The Effect Of Online Customer Review And Rating Dimensions On Purchase Intention In Shopee

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Abstract.

This study aims to determine the effect of online customer reviews and online customer ratings on purchase intention partially or simultaneously on shopees. This research is a descriptive study using quantitative methods. This research was conducted from September 2020 to January 2021. The object of this research is Shopee. Data collection was obtained through distributing questionnaires to 400 respondents.The sampling technique using nonprobability sampling is a convenience sampling technique with a population that is all Shopee platform users. Analysis of this data using Multiple Linear Regression. The results of the study indicate that the two variables simultaneously influence higher online customer review participation.

Keywords: *Online customer reviews; customer ratings and Shopee.*

I. INTRODUCTION

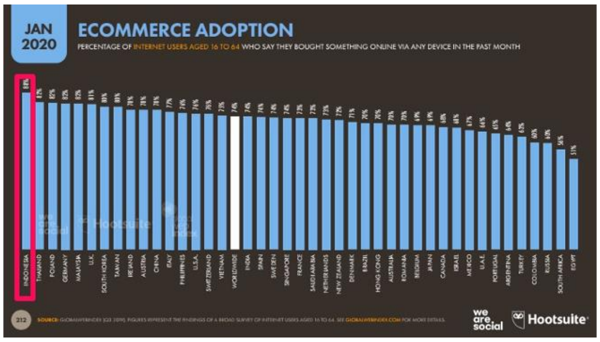
As a country located in the Asia-Pacific region, Indonesia is part of the 4.3 billion total population in this area. More than half of this population, approximately 56% or 2.42 billion people, already have access to the internet. Exactly half of them, around 2.14 billion people, have used social media. Over the past year, total internet penetration has grown by 9.2 percent, while social media usage has increased by 9.8 percent from January 2019 to January 2020.

Fig 1. Logistics Services of the Top Three C2C E-Commerce Platforms in Indonesia

Source: Teknoasia, 2020

Based on Figure 1., Indonesia ranks third in terms of population growth accessing the internet, with an increase of 17 percent over the past year. This figure is equivalent to 25.3 million new internet users within a year.

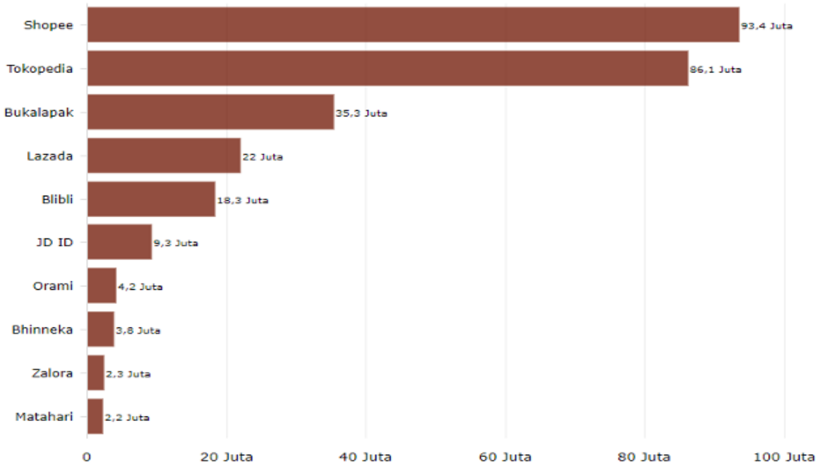
Fig 2. Digital Data 2020



Source: Teknoasia, 2020

Based on Figure 2., the data indicates that 8 out of 10 internet users purchased a product or service online at least once in a month.

Fig 3. Average Monthly E-Commerce Website Visits



Source: iprice, 2020

Based on Figure 3., Shopee dominated the e-commerce market in terms of monthly visits in the second quarter of 2020, with an average of 93.4 million visits per month. In addition, Shopee ranked first on both the App Store and Play Store. The next highest web visitors were Tokopedia with 86.1 million average monthly visits, followed by Bukalapak with 35.4 million, and Lazada with 22 million. One of the reasons Shopee is able to dominate the market is its frequent attractive promotional offers to users. For example, Shopee regularly runs special date promotions every month (Pingit, 2020). A study in Singapore revealed that Shopee had the highest brand awareness compared to other e-commerce platforms (Saviq Bachdar, 2018).However, behind all the advantages Shopee offers, there is one notable drawback common to e-commerce platforms—users cannot physically see or touch the product of interest. As a result, consumer trust issues may arise. Customer trust also influences purchase intention, which is supported by various features in e-commerce platforms (Farki & Baihaqi, 2016).

