Help
		identify Product which
		needed consumer
		Levels Ratings Featured
	Ratings feature	Help learn
	product	performance Product
		Levels Ratings Featured
		Help Understand
		Superiority Product
		Choice brands
decision Purchase (Y)		Levels Interest
		consumer
Kotler and Keller (2016:178)	Choice	Levels convenience
	distributor	Levels Service
	amount	Levels Purchase Amounts
	purchases	Levels decision purchases
	time	Levels suitability with
	purchases	need
	method	Levels payment
	payment	
Choice product	Levels utilities product	
	Levels Benefits product	

Source : * Flanagin and Metzger (Ardianti & Widiartanto , 2019)

** Filieri 2015 (Wibisono et al., 2021)

*** Kotler dan Keller (2016:175)

Population in this study not yet is known certain from study this is user shoppee which once shop product electronics on Public Regency Karawang. For determining the sample in this research because the total population is not yet known so that use the formula hair et all with calculation size sample which taken could determined with method multiply total subindicator by 5, or 5 x the amount variable . In research this number of items are 23 question items used to measure 11 sub variables , so that total respondents which used is 5 x23 indicators = 115 respondent . So in study this used 115 respondent (Teddy & Zulestiana, 2020).

technique taking sample in study this is use technique *nonprobability sampling* with approach *purposive sampling* . The criteria set by the researcher as respondent is respondent once shop product electronically at least 2 (two) times through *marketplace* Shopee and the respondent originates from Regency Karawang.

The data analysis technique used in this study is path analysis (path analysis) with hypothesis testing in a partial manner and hypothesis testing in a simultaneous manner.

RESULTS AND DISCUSSION

Analysis Correlation Between *On line customers Reviews (X1)*, and *On line customers Ratings (X2)*

Table 2
Correlation Between *On line customers Reviews* and *On line customers Ratings*

correlations		On line customers Reviews	On line customers Ratings
On line customers Reviews	Pearsons Correlation	1	.661**
	Sig. (2-tailed)		.000
	N	115	114
On line customers Ratings	Pearsons Correlation	.661**	1
	Sig. (2-tailed)	.000	
	N	114	114

** . Correlation is significant at the 0.01 levels (2-tailed).

Source: Results processing Data SPSS, 2022

From results analysis obtained magnitudes coefficient correlation Among variables free that is *Online Customer Reviews (X 1)* and *Online Customer Ratings (X 2)* can rating of 0.661. With thereby *Online Customer Reviews (X 1)* and *Online customers Ratings (X 2)* have levels connections which strong and two directions because positive with a coefficient interval that is at 0.60 – 0.799 with category strong .

influence partial Between *On line customers Reviews (X1)*, and *On line customers Ratings (X2)* To Visit Decision (Y)

Table 3
Path Coefficient

Coefficients ^a						
Model		Unstandardized Coefficients		standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	5771790	2008.798		2,873	.005
	On line customers Reviews	.603	.109	.380	5515	.000
	On line customers Ratings	.740	.095	.535	7,763	.000

a . dependent Variables: decision Purchase

Source : Results Data Processing SPSS, 2022

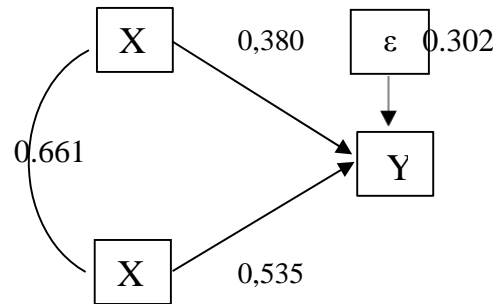
Based on table 3 coefficients track variable *Online Customer Reviews (X1)* to variables decision Purchase (Y) is 0.380. Results this showing that contribution *Online Customer Review (X1)* of decision variable Purchase (Y) is as big 0.380. So that obtained equality **Y = 0.380X1**. Coefficient describing path _ magnitude contribution live variable *Online Customer Review (X1)* provides contribution of 0.380 against decision Purchase (Y).

Based on table 4.62 coefficients track variable *Online Customer Ratings (X2)* to variables decision Purchase (Y) is 0.535. Results this showing that contribution *Online Customer Rating (X2)* against decision variable Purchase (Y) is as big 0.535. So that obtained equality **Y =**

0.535 X₂. Coefficient describing path _ magnitude contribution live variable *Online Customer Rating* (X₂) provides contribution of 0.535 against decision Purchase (Y).

