



Influence of Digital Marketing and Online Customer Reviews on Customer Satisfaction: A Case Study of Husna Frozen Mart

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ABSTRACT

Purpose: This study aims to examine the influence of digital marketing and online customer reviews on customer satisfaction with Husna Frozen Mart's products, and to provide insights into factors that drive consumer loyalty through satisfaction.

Methodology: The research employed a quantitative approach using a survey method, distributing questionnaires to Husna Frozen Mart customers. Data were analyzed through multiple linear regression, supported by validity and reliability tests, as well as t-tests, F-tests, and the coefficient of determination (R²).

Results: The findings reveal that digital marketing has a positive and significant effect on customer satisfaction. Likewise, online customer reviews exert a positive impact, though at a different magnitude. When tested simultaneously, both independent variables significantly affect customer satisfaction.

Findings: The study highlights that consistent digital marketing strategies combined with online customer reviews contribute to enhanced customer satisfaction, particularly in terms of information accessibility, product trustworthiness, and purchase decision-making.

Novelty: This research addresses a gap in the literature by jointly analyzing digital marketing and online customer reviews within the context of a local frozen food MSME, a setting that has received limited scholarly attention, especially in Cirebon.

Originality: Unlike prior studies that focused on large enterprises or online marketplaces, this study specifically investigates Husna Frozen Mart as a local MSME, offering a fresh perspective on the role of digital marketing and customer reviews in small business competitiveness.

Conclusion The study concludes that effective digital marketing implementation and proactive management of online customer reviews significantly improve customer satisfaction. These findings serve as a practical foundation for MSMEs to strengthen their competitive position in the digital era.

Type of Paper: Empirical research paper.

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INTRODUCTION

The digital revolution has profoundly reshaped the interaction between businesses and their customers. With the widespread adoption of the internet and mobile technologies, digital marketing has emerged as a critical strategy for organizations of all scales. It not only allows companies to broaden their market reach but also facilitates real-time communication and the delivery of personalized experiences that align with evolving consumer expectations (Chaffey & Ellis-Chadwick, 2022). In this regard, digital marketing functions not merely as a promotional tool but as a strategic approach for cultivating long-term customer relationships and enhancing satisfaction.

At the same time, online customer reviews have become a central component in consumer decision-making processes. As a form of user-generated content, such reviews are generally regarded as more authentic and credible than traditional advertising. Favorable reviews can strengthen consumer trust, encourage purchase intentions, and foster loyalty, while unfavorable feedback may harm a brand's reputation and deter potential buyers (Ladhari, 2021; Chen et al., 2022). Consequently, the credibility, volume, and quality of online reviews hold significant influence in shaping consumers' perceptions of products and services in digital marketplaces.

Customer satisfaction, meanwhile, continues to be a decisive factor in ensuring business success and sustainability. It is commonly defined as the overall assessment of a product or service based on the comparison between perceived performance and prior expectations (Kotler & Keller, 2021). High levels of satisfaction not only increase the likelihood of repeat purchases but also motivate customers to recommend products to others, thereby generating a cycle of positive advocacy (Fadli & Pratiwi, 2021). This is particularly critical in highly competitive industries such as food and beverages, where consumers are increasingly discerning and prioritize products that are practical, affordable, and easily accessible.

Husna Frozen Mart, a small and medium-sized enterprise (SME) located in Cirebon, Indonesia, illustrates these challenges and opportunities. The company specializes in frozen food products such as nuggets, sausages, and meatballs and relies extensively on digital marketing initiatives through social media platforms like Instagram and TikTok to attract potential customers. Nevertheless, preliminary evidence suggests that despite its active use of digital promotion, the company has experienced a decline in sales in recent months, possibly indicating shortcomings in marketing effectiveness and customer satisfaction. Furthermore, several online reviews highlight concerns regarding service responsiveness and delivery processes, underscoring the importance of more effective management of consumer feedback.

While previous research has explored the role of digital marketing and online customer reviews in shaping consumer behavior, empirical findings remain mixed. For example, Handayani (2022) reported that digital marketing positively affects customer satisfaction, whereas Ilham et al. (2023) emphasized its impact on purchase decisions through consumer engagement. Similarly, Chen et al. (2022) identified the significant influence of online reviews on purchase behavior; however, other studies have tended to focus more on purchase intentions rather than on customer satisfaction (Utami et al., 2024; Samosir & Saragi, 2023). These variations highlight a notable research gap, particularly in examining digital marketing and online customer reviews simultaneously as predictors of customer satisfaction within SME contexts.

