**Masterpiece Journal Society Service Insight**
*e-ISSN*: 3090-2185 *Page*: 694-712
Volume 2, Issue 1 (2026)

# The Effects of Customer Reviews and Ratings on Purchase Decisions for Wardah Cosmetics Through the Shopee Marketplace

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***Abstract:*** *The rapid growth of digital marketplaces has transformed consumer purchasing behavior, particularly in the cosmetics industry, where online information plays an important role in reducing uncertainty before purchase. This study examines the effects of customer reviews and customer ratings on purchasing decisions for Wardah cosmetics through the Shopee marketplace among students of the Faculty of Economics and Business, Universitas Muhammadiyah Makassar. This study employed a quantitative associative research design. The population comprised Management students of the 2022 cohort who had purchased Wardah cosmetic products through Shopee. A total of 110 respondents were selected using a sampling approach based on the number of questionnaire indicators. Data were collected through a Likert-scale questionnaire and analyzed using validity and reliability tests, classical assumption tests, multiple linear regression, t-test, F-test, and coefficient of determination with SPSS. The findings reveal that customer reviews have a positive but statistically insignificant effect on purchasing decisions, as indicated by a regression coefficient of 0.122, t-value of 1.443, and significance level of 0.152. In contrast, customer ratings have a positive and significant effect, with a coefficient of 1.105, t-value of 9.958, and significance level below 0.001. Simultaneously, customer reviews and customer ratings significantly affect purchasing decisions, with an F-value of 145.289 ($p < 0.001$). The adjusted $R^2$ of 0.726 indicates that 72.6% of purchasing decision variation is explained by both predictors. These findings highlight the dominant role of customer ratings in online cosmetic purchasing decisions.*

***Keywords****: Customer Review; Customer Rating; Purchase Decision; Shopee; Wardah Cosmetics*

## 1. Introduction

The rapid development of digital technology has fundamentally transformed the way consumers search for information, evaluate alternatives, and make purchasing decisions. The emergence of e-commerce and marketplace platforms has shifted consumer behavior from predominantly offline transactions toward increasingly digital purchasing processes. Consumers can now compare products, prices, sellers, promotional offers, and other consumers' experiences before completing a transaction. This transformation has intensified competition among businesses because purchasing decisions are no longer determined solely by product attributes and seller-provided information but are also influenced by information generated by other consumers. In this context, digital consumer-generated information has become an increasingly important component of online marketing and consumer decision-making (Dwivedi et al., 2021; Li et al., 2022).

The marketplace environment is particularly important because consumers face information asymmetry when purchasing products online. Unlike conventional shopping, online consumers cannot directly touch, examine, or test a product before purchasing it. Consequently, consumers depend on various informational cues to reduce uncertainty and perceived risk. Among the most visible forms of consumer-generated information are online customer reviews and online customer ratings. Reviews provide qualitative information concerning consumers' experiences with a product, while ratings provide a quantitative summary of consumer evaluations, generally represented through a star-based scale. These two forms of information may function as electronic word-of-mouth (e-WOM), enabling previous customers to communicate their experiences to potential buyers and thereby influencing consumers' perceptions and purchasing decisions (Ismagilova et al., 2020; Cheung et al., 2020).

Online customer reviews have attracted substantial attention in digital consumer research because they provide experiential information that is often perceived as more independent than information directly communicated by sellers. Reviews can contain information about product quality, suitability, performance, packaging, authenticity, delivery, and customer satisfaction. Consequently, potential buyers may use reviews as an informational reference when evaluating whether a product is appropriate for their needs. In online purchasing contexts, the volume, valence, quality, and credibility of reviews can influence consumers' attitudes toward products and sellers. However, the effectiveness of reviews depends on consumers' perceptions of their credibility and relevance. Highly heterogeneous reviews may also create ambiguity because different consumers may have different expectations, preferences, and experiences with the same product (Ismagilova et al., 2020; Filieri et al., 2021).

In addition to customer reviews, customer ratings represent a simplified and easily processed form of consumer feedback. A rating provides an aggregated signal regarding the experiences of previous customers and allows prospective buyers to assess a product quickly without reading numerous individual reviews. A high average rating may function as a quality signal and increase consumers' confidence in a product, whereas a low rating may raise doubts regarding product quality and reduce purchase intentions. This mechanism is particularly relevant in marketplace environments characterized by a large number of competing products, where consumers often need to process substantial amounts of information within a limited amount of time. Thus, customer ratings may reduce information-processing costs and serve as an important heuristic in online purchasing decisions (Zhu et al., 2020; Lestari et al., 2022).

The relevance of customer reviews and ratings becomes even more apparent in the cosmetics industry. Cosmetic products are highly experiential because consumers often need to use a product before they can fully evaluate its compatibility, quality, texture, color, durability, and effects. In online environments, this experiential nature creates additional uncertainty because potential consumers cannot directly test the product before purchasing it. As a result, information provided by previous consumers can become an important source of external evidence. The importance of consumer-generated information is particularly relevant for students and young consumers, who are generally familiar with digital platforms and frequently use social media and e-commerce platforms as sources of product information.

The Indonesian cosmetics market has experienced substantial development alongside increasing consumer awareness of personal appearance, skincare, and self-care. Local cosmetic brands have consequently faced increasing competition from both domestic and international brands. One of the prominent Indonesian cosmetic brands is Wardah, which has developed a strong market presence through its positioning as a halal-oriented local cosmetics brand, broad product portfolio, relatively accessible prices, and extensive distribution through both offline and online channels. Wardah's presence on marketplace platforms, including Shopee, enables consumers to access product information, seller information, promotional programs, customer reviews, and customer ratings before making purchasing decisions. The combination of brand familiarity and marketplace-generated information makes Wardah a relevant object for examining online consumer decision-making.

Shopee is particularly relevant in this context because marketplace platforms have transformed the purchasing process into an information-rich environment. Consumers can simultaneously observe product descriptions, images, prices, ratings, written reviews, photographs, videos, seller reputation, and promotional information. This environment provides consumers with multiple cues that may influence their evaluations and final purchasing decisions. Nevertheless, the abundance of information does not necessarily mean that all information has the same influence. Consumers may assign different levels of importance to reviews, ratings, brand familiarity, price, product quality, promotional incentives, or previous personal experience. Therefore, examining the individual contribution of customer reviews and customer ratings remains important for understanding the mechanisms underlying online purchasing decisions.

