

***THE EFFECT OF E-TRUST AND ONLINE CUSTOMER REVIEW ON  
PURCHASE DECISIONS FOR SOMETHINC SKINCARE PRODUCTS ON THE  
SHOPEE PLATFORM***

**PENGARUH E-TRUST DAN ULASAN PELANGGAN ONLINE TERHADAP  
KEPUTUSAN PEMBELIAN PRODUK PERAWATAN KULIT SOMETHINC DI  
PLATFORM SHOPEE**

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**ABSTRACT**

*The growth of e-commerce has changed how Indonesian consumers evaluate and purchase skincare products, particularly because online buyers cannot test products directly before purchase. This study examines the influence of e-trust and online customer review on purchase decisions for Somethinc skincare products on Shopee. The research used a quantitative design with descriptive and verification approaches. The population consisted of consumers who had purchased Somethinc skincare through Shopee, and 100 respondents were selected using non-probability purposive sampling. Data were collected through a Likert-scale questionnaire and analyzed using descriptive statistics, validity and reliability tests, classical assumption tests, multiple linear regression, t-test, F-test, and coefficient of determination with IBM SPSS Statistics 27. The findings indicate that e-trust, online customer review, and purchase decision are all in the high category. Partially, e-trust has a positive and significant effect on purchase decision ( $t = 3.335$ ;  $sig. = 0.001$ ), while online customer review has a stronger positive and significant effect ( $t = 6.100$ ;  $sig. < 0.001$ ). Simultaneously, both variables significantly affect purchase decision ( $F = 105.232$ ;  $sig. < 0.001$ ). The adjusted R square of 0.678 shows that e-trust and online customer review explain 67.8% of purchase decisions.*

**Keywords:** E-Trust, Online Customer Review, Purchase Decision, Skincare, Shopee

**ABSTRAK**

Pertumbuhan e-commerce telah mengubah cara konsumen Indonesia mengevaluasi dan membeli produk perawatan kulit, terutama karena pembeli daring tidak dapat mencoba produk secara langsung sebelum membeli. Penelitian ini mengkaji pengaruh e-trust dan ulasan pelanggan daring terhadap keputusan pembelian produk perawatan kulit Somethinc di Shopee. Penelitian ini menggunakan desain kuantitatif dengan pendekatan deskriptif dan verifikasi. Populasi penelitian terdiri dari konsumen yang telah membeli produk perawatan kulit Somethinc melalui Shopee, dan 100 responden dipilih menggunakan teknik sampling purposif non-probabilitas. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis menggunakan statistik deskriptif, uji validitas dan reliabilitas, uji asumsi klasik, regresi linier berganda, uji t, uji F, serta koefisien determinasi dengan IBM SPSS Statistics 27. Hasil penelitian menunjukkan bahwa e-trust, ulasan pelanggan online, dan keputusan pembelian semuanya berada dalam kategori tinggi. Secara parsial, e-trust memiliki pengaruh positif dan signifikan terhadap keputusan pembelian ( $t = 3,335$ ;  $sig. = 0,001$ ), sedangkan ulasan pelanggan online memiliki pengaruh positif yang lebih kuat dan signifikan ( $t = 6,100$ ;  $sig. < 0,001$ ). Secara bersamaan, kedua variabel tersebut secara signifikan memengaruhi keputusan pembelian ( $F = 105,232$ ;  $sig. < 0,001$ ). Nilai R kuadrat yang disesuaikan sebesar 0,678 menunjukkan bahwa e-trust dan ulasan pelanggan online menjelaskan 67,8% dari keputusan pembelian.

**Kata kunci:** E-Trust, Ulasan Pelanggan Online, Keputusan Pembelian, Perawatan Kulit, Shopee

**INTRODUCTION**

The rapid development of information technology has substantially transformed consumer behavior in searching for information, comparing products, evaluating sellers, communicating with businesses, and

making purchase decisions. Digital technology has enabled consumers to obtain product information more quickly and conveniently without being limited by geographical distance or operating hours. Consumers can now access various digital platforms, social media

channels, websites, and e-commerce applications to evaluate products before completing a transaction. This transformation has encouraged businesses to adapt their marketing activities to an increasingly digital consumer environment.

