

The Influence Of Digital Marketing And Customer Reviews On Purchase Interest At The Megah Packing Store On Tokopedia

Een Ameliya¹, Aldila Rahma Putri²

^{1,2}Management Study Program, Pamulang University

E-mail: meliaaaaaa032@gmail.com, dosen02570@unpam.ac.id

Abstract

This study aims to analyze the effect of Digital Marketing and Customer Reviews on consumer Purchase Intention at Toko Megah Packing on Tokopedia, both partially and simultaneously, which is motivated by fluctuating sales as well as the suboptimal implementation of Digital Marketing strategies and the uneven distribution of Customer Reviews across products. The method used is quantitative associative with a sample of 77 respondents selected using purposive sampling technique from the population of Toko Megah Packing consumers on Tokopedia. The data were collected through a Likert-scale questionnaire and analyzed using classical assumption tests, multiple linear regression, correlation coefficient, coefficient of determination, t-test, and F-test with the assistance of SPSS version 27. The results show that Digital Marketing has a positive and significant partial effect on Purchase Intention, with a t-count of 4,294 > t-table of 1,993 and a significant value of 0.000 < 0.05, with a coefficient of determination 74.5%; Customer Review has a positive and significant partial effect on Purchase Intention, with a t-count of 2,100 > t-table of 1,993 and a significance value of 0.039 < 0.05, with a coefficient of determination of 70.0%; and Digital Marketing and Customer Review simultaneously have a positive and significant effect on Purchase Intention, with an F-count of 116.915 > F-table of 3.12 and a significant value of 0.000 < 0.05, with the regression equation $Y = 4.347 + 0.668X_1 + 0.346X_2$ and a simultaneous coefficient of determination of 76.0%.

Keywords: Customer Reviews, Digital Marketing, Purchase Intention

INTRODUCTION

The development of digital technology has transformed business patterns and consumer behavior, including in Indonesia. The Industrial Revolution 4.0 is driving a shift in consumption activities from physical stores to online platforms, along with

1156

IJEBIR, Volume 05 Issue 06, 2026



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

increasing internet penetration and online shopping activity.(Riswanto et al., 2024)This condition shows that e-commerce is increasingly becoming an important part in meeting consumer needs and creating opportunities as well as new competition for business actors.(Ralahallo & Muhrim, 2024).

Tokopedia, as one of Indonesia's leading marketplaces, provides a strategic platform for businesses to market their products and reach consumers. The high user activity of Tokopedia demonstrates that competition between stores is intensifying, so business success is determined not only by product quality but also by a store's ability to attract attention and build consumer trust through digital marketing strategies. Fluctuations in Tokopedia visits throughout the year also demonstrate that consumer activity can shift based on promotional momentum and the effectiveness of digital marketing strategies.

In these conditions, digital marketing becomes a crucial factor in increasing consumer purchasing interest. The use of social media, online advertising, SEO, apps, and various forms of digital content allows companies to convey information more broadly, targeted, interactively, and measurably.(Chaffey & Ellis-Chadwick, 2019);(Zed et al., 2025)Effective digital marketing implementation can also increase consumer interest in a product and encourage purchasing intentions (Riswanto et al., 2024). However, conditions at Toko Megah Packing indicate that digital marketing utilization is still suboptimal, particularly in terms of product information clarity, completeness of descriptions, and promotional effectiveness.

Besides digital marketing, customer reviews are a crucial factor in shaping consumer perception and trust when shopping online. Consumers who cannot see and touch products directly tend to use customer reviews as a source of information to reduce uncertainty and assess product quality. Credible customer reviews can function as electronic word-of-mouth (e-WOM) that influences consumer confidence and purchase intentions.(Hennig-Thurau et al., 2004)Previous research also shows that the credibility, number, and depth of reviews and ratings can have a positive influence on consumer interest and purchasing decisions.(Suryani & Sari, 2023).