Previous empirical studies have produced important but inconsistent findings regarding the influence of customer reviews and customer ratings on purchasing decisions. Several studies have reported that online customer reviews and ratings positively and significantly influence consumers' purchasing decisions in marketplace environments (Al Aradatin et al., 2021; Dewi et al., 2022; Haliza & Anasrulloh, 2023; Asari & Yulinda, 2024). These findings suggest that consumers rely on information from previous buyers to reduce uncertainty and increase confidence before purchasing products online. Similarly, research focusing specifically on Wardah products has demonstrated that online customer reviews and ratings can influence consumers' evaluations and purchase intentions (Riyanjaya & Andarini, 2022; Wulandari & Bahrun, 2024).

However, other studies indicate that the effect of online customer reviews is not always significant. Ramadhany and Isikomah (2024), for example, found that online customer reviews did not significantly influence purchasing decisions for Wardah cosmetic products. Such findings suggest that consumers may not necessarily treat written reviews as the primary basis for purchasing decisions. The inconsistency may arise because reviews are subjective, vary considerably in quality, and may reflect individual experiences that are not necessarily transferable to other consumers. Differences in skin type, cosmetic preferences, expectations, previous experience, and product usage conditions may cause consumers to perceive the same review differently. Consequently, the existence of a large number of reviews does not automatically translate into stronger purchasing decisions.

Similar variations can be observed in research concerning customer ratings. While several studies have identified a significant relationship between customer ratings and online purchasing decisions (Dewi et al., 2022; Lestari et al., 2022; Wulandari & Bahrun, 2024), the strength and significance of this relationship may differ depending on product characteristics, consumer profiles, marketplace context, and the availability of complementary information. This suggests that customer ratings may operate differently from written reviews. Ratings provide aggregated information that can be processed rapidly, whereas reviews require consumers to interpret qualitative and sometimes contradictory information. Therefore, separating customer reviews and customer ratings as independent explanatory variables is theoretically and empirically important.

The existing literature also reveals a contextual gap. Although previous research has examined customer reviews and ratings in marketplace settings, relatively limited attention has been given to students at the Faculty of Economics and Business, Universitas Muhammadiyah Makassar, particularly students who have purchased Wardah cosmetic products through Shopee. This population is relevant because university students represent consumers who are highly exposed to digital technologies and online purchasing environments. Nevertheless, their purchasing decisions may also be shaped by limited purchasing power, brand familiarity, peer influence, previous product experience, and sensitivity to product information. These characteristics provide a meaningful context for examining whether customer-generated information actually translates into purchasing decisions.

Furthermore, the present study responds to the empirical inconsistency concerning the role of customer reviews. The descriptive and empirical evidence in the present research indicates that customer review has a positive but statistically insignificant effect on purchasing decisions, whereas customer rating has a positive and significant effect. This distinction is theoretically meaningful because it demonstrates that different forms of consumer-generated information do not necessarily exert identical effects. Written reviews may provide richer information but require greater cognitive processing and may be perceived as subjective, while numerical ratings provide a concise aggregate signal that can be evaluated more easily. Understanding this distinction can contribute to a more nuanced explanation of consumer decision-making in marketplace environments.

Based on these considerations, this study aims to examine the effect of customer reviews and customer ratings on purchasing decisions for Wardah cosmetic products through the Shopee marketplace among students of the Faculty of Economics and Business, Universitas Muhammadiyah Makassar. The study contributes to the existing literature by examining the two forms of consumer-generated information simultaneously while distinguishing their individual effects. The findings are expected to provide theoretical implications for research on electronic word-of-mouth and online consumer behavior and practical implications for cosmetic brands and marketplace sellers in managing consumer-generated information. More specifically, the study can help identify whether businesses should prioritize the quantity and management of written customer reviews, the maintenance of high customer ratings, or an integrated approach to both forms of digital feedback in influencing online purchasing decisions.

### Research Gap and Contribution

Based on the preceding discussion, three research gaps can be identified. First, empirical findings concerning the influence of online customer reviews on purchasing decisions remain inconsistent, particularly in the context of cosmetic products. Second, customer reviews and customer ratings represent different forms of information and may therefore influence consumer decisions through different mechanisms; however, many studies continue to examine them without sufficiently emphasizing this distinction. Third, contextual evidence concerning Wardah cosmetics purchased through Shopee among students at Universitas Muhammadiyah Makassar remains limited. Accordingly, this study addresses these gaps by simultaneously examining customer reviews and customer ratings and testing their partial and simultaneous effects on purchasing decisions. The study therefore proposes the following research questions: (1) Does customer review significantly influence the purchasing decision of Wardah cosmetic products through Shopee? (2) Does customer rating significantly influence the purchasing decision of Wardah cosmetic products through Shopee? and (3) Do customer reviews and customer ratings simultaneously influence purchasing decisions?

## 2. Literature Review

### 2.1. Consumer Behavior in the Digital Marketplace

The rapid development of digital technology has fundamentally transformed consumer behavior, particularly in the way consumers search for information, evaluate alternatives, and make purchasing decisions. In conventional markets, consumers can directly observe, compare, and physically evaluate products before making a purchase. In contrast, transactions through digital marketplaces involve greater information asymmetry because consumers cannot directly inspect or experience products before completing a transaction. Consequently, digital information provided by sellers and previous customers becomes an important basis for evaluating products and reducing perceived uncertainty. Electronic commerce platforms such as Shopee provide consumers with various forms of information, including product descriptions, prices, promotional information, customer reviews, customer ratings, photographs, videos, and transaction histories. These features allow consumers to obtain information from both sellers and other consumers before making purchasing decisions. The availability of such information has consequently changed the decision-making process from one that is primarily seller-oriented to one that is increasingly influenced by consumer-generated content.