In Indonesia, internet use has become increasingly integrated into everyday activities. The growing availability of internet infrastructure and mobile devices has expanded consumers' access to digital information and online commercial services. According to the data presented in the original study, the percentage of the Indonesian population accessing the internet reached 72.78% in 2024, increasing from 69.21% in 2023 [1]. This growth indicates that the internet is no longer used solely for communication and entertainment but also plays an important role in information searching, product evaluation, digital payments, and online purchasing activities.

The development of internet access has simultaneously supported the growth of e-commerce in Indonesia. E-commerce provides consumers with a practical alternative to conventional shopping because products can be searched, compared, ordered, and paid for through a single digital platform. Through e-commerce, consumers can evaluate prices, promotional offers, delivery options, product descriptions, store ratings, payment methods, and customer feedback before deciding to purchase. This condition has made e-commerce an important distribution and marketing channel for companies competing in the Indonesian consumer market.

The number of e-commerce users in Indonesia has continued to increase and is expected to grow in the coming years. As illustrated in Figure 1, the projected number of Indonesian e-

commerce users shows a consistent upward trend from 2020 to 2029 [2]. This trend suggests that online shopping has become an increasingly common part of consumer lifestyles. The increase in e-commerce users also creates broader market opportunities for businesses, while simultaneously increasing competition among sellers and brands. As more alternatives become available, consumers tend to become more selective when assessing product quality, seller credibility, service reliability, and transaction security.



**Figure 1. Projection of E-Commerce Users in Indonesia, 2020-2029.**

**Source: DataIndonesia.id.**

Indonesia has various e-commerce platforms, including Shopee, Tokopedia, Lazada, Bukalapak, Blibli, and other digital marketplaces. Among these platforms, Shopee is particularly relevant to the present study because it combines transaction facilities with various informational and interactive features. Shopee provides official stores, Shopee Mall, store ratings, star evaluations, product descriptions, written reviews, consumer photographs, videos, vouchers, free-shipping programs, and multiple digital payment options. These features allow consumers to compare products and assess the credibility of sellers before making a purchase.

The selection of Shopee as the research context is not based only on its popularity but also on the compatibility of its platform features with the variables examined in this study. E-trust requires a

digital environment in which consumers evaluate transaction security, seller credibility, product authenticity, service reliability, and the consistency of product information. Meanwhile, online customer review requires a platform that publicly displays evaluations and experiences submitted by previous buyers. Shopee provides both types of information, making it an appropriate context for examining the effects of e-trust and online customer review on consumer purchase decisions.

The relevance of Shopee is also supported by its high level of consumer traffic compared with several other e-commerce platforms. Figure 2 presents the ten leading e-commerce platforms in Indonesia during the first quarter of 2020. The figure shows that Shopee was among the platforms with the highest number of visits during the period [3]. A high level of platform activity allows consumers to access a large amount of product information, seller data, ratings, and previous customer experiences. Consequently, Shopee offers an appropriate environment for observing how consumers develop trust and use customer reviews when making purchasing decisions.



**Figure 2. Top 10 E-Commerce in Indonesia in Q1 2020. Source: Tempo.co.**

The increasing use of e-commerce has also influenced the market for personal care and beauty products. Skincare is one of the product categories that has experienced strong visibility on

digital marketplaces. However, skincare products differ from many ordinary consumer goods because purchasing decisions involve several personal and functional considerations. Consumers need to consider ingredient safety, skin type suitability, product benefits, possible reactions, authenticity, packaging quality, and expected results after use.

When purchasing skincare products through physical stores, consumers may directly examine product packaging, consult sales personnel, or test certain products. In an online environment, however, consumers cannot physically inspect or try a product before purchase. This limitation increases uncertainty and perceived risk. Consumers may be concerned about receiving counterfeit products, damaged packaging, products that do not match their descriptions, or products that are unsuitable for their skin conditions. Therefore, online skincare consumers require reliable information and confidence in both the seller and the transaction system.

Somehinc is one of the Indonesian local skincare brands that has developed a strong presence in the digital market. The brand offers a diverse range of skincare products, including serums, toners, moisturizers, sunscreens, cleansers, and other facial treatment products. Figure 3 shows that Somehinc has been included among the best-selling skincare brands in the Indonesian e-commerce market [4]. This market position indicates that Somehinc has strong consumer recognition and is capable of competing with other domestic and international skincare brands.