The phenomenon at Megah Packing Store shows that despite having positive reviews regarding service, delivery speed, and product suitability, negative reviews regarding the product, packaging, and delivery service are still found. Furthermore, the number of reviews for each product is uneven, resulting in varying levels of consumer trust in the products. This condition is increasingly important because Megah Packing Store's sales performance has not consistently reached its set targets, while pre-survey results indicate that consumer knowledge, interest, confidence, preferences, and purchasing intentions are still suboptimal.

These issues demonstrate the urgency of examining factors that can increase consumer purchasing interest at Toko Megah Packing. Optimizing digital marketing is necessary to deliver product information and promotions more effectively, while managing customer reviews is essential to strengthen trust and reduce consumer risk perception. Synergy between owned, earned, and paid media is also considered capable of increasing digital marketing effectiveness and driving purchasing interest and customer loyalty. (Rezky et al., 2025) Therefore, strengthening these two aspects is crucial for the continued competitiveness of Toko Megah Packing amidst e-commerce competition.

Academically, there remains a research gap because research on digital marketing and customer reviews has been conducted primarily in the fashion, culinary, electronics, and general consumer products sectors. However, studies on the packaging industry, particularly Toko Megah Packing on Tokopedia, are limited. Packaging products have characteristics that require clear specifications and user experience information, making the role of digital marketing and customer reviews increasingly relevant in shaping purchasing intentions.

Methodology

This study uses an associative research type with a quantitative approach that aims to analyze the influence of Digital Marketing and Customer Reviews on consumer purchasing interest at the Megah Packing Store on Tokopedia. The study was conducted at the Megah Packing Store which operates through the Tokopedia marketplace. The study population was all consumers who made purchases at the Megah Packing Store through Tokopedia during the period January–December 2025, with a total of 327 consumers. The sample determination used the Slovin formula with a 10% error rate, resulting in 77 respondents. The sampling technique used was purposive sampling by considering respondents who had experience interacting and making purchases at the Megah Packing Store on Tokopedia.

Data collection was conducted through questionnaires and observations. The questionnaire was distributed online using Google Forms to respondents with a Likert-based instrument, while observations were conducted on the activities of Toko Megah Packing on Tokopedia, including store appearance, product content, digital marketing activities, and customer reviews. The collected data were analyzed quantitatively using SPSS, which includes classical assumption tests in the form of normality, multicollinearity, and heteroscedasticity tests. Furthermore, multiple linear regression analysis, correlation coefficients, coefficients of determination, and hypothesis testing were conducted through partial t-tests and simultaneous F-tests to determine the effect of Digital Marketing and Customer Reviews on consumer purchasing interest.

1158



RESULTS AND DISCUSSION**Classical assumption test****1. Normality Test****Table 1. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		77
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	5,18603294
Most Extreme Differences	Absolute	,095
	Positive	,073
	Negative	-,095
Test Statistics		,095
Asymp. Sig. (2-tailed)		,085 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on Table 1 above, the test results show an Asymp. Sig. (2-tailed) value of 0.085. In accordance with the established provisions, if the significance value is > 0.05 , the data is declared normally distributed. Since the value of 0.085 is greater than 0.05, it can be concluded that the residual data in this study is normally distributed.

2. Multicollinearity Test**Table 2. Multicollinearity Test Results**

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,347	2,124		2,046	,044		
	Digital Marketing	,668	,156	,597	4,294	,000	,168	5,950
	Customer Review	,346	,165	,292	2,100	,039	,168	5,950
a. Dependent Variable: Buying Interest								

a. Dependent Variable: Buying Interest

Based on table 2 above, the Tolerance value of the Digital Marketing and Customer Review variables is 0.168, which is greater than 0.10, and the VIF value is



5.950, which is less than 10. Thus, it can be concluded that the regression model in this study does not have symptoms of multicollinearity.