To address the issues mentioned above, Shopee has taken action by developing the Online Customer Review and Online Customer Rating features. These features aim to provide prospective buyers with information that helps reduce uncertainty about the products they are considering purchasing. Moreover, these features are only accessible after a customer has purchased and tried the product, allowing them to share their experiences with others (Bittner, 2015).A mandatory study on Online Customer Review and Online Customer Rating released by We Are Social shows that 89% of people search for information about online stores on the internet, including reading online reviews as a consideration when shopping for products or services. Of that number, 80% of consumers decide whether or not to make a purchase based on negative reviews of the product or service they are interested in (Kompasiana.com, 2019).Based on the phenomenon and background described above, as well as previous research on internet usage in Indonesia, Shopee's e-commerce platform, and the importance of customer reviews for prospective buyers in e-commerce, the author is interested in writing a thesis titled: "The Influence of Online Customer Reviews and Ratings on Purchase Intention on Shopee E-Commerce."

II. LITERATURE REVIEW

2.1 *E-Commerce*

According to Munawar (as cited in Rachmawati, 2017), e-commerce, also known as internet commerce, essentially carries the same meaning—referring to a method that allows consumers to purchase desired goods online through the internet. E-commerce can also be defined as a business process that uses electronic technology to connect companies, consumers, and society through electronic transactions and the exchange or sale of goods, services, and information electronically.Another opinion was expressed by Clarke (as cited in Nana, 2016), who stated that e-commerce is a method of trading goods and services using telecommunications and information media as the main tools. Furthermore, Laudon and J.P. Laudon (as cited in 2019) stated that e-commerce is the use of the internet and websites to conduct business transactions between organizations and individuals. Based on the explanations above, the author concludes that e-commerce is a method of trade through the internet and websites that enables consumers to purchase desired goods, and also serves as a medium that connects companies, consumers, and society through electronic transactions.

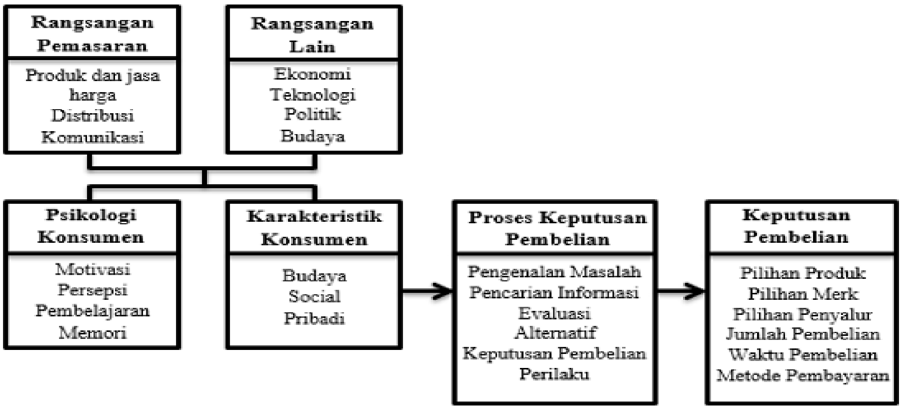
2.2 Marketing Manajemen

According to Philip et al. (Alma, 2016), marketing management is the activity of analyzing, planning, implementing, and supervising all program activities in order to achieve a profitable exchange rate with target buyers in the pursuit of organizational goals. William J. Shultz (Alma, 2016) defines marketing management as the planning, direction, and supervision of all marketing activities within a company or a part of the company. Rangkuti (2015:102) classifies three main elements of marketing as follows: marketing strategy, marketing techniques, and marketing value. Marketers commonly use tactical marketing tools known as the marketing mix, which are used to generate the desired response in the target market (Kotler and Armstrong, 2012).Based on the explanations above, the author concludes that when developing strategies for manufactured goods, marketers usually refer to four basic strategic elements: product, price, place, and promotion, also known as the 4Ps of the marketing mix. However, the nature of services presents different marketing challenges. Therefore, the 4Ps used in goods marketing are not sufficient to address the issues that arise in service marketing.