One of the most important forms of consumer-generated information is electronic word-of-mouth (e-WOM). Ismagilova et al. (2020), through a meta-analysis of e-WOM research, demonstrated that electronic word-of-mouth communication has an important relationship with consumers' purchase intentions. The finding indicates that information originating from other consumers can become an influential source of information during product evaluation. The importance of consumer-generated information becomes particularly relevant for products that cannot be fully evaluated before purchase, including cosmetics. Consumers purchasing cosmetic products online may face uncertainty regarding product quality, color suitability, texture, effectiveness, safety, and compatibility with their individual needs. Therefore, customer-generated information available through marketplaces may play a significant role in shaping consumer perceptions and purchasing decisions.

### 2.2. Customer Review as Electronic Word-of-Mouth

Customer review, commonly referred to as an online customer review, represents an evaluation or experience shared by consumers after purchasing or using a product. Reviews may contain information regarding product quality, product benefits, packaging, delivery, seller service, product suitability, and consumer satisfaction. In the digital marketing literature, customer reviews are generally regarded as one form of electronic word-of-mouth because consumers voluntarily communicate their experiences to other potential consumers. Customer reviews are particularly important in online purchasing environments because they can reduce information asymmetry between sellers and potential buyers. While sellers generally possess more detailed information about the products they offer, potential buyers must make decisions based largely on information presented through the marketplace. Customer reviews provide an additional source of information based on actual consumption experiences.

Fernandes et al. (2022) developed a measurement scale for assessing the impact of online reviews on consumer purchase decisions and demonstrated that consumers actively use online reviews when evaluating products. Their study emphasizes the importance of characteristics such as source credibility, review volume, comprehensibility, and information relevance in determining the usefulness of online reviews. Therefore, the effectiveness of customer reviews does not depend merely on the number of reviews available. The credibility, relevance, specificity, and perceived usefulness of the information are also important. A large number of reviews may not necessarily influence purchasing decisions if consumers perceive the information as irrelevant, subjective, repetitive, or unreliable.

The relevance of customer reviews becomes even stronger in the cosmetic industry. Cosmetic products are highly experiential because consumers often need to use a product directly to determine whether it is suitable for their skin type, preferences, and expectations. Consumers may therefore evaluate reviews based on whether the reviewer's characteristics and experiences are perceived as similar to their own. Wang et al. (2021) found that inconsistency in online review information can influence consumers' uncertainty and purchase intentions. Their findings suggest that consumers do not necessarily respond positively to all reviews because conflicting information may increase uncertainty rather than reduce it.

This perspective is particularly relevant to Wardah cosmetic products. A positive review from one consumer may not necessarily produce the same perception among another consumer because differences in skin condition, cosmetic preferences, product expectations, and previous experiences may lead to different evaluations. Thus, customer reviews may function as supporting information rather than an absolute determinant of purchasing decisions. In this study, customer review refers to consumer-generated textual or visual evaluations concerning Wardah cosmetic products available through Shopee. Customer reviews are expected to provide information that assists potential buyers in evaluating product quality, benefits, suitability, and credibility before purchasing.

### 2.3. Customer Rating as a Quality Signal

In addition to written reviews, online marketplaces provide customer ratings, generally presented through a star-based evaluation system. Customer rating provides a quantitative representation of consumers' evaluations of a product. Compared with written reviews, ratings are relatively simple and can be interpreted quickly, making them an important information signal in online purchasing environments. From the perspective of consumer behavior, customer rating can be understood as a form of social proof. When consumers face uncertainty, they may use the behavior and evaluations of previous consumers as a reference. Products with relatively high ratings may consequently be perceived as having better quality, higher satisfaction, and lower purchasing risk. Conversely, low ratings may generate negative perceptions and encourage consumers to reconsider their purchasing decisions. Customer ratings can therefore operate as a quality signal. This function is particularly important in online marketplaces because consumers cannot physically examine the product before purchasing it. A high rating may provide an initial indication that the product has satisfied a substantial proportion of previous buyers.

Empirical research conducted in the Indonesian marketplace context also supports the relevance of customer ratings. Usmiati et al. (2023) found that online customer ratings significantly influence purchasing decisions on the Shopee marketplace. Similarly, research examining Shopee users has identified online customer reviews and ratings as important forms of information associated with purchasing decisions, with consumer trust also playing an important role. Nevertheless, customer ratings should not be interpreted as an objective measure of product quality. A rating represents an aggregate perception of consumers and does not necessarily explain the reasons behind the evaluation. For example, two products may have identical ratings while consumers provide very different reasons for assigning those ratings. Therefore, consumers may initially use ratings as a screening mechanism and subsequently examine written reviews, photographs, videos, product descriptions, and other information.

### 2.4. Purchasing Decision

A purchasing decision represents the consumer's final choice among available product alternatives following a process of need recognition, information search, alternative evaluation, and purchase consideration. In the digital marketplace environment, this process is strongly influenced by information available on the platform and by consumers' perceptions of product quality, credibility, value, and risk. Purchasing decisions should therefore not be viewed solely as the act of completing a transaction. Rather, they represent the outcome of a cognitive evaluation process through which consumers determine whether a particular product is suitable for their needs and sufficiently trustworthy to justify the purchase. For online cosmetic purchases, consumers may consider various factors before deciding to purchase, including product quality, brand image, price, product benefits, previous experience, promotional offers, customer reviews, and customer ratings. Among these factors, customer-generated information becomes particularly important because it represents experiences from individuals who have already purchased or used the product.

Fernandes et al. (2022) demonstrate that consumers use online reviews as part of their product evaluation process before making purchase decisions. Likewise, Furner et al. (2022) found that characteristics of online reviews are associated with consumer trust, purchase intentions, and recommendation intentions. Accordingly, purchasing decisions in this study are conceptualized as consumers' decisions to purchase Wardah cosmetic products through Shopee after evaluating available product-related information, particularly customer reviews and ratings.

### 2.5. The Effect of Customer Review on Purchasing Decisions

Theoretically, customer reviews can influence purchasing decisions because they provide potential consumers with information derived from actual users. Reviews perceived as credible, relevant, detailed, and useful may increase consumer confidence and reduce uncertainty. Conversely, reviews that are perceived as subjective, contradictory, or irrelevant may have a limited influence on purchasing decisions. The meta-analysis conducted by Ismagilova et al. (2020) confirms the importance of e-WOM in explaining consumers' purchase-related behavior. Furthermore, Fernandes et al. (2022) demonstrate that review characteristics, including credibility and information relevance, are important in determining how consumers use reviews when making purchase decisions. Empirical studies in Indonesia have also reported relationships between online customer reviews and purchasing decisions in marketplace environments. Nuraeni and Irawati (2021), for example, examined online customer reviews in relation to purchasing decisions among Shopee users. Dewi et al. (2022) similarly investigated the influence of brand image, online customer review, and rating on purchasing decisions among Shopee users.