3. Heteroscedasticity Test

Table 3. Results of Heteroscedasticity Test with Glejser Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,187	1,308		,907	,367		
	Digital Marketing	,053	,096	,150	,549	,585	,168	5,950
	Customer Review	,040	,102	,109	,397	,692	,168	5,950

a. Dependent Variable: ABSRES

Source: Data Processed by SPSS, 2026

Based on the test results in table 3 above, the Glejser test shows that the Digital Marketing variable (X1) obtained a significance value (Sig.) of 0.585, while the Customer Review variable (X2) obtained a significance value (Sig.) of 0.692. Both significance values are greater than 0.05, which means there are no symptoms of heteroscedasticity in this regression model.

Multiple Linear Regression

Table 4. Results of Multiple Linear Regression Analysis

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,347	2,124		2,046	,044		
	Digital Marketing	,668	,156	,597	4,294	,000	,168	5,950
	Customer Review	,346	,165	,292	2,100	,039	,168	5,950

a. Dependent Variable: Buying Interest

Source: Data Processed by SPSS, 2026

Based on table 4. above, the multiple linear regression equation is obtained as follows:

$$Y = 4.347 + 0.668 X1 + 0.346 X2$$

The regression equation above can be interpreted as follows:



- The constant value of 4.347 indicates that if the Digital Marketing (X1) and Customer Review (X2) variables are zero or non-existent, then the Purchase Interest (Y) value is 4.347.
- The regression coefficient value of Digital Marketing (X1) of 0.668 shows a positive result towards Purchase Interest (Y), which means that every increase of one unit of Digital Marketing will increase consumer Purchase Interest by 0.668 units assuming other variables remain constant.
- The regression coefficient value of Customer Review (X2) of 0.346 shows a positive result towards Purchase Interest (Y), which means that every one unit increase in Customer Review will increase consumer Purchase Interest by 0.346 units assuming other variables remain constant.

Correlation Coefficient Analysis

1. Partial Correlation Coefficient of X1 against Y

Table 5. Results of Partial Correlation Coefficient Test Digital Marketing (X1) to Purchase Interest (Y)

Correlations			
		Digital Marketing	Interest in Buying
Digital Marketing	Pearson Correlation	1	,863**
	Sig. (2-tailed)		,000
	N	77	77
Interest in Buying	Pearson Correlation	,863**	1
	Sig. (2-tailed)	,000	
	N	77	77

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

Source: Data Processed by SPSS, 2026

Based on Table 5 above, the correlation coefficient value of Digital Marketing (X1) against Purchase Intention (Y) is 0.863. In accordance with the correlation coefficient interpretation guidelines, this value is in the interval of 0.800-1.000, which means the level of closeness of the relationship between the variables of Digital Marketing and Purchase Intention is interpreted as very strong. A positive correlation coefficient value indicates that the relationship between Digital Marketing and Purchase Intention is positive.



2. Partial Correlation Coefficient of X2 against Y**Table 6. Results of Partial Correlation Coefficient Test Customer Review (X2) on Purchase Interest (Y)**

Correlations			
		Customer Review	Interest in Buying
Customer Review	Pearson Correlation	1	,836**
	Sig. (2-tailed)		,000
	N	77	77
Interest in Buying	Pearson Correlation	,836**	1
	Sig. (2-tailed)	,000	
	N	77	77

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

Source: Data Processed by SPSS, 2026

Based on Table 6 above, the correlation coefficient value of Customer Review (X2) against Purchase Intention (Y) is 0.836. In accordance with the correlation coefficient interpretation guidelines, this value is in the interval of 0.800-1.000, which means the level of closeness of the relationship between the Customer Review variable and Purchase Intention is interpreted as very strong. A positive correlation coefficient value indicates that the relationship between Customer Review and Purchase Intention is positive.

3. Simultaneous Correlation Coefficient of X1 and X2 against Y**Table 7. Results of Simultaneous Correlation Coefficient Test Digital Marketing (X1) and Customer Reviews (X2) on Purchase Interest (Y)**

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,872a	,760	,753	5,256
a. Predictors: (Constant), CustomerReview, DigitalMarketing				
b. Dependent Variable: Buying Interest				

Source: Data Processed by SPSS, 2026

Based on table 7 above, the simultaneous correlation coefficient value between Digital Marketing (X1) and Customer Reviews (X2) on Purchase Intention (Y) is 0.872. This value is in the interval of 0.800-1.000, which means the level of closeness of the



simultaneous relationship between Digital Marketing and Customer Reviews on Purchase Intention is interpreted as very strong and positive.