2.3 Consumer Behavior

According to Kotler and Keller (2016:168), "consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants." Yuniarti (2015:46) defines consumer behavior as the actions displayed by consumers in the process of searching for, purchasing, using, evaluating, and disposing of products or services they expect will satisfy their needs. Additionally, consumer behavior can be described as all actions taken by an individual to search for, purchase, use, evaluate, and dispose of a product—including aspects related to quality, price, size, how it is obtained, and how it is used (Adnyawati et al., 2017).According to Kotler and Keller (2016:176), "the starting point for understanding consumer behavior is the stimulus-response model." As illustrated in Figure 4. below:

Fig 4. Consumer Behavior Model



Source: Kotler and Keller (2016)

Stimuli can be categorized into two types: marketing stimuli, such as products and services, pricing, distribution, and communication; and external stimuli, which are based on the surrounding environment, such as economic, technological, political, and cultural factors. These stimuli influence consumers by shaping their psychological responses through four processes: motivation, perception, learning, and memory. Meanwhile, consumer characteristics are influenced by cultural, social, and personal factors, which then lead to the formation of the consumer purchase intention process. This process consists of five stages: problem recognition, information search, evaluation of alternatives, purchase intention, and post-purchase behavior. This sequence ultimately drives consumers to make a purchase decision after evaluating several available alternatives.

2.4 Online Customer Review and Online Customer Rating

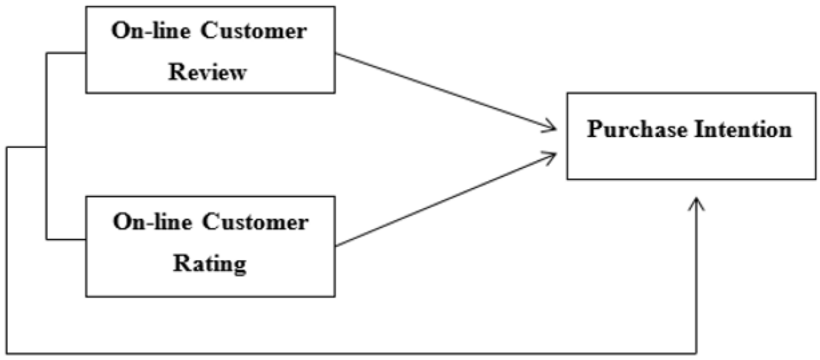
An online review, or a person’s review, is a form of information dissemination that can be easily and quickly shared online and reach thousands of people. With the advancement of technology, it has become possible for individuals to create and post increasingly sophisticated and attention-grabbing content online, as well as share their consumption experiences with others both visually and verbally. In addition, online reviews serve as a powerful promotional tool in marketing communication, as this medium provides an accessible channel for potential consumers (Schiffman and Wisenblit, 2015).Sutanto and Aprianingsih (2016) define online customer reviews as a form of electronic word of mouth (e-WOM) and regard them as a new form of marketing communication that can influence and play a significant role in the purchase intention process.This is further supported by Fakri et al. (2016), who state that ratings are related to the level of purchase intention, as customer assessments influence the decision-making process. The decision to purchase a product depends on how frequently customers rate or evaluate the product.

2.5 Purchase Intention

Purchase intention is defined by Kotler, Bowen, and Makens (2017) as something related to the consumer's plan to purchase a particular product, including how many units of the product are needed within a certain period. Furthermore, KotlKotlerhat purchase intention refers to the consumer's tendency to buy a certain brand or to take action related to the purchase, which is measured by the likelihood that the consumer will make a purchase (Priansa, 2017). Kotler, Bowen, and Makens (2017) also define purchase intention similarly, as a consumer behavior that arises in response to an object, reflecting a person’s desire to make a purchase. Furthermore, Kotler and Keller explain the stages of purchase intention in more detail through the AIDA model: Attention, Interest, Desire, and Action.