**Figure 3. Best-Selling Skincare Brands in E-Commerce. Source: Compas.co.id.**

Nevertheless, strong brand visibility and sales performance do not automatically guarantee consumer purchase decisions. Consumers are exposed to numerous skincare brands that offer different product claims, prices, ingredients, promotions, and perceived benefits. The large number of alternatives allows consumers to compare Somethinc products with competing brands before completing a transaction. As a result, purchase decisions may depend not only on brand awareness or promotional attractiveness but also on whether consumers trust the platform, the seller, and the information available about the product.

Purchase decision refers to the process through which consumers select and purchase a product after recognizing a need, searching for information, evaluating alternatives, and determining the most appropriate choice. Consumer purchase decisions may involve the selection of a product, brand, seller, purchasing quantity, purchasing time, and payment method. According to consumer behavior theory, purchasing decisions do not occur instantaneously but are formed through a series of evaluations influenced by personal needs, psychological perceptions, social information, previous experience, and marketing stimuli [5], [6].

In an online purchasing context, consumer evaluation becomes more complex because the physical separation

between buyers, sellers, and products creates uncertainty. Consumers must depend on information displayed on a digital screen rather than direct observation. Consequently, the perceived credibility of the platform and seller becomes an important consideration. Consumers need to believe that the transaction system is secure, personal information is protected, payment can be processed reliably, and the seller will deliver the correct and authentic product.

This form of digital confidence is commonly referred to as e-trust. E-trust represents consumers' belief that an online platform and seller possess the ability, benevolence, and integrity necessary to complete transactions appropriately. Ability refers to the seller's competence in providing products and services, benevolence reflects concern for consumer interests, and integrity relates to honesty, consistency, and responsibility [8]. In the context of Somethinc skincare purchases on Shopee, e-trust may be reflected in consumers' confidence regarding transaction security, product authenticity, seller reputation, accurate information, responsive service, and appropriate complaint handling.

E-trust is particularly important for skincare transactions because consumers face both financial and product-related risks. Financial risk concerns payment security and the possibility that a seller may fail to fulfil the transaction. Product-related risk concerns authenticity, safety, quality, and suitability for the consumer's skin. A trusted seller can reduce these concerns by providing accurate descriptions, clear product information, reliable service, official-store status, secure packaging, and responsive communication. When consumers believe that the seller and

platform are dependable, they are more likely to proceed with a purchase.

Conversely, a lack of e-trust may cause consumers to postpone, cancel, or redirect their purchase to another seller or brand. Even when consumers are interested in a product, doubts concerning seller honesty, transaction security, product authenticity, or delivery reliability may prevent them from completing the purchase. Therefore, developing digital trust is an important responsibility for both e-commerce platforms and online sellers.

In addition to e-trust, consumers often rely on online customer reviews when evaluating products. Online customer review refers to evaluations, opinions, experiences, and recommendations submitted by consumers after purchasing or using a product. Reviews can take the form of written comments, star ratings, photographs, videos, and detailed descriptions of product performance. Online reviews are regarded as a form of electronic word of mouth because product information is communicated from one consumer to other potential consumers through digital media [9].

Online customer reviews may be considered more relatable than promotional information created by companies because they describe actual consumer experiences. Reviewers may discuss product texture, fragrance, packaging, delivery condition, authenticity, skin suitability, ease of use, and perceived results. Such information is highly relevant for skincare purchases because product effectiveness and compatibility may vary among consumers. Potential buyers can compare different experiences and determine whether a product is likely to meet their needs.

The influence of online customer reviews depends on several aspects,

including source credibility, argument quality, and information relevance. Source credibility reflects whether the reviewer appears trustworthy and experienced. Argument quality concerns the completeness, clarity, and strength of the information contained in the review. Information relevance relates to whether the review assists potential consumers in evaluating the specific characteristics of the product. Reviews that include clear explanations, photographs, videos, and relevant usage experiences are generally more useful than brief or unclear comments.