Analysis of the Coefficient of Determination

1. Partial Determination Coefficient of X1 against Y

Table 8. Results of Partial Determination Coefficient Test *Digital Marketing (X1)* to *Purchase Interest (Y)*

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,863a	,745	,742	5,374
a. Predictors: (Constant), DigitalMarketing				
b. Dependent Variable: Buying Interest				

Source: Data Processed by SPSS, 2026

Based on Table 8 above, the partial coefficient of determination for the Digital Marketing variable is 0.745, or 74.5%. This means that the contribution of Digital Marketing (X1) to Purchase Intention (Y) is 74.5%, while the remaining 25.5% is influenced by other factors or variables not examined in this study.

2. Partial Determination Coefficient of X2 against Y

Table 9. Results of Partial Determination Coefficient Test *Customer Review (X2)* on *Purchase Interest (Y)*

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,836a	,700	,696	5,835
a. Predictors: (Constant), CustomerReview				
b. Dependent Variable: Buying Interest				

Source: Data Processed by SPSS, 2026

Based on Table 9 above, the partial coefficient of determination for the Customer Review variable is 0.700 or 70.0%. This means that the contribution of Customer Review (X2) to Purchase Intention (Y) is 70.0%, while the remaining 30.0% is influenced by other factors or variables not examined in this study.



3. Coefficient of Simultaneous Determination of X1 and X2 on Y**Table 10. Results of Simultaneous Determination Coefficient Test *Digital Marketing (X1) and Customer Reviews (X2) on Purchase Interest (Y)***

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,872a	,760	,753	5,256
a. Predictors: (Constant), CustomerReview, DigitalMarketing				
b. Dependent Variable: Buying Interest				

Source: Data Processed by SPSS, 2026

Based on table 4.25 above, the R Square value (coefficient of determination) obtained simultaneously is 0.760 or 76.0%. This means that the variables Digital Marketing (X1) and Customer Review (X2) together contribute to the variable Purchase Intention (Y) by 76.0%, while the remaining 24.0% is influenced by other factors not examined in this study.

Hypothesis Testing**1. Partial Hypothesis Test (t-Test)****Table 11. Results of the t-Test (Partial)**

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,347	2,124		2,046	,044		
	Digital Marketing	,668	,156	,597	4,294	,000	,168	5,950
	Customer Review	,346	,165	,292	2,100	,039	,168	5,950
a. Dependent Variable: Buying Interest								

Source: Data Processed by SPSS, 2026

a. Results of the t-test of the Digital Marketing Variable (X1) on Purchase Interest (Y)

Based on table 11 above, the Digital Marketing variable obtained a calculated t-value of 4.294, which is greater than the t-table of 1.993, with a significance value of 0.000, which is less than 0.05. Thus, H_{01} rejected and H_{a1} accepted. Therefore, it can be



concluded that digital marketing has a partial effect on consumer purchasing interest at the Megah Packing store on Tokopedia.

- b. Results of the t-test of the Customer Review Variable (X2) on Purchase Interest (Y)
Based on table 11 above, the Customer Review variable obtained a calculated t value of 2.100, which is greater than the t table of 1.993, with a significance value of 0.039, which is less than 0.05. Thus, H_{02} rejected and H_{a2} accepted. Therefore, it can be concluded that Customer Reviews have a partial effect on consumer purchase interest at the Megah Packing Store on Tokopedia.