However, empirical findings regarding customer reviews are not entirely consistent. Some studies identify significant effects, while others report weak or insignificant effects. Such inconsistencies may arise from differences in product categories, consumer characteristics, purchasing experience, perceived credibility, and the quality of the reviews available. This inconsistency is particularly relevant to Wardah cosmetics. Consumers who have previously used Wardah may rely more heavily on their own experience than on reviews written by other consumers. Moreover, differences in skin type, cosmetic preferences, and expectations can make reviews less universally applicable. Therefore, the relationship between customer review and purchasing decision requires further empirical examination.

### 2.6. The Effect of Customer Rating on Purchasing Decisions

Customer rating is expected to influence purchasing decisions because it provides consumers with a simple and easily interpreted signal regarding the collective evaluation of a product. A high rating can generate perceptions of quality and reliability, whereas a low rating can increase perceived risk. The informational value of ratings is especially important when consumers have limited time or motivation to read numerous reviews. A star rating can provide an immediate indication of how previous buyers generally evaluated the product. As a result, consumers may use rating information as an initial screening mechanism before examining more detailed product information. Research by Usmiati et al. (2023) provides empirical evidence that online customer rating significantly influences purchasing decisions on Shopee. This finding suggests that customer rating is not merely a decorative feature on a marketplace but can function as an important informational cue in consumer decision-making.

Nevertheless, the influence of customer rating depends on consumer trust in the rating system. Consumers may question ratings when they perceive them as manipulated, biased, or insufficiently supported by detailed reviews. Therefore, rating is likely to have a stronger influence when consumers perceive the rating system as credible and representative of actual customer experiences. For Wardah cosmetic products, customer rating may therefore provide a quick signal regarding the general satisfaction of previous consumers. A high rating accompanied by photographs or videos may strengthen consumer confidence because the numerical evaluation is supported by visual evidence.

### 2.7. The Simultaneous Effect of Customer Review and Customer Rating on Purchasing Decisions

Customer reviews and customer ratings represent two complementary forms of consumer-generated information. Customer rating provides concise quantitative information, whereas customer review provides more detailed qualitative information. Consumers may therefore use the two sources simultaneously during the purchasing process. For example, a consumer may first examine the overall rating of a Wardah product to determine whether it appears sufficiently reliable. After identifying a product with a high rating, the consumer may read several reviews to understand product quality, suitability, packaging, effectiveness, or potential weaknesses. Thus, rating and review can jointly reduce uncertainty and facilitate purchasing decisions. Research involving Shopee users has demonstrated the relevance of combining online customer reviews and customer ratings in explaining purchasing decisions. Mahmud et al. (2022), for example, examined the role of online customer reviews and ratings in purchase decisions and highlighted the importance of trust in the relationship. Other empirical research in the Shopee context has likewise reported that customer reviews and ratings jointly

Masterpiece Journal Society Service Insight
*e-ISSN*: 3090-2185 *Page*: 694-712
Volume 2, Issue 1 (2026)

contribute to consumers' purchasing decisions. However, the simultaneous influence of the two variables does not necessarily imply that they have equal effects. Consumers may prioritize ratings because they are easier to process, while other consumers may place greater emphasis on detailed reviews. The relative importance of each information source may depend on product characteristics and individual consumer preferences.

### 2.8. Research Gap and Conceptual Framework

The preceding literature demonstrates that customer reviews and customer ratings are important components of consumer-generated information in digital marketplaces. Nevertheless, previous findings remain inconsistent, particularly regarding the extent to which customer reviews independently influence purchasing decisions. In addition, much of the existing research examines general marketplace users, whereas research specifically focusing on university students purchasing cosmetic products through Shopee remains comparatively limited. This study addresses this gap by examining the relationship between customer reviews, customer ratings, and purchasing decisions in the context of Wardah cosmetic products among students of the Faculty of Economics and Business, Universitas Muhammadiyah Makassar. This context is relevant because university students represent a digitally active consumer segment that frequently encounters consumer-generated information during online shopping. Based on the theoretical and empirical arguments, the conceptual framework of this study can be formulated as follows:
Customer Review (X1) → Purchasing Decision (Y)
Customer Rating (X2) → Purchasing Decision (Y)
Customer Review (X1) + Customer Rating (X2) → Purchasing Decision (Y)

Based on the conceptual framework, the hypotheses are formulated as follows:
H1: Customer review has a positive and significant effect on the purchasing decision of Wardah cosmetic products through the Shopee marketplace.
H2: Customer rating has a positive and significant effect on the purchasing decision of Wardah cosmetic products through the Shopee marketplace.
H3: Customer review and customer rating simultaneously have a positive and significant effect on the purchasing decision of Wardah cosmetic products through the Shopee marketplace.

### Important consistency note for the manuscript

Your hypotheses should remain theoretically directional, as formulated above, but the empirical results you provided do not support H1. Your regression results show:

- Customer Review: $\beta = 0.122$; $t = 1.443$; $p = 0.152$ → not significant
- Customer Rating: $\beta = 1.105$; $t = 9.958$; $p < 0.001$ → positive and significant
- Customer Review + Customer Rating: $F = 145.289$; $p < 0.001$ → simultaneously significant
- Adjusted $R^2 = 0.726$ → the two predictors explain 72.6% of the variance in purchasing decisions.

Therefore, the final article should report H1 rejected/not supported, H2 supported, and H3 supported. This is important because the abstract you supplied currently states that *customer review has a positive and significant effect*, which contradicts your SPSS output.