Accordingly, this study seeks to analyze the extent to which digital marketing and online customer reviews influence customer satisfaction with Husna Frozen Mart's products. Addressing this gap provides theoretical contributions to the literature on consumer behavior in digital environments, while also offering practical insights for SMEs to refine their digital marketing strategies and review management. Ultimately, the study's findings are expected to assist local businesses in maintaining competitiveness in an increasingly dynamic and digitally oriented marketplace.

Digital Marketing

Digital marketing refers to all marketing activities that employ electronic devices or the internet to promote products and services to consumers. As noted by Ilham et al. (2023), digital marketing enables companies to establish communication with customers in an interactive, rapid, and personalized manner through platforms such as social media, websites, and mobile applications. Compared to traditional marketing methods, it offers advantages in terms of accessibility, interactivity, and cost efficiency.

Findings from Ilham et al. (2023) further demonstrate that digital marketing has a positive impact on customer satisfaction, as it provides more comprehensive and easily accessible information while enhancing the overall shopping experience. This evidence reinforces the notion that effective utilization of digital technologies can serve as a key strategy in strengthening customer loyalty.

H1: We suspect that ad digital marketing significantly and positively influences Customer Satisfaction

Online Costumer Riview

An online customer review is a consumer's opinion or personal experience shared on digital platforms regarding a product or service following a transaction. According to Chen et al. (2022), online reviews serve as a vital source of information for consumers, as they are often perceived to be more credible than official information provided by sellers. Consumers tend to place greater trust in reviews written by other users because these reflect genuine experiences that help reduce uncertainty and perceived risk in purchase decision-making.

Chen et al. (2022) further found that consumers pay more attention to negative reviews than to positive ones. This indicates that online reviews significantly shape consumers' perceptions of products and influence their purchasing decisions. Moreover, consumers process review content with considerable visual attention, meaning that the more appealing and informative the reviews are, the greater the likelihood that customers will feel satisfied with their chosen product. Hence, the quality of reviews plays a crucial role in fostering customer satisfaction.

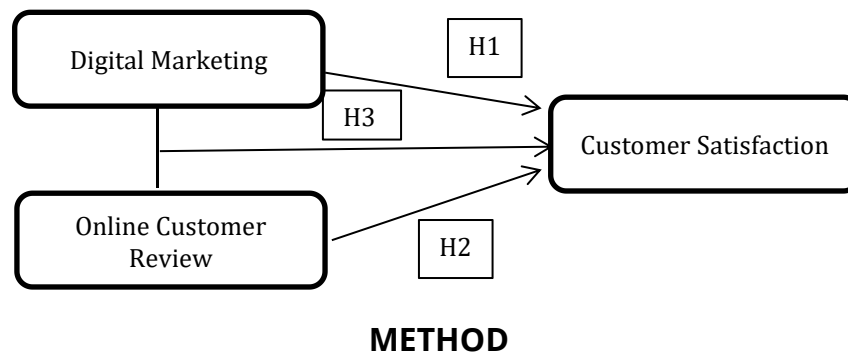
H2: We suspect that ad Online Costumer Review significantly and positively influences Customer Satisfaction

Customer Satisfaction

Customer satisfaction is recognized as a critical indicator of business success, particularly in the context of increasingly intense competition in the digital era. According to Fadli and Pratiwi (2021), customer satisfaction refers to a feeling of pleasure or disappointment that arises when an individual compares their expectations of a product or service with the actual performance received. When performance meets or exceeds expectations, customers are satisfied; conversely, when it falls short, dissatisfaction occurs.

Within the scope of digital marketing and online customer reviews, customer satisfaction becomes even more essential, as today's consumers have the ability to widely share their experiences through digital platforms. Such information influences not only existing customers but also potential buyers. Research conducted by Ilham et al. (2023) demonstrated that effective digital marketing and high product quality directly enhance customer satisfaction, which subsequently impacts purchase decisions. This underscores the importance of managing marketing strategies and service quality holistically to maintain and strengthen customer satisfaction.