2. Simultaneous Hypothesis Test (F Test)

Table 12. F-Test Results (Simultaneous)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6458,790	2	3229,395	116,915	,000b
	Residual	2044,015	74	27,622		
	Total	8502,805	76			
a. Dependent Variable: Buying Interest						
b. Predictors: (Constant), CustomerReview, DigitalMarketing						

Source: Data Processed by SPSS, 2026

Based on table 12 above, the calculated F value is 116.915, which is greater than the F table value of 3.12, with a significance value of 0.000, which is less than 0.05. Thus, H_{03} rejected and H_{a3} accepted. Therefore, it can be concluded that Digital Marketing (X1) and Customer Reviews (X2) simultaneously influence consumer purchasing interest at the Megah Packing Store on Tokopedia.

DISCUSSION

Influence of Digital Marketing (X1) on Purchase Intention (Y)

Based on the results of the first hypothesis test (H1), the calculated t value was 4.294, which was greater than the t table of 1.993, with a significance value of 0.000, which was less than 0.05. These results prove that Digital Marketing has a positive and significant partial effect on consumer purchasing interest at the Megah Packing Store on Tokopedia, so that H_{a1} accepted.

The results of this study are in line with the theory put forward by (Fadhilla et al., 2024) that Digital Marketing is a marketing strategy that utilizes digital technology and the internet to reach consumers more widely, build interactions with customers, and increase the effectiveness of marketing activities. Although descriptively the respondents'

1165



responses to the Digital Marketing variable are in the Less Good category with an average score of 3.11, the results of statistical tests actually show that this variable has a very strong influence on Purchase Intention, as indicated by the correlation coefficient value of 0.863 and the determination coefficient of 74.5%.

This indicates that although the implementation of Digital Marketing at Toko Megah Packing on Tokopedia is not considered optimal by consumers, especially in terms of seller response speed and sense of security in transactions, this aspect remains a very dominant determining factor in shaping consumer purchasing interest. In other words, consumers rely heavily on accessibility, interactivity, trust, information content, and ease of use of the platform as the main considerations before deciding to buy, so any improvement in this aspect has the potential to have a major impact on increasing purchasing interest.

The results of this study are also supported by the findings(Andrian, 2019)which proves that digital marketing has a positive and significant impact on consumer purchasing interest in the Shopee marketplace. In addition, this research(Suryoprato & Jaelani, 2022)stated that digital marketing has a positive influence on consumer purchasing interest in the Tokopedia marketplace, because digital marketing helps consumers obtain product information quickly and easily.(Sinukaban & Dewanti, 2024)also proves that Digital Marketing has a positive and significant influence on the purchasing interest of Shopee marketplace users.

With a coefficient of determination of 74.5%, it can be seen that Digital Marketing has a very large contribution to the formation of consumer purchasing interest at Megah Packing Store on Tokopedia, while the remaining 25.5% is influenced by other factors outside this study. This finding confirms that improvements in aspects of Digital Marketing that are still considered lacking by consumers such as seller response speed, ease of interaction, and transaction security are strategic steps that need to be prioritized by Megah Packing Store on Tokopedia to be able to encourage a more significant increase in consumer purchasing interest.

The Influence of Customer Reviews (X2) on Purchase Interest (Y)

Based on the results of the second hypothesis test (H2), the calculated t value of 2.100 was obtained, which was greater than the t table of 1.993, with a significance value of 0.039, which was smaller than 0.05. These results prove that Customer Reviews have a positive and significant partial effect on consumer Purchase Intention at the Megah Packing Store on Tokopedia, so that H_{a2} accepted.

The results of this study are in line with the theory put forward by Lackermair in(Zuliawati et al., 2023)that online Customer Reviews are reviews or comments given by consumers based on their experiences after purchasing and using a product or service,

1166



which are published through online platforms and can be a source of information for potential consumers in evaluating products before making a purchase. Similar to the Digital Marketing variable, respondents' responses to Customer Reviews are descriptively in the Less Good category with an average score of 3.08, but its influence on Purchase Intention is proven to be strong and significant, with a correlation coefficient value of 0.836 and a determination coefficient of 70.0%.