2.6 Conceptual Framework

Dalam penelitian kali ini mengadopsi penelitian dari Fitriani dan Nirwana (2020) dengan variabel independent yang digunakan adalah variabel Online Customer Review (X1) dan Online Customer Rating (X2), lalu variabel dependen yaitu variabel purchase intention untuk mengukur niat membeli pelanggan e-commerce Shopee.



Source: Fitriani Latief, Nirwana Ayustira (2020)

2.7 Hypotheses

Based on the theoretical description and conceptual framework described above, the research hypotheses can be formulated as follows:

- H1: The variable (X1) Online Customer Review and the variable (X2) Rating have a partial significant influence on Purchase Intention on Shopee e-commerce.
- H2: The variable (X1) Online Customer Review and the variable (X2) Rating have a simultaneous significant influence on Purchase Intention on Shopee e-commerce.
- H3: The variable (X1) Online Customer Review has the most dominant influence on Purchase Intention on Shopee e-commerce.

III. METHODS

3.1 Research Characteristics

Research methodology is essentially a scientific way to obtain data for specific purposes and uses (Sugiyono, 2016). According to Sujarweni (2015), quantitative research is a type of research that produces findings obtained through statistical procedures or other forms of quantification (measurement). Based on the purpose of the study, this research is classified as conclusive (causal) research. According to Indrawati (2015), causal research is conducted when the researcher aims to describe the cause of a particular problem. The purpose of causal research is to identify which variable acts as the cause and which as the effect, and to determine the nature of the relationship between them—whether it is positive or negative (Indrawati, 2015). In this study, the researcher did not intervene with the objects/subjects when collecting the data. This approach is intended to maintain the objectivity of the research and ensure that the data collected from respondents is valid and reliable. Based on the unit of analysis, the research was conducted on an individual basis, with the respondents being Shopee customers. In terms of the time dimension, this study uses a cross-sectional method, in which data processing, analysis, and conclusion drawing are carried out within a single time period (Indrawati, 2015).

3.2 Data Collection Techniques

This study uses incidental or convenience sampling, which is conducted by selecting members of the population in a convenient manner to serve as samples that can provide the necessary information for the research. In this study, the population targeted is all users of the Bukalapak e-commerce platform in Indonesia. For SEM (Structural Equation Modeling) analysis, a minimum sample size of 200 respondents is recommended.The instrument used in this research applies a Likert scale, which consists of simple statements that allow respondents to indicate their level of agreement or disagreement on a five- or seven-point scale ranging from “strongly disagree” to “strongly agree” (Nayak & Singh, 2015, p. 109). This study uses a seven-point rating scale.

3.3 Data Analysis Techniques

The sampling technique used in this study is non-probability sampling with the convenience sampling method. According to Sugiyono (2015), non-probability sampling is a sampling technique that does not provide equal opportunities or chances for every element or member of the population to be selected as a sample.According to Indrawati (2015), the convenience sampling method involves selecting certain members of the population in a convenient manner to serve as samples, so they can provide the necessary information for the research.

3.4 Validity and Reliability Testing

According to Sugiyono (2016), validity testing is the degree of accuracy between the actual data that occurred and the data collected by the researcher. Validity refers to the extent to which a measurement instrument accurately and reliably reflects the content of the questions. In other words, valid data is data that shows no discrepancy between what is reported by the researcher and what actually happened in the research object.Validity is also defined as a tool that indicates the extent to which a measurement instrument is capable of measuring what it is intended to measure (a valid measure if it successfully measures the phenomenon). In both descriptive and explanatory research involving variables or concepts that cannot be directly measured, the issue of validity becomes complex. It involves translating theoretical concepts into empirical indicators. Nevertheless, a research instrument must be valid so that its results can be trusted. To measure validity, the Pearson Product-Moment correlation is used to determine the relationship between variable X and variable Y, using the following formula (Sugiyono, 2016):

$$r_{hitung} = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[n(\sum X^2) - (\sum X)^2[n(\sum Y^2) - (\sum Y)^2]}}$$

Reliability refers to the extent to which the results of a measurement remain consistent when the same phenomenon is measured two or more times using the same measuring instrument. The reliability of a measuring instrument can be tested both externally and internally. Externally, the testing can be carried out using the test-retest, equivalent, or a combination of both methods. Internally, the reliability of an instrument can be tested by analyzing the consistency of the items in the instrument using specific techniques (Siregar, 2017).Siregar (2017) states that there are several ways to measure reliability, one of which is the Cronbach's Alpha technique. A research instrument is considered reliable using this technique if the reliability coefficient (r_{11}) is greater than 0.6.