H3: We suspect that Digital Marketing and Online Customer Review simultaneously positive and significant effect on Customer Satisfaction

Figure 1. Conceptual Framework**Metode Analisis****Place and Time of Research**

This research was conducted at Toko Utama Husna Frozen Mart, located in Plumbon District, Cirebon. The selection of this location was based on the high number of visitors and active consumer engagement. The study was carried out from January to March 2025 to obtain representative data.

Type of Research

The type of research used in this study is quantitative. This method aims to test hypotheses formulated based on existing theories and previous studies, using statistical analysis of data collected through research instruments in the form of questionnaires.

As an associative causal study, the research aims to investigate the individual and combined effects of digital marketing (X_1) and online customer review (X_2) on customer satisfaction (Y). Data analysis was conducted using IBM SPSS Statistics version 22, which served as the primary tool for statistical processing. This software enabled the application of multiple linear regression to evaluate the influence of the independent variables on the dependent variable. In addition, a series of preliminary tests including validity and reliability assessments, normality tests, and classical assumption checks were performed to ensure the reliability, accuracy, and robustness of the analytical results.

Research Variables**Independent Variables (X):**

- Digital Marketing (X_1): Measured using the indicators of accessibility, interactivity, entertainment, credibility, and informativeness.
- Online Customer Review (X_2): Measured using the indicators of review quality, review valence, review quantity, review credibility, and visual attention.

Dependent Variable (Y):

- Customer Satisfaction: Measured using the indicators of suitability of expectations, interest to revisit, and willingness to recommend.

Sampling Techniques

The population of this study consists of all customers of Husna Frozen Mart in Cirebon who have made at least one purchase within the last six months, totaling 5,631 individuals (from December 2024 to March 2025). The sampling technique used is purposive sampling, with the criterion being customers who have previously purchased products. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 98 respondents.

Data Collection Techniques

Primary Data: Collected through the distribution of questionnaires using a 5-point Likert scale, interviews with management, and direct observation of consumer interactions.

Secondary Data: Obtained from scholarly journals, previous research reports, internal data from Husna Frozen Mart (including sales figures, customer reviews, and digital promotions), as well as relevant literature on digital marketing, online reviews, and customer satisfaction.

Data Analysis Design

The data in this study were analyzed through a series of systematic stages. Initially, instrument testing was conducted, comprising a validity test to ensure that each questionnaire item effectively measured the intended construct, and a reliability test to assess the internal consistency of respondents' answers. This was followed by classical assumption testing, which included a normality test to assess the distribution of the data, a multicollinearity test to detect potential high correlations among independent variables, a heteroscedasticity test to evaluate the uniformity of residual variances across different levels of the predictors, and an autocorrelation test to identify any serial correlation among the residuals within the regression model.

After confirming the validity and reliability of the instruments and meeting the assumptions for regression analysis, the data were analyzed using multiple linear regression to investigate the impact of Digital Marketing (X_1) and Online Customer Review (X_2) on Customer Satisfaction (Y). The regression model applied was $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$, where Y denotes customer satisfaction, X_1 represents digital marketing, X_2 indicates online customer reviews, α is the constant term, β_1 and β_2 are the regression coefficients, and e represents the error term. The coefficient of determination (R^2) was employed to measure the proportion of variance in the dependent variable explained by the independent variables. Additionally, hypothesis testing was performed using the t-test to examine the individual (partial) effect of each independent variable, and the F-test to assess their joint (simultaneous) effect on customer satisfaction.

RESULTS AND DISCUSSION

RESULTS

Respondent Characteristics

Tabel 1 Respondent Characteristics

No	Characteristics	Sub Characteristics	Total
1.	Gender	Male	67 people
		Womem	31 people
		Total	98 people
2.	Age	< 17 year	6 people
		18 - 25 year	73 people
		26 - 35 year	12 people
		>36 year	7 people
		Total	98 people

Source: Processed Data, 2025

Based on the demographic data, the total number of respondents in this study was 98 individuals. In terms of gender, the respondents were predominantly male, totaling 67 individuals (68.37%), while female respondents accounted for 31 individuals (31.63%). With respect to age, the majority of respondents were within the 18–25 years age group, comprising 73 individuals (74.49%), followed by those aged 26–35 years with 12 individuals (12.24%), over 36 years with 7 individuals (7.14%), and under 17 years with 6 individuals (6.12%). Thus, the demographic characteristics of the respondents in this study are largely represented by males aged 18–25 years.