This shows that although the respondents' habit of paying attention to, comparing, and considering customer reviews is still relatively low, the available reviews remain one of the important factors influencing consumers' decisions to be interested in purchasing products at Toko Megah Packing on Tokopedia. It should also be noted that the significance value of Customer Reviews (0.039) is relatively closer to the 0.05 threshold compared to Digital Marketing (0.000), which indicates that the influence of Customer Reviews on Purchase Intention, although significant, is not as strong and not as consistent as the influence of Digital Marketing.

The results of this study are also supported by the findings(Mawa & Cahyadi, 2021)which shows that online customer reviews have a positive and significant effect on consumer purchasing interest in the Lazada marketplace. These research results are also supported by(Gultom & Khoiri, 2023)which states that customer reviews have a positive and significant influence on product purchase interest in TikTok Shop. Furthermore,(Hasrul et al., 2021)also proves that online customer reviews have a positive and significant influence on interest in purchasing electronic products on Tokopedia.

With a coefficient of determination of 70.0%, it can be seen that Customer Reviews make a significant contribution to increasing consumer purchasing interest at Megah Packing Store on Tokopedia, while the remaining 30.0% is influenced by other factors not examined in this study. In accordance with the opinion(Pahlevi & Lestari, 2023)that Customer Reviews are an important source of information for prospective buyers because they can influence around 20-50% of online purchasing decisions, the findings in this study show a greater influence than that range, thus indicating that increasing the quality and quantity of positive customer reviews on the Megah Packing Store product page on Tokopedia has the potential to have a significant impact on consumer purchasing interest.

The Influence of Digital Marketing (X1) and Customer Reviews (X2) on Purchase Interest (Y) Simultaneously

Based on the results of the third hypothesis test (H3), the calculated F value of 116.915 was obtained, which was greater than the F table of 3.12 with a significance value of 0.000, which was less than 0.05. These results prove that Digital Marketing (X1) and Customer Review (X2) simultaneously have a positive and significant effect on

1167

consumer Purchase Interest at the Megah Packing Store on Tokopedia, so that Ha₃accepted.

The results of this study are also strengthened by the findings(Pahlevi & Lestari, 2023) which shows that digital marketing and online customer reviews simultaneously have a positive and significant influence on consumer purchase intentions on the Shopee marketplace in Surakarta. Furthermore, this research(Tonda et al., 2024)also explains that Customer Reviews and promotions have a positive influence on consumer purchasing interest, because positive reviews from consumers can strengthen the effectiveness of digital marketing so that prospective buyers tend to have more confidence in products that have good ratings from previous users.

With a coefficient of determination (R Square) of 0.760 or 76.0%, it can be concluded that Digital Marketing (X1) and Customer Review (X2) together contribute 76.0% to the variable Purchase Interest (Y) of Megah Packing Store consumers on Tokopedia, while the remaining 24.0% is influenced by other factors not examined in this study, such as product price, product quality, promotion, and internal consumer factors. The magnitude of this contribution shows that consumer Purchase Interest at Megah Packing Store on Tokopedia is highly dependent on how the Digital Marketing strategy is implemented and how Customer Reviews are managed and displayed on the platform, so that continuous improvement in both aspects is a very strategic step for Megah Packing Store on Tokopedia to maximize consumer purchase interest.

CONCLUSION

Based on the research results, it can be concluded that digital marketing has a positive and significant effect on consumer purchase intention at the Megah Packing store on Tokopedia. Customer reviews also have a positive and significant effect on consumer purchase intention. Simultaneously, digital marketing and customer reviews have been proven to have a positive and significant effect on consumer purchase intention. The results of this study indicate that the more effective the implementation of digital marketing and the better and more convincing customer reviews, the higher consumer purchase intention. These findings are in line with various previous studies that demonstrate the importance of digital marketing and customer reviews in increasing consumer purchase intention in the marketplace.

REFERENCES

Andrian. (2019). Digital Marketing dan Ragam Produk pada Minat Beli Konsumen Toko Online Shopee (Studi Kasus pada Mahasiswa Prodi Manajemen Fakultas Ekonomi Universitas Bhayangkara Jakarta Raya Angkatan 2016). Ekspektra: Jurnal Bisnis Dan Manajemen, 3(1), 14–24.



- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice* (7th ed.). Pearson Education.
- Fadhilla, A. N., Iswati, & Fitriyasari, A. (2024). Pengaruh Pemasaran Digital dan Customer Review terhadap Minat Beli Konsumen pada Pengguna Aplikasi Shopee di Kota Surabaya. *Jurnal Simki Economic*, 7(2), 539–550.
- Gultom, R., & Khoiri, M. (2023). Pengaruh Customer Review, Customer Rating dan Konten Marketing terhadap Minat Beli Produk Fashion di TikTok Shop Kota Batam. *JEMI (Jurnal Ekonomi, Manajemen Dan Investasi)*, 23(2), 72–83.
- Hasrul, A. F., Suharyati, & Sembiring, R. (2021). Analisis Pengaruh Online Customer Review dan Rating terhadap Minat Beli Produk Elektronik di Tokopedia. *KORELASI: Konferensi Riset Nasional Ekonomi, Manajemen, Dan Akuntansi*, 2, 1352–1365.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Mawa, S. F., & Cahyadi, I. F. (2021). Pengaruh Harga, Online Customer Review dan Rating Terhadap Minat Beli di Lazada. *BISNIS: Jurnal Bisnis Dan Manajemen Islam*, 9(2), 253–278. <https://doi.org/10.21043/bisnis.v9i2.11901>
- Pahlevi, A. R., & Lestari, W. D. (2023). Pengaruh Digital Marketing Dan Online Customer Review Terhadap Niat Beli Konsumen Pada Marketplace Shopee Di Surakarta. *Jurnal Maneksi*, 12(3), 486–490.
- Ralahallo, B. A. B., & Muhrim, M. R. (2024). Dampak Strategi Pemasaran Digital Terhadap Pertumbuhan Bisnis E-Commerce Di Indonesia. *HIPOTESA - Jurnal Ilmu-Ilmu Sosial*.
- Rezky, M., Syafar, P., & Sufiani, V. (2025). Utilization of Instagram Social Media in Public Relations Activities of PT Berau Coal to Enhance Corporate Image. May.
- Riswanto, A., Joko, J., Napisah, S., Boari, Y., Kusumaningrum, D., Nurfaidah, N., & Judijanto, L. (2024). *Ekonomi Bisnis Digital: Dinamika Ekonomi Bisnis di Era Digital*. PT. Sonpedia Publishing Indonesia.
- Sinukaban, E. B., & Dewanti, M. A. (2024). Pengaruh Digital Marketing dan Kualitas Produk terhadap Minat Beli Mahasiswa Prodi Manajemen pada Pengguna Marketplace Shopee. *Prospek: Jurnal Manajemen Dan Bisnis*, 6(3).
- Suryani, & Sari, R. P. (2023). The Influence Of Social Media Marketing And Pricing On Purchasing Decision At Pt. Berjaya Abadi Kita.
- Suryopratomo, A., & Jaelani, E. (2022). Pengaruh Digital Marketing Dan Pilihan Produk Dalam Pengambilan Keputusan Minat Membeli Konsumen Pada Marketplace Tokopedia. *JSMA (Jurnal Sains Manajemen & Akuntansi)*, 14(1).

- Tonda, F., Ali, H., & Khan, M. A. (2024). Pengaruh Promosi dan Customer Reviews terhadap Keputusan Pembelian melalui Minat Beli (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Dan Pemasaran Digital (JMPD)*, 2(3), 181–194. <https://doi.org/10.38035/jmpd.v2i3>
- Zed, E. Z., Indriani, S., Wati, S. F., & Bangsa, U. P. (2025). Pengaruh Digital Marketing terhadap Keputusan Pembelian Konsumen di Era E-Commerce. 4, 171–180.
- Zuliawati, N., Rahayu, S., & Pratiwi, D. (2023). Pengaruh Customer Review terhadap Keputusan Pembelian Konsumen di Marketplace. *Jurnal Manajemen Dan Bisnis*, 10(2), 45–58.