## 3. Research Methods

### 3.1 Research Design

This study employed a quantitative research approach with an associative explanatory design. The quantitative approach was selected because the study aimed to empirically examine the effect of *customer review* and *customer rating* on consumers' purchasing decisions. The associative design was used to identify the relationship and predictive influence between the independent variables and the dependent variable. The research model consisted of two independent variables, namely *customer review* (X1) and *customer rating* (X2), and one dependent variable, namely *purchasing decision* (Y). The research was conducted in the context of online purchasing of Wardah cosmetic products through the Shopee marketplace. The unit of analysis was an individual student who had experience purchasing Wardah cosmetic products through Shopee. The study was designed as a cross-sectional survey, in which primary data were collected from respondents at a single period of observation.

### 3.2 Population and Sampling

The population comprised students of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Makassar, cohort 2022, who had previously purchased Wardah cosmetic products through the Shopee marketplace. The selection of this population was based on the relevance of the respondents' characteristics to the research context, particularly their experience with online purchasing and their familiarity with digital marketplace features such as customer reviews and ratings. The sampling technique employed was purposive sampling, as respondents were required to meet specific inclusion criteria relevant to the research objectives. The criteria were: (1) respondents were students of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Makassar, cohort 2022; (2) respondents had purchased Wardah cosmetic products through Shopee; and (3) respondents had experience accessing customer reviews and customer ratings before or during their purchasing process. The questionnaire consisted of 22 measurement items. Following the sample-size guideline used in the study, the minimum sample was determined by multiplying the number of indicators by five. Accordingly, 22 indicators × 5 resulted in a minimum sample requirement of 110 respondents. Therefore, this study involved 110 respondents. The original study likewise reported a sample of 110 respondents based on 22 questionnaire indicators.

### 3.3 Data Collection

The study primarily relied on primary data collected through a structured questionnaire distributed to eligible respondents. The questionnaire was designed to measure respondents' perceptions of customer reviews, customer ratings, and purchasing decisions regarding Wardah cosmetic products purchased through Shopee. A five-point Likert scale was employed to measure respondents' responses, ranging from 1 = strongly disagree to 5 = strongly agree. The use of a Likert scale enabled the researchers to quantify respondents' perceptions and attitudes toward each research construct. Secondary data were obtained from relevant academic literature, previous empirical studies, and supporting documents related to customer reviews, customer ratings, online purchasing behavior, and purchasing decisions. The original manuscript confirms that both primary questionnaire data and secondary literature were used in the study.

### 3.4 Measurement of Variables

The research model consisted of three variables: *customer review* (X1), *customer rating* (X2), and *purchasing decision* (Y). Customer Review (X1) refers to consumer-generated evaluations, experiences, opinions, and information concerning a product that are available on the Shopee marketplace. The construct was measured through eight items reflecting the extent to which respondents recognize, access, compare, and consider customer reviews when evaluating Wardah products. Customer Rating (X2) refers to consumers' numerical or star-based evaluations of Wardah products on Shopee. This construct was measured through six items reflecting the informational value, perceived trustworthiness, and satisfaction represented by customer ratings.

Purchasing Decision (Y) refers to the consumer's decision to purchase Wardah cosmetic products after evaluating available information and alternatives. The construct was measured through eight items covering the suitability of the product to consumer needs, perceived benefits, purchasing accuracy, and intention to repurchase. Thus, the questionnaire contained a total of 22 measurement items, consisting of eight items for customer review, six items for customer rating, and eight items for purchasing decision. The original measurement structure and number of items are reflected in the validity-test results reported in the manuscript.

### 3.5 Instrument Testing

Before hypothesis testing, the research instrument was evaluated in terms of validity and reliability. Construct validity was assessed using the corrected item-total correlation. An item was considered valid when its corrected item-total correlation exceeded the critical correlation value. With 110 respondents, the manuscript used a critical value of 0.186. All measurement items exceeded this threshold and were therefore retained for subsequent analysis. Reliability was evaluated using Cronbach's alpha. A construct was considered reliable when its Cronbach's alpha coefficient exceeded 0.60. The reported coefficients were 0.870 for customer review, 0.913 for customer rating, and 0.943 for purchasing decision, indicating satisfactory internal consistency across all constructs.

### 3.6 Data Analysis

Data analysis was conducted using IBM SPSS Statistics. The analytical procedure consisted of several stages. First, descriptive statistics were employed to summarize the characteristics of the respondents and the distribution of responses for each research variable. Second, validity and reliability tests were performed to establish the adequacy of the measurement instrument. Third, classical assumption tests were conducted before estimating the regression model. These tests included the normality test, multicollinearity test, and heteroscedasticity test. Normality was assessed using the Kolmogorov–Smirnov test, multicollinearity was evaluated using tolerance and variance inflation factor (VIF) values, and heteroscedasticity was assessed using a scatterplot of standardized predicted values and residuals. The original analysis applied these three assumption tests before conducting multiple linear regression. Fourth, multiple linear regression analysis was employed to examine the effect of customer review and customer rating on purchasing decisions. The regression model was specified as follows:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$

where:

- $Y$ = Purchasing Decision
- $\alpha$ = Constant
- $\beta_1$, $\beta_2$ = Regression coefficients
- $X_1$ = Customer Review
- $X_2$ = Customer Rating
- $\varepsilon$ = Error term

The regression analysis was used to assess both the direction and magnitude of the effects of the independent variables on purchasing decisions. The estimated model reported in the study was:

$Y = 1.211 + 0.122X_1 + 1.105X_2$.

### 3.7 Hypothesis Testing

Hypothesis testing was conducted at a 5% significance level ($\alpha = 0.05$). The t-test was used to evaluate the partial effect of each independent variable on purchasing decisions. A hypothesis was considered supported when the probability value was below 0.05 and the estimated coefficient was consistent with the hypothesized direction. The F-test was employed to determine whether customer review and customer rating jointly had a statistically significant effect on purchasing decisions. In addition, the coefficient of determination (Adjusted $R^2$) was examined to determine the proportion of variance in purchasing decisions explained collectively by the independent variables. The original analysis reported an Adjusted $R^2$ of 0.726, indicating that the two independent variables jointly explained 72.6% of the variance in purchasing decisions, while the remaining 27.4% was attributable to factors outside the model.

### 3.8 Research Model

Based on the research objectives and variable structure, the empirical model can be represented as follows:
Customer Review (X1) → Purchasing Decision (Y)
Customer Rating (X2) → Purchasing Decision (Y)
Both independent variables were also tested simultaneously to determine their collective contribution to purchasing decisions.
This methodological framework enables the study to empirically assess whether information generated by other consumers through customer reviews and customer ratings contributes to students' purchasing decisions when purchasing Wardah cosmetic products through the Shopee marketplace.