Positive customer reviews can strengthen consumer confidence by providing social evidence that other buyers have successfully completed transactions and obtained satisfactory products. Reviews can also reinforce the credibility of the seller by demonstrating consistency in product quality, packaging, delivery, and service. In contrast, negative reviews may alert prospective consumers to possible problems such as damaged products, delayed delivery, misleading descriptions, poor service, unsuitable product effects, or doubts regarding authenticity.

Therefore, online customer reviews can either strengthen or weaken purchase decisions. A large number of positive reviews may encourage consumers to perceive the product as popular, reliable, and appropriate. However, repeated negative experiences may create uncertainty, even when the seller provides attractive prices or promotions. Consumers frequently read both positive and negative reviews to obtain a more balanced evaluation before purchasing skincare products.

E-trust and online customer review are conceptually related but represent different aspects of the online decision-making process. E-trust reflects

consumers' confidence in the reliability, competence, honesty, and security of the seller and platform. Online customer review represents informational input obtained from the experiences of previous consumers. Trust may reduce perceived transaction risk, whereas reviews may reduce product-related uncertainty. Together, the two factors can provide consumers with greater confidence when deciding whether to purchase a skincare product online.

In this study, e-trust and online customer review are treated as independent variables that directly influence purchase decisions. Online customer reviews may contribute to the development of trust, but the present research does not position online customer review as a mediating variable. Instead, the study examines three direct relationships: the influence of e-trust on purchase decision, the influence of online customer review on purchase decision, and the simultaneous influence of both variables on purchase decision.

Previous studies have indicated that e-trust can positively influence online purchasing behavior because consumers are more likely to complete transactions when they feel secure and believe that the seller is reliable. Other studies have found that online customer reviews influence purchase decisions by providing credible and relevant information that supports the evaluation of products [13]–[15]. Nevertheless, research findings have not always been fully consistent. The strength and significance of these relationships may vary depending on the platform, consumer characteristics, product category, brand, and research setting.

These differences create a research gap that requires further investigation. Skincare purchases involve specific concerns regarding product authenticity, ingredient safety, product suitability, and

individual usage outcomes. Therefore, findings from research involving general consumer products may not fully explain consumer behavior in skincare markets. In addition, the combination of Somethinc as a local skincare brand and Shopee as a major e-commerce platform provides a specific context that has not been sufficiently explained by previous studies.

The demographic characteristics of skincare consumers may also affect how digital information is evaluated. Younger consumers, students, employees, and frequent e-commerce users may have greater familiarity with digital platforms and online reviews. However, familiarity with technology does not necessarily eliminate perceived risk. Even experienced online consumers may still examine seller ratings, review details, product photographs, and transaction guarantees before purchasing skincare. This condition reinforces the importance of examining trust and customer reviews as determinants of online purchase decisions.

From a managerial perspective, understanding these factors is important for Somethinc and sellers operating through Shopee. Companies cannot rely only on brand popularity, discounts, or promotional exposure. They must also ensure that product information is accurate, official distribution channels are identifiable, customer complaints are handled properly, and purchasing experiences are consistent. Sellers should also encourage genuine and informative reviews because consumer-generated information can influence prospective buyers more strongly than one-way promotional messages.

From an academic perspective, this study contributes to the development of digital marketing and consumer behavior literature. It examines how trust-related and information-related

factors operate simultaneously in the online skincare market. The study also provides empirical evidence concerning the relative contributions of e-trust and online customer review to purchase decisions within the context of a local skincare brand and a major Indonesian e-commerce platform.

Based on the phenomena, theoretical considerations, and research gap described above, this study focuses on the influence of e-trust and online customer review on purchase decisions for Somethinc skincare products on Shopee. Specifically, the study aims to describe the conditions of e-trust, online customer review, and purchase decision among consumers; analyze the partial influence of e-trust on purchase decision; analyze the partial influence of online customer review on purchase decision; and examine the simultaneous influence of e-trust and online customer review on purchase decision.

The findings are expected to provide practical recommendations for Somethinc, online sellers, and e-commerce platform managers in improving transaction credibility, product-information quality, consumer communication, customer-review management, and purchasing confidence. The results are also expected to serve as a reference for future research addressing digital trust, electronic word of mouth, online reviews, and purchase decisions in other product categories or e-commerce environments.