Tabel 1. Results of Validity and Reliability Test

Variabel		R tabel	R hitung	Conbrach's alpha	Keterangan
Online customer review	X1_1	0,361	0,565	0,868	Valid & Reliabel
	X1_2	0,361	0,679		Valid & Reliabel
	X1_3	0,361	0,705		Valid & Reliabel
	X1_4	0,361	0,780		Valid & Reliabel
	X1_5	0,361	0,859		Valid & Reliabel
	X1_6	0,361	0,793		Valid & Reliabel
	X1_7	0,361	0,532		Valid & Reliabel
	X1_8	0,361	0,844		Valid & Reliabel
	X1_9	0,361	0,607		Valid & Reliabel
Online customer rating	X2_1	0,361	0,746	0,948	Valid & Reliabel
	X2_2	0,361	0,886		Valid & Reliabel
	X2_3	0,361	0,916		Valid & Reliabel
	X2_4	0,361	0,827		Valid & Reliabel
	X2_5	0,361	0,795		Valid & Reliabel
	X2_6	0,361	0,799		Valid & Reliabel
	X2_7	0,361	0,875		Valid & Reliabel
	X2_8	0,361	0,847		Valid & Reliabel
	X2_9	0,361	0,872		Valid & Reliabel
Purchase Intention asd	Y1_1	0,361	0,696	0,778	Valid & Reliabel
	Y1_2	0,361	0,891		Valid & Reliabel
	Y1_3	0,361	0,904		Valid & Reliabel

Based on Table 1, it shows that all variables have an R-count value greater than the R-table value, which means all variables are considered valid. Furthermore, the Cronbach's Alpha value is greater than 0.6, indicating that the variables are reliable.

IV. RESULTS AND DISCUSSION

The results of the analysis from this study indicate that female Shopee customers outnumber male customers; the majority are aged between 18 and 25 years old; most respondents are from West Java; and the majority are students. The author conducted a descriptive analysis of the responses to each question item answered by the respondents. A summary of the respondents' answers regarding the four variables studied is presented as follows:

Table 2. Respondents' Answer Recapitulation

No	Dimensi	Skor Total	%
1	*Online Customer Review*	14826	82,37%
2	*Online Customer Ratomg*	14531	80,73%
3	*Purchase Intention*	5065	84,42%
Total Skor		**34422**	**82.5%**

Source: Author's Data Analysis Results

4.1. Classical Assumptions Testing

A. Normality Test

The normality test is conducted to determine whether the data collected originates from a population with a normal distribution. A good regression model should have data that is normally or approximately normally distributed. If the data does not follow a normal distribution pattern, the resulting estimates may be biased. The normality test is performed using the Kolmogorov-Smirnov test with Lilliefors correction. Using SPSS version 26, the results obtained are as follows:

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		400
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.40564297
Most Extreme Differences	Absolute	.042
	Positive	.041
	Negative	-.042
Test Statistic		.042
Asymp. Sig. (2-tailed)		.085[c]
Exact Sig. (2-tailed)		.462
Point Probability		.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Author's Data Analysis Results

B. Multicollinearity Test

Multicollinearity refers to a condition where some or all of the independent variables are highly correlated with each other. To detect the presence or absence of multicollinearity, the Variance Inflation Factor (VIF) is used. With the help of SPSS version 26, the results obtained are as follows:

Table 4. Multicollinearity Test

Coefficients[a]

Model	Collinearity Statistics	
	Tolerance	VIF
1 Online Customer Reiew (X1)	.542	1.846
Online Customer Rating (X2)	.542	1.846

a. Dependent Variable: Purchase Intention (Y)

Source: Author's Data Analysis Results

From the output in Table 4, it can be seen that the VIF values are less than 10 and the Tolerance values are greater than 0.100, indicating that there is no multicollinearity present in the data.