## 4.Results and Discussion

### 4.1 Results

This study investigates the influence of customer review and customer rating on purchasing decisions for Wardah cosmetic products through the Shopee marketplace among students of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Makassar, cohort 2022. A total of 110 respondents participated in the study. The respondents were students who had experience purchasing Wardah cosmetic products through Shopee. Data were collected using a structured questionnaire consisting of 22 measurement items covering customer review, customer rating, and purchasing decision. The data were subsequently analyzed using descriptive statistics, instrument testing, classical assumption tests, multiple linear regression, partial significance testing, simultaneous significance testing, and the coefficient of determination.

#### *4.1.1 Respondent Characteristics*

The respondent profile indicates that female students constituted the dominant group in the sample. Of the 110 respondents, 104 respondents (94.5%) were female, while six respondents (5.5%) were male. This distribution reflects the characteristics of the research object because Wardah is a cosmetic brand whose products are predominantly used by female consumers. The relatively high proportion of female respondents also provides contextual relevance when interpreting purchasing behavior toward cosmetic products. The respondent composition indicates that the findings primarily represent the perceptions and purchasing experiences of female students. Therefore, the interpretation of customer review, customer rating, and purchasing decision should be understood within the context of young consumers who are familiar with digital marketplaces and cosmetic products. The original findings report the same respondent composition, with female respondents accounting for 94.5% and male respondents accounting for 5.5%.

#### *4.1.2 Descriptive Analysis*

The descriptive analysis indicates generally high respondent agreement toward all three research constructs. For customer review (X1), the overall mean score was 4.40. The highest mean was recorded for item X1.3, with a score of 4.54, indicating that respondents frequently paid attention to customer reviews before purchasing Wardah products. The lowest mean was observed for item X1.6, with a score of 4.26. This finding indicates that although respondents considered customer reviews relevant, the extent to which reviews influenced their preference for Wardah over competing brands was comparatively lower. Customer rating (X2) obtained an overall mean score of 4.47, which was slightly higher than the mean for customer review. The highest mean score was recorded for item X2.2 at 4.54. This result suggests that respondents placed considerable trust in customer ratings, particularly when ratings were accompanied by visual evidence such as photographs or videos. The lowest mean score was recorded for item X2.6 at 4.27. Overall, the descriptive results indicate that customer rating represents a particularly salient form of information for respondents when evaluating Wardah products through Shopee. Purchasing decision (Y) recorded an overall mean score of 4.38. The highest mean was found in item Y.2 at 4.48, indicating that respondents generally considered customer information before purchasing Wardah products. The lowest mean was 4.32 for items Y.6 and Y.8. Despite these differences, all mean values were relatively high, indicating that respondents generally expressed favorable purchasing decision perceptions toward Wardah products.

#### *4.1.3 Validity and Reliability Results*

The validity test demonstrated that all questionnaire items met the required criterion. The corrected item-total correlation values for customer review ranged from 0.632 to 0.768, exceeding the reported critical value of 0.186. Similarly, the customer rating items produced corrected item-total correlation values between 0.811 and 0.853, while purchasing decision items ranged from 0.760 to 0.904. Thus, all 22 measurement items were retained for subsequent analysis. The reliability analysis further confirmed the consistency of the research instrument. Customer review produced a Cronbach's alpha of 0.870, customer rating produced 0.913, and purchasing decision produced 0.943. All coefficients exceeded the minimum criterion of 0.60, demonstrating satisfactory internal consistency. Consequently, the instrument was considered reliable for measuring the constructs examined in this study.

#### *4.1.4 Classical Assumption Tests*

The normality test using the Kolmogorov–Smirnov procedure produced a significance value below 0.001. Based on the reported criterion, the residuals therefore did not meet the conventional normality threshold of 0.05. The original analysis consequently reported that the residual distribution was not normal. The multicollinearity test, however, indicated that the independent variables did not exhibit problematic multicollinearity. Both customer review and customer rating had tolerance values of 0.424 and VIF values of 2.361. These values were within the acceptable range, indicating that the two independent variables could be included simultaneously in the regression model without evidence of severe multicollinearity. The heteroscedasticity assessment showed that the residual points were distributed above and below zero without a clear systematic pattern. Based on the reported scatterplot interpretation, the study concluded that heteroscedasticity was not detected in the regression model.

#### *4.1.5 Multiple Linear Regression*

The multiple regression analysis generated the following equation:

$$Y = 1.211 + 0.122X1 + 1.105X2$$

The coefficient for customer review was 0.122, indicating a positive direction of association with purchasing decision. The coefficient for customer rating was 1.105, indicating a stronger positive relationship with purchasing decision. The reported regression results therefore suggest that customer rating had a substantially greater contribution to the purchasing decision than customer review.

#### *4.1.6 Hypothesis Testing*

The partial significance test produced different results for the two independent variables. Customer review had a *t*-value of 1.443 with a significance value of 0.152. Because the significance value exceeded 0.05, customer review did not have a statistically significant partial effect on purchasing decisions. Thus, the hypothesis proposing a significant effect of customer review on purchasing decisions was not supported by the reported inferential results. In contrast, customer rating produced a *t*-value of 9.958 with a significance value below 0.001. This result indicates a positive and statistically significant effect of customer rating on purchasing decisions. Therefore, the hypothesis proposing a significant influence of customer rating on purchasing decisions was supported. The simultaneous test showed an F-statistic of 145.289 with a significance value below 0.001. This indicates that customer review and customer rating jointly contributed significantly to purchasing decisions.
Finally, the model generated an $R^2$ of 0.731 and an Adjusted $R^2$ of 0.726. Thus, customer review and customer rating jointly explained approximately 72.6% of the variance in purchasing decisions, while the remaining 27.4% was associated with factors not included in the research model.