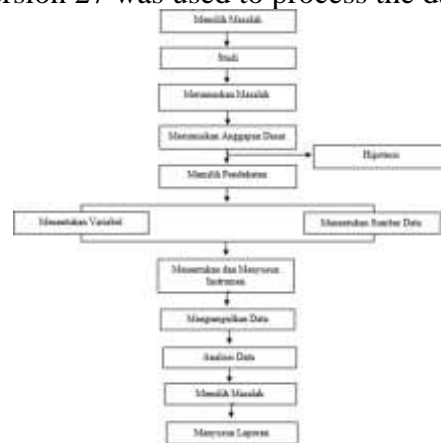
**RESEARCH METHODS**

This study used a quantitative method with descriptive and verification

approaches. The descriptive approach was used to describe the condition of e-trust, online customer review, and purchase decision, while the verification approach was used to test the causal influence between variables.

The population consisted of consumers who had purchased Somethinc skincare products through Shopee. The sample consisted of 100 respondents selected through non-probability purposive sampling. The sampling criteria were consumers who had used Shopee and had purchased Somethinc skincare products through the platform.

Primary data were collected using a Likert-scale questionnaire. The data were analyzed through descriptive analysis, validity and reliability tests, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests, multiple linear regression, t-test, F-test, and coefficient of determination. IBM SPSS Statistics version 27 was used to process the data.



**Figure 4. Research Design. Source: Arikunto (2014:62)**

**Table 1. Operational Variable**

Variable	Dimension	Key indicators	Scale
E-Trust (X1)	Ability	Transaction security, platform reliability, product	Likert

Variable	Dimension	Key indicators	Scale
		authenticity, seller service capability	
E-Trust (X1)	Benevolence	Seller concern, responsive service, benefit orientation, complaint handling	Likert
E-Trust (X1)	Integrity	Honesty of information, commitment, consistency, seller responsibility	Likert
Online Customer Review (X2)	Source credibility	Reviewer credibility, review reliability, reviewer experience, review trustworthiness	Likert
Online Customer Review (X2)	Argument quality	Completeness, clarity, relevance, strength of review content	Likert
Online Customer Review (X2)	Information relevance	Usefulness, product suitability information, comparison support, current information	Likert
Purchase Decision (Y)	Product/brand/channel choice, quantity, time, payment	Product suitability, brand reputation, seller choice, purchase quantity, purchase timing, payment method	Likert

## RESULTS AND DISCUSSIONS

The study involved 100 respondents. Most respondents were 15-25 years old, female, and frequent e-commerce users. This respondent profile

is consistent with the skincare and e-commerce context, in which young consumers often rely on digital information and customer reviews before purchasing beauty products.

**Table 2. Respondent Characteristics**

Characteristic	Category	Frequency	Percentage
Age	15-25 years	93	93%
Age	26-35 years	7	7%
Age	36-45 years	0	0%
Age	>45 years	0	0%
Occupation	Student/college student	62	62%

Characteristic	Category	Frequency	Percentage
Occupation	Entrepreneur	9	9%
Occupation	Employee	29	29%
Gender	Male	19	19%
Gender	Female	81	81%
E-commerce usage intensity	Rarely	14	14%
E-commerce usage intensity	Often	81	81%
E-commerce usage intensity	Very often	5	5%

The descriptive results show that all variables were in the high category. E-trust obtained an average score of 4.18, online customer review obtained an average score of 4.13, and purchase decision obtained an average score of

4.07. These values indicate that respondents generally trust online transactions through Shopee, consider customer reviews useful, and have a strong tendency to purchase Somethinc skincare products through the platform.

**Table 3. Descriptive Statistics of Research Variables**

Variable	Number of items	Mean score	Category
E-Trust (X1)	16	4.18	High
Online Customer Review (X2)	12	4.13	High
Purchase Decision (Y)	16	4.07	High

Validity testing showed that all instrument items were valid because every calculated correlation value exceeded the r-table value of 0.1966. Reliability testing also showed that all variables were reliable because

Cronbach's alpha values exceeded the critical value of 0.60. These results indicate that the questionnaire items were suitable for measuring the three constructs.