Research Data Analysis Validity & Reliability Test

Variable	Item	Corrected Item Total Correlation	R Table	Cronbach'Alpha
Digital Marketing	DM 1	0.973	0.1986	0.919
	DM 2	0.880	0.1986	
	DM 3	0.707	0.1986	
	DM 4	0.892	0.1986	
	DM 5	0.877	0.1986	
Online Customer Review	OCR 1	0.976	0.1986	0.939
	OCR 2	0.907	0.1986	
	OCR 3	0.817	0.1986	
	OCR 4	0.814	0.1986	
	OCR 5	0.955	0.1986	
Customer Satisfaction	CS 1	0.993	0.1986	0.977
	CS 2	0.993	0.1986	
	CS 3	0.956	0.1986	

Source: Processed Data, 2025

The validity test results indicate that all items under the variables of Digital Marketing (DM1–DM5), Online Customer Review (OCR1–OCR5), and Customer Satisfaction (CS1–CS3) obtained *Corrected Item-Total Correlation* values greater than the r-table value (0.1986). This finding confirms that all items are valid and appropriate for use in the study. Furthermore, the reliability test results show that each variable demonstrates a high Cronbach's Alpha value, namely 0.919 for Digital Marketing, 0.939 for Online Customer Review, and 0.977 for Customer Satisfaction. Since all values are well above the minimum threshold of 0.70, it can be concluded that the research instrument is reliable and capable of producing consistent results. Therefore, the questionnaire employed in this study is both valid and reliable, making it suitable as a measurement tool for the research variables.

Classical Assumption Test

No	Test Type	Analysis Results	Conclusion
1.	Normality Test	Asymp. Sig. (2-tailed) = 0,94 > 0,05	The residual data are normally distributed.
2.	Linearity Test	The scatter plot shows that the points are randomly distributed above and below the zero axis.	The relationship between the independent variable and the dependent variable is linear.
3.	Multicollinearity Test	The tolerance value of 0.305 (>0.1) and the VIF value of 3.284 (<10) indicate that all variables are free from multicollinearity.	There is no multicollinearity among the independent variables.
4.	Heteroscedasticity Test	Sig. Digital Marketing= 0,984 > 0,05; Sig Online Customer Review> 0,101 > 0,05	There is no indication of heteroscedasticity.
5.	Autocorrelation Test	The Durbin–Watson value of 1.755 lies between dL (1.5709) and 4 – dU (2.3198).	There is no autocorrelation in the regression model.

Source: Processed Data, 2025

Based on the results of the classical assumption tests, it can be concluded that the regression model in this study meets all the required criteria. The normality test shows an Asymp. Sig. (2-tailed) value of 0.94, which is greater than 0.05, indicating that the residual data are normally distributed. The linearity test using a scatter plot reveals that the data points are randomly distributed above and below the zero axis, confirming a linear relationship between the independent and dependent variables. Furthermore, the multicollinearity test produces a tolerance value of 0.305 (>0.1) and a VIF value of 3.284 (<10), demonstrating the absence of multicollinearity among the independent variables. The heteroscedasticity test results show a significance value of 0.984 (>0.05) for Digital Marketing and 0.101 (>0.05) for Online Customer Review, suggesting no indication of heteroscedasticity. Finally, the autocorrelation test yields a Durbin Watson value of 1.755, which falls between dL (1.5709) and 4-dU (2.3198), indicating that the regression model is free from autocorrelation. Thus, all classical assumption tests are satisfied, and the regression model employed in this study is deemed appropriate for further analysis.

Hypothesis Test Results

No	Test Type	Variable	Statistical Values	Significance Values
1	T-test (Partial)	X ₁ : Digital Marketing → Customer Satisfaction	t = -3,603 > t-tabel = 1,984	p = 0,001 < 0,05
2	T-test (Partial)	X ₂ : Online Customer Review → Customer Satisfaction	t = 26.416 > t-tabel = 1,984	p = 0,000 < 0,05
3	F Test (Simultaneous)	X ₁ dan X ₂ → Kinerja Pegawai	F = 40,380 > F-tabel = 3,089	p = 0,000 < 0,05
4	Coefficient of Determination	R = 0,946; R ² = 0,896; Adj. R ² = 0,893	-	-