C. Heteroskedasticity Test

The heteroscedasticity test aims to examine whether there is a variance inequality of the residuals from one observation to another in the regression model. If the variance of the residuals remains constant across observations, it is called homoscedasticity. To test for the presence of heteroscedasticity, each independent variable is correlated with the absolute value of its residuals using the Spearman Rank correlation and Glejser test. With the help of SPSS software version 23.0, the results are as follows:

Table 5. Heteroskedasticity Test

			Online Customer Review	Online Customer Rating	Unstandardized Residual
Spearman's rho	Online Customer Review	Correlation Coefficient	1.000	.546**	-.011
		Sig. (2-tailed)	.	.000	.823
		N	400	400	400
	Online Customer Rating	Correlation Coefficient	.546**	1.000	-.027
		Sig. (2-tailed)	.000	.	.595
		N	400	400	400

Source: Author's Data Analysis Results

From the output in Table 5, it can be seen that the significance values (Sig.) for each variable X1 and X2 are above 0.05. Therefore, it can be concluded that there is no indication of heteroscedasticity in the data.

Table 6. Glejset Test

Coefficients[a]

Model	t	Sig.
1 Online Customer Reiew (X1)	-1.659	.098
Online Customer Rating (X2)	.084	.933

a. Dependent Variable: ABS_RES

Source: Author's Data Analysis Results

From the output in Table 6, the Glejser Test was conducted and produced significance values (Sig.) above 0.05. Therefore, it can be concluded that there is no indication of heteroscedasticity in the data.

4.2. Multiple Linear Regression Analysis

To examine the influence of online customer review (X1) and online customer rating (X2) on purchase intention (Y) on Shopee, multiple linear regression analysis is used with the following equation:

$$Y = a + b1X1 + b2X2$$

The results of data processing using SPSS 23.0 for the multiple regression analysis are presented in the following table:

Table 7. Multiple Linear Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
(Constant)	1.720	.431		3.987	.000		
Online Customer Review	.199	.015	.561	13.448	.000	.542	1.846
Online Customer Rating	.098	.014	.294	7.045	.000	.542	1.846

a. Dependent Variable: Purchase Intention

Source: Author's Data Analysis Results

Based on the calculation results in Table 4.14, the multiple linear regression equation is as follows:

$$Y = 1.720 + 0.199X1 + 0.098X2$$

1. The constant value is 1.720, which means that if online customer review and online customer rating are absent or equal to 0, the purchase intention is 1.720. If the values of online customer review and online customer rating are increased by 1 unit, the purchase intention becomes 1.720. Since the coefficients are positive, it indicates a direct (positive) relationship between online customer review and online customer rating with purchase intention.
2. The regression coefficient for the online customer review variable (X1) is 0.199 with a positive direction, meaning that if the online customer review (X1) increases by one unit, it will increase Shopee's purchase intention by 0.199 units.
3. The regression coefficient for the online customer rating variable (X2) is 0.098 with a positive direction, meaning that if the online customer rating (X2) increases by one unit, it will increase Shopee's purchase intention by 0.098 units.

4.3. Hypothesis Testing

To determine whether the influence of the independent variables on the dependent variable is significant or not when tested individually, the t-test is used. The hypotheses are as follows:

H01: There is no significant effect of online customer reviews on purchase intention on Shopee.

H1: There is a significant effect of online customer reviews on purchase intention on Shopee.

H02: There is no significant effect of online customer ratings on purchase intention on Shopee.

H2: There is a significant effect of online customer ratings on purchase intention on Shopee.

Based on Table 7 above, it can be seen that:

1. The variable online customer review (X1) has a t-value greater than the t-table value. Since the t-value (13.448) > t-table (1.966) and the significance value is less than 0.05, H0 is rejected. Therefore, it can be concluded that there is a significant effect of online customer reviews on purchase intention on Shopee.
2. The variable online customer rating (X2) also has a t-value greater than the t-table value. Since the t-value (7.045) > t-table (1.966) and the significance value is less than 0.05, H0 is rejected. Therefore, it can be concluded that there is a significant effect of online customer ratings on purchase intention on Shopee.