### 4.2 Discussion

#### *4.2.1 The Effect of Customer Review on Purchasing Decision*

The empirical findings demonstrate that customer review has a positive but statistically insignificant effect on purchasing decisions. The regression coefficient is positive at 0.122; however, the *t*-value of 1.443 and significance value of 0.152 indicate that the effect does not reach the 5% significance threshold. This finding suggests that although respondents tend to perceive customer reviews positively, reviews alone are insufficient to produce a statistically significant change in their purchasing decisions. The result is consistent with the findings reported by Ramadhany and Isikomah (2024), who found that online customer reviews did not significantly influence purchasing decisions for Wardah products. Their findings suggest that consumers may perceive online reviews as subjective because reviews are based on individual experiences and may not necessarily represent the actual quality or suitability of a product for every consumer. The present finding reinforces this interpretation in the context of Wardah cosmetics.

One possible explanation is the heterogeneous nature of cosmetic consumption experiences. Cosmetic products are highly dependent on individual characteristics, including skin condition, preferences, expectations, and previous experiences. A review that is considered highly positive by one consumer may not be equally relevant to another consumer. Consequently, respondents may regard customer reviews as supplementary information rather than decisive evidence when purchasing Wardah products. The descriptive results provide further support for this interpretation. Although the mean score for customer review was relatively high at 4.40, the high descriptive perception did not translate into a statistically significant effect. This distinction is important because a high level of agreement with review-related statements does not necessarily imply that reviews are the principal determinant of actual purchasing decisions. Respondents may read reviews and consider them useful while ultimately relying on other sources of information before completing a transaction.

The characteristics of the respondents may also contribute to the result. Most respondents were female students and had experience purchasing Wardah products. Consumers with previous experience with a particular brand may have developed their own perceptions of product quality, suitability, and reliability. Consequently, their subsequent purchasing decisions may be influenced more strongly by personal experience and established brand familiarity than by written evaluations from other consumers. The finding also differs from Wulandari and Bahrun (2024), who reported a positive and significant relationship between online consumer reviews and online purchase decisions for Wardah products through Shopee. This difference demonstrates that the influence of customer reviews may depend on respondent characteristics, product category, purchasing experience, and the extent to which consumers trust user-generated information. Therefore, the insignificant effect should not be interpreted as meaning that customer reviews are irrelevant. Rather, customer reviews appear to function primarily as supporting information in the purchasing process. Consumers may use reviews to reduce uncertainty, compare alternatives, or confirm an initial preference, but the information may not independently determine the final purchasing decision.

#### *4.2.2 The Effect of Customer Rating on Purchasing Decision*

In contrast to customer review, customer rating demonstrates a strong and statistically significant positive effect on purchasing decisions. The regression coefficient is 1.105, while the *t*-value reaches 9.958 with a significance value below 0.001. This result indicates that customer rating is an important determinant of purchasing decisions among the respondents. The stronger influence of customer rating can be explained by its simplicity and accessibility. Unlike written reviews, which require consumers to read and interpret relatively detailed information, star ratings provide an immediate summary of collective consumer evaluations. A high rating can therefore serve as a rapid quality signal, particularly in an online environment where consumers cannot directly inspect or physically test cosmetic products.

The descriptive findings reinforce this interpretation. Customer rating recorded the highest overall mean among the independent variables, at 4.47. The highest-rated item concerned the confidence generated by ratings accompanied by photographs or videos, which achieved a mean score of 4.54. This indicates that respondents attach considerable importance to rating information, particularly when it is supported by visual evidence from previous buyers. From a consumer decision-making perspective, customer rating can reduce perceived uncertainty. Online shopping inherently involves information asymmetry because consumers must make purchasing decisions without directly observing the product. Ratings aggregate the experiences of previous buyers and transform them into an easily interpretable signal. Consequently, a product with a high rating may be perceived as safer, more reliable, and more worthy of purchase than a comparable product with a lower rating.

The result is consistent with several studies identified in the manuscript. Research by Dewi et al. (2022), for example, reported that online customer reviews and ratings contributed to purchasing decisions on Shopee. Other studies cited in the manuscript likewise identify customer rating as an important component of online purchasing behavior. The distinction between customer review and customer rating is therefore theoretically and practically important. Reviews provide detailed qualitative information but require interpretation, whereas ratings provide condensed quantitative information that can be processed more rapidly. For consumers who frequently use digital marketplaces, rating may consequently become a more efficient decision heuristic.

#### *4.2.3 Simultaneous Effect of Customer Review and Customer Rating*

The simultaneous test indicates that customer review and customer rating jointly have a significant effect on purchasing decisions. The F-statistic of 145.289 and significance value below 0.001 demonstrate that the overall regression model is statistically significant. Furthermore, the Adjusted $R^2$ of 0.726 indicates that the two variables jointly explain 72.6% of the variation in purchasing decisions. This finding suggests that although customer review does not exert a significant independent effect, it remains part of a statistically significant information environment when combined with customer rating. In other words, consumers do not necessarily process reviews and ratings independently. Both forms of user-generated information constitute complementary sources of information within the online purchasing environment. The substantial Adjusted $R^2$ also indicates that the research model has relatively strong explanatory capacity within the studied sample. Nevertheless, 27.4% of the variation in purchasing decisions remains unexplained by the two independent variables. This residual proportion suggests that other factors may also shape consumers' decisions, including price, product quality, brand image, promotions, perceived value, trust, social influence, and previous consumption experience. The original study similarly identifies these factors as potential explanations outside the present model.

Overall, the findings indicate that customer rating is the more dominant predictor, whereas customer review functions as complementary information. This distinction provides an important implication for marketplace sellers and brand managers. Maintaining a high level of customer satisfaction that translates into positive ratings may be more immediately influential for purchasing decisions than simply increasing the volume of written reviews. For Wardah and sellers operating through Shopee, the findings imply that marketplace reputation management should focus not only on generating customer feedback but also on ensuring that customers receive satisfactory product and service experiences. Positive experiences are more likely to generate favorable ratings, which, according to the empirical findings, represent a significant factor in subsequent purchasing decisions. In conclusion, the findings provide evidence that consumer-generated information remains relevant in digital purchasing environments, but its influence varies according to the form of information. Customer rating demonstrates a direct and significant influence, whereas customer review does not demonstrate a statistically significant independent influence. The combination of both variables, however, significantly contributes to purchasing decisions, confirming the importance of user-generated marketplace information in shaping online consumer behavior.