Analysis Track Between *On line customers Reviews* (X₁) and *On line customers Ratings* (X₂) To decision Purchase (Y)

coefficient track variables *On line customers Reviews* and *On line customers Ratings* on Purchasing Decisions could in describe as following :



Picture 1

Path Analysis of *Online Customer Reviews* (X₁) and *Online Customer Ratings* (X₂) To decision Purchase (Y)

Source : Results Data Processing SPSS, processed Researcher 2022

Based on picture 1 showing that magnitudes levels positive associative or coefficient tracks variables *On line customers Ratings* 0.535 more big from variable *Online Customer Reviews* 0.380 means *Online Customer Rating* (X₂) more big contribution to decision Purchase (Y) compared to *On line Customer Reviews* (X₁). As for Equality the path is US following :

$$Y = 0,380 X_1 + 0,535X_2 + \epsilon$$

Information :

X₁ = *Online Customer Reviews*

X₂ = *Online Customer Rating*

Y = decision Purchase

ε = Variables other which no measured , but influences Y

pyx₁ = coefficient tracks which describe magnitudes influences live *On line customers Reviews* (X₁) to decision Purchase (Y)

pyx₂ = coefficient tracks which describe magnitudes influences *live Online Customer Ratings* (X₂) to decision Purchase (Y)

rx_{1x2} = Correlation *On line customers Reviews* (X₁) and *Online customers Ratings* (X₂)

Test Results

Table 4
mark coefficient Determination against Connection Between
Variables Model Summary

Model Summary				
Model	R	R Square	adjusted R Square	std. Error of the Estimates
1	.836 ^a	.699	.694	3921.98315

a. Predictors: (Constant), Online Customer Ratings, Onlinecustomers Reviews

Source :Results Data Processing SPSS, in though Researcher 2022

Based on table in on number R Square is 0.699 or as big 69.9%.

As for the similarities the path is as following : $Y = 0.278X_1 + 0.420X_2 + 0.302 \varepsilon = 1$

Description:

X 1 : *Online Customer Reviews*

X 2 : *Online Customer Ratings*

Y : Decision Purchase

ε : Variables else that no be measured but influences Y

this _ showing that coefficient of 0.699 means about 69.9%, so variables *On line customers Reviews* and *On line customers Ratings* havecontribution to decision Purchase while the remaining 66.6% explained by other factors which no researched in study this (ε).

HYPOTHESIS TESTING

Hypothesis Test Kindly Partial

hypothesis influences in a manner partial *On line customers Reviews* to decision Purchase

influence *On line customers Reviews* in a manner partial to decision Purchase could in you know through submissions statistics with use following hypothesis :

Ho:pyx 1 =0 : None influence *Online Customer Review* (X1) of decision Purchase (Y)

:pyx 1 ≠0 : There is influences influences *On line customers Reviews* (X1) to decision Purchase (Y)

Criteria test : Reject H_o if Sig. < α or tcount _ > t table

For influences *On line customers Reviews* in a manner partial to decision Purchase with levels significant (α) = 5% *degrees of Freedom* (df)

= (n-2) = 115-2 = 113n obtained t table = 1.981. influence partial on *OnlineCustomer Reviews* showed in table following :

Table 5 Influence kindly Partial *Online Customer Review* (X1)
Against DecisionsPurchase (Y)

Structural	Sig.	A	Thitung	Ttabel	Kesimpulan
pyx1	0,000	0,05	5,515	1,981	H _o ditolak

Source : Result Data Processing , in though researcher 2022

Based on table 5 shows that mark sig. (0.000) < α (0.05) and t count (5,515) > t table (1,981) then Ho is rejected . With which could conclude that *On line customers Reviews* (X1) in a manner partial influential to decision Purchase (Y).

hypothesis influences in a manner partial *On line customers Ratings* to decision Purchase

influence *On line customers Ratings* in a manner partial to decision Purchase could in you know through submissions statistics with use following hypothesis :

Ho:pyx 1 =0 : None influence *Online Customer Rating* (X2) against decision Purchase (Y)

:pyx 1 \neq 0 : There is influences influences *On line customers Ratings* (X2)to decision Purchase (Y)

Criteria test : Reject H o if Sig. < α or tcount _ > t table

For influences *On line customers Ratings* in a manner partial to decision Purchase with levels significant (α) = 5% *degrees of Freedom* (df) = (n-2) = 115-2 = 113n obtained t table = 1.981. influence partial on *Online Customer ratings* are shown in table following :

Table 6 Influence kindly Partial Online Customer Rating (X2) Against DecisionsPurchase (Y)

Structural	Sig.	A	Thitung	Ttabel	Kesimpulan
Pyx2	0,000	0,05	7,763	1,981	H ₀ ditolak

Source : Result Data Processing , in though researcher 2022

Based on Table 4.68 shows that sig . (0.000) < α (0.05) and t count (7,763) > t table (1,981) then Ho is rejected . With which could conclude that *On line customers Ratings* (X2) in a manner partial influential to decision Purchase (Y).