Source: Processed Data, 2025

The findings indicate that, partially, digital marketing has a significant but negative effect on customer satisfaction, suggesting that more intensive digital marketing strategies may actually reduce satisfaction levels. In contrast, online customer reviews demonstrate a positive and significant influence, showing that favorable reviews substantially enhance customer satisfaction. Simultaneously, both variables significantly affect customer satisfaction, with a very strong correlation ($R = 0.946$). The coefficient of determination ($R^2 = 0.896$) confirms that 89.6% of the variation in customer satisfaction can be explained by digital marketing and online customer reviews, while the remaining 10.4% is influenced by factors outside the model. These results highlight that online customer reviews are the dominant factor shaping customer satisfaction, whereas digital marketing must be managed carefully to avoid generating negative perceptions.

DISCUSSION

The findings of this study provide valuable insights into the role of digital marketing and online customer reviews in shaping customer satisfaction, particularly within the context of small and medium-sized enterprises (SMEs) such as Husna Frozen Mart. The first key result that digital marketing has a significant yet negative effect on customer satisfaction reveals a complex relationship. Although digital marketing is generally expected to improve accessibility, engagement, and convenience, excessive or poorly executed campaigns may generate the opposite outcome. In this case, the intensive use of digital promotions might have led to consumer fatigue, perceptions of intrusiveness, or disappointment stemming from overstated claims. This observation is consistent with Ladhari (2021), who noted that digital promotional strategies must balance persuasion with authenticity, as exaggerated or overwhelming approaches can erode trust and satisfaction. For

SMEs, this suggests the need for carefully crafted marketing initiatives that are consistent, transparent, and responsive to consumer needs.

The second important finding highlights the strong and positive impact of online customer reviews on satisfaction. As peer-generated content, positive reviews serve as credible indicators of product quality, service reliability, and overall trustworthiness, thereby enhancing consumer confidence. This supports previous research by Chen et al. (2022), which demonstrated that reviews, especially detailed and favorable ones, reduce uncertainty and foster favorable evaluations. For SMEs, online reviews represent more than feedback; they function as a cost-effective promotional tool. Encouraging satisfied customers to share their experiences and addressing negative comments constructively can significantly strengthen customer loyalty and long-term satisfaction.

Furthermore, the simultaneous effect of digital marketing and online customer reviews accounting for nearly 89.6% of the variance in satisfaction underscores the strategic importance of integrating these two elements. While digital marketing ensures visibility and provides essential information, online reviews complement this by offering authenticity and social validation, which are increasingly valued by modern consumers. The stronger influence of reviews compared to digital marketing observed in this study demonstrates that peer opinions often carry more persuasive power than company-driven campaigns. This finding contributes to the literature by illustrating that in SME contexts, consumer-generated content can be a more decisive factor in shaping satisfaction than firm-managed promotional efforts.

Taken together, these results highlight the necessity of context-specific strategies for SMEs. Unlike larger firms with more extensive resources, SMEs must be cautious not to over-rely on digital marketing, which may backfire if poorly managed. Instead, leveraging authentic consumer voices through reviews can serve as a more sustainable and cost-efficient strategy to foster trust, loyalty, and satisfaction.

CONCLUSION

This study concludes that both digital marketing and online customer reviews significantly influence customer satisfaction at Husna Frozen Mart, though with differing directions and magnitudes of effect. Digital marketing, while statistically significant, shows a negative association with satisfaction, suggesting that overly aggressive or mismanaged strategies may diminish consumer trust and experiences. Conversely, online customer reviews have a strong positive effect, emerging as the dominant factor shaping satisfaction. Together, these two variables explain nearly 90% of the variation in customer satisfaction, underscoring their crucial role in determining consumer perceptions and loyalty.

Theoretically, these findings extend the literature by jointly examining the effects of digital marketing and online reviews in an SME context, offering evidence that peer-generated content plays a more decisive role than firm-controlled promotions. Practically, the results provide actionable insights for SMEs: digital marketing should be managed with transparency and authenticity, while online reviews should be strategically cultivated through positive engagement and responsive feedback management.

In conclusion, while digital marketing remains essential for market visibility, online customer reviews represent a more powerful driver of satisfaction in digital marketplaces. For SMEs such as Husna Frozen Mart, sustainable success depends on harmonizing these two elements ensuring that marketing communications are credible and consistently reinforced by authentic consumer experiences.

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