## 5. Conclusion

### 5.1 Main Findings

This study examined the influence of customer review and customer rating on purchasing decisions for Wardah cosmetic products through the Shopee marketplace among students of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Makassar. Based on the empirical analysis of 110 respondents, the findings demonstrate that customer-generated information plays an important role in the online purchasing process, although the magnitude and statistical significance of its influence differ between customer review and customer rating. The results indicate that customer review has a positive but statistically insignificant effect on purchasing decisions. The regression coefficient for customer review was positive (0.122), but the significance value of 0.152 exceeded the 0.05 threshold. This finding suggests that although respondents generally considered customer reviews useful when evaluating Wardah products, written reviews alone were not sufficiently strong to determine their final purchasing decisions.

In contrast, customer rating has a positive and statistically significant effect on purchasing decisions. Customer rating produced a regression coefficient of 1.105, a $t$-value of 9.958, and a significance value below 0.001. This finding indicates that rating information represents a substantially stronger decision cue for respondents. The relatively high descriptive score for customer rating also demonstrates that respondents tend to place considerable confidence in the ratings provided by previous buyers. Furthermore, the simultaneous test confirms that customer review and customer rating jointly have a statistically significant effect on purchasing decisions. The F-statistic was 145.289 with a significance value below 0.001. The model generated an Adjusted $R^2$ of 0.726, indicating that the two variables collectively explain 72.6% of the variation in purchasing decisions.

### 5.2 Theoretical Implications

The findings provide several theoretical implications for research on digital consumer behavior and online purchasing decisions. First, the results demonstrate that user-generated information on digital marketplaces does not necessarily have a uniform influence on consumers. Customer reviews and customer ratings represent different forms of information and appear to operate differently within the purchasing decision process. Customer reviews provide qualitative information concerning consumers' experiences, perceptions, and evaluations. However, their subjective nature may reduce their ability to directly determine purchasing decisions. Consumers may recognize the usefulness of reviews while simultaneously questioning their applicability to their own circumstances. This is particularly relevant for cosmetic products because product suitability may vary according to individual preferences and conditions.

Customer ratings, on the other hand, provide a simplified quantitative signal that can be interpreted quickly. The significant effect of customer rating suggests that consumers may rely on easily observable quality cues when purchasing products online. Thus, the findings contribute to the understanding of how information simplicity and perceived reliability can influence online consumer decision-making. Second, the simultaneous significance of customer review and customer rating indicates that these two forms of information should not necessarily be viewed as completely independent information sources. Instead, they form part of a broader user-generated information environment in which consumers evaluate products before completing an online transaction. The study therefore reinforces the importance of distinguishing between different forms of electronic word-of-mouth rather than treating all user-generated content as theoretically identical.

### 5.3 Managerial Implications

The findings have important implications for Wardah and sellers operating through the Shopee marketplace. The significant effect of customer rating indicates that maintaining a high level of customer satisfaction should be a strategic priority. Positive consumption experiences are more likely to generate favorable ratings, which can subsequently strengthen the confidence of potential customers. Marketplace sellers should therefore focus on factors that directly influence customer satisfaction, including product authenticity, product quality, accurate product descriptions, responsive customer service, appropriate packaging, and reliable delivery. These factors can contribute to positive post-purchase evaluations and consequently improve the overall rating of the store or product. Although customer review was not statistically significant as an independent predictor, it should not be ignored. Sellers should continue to encourage customers to provide honest and informative reviews. Reviews can serve as supporting information that helps potential buyers understand product characteristics and reduces uncertainty. However, the findings suggest that merely increasing the number of reviews may be insufficient if the actual quality of the product and customer experience does not generate positive ratings. For Wardah product sellers, visual evidence accompanying ratings and reviews may also be strategically valuable. The descriptive results indicate that respondents placed relatively high confidence in ratings accompanied by photographs or videos. Therefore, sellers can encourage authentic post-purchase content while maintaining transparency and avoiding practices that could undermine the credibility of consumer feedback.

### 5.4 Limitations and Future Research

Despite its contributions, this study has several limitations that should be considered when interpreting the findings. First, the study focused specifically on students of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Makassar, cohort 2022. Consequently, the findings may not be directly generalizable to consumers from other age groups, educational backgrounds, geographical locations, or purchasing segments. Second, the study examined only two independent variables, namely customer review and customer rating. Although these variables collectively explained 72.6% of the variance in purchasing decisions, the remaining 27.4% indicates that other factors may contribute to consumer decision-making. Potential variables include price perception, product quality, brand image, promotion, perceived value, trust, social influence, and previous product experience. Third, the research used a cross-sectional survey design and self-reported questionnaire data. Respondents' perceptions may therefore be influenced by individual subjective judgments and recall limitations. Future research could employ longitudinal designs to examine changes in consumer behavior over time or combine questionnaire data with behavioral data obtained from actual marketplace transactions. Future studies should also consider testing mediating or moderating variables, such as consumer trust, perceived risk, brand image, perceived usefulness, or purchase intention. Comparative research involving different cosmetic brands and different marketplace platforms could further determine whether the influence of customer rating observed in this study is specific to Wardah and Shopee or represents a broader pattern of online consumer behavior.

### 5.5 Final Conclusion

This study concludes that customer-generated information on the Shopee marketplace contributes to consumers' purchasing decisions, but the influence differs according to the type of information provided. Customer review does not have a statistically significant independent effect on purchasing decisions, despite its positive regression direction. In contrast, customer rating has a positive and statistically significant effect, making it the more influential predictor among the two variables examined. The simultaneous test further confirms that customer review and customer rating jointly have a significant influence on purchasing decisions, with the model explaining 72.6% of the observed variation. These findings indicate that consumers do not rely exclusively on detailed written reviews when purchasing Wardah cosmetics online; instead, concise and easily interpretable rating information appears to play a more decisive role. From a practical perspective, the findings emphasize the importance of maintaining positive customer experiences and encouraging authentic consumer feedback in digital marketplaces. From a theoretical perspective, the study demonstrates that different forms of user-generated information may exert different levels of influence on online purchasing behavior. Future research should expand the population, incorporate additional explanatory variables, and investigate the mechanisms through which customer-generated information translates into purchasing decisions.

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