**Table 4. Validity and Reliability Summary**

Variable	Items	Validity result	Cronbach's Alpha	Reliability result
E-Trust (X1)	16	All items valid (r-count > 0.1966)	0.903	Reliable
Online Customer Review (X2)	12	All items valid (r-count > 0.1966)	0.902	Reliable
Purchase Decision (Y)	16	All items valid (r-count > 0.1966)	0.898	Reliable

The classical assumption tests also supported the use of regression

analysis. The normality test produced an asymptotic significance value of 0.122,

which is greater than 0.05. Multicollinearity was not detected because both independent variables had tolerance values of 0.382 and VIF values

of 2.620. Heteroscedasticity was also not detected because the significance values were 0.554 for e-trust and 0.861 for online customer review.

**Table 5. Classical Assumption Test Summary**

Test	Indicator	Result	Interpretation
Normality	Asymp. Sig. (2-tailed)	0.122	Normal distribution
Multicollinearity - E-Trust	Tolerance / VIF	0.382 / 2.620	No multicollinearity
Multicollinearity - Online Customer Review	Tolerance / VIF	0.382 / 2.620	No multicollinearity
Heteroscedasticity - E-Trust	Sig.	0.554	No heteroscedasticity
Heteroscedasticity - Online Customer Review	Sig.	0.861	No heteroscedasticity

The multiple linear regression results show that both independent variables have positive regression coefficients. The estimated regression equation is: Purchase Decision = 6.810 + 0.331(E-Trust) + 0.731(Online

Customer Review). This means that improvements in e-trust and online customer review are associated with increases in purchase decision, assuming the other variable remains constant.

**Table 6. Multiple Linear Regression Results**

Model	B	Std. Error	Beta	t	Sig.
Constant	6.810	4.186	-	1.627	0.107
E-Trust (X1)	0.331	0.099	0.308	3.335	0.001
Online Customer Review (X2)	0.731	0.120	0.563	6.100	<0.001

**Table 7. Hypothesis Testing and Determination**

Test	Value	Sig.	Conclusion
t-test: E-Trust -> Purchase Decision	t = 3.335	0.001	H1 accepted
t-test: Online Customer Review -> Purchase Decision	t = 6.100	<0.001	H2 accepted
F-test: Simultaneous effect	F = 105.232	<0.001	H3 accepted
Coefficient of determination	Adjusted R Square = 0.678	-	67.8% explained by X1 and X2

The first finding confirms that e-trust has a positive and significant influence on purchase decision. This indicates that consumers are more willing to purchase Somethinc skincare products through Shopee when they believe the platform and seller can provide secure transactions, authentic products, reliable service, and honest information. In online skincare purchases, trust reduces perceived risk because consumers cannot directly inspect or test the product before buying.

The second finding shows that online customer review has a positive and significant influence on purchase decision. The standardized beta of online customer review (0.563) is higher than that of e-trust (0.308), indicating that review information contributes more strongly to purchase decisions in this sample. Reviews provide social proof and usage experience related to product texture, suitability, packaging, delivery, and perceived results. For skincare products, this information helps prospective consumers reduce uncertainty and evaluate whether the product fits their needs.

The simultaneous test shows that e-trust and online customer review jointly influence purchase decision. The adjusted R square value of 0.678 demonstrates that 67.8% of purchase decision can be explained by the two variables, while 32.2% is explained by other factors such as price, promotion, brand image, product quality, social influence, or personal skin condition. This result suggests that Somethinc and Shopee sellers should manage both transaction trust and review quality to strengthen consumer purchasing confidence.

## CONCLUSION AND SUGGESTION

This study concludes that e-trust, online customer review, and purchase decision for Somethinc skincare products on Shopee are in the high category. E-trust has a positive and significant effect on purchase decision, online customer review has a positive and significant effect on purchase decision, and both variables simultaneously have a positive and significant effect on purchase decision. The adjusted R square value of 0.678 indicates that the model explains 67.8% of purchase decision.

Practically, Somethinc and Shopee sellers should strengthen consumer trust by ensuring product authenticity, secure transactions, accurate product information, responsive service, and consistent complaint handling. They should also manage online reviews by encouraging verified buyers to provide clear reviews with photos or videos, responding professionally to complaints, and using review insights to improve product and service quality. Academically, future research may include other variables such as brand image, price perception, product quality, electronic service quality, promotion, or social media marketing, and may use a broader sample to increase generalizability.

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