To determine whether the influence of the independent variables on the dependent variable is significant when tested simultaneously, the F-test is used. The hypotheses are as follows:

H0: There is no significant effect of online customer reviews and online customer ratings on purchase intention on Shopee.

H3: There is a significant effect of online customer reviews and online customer ratings on purchase intention on Shopee.

Table 8. F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1315.080	2	657.540	331.123	.000
	Residual	788.357	397	1.986		
	Total	2103.437	399			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Online Customer Rating, Online Customer Review

Source: Author's Data Analysis Results

From Table 8 above, the calculated F value is 331.123 with a significance probability of 0.000. Since the F value (331.123) > F table (3.018) and the Sig. value is less than 0.05, H0 is rejected. Therefore, it can be concluded that there is a significant influence of online customer reviews and online customer ratings on purchase intention on Shopee.

4.4. Coefficient Of Determination

The magnitude of the influence of online customer review (X1) and online customer rating (X2) on purchase intention (Y) on Shopee can be indicated by the coefficient.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791a	.625	.623	1.409

Source: Author's Data Analysis Results

Based on Table 4.16, it is known that the correlation coefficient (R) obtained is 0.791. This R value is then used to calculate the coefficient of determination.

KD $= R^2 \times 100\%$

$= (0.791)^2 \times 100\%$

$= 62.5\%$

This means that the variables online customer review (X1) and online customer rating (X2) contribute 62.5% to the purchase intention (Y) on Shopee. The remaining 37.5% is influenced by other variables not included in this study.Partial influence analysis is used to determine the strength of the influence of each independent variable on the dependent variable. The partial influence analysis based on the SPSS results is as follows:

Table 9. Magnitude of Partial Effect

Variabel	Standartdized Coefficienst	Correlations	Besar Pengaruh	Persentase (%)
	Beta	Zero-order	Parsial	
X1	0,561	0,760	42,636	42,64%
X2	0,294	0,674	19,8156	19,82%
Pengaruh Total			**0.539**	**62.5%**

Source: Author's Data Analysis Results

The partial influence is obtained by multiplying the standardized beta coefficient with the zero-order correlation. Based on the table above, it can be seen that the partial influence of online customer review (X1) on purchase intention (Y) on Shopee is 42.64%. The partial influence of online customer rating (X2) on purchase intention (Y) on Shopee is 19.82%. This indicates that online customer review (X1) has a greater influence on purchase intention than online customer rating (X2).

V. CONCLUSIONS

Based on the research conducted on the influence of online customer reviews and online customer ratings on purchase intention on Shopee, several conclusions were drawn to answer the research questions. The conclusions obtained by the researcher are as follows:

1. Online customer reviews on Shopee, according to consumer perceptions, are in the "very good" category with a score of 82.37%.
2. Online customer ratings, according to Shopee consumer perceptions, are also in the "very good" category with a score of 80.73%.
3. Purchase intention, based on Shopee consumer perceptions, is categorized as "very good" with a score of 84.42%.
4. Online customer reviews and online customer ratings significantly influence purchase intention both partially and simultaneously, with a contribution of 62.5%.

Based on the analysis, discussion, and conclusions obtained, the researcher offers several suggestions for the parties involved in this study, including:

Suggestions for Shopee:

1. The company is advised to maintain the existing online customer review and rating features as a medium that provides convenience, value, and self-control during online shopping activities. However, the company should consider improving the visual design of customer reviews and ratings to enhance user experience, such as by using more attractive color schemes and creating unique and distinctive star rating designs compared to those used by other platforms or marketplaces.
2. Shopee is encouraged to provide labels or special markers for online stores that offer excellent service and product quality in order to increase consumers' transactional purchase intentions. The company could also enhance the platform with a search page or feature that provides more information about available products to stimulate exploratory purchase intention.

Suggestions for Future Research:

1. Future researchers examining factors that may influence online customer reviews and online customer ratings on purchase intention are encouraged to include additional independent variables, such as social media sharing and engagement.
2. Future studies should also consider expanding the sample size and scope of research objects in order to gain a more comprehensive understanding of online customer reviews, online customer ratings, and purchase intention on Shopee.

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