Testing hypothesis kindly Simultaneous

Table 7 Results Calculations mark F

ANOVA ^a						
Model		sum of Squares	df	MeanSquare	F	Sig.
1	Regression	4009947494.6	2	2004973747.3	130,346	.000 ^b
	residual	1722778600.8	112	15381951.793	14	
	Total	5732726095.4	114			

a. dependent Variables: decision Purchase

b. Predictors: (Constant), *On line customers ratings*, *On line customers Reviews*

Source : Results Data Processing SPSS, in though Researcher 2022

Based on Table 7 shows that f count = 130.346 and sig. 0.000. Influence *Online Customer Reviews* (X1) and *Online Customers Ratings* (X2) in a manner simultaneous to decision Purchase (Y).

DISCUSSION

Discussion Correlation Between *Online Customer Reviews (X1)* And *Online customers Ratings (X2)*

Correlation Variable *Online Customer Reviews* with *Online CustomersRatings* have a mark coefficient correlation of 0.661 has level connections which strong . matter this point that *On line customers Reviews* and *On line customers Ratings* help consumer for do decision Purchase product electronics on marketplace shoppe .

moments shop on line, consumer faces many choice , on the side which other consumer only have a little information live with the product because consumers can't touch or feelproduct . For resolved weakness this , so made OCR which provide information which relevant to consumers . said relevantbecause OCR is done voluntarily by consumers who buy itproduct the .

Discussion of the Partial Effects of *Online Customer Reviews (X1)* and *Online customers Ratings (X 2)* to buying decision (Y)

1. influence partial *On line customers Reviews (X1)* to decision Purchases have a mark of 0.278 or 27.8%. it _ showing positive and significant influence _ Among *Online CustomersReview* of Purchasing Decisions . this _ in line with study which in support by (Ardianti & Widiartanto, 2019)that *On line Customer Reviews* have a positive and significant mark against the Decision Purchase .
2. influence partial *On line customers Ratings (X2)* to decision Purchases have a mark of 0.420 or 42.0%. it _ show influences which positive and significant Among *On line customers Ratings* to decision Purchase . matter this in line with (alvis Herzegovino Sianipar & Yoestini , 2021) that *On line customersRatings* influential Positive and significant to decision Purchase .because *On line customers Reviews (X1)* have influences of 0.278 or 27.8% to decision Purchase (Y), more small compared to influences which owned *On line customers Ratings (X2)* on Purchase Decision (Y), namely of 0.420 or 42.0%, thencould stated that variables *On line customers Ratings (X2)* more give contribution against the Decision Purchase (Y).

Simultaneous Effect of *Online Customer Reviews (X1)* and *Online Customers Ratings (X2)* to decision Purchase (Y)

On line customers Reviews and *On line customers Ratings* todecision purchase , with criteria test Sig. (0.000) > α (0.05) and $f_{count}(130,346) > f_{table}(3,31)$ so H_0 rejected . Total influences *On line customersReviews* and *On line customers Ratings* to decision Purchase 0.698.matter this means around 69.8% decision Purchase influenced by *On lineCustomer Reviews* and *Online Customer Ratings* , while the remaining 30.2% explained by factors other which no researched in study this (ϵ).From the statement so could is known that *Online Customers Reviews (X1)* and *On line customers Ratings (X2)* could influences decision Purchases (Y).

CONCLUSION

Based on research that has been done so possible conclusion _ taken about influence *Online Customer Reviews* and *Online Customers Ratings* to decision Purchase product electronics in marketplace shop online Public Karawang regency that *On line customers Reviews* and *On line customers Ratings* have correlation of 0.661 or 66.1% which means there is that relationship strong. *On line customers Reviews* give contribution in a manner partial as big0.278 or 27.8% of the Purchase Decision . Whereas *Online customers Ratings* give contribution in a manner partial as big 0.420 or 42.0% of Purchase Decision . Because 27.8% smaller of 42.0% then could stated that variable *Online Customer Ratings* more many give contribution to decision Purchase compared to variables *On line Customer Reviews* . *Online Customer Reviews* and *Online Customer Ratings* have an effect in a manner simultaneous to decision Purchase as big 69.8% Purchase Decision influenced by *Online Customer Reviews* and *Online Customersratings* , while

the remaining 30.2% constitute the contribution of other variables (ε) which no thorough in study

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