

## **Analysis of The Influencer Marketing, Ratings and Customer Reviews on Purchasing Decisions**

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### **ABSTRACT:**

There are still many companies that do not pay attention to the importance of influencer marketing, ratings and customer reviews due to ignorance and low understanding. This research underlines the importance of marketing strategies that combine influencer marketing with positive interactions from customers and good product reputation to influence consumer purchasing decisions effectively, so researchers are interested in conducting research entitled The Influence of Influencer Marketing, Ratings and Customer Reviews on Purchasing Decisions. With the research variables that will be analyzed are influencer marketing X1, Rating X2, Customer Review the research results can be seen from the multiple correlation level value of 0.745, this shows that the correlation level has a strong influence. The coefficient of determination value is 0.809, meaning that the Influencer Marketing, Rating and Customer Review variables have an influence on purchasing decisions of 80.9% and the remaining 19.1% is influenced by other variables not examined in this research. Meanwhile, the results of simultaneous hypothesis testing show a significant effect because  $F_{count} > F_{table}$  (129,801 > 3,090).

**Keywords: Influencer Marketing, Ratings, Customer Reviews, Purchasing Decisions**

### **I. INTRODUCTION**

Marketing activities are one of the important things that can be done by business people to attract consumer attention in order to create a sense of consumer desire to buy a particular product (Winanti et al., 2024). Currently internet technology has become an alternative in a digital marketing strategy (Jerry, 2018) by carrying out promotions through social media (Winanti et al., 2023) which are managed independently by business people, or use third party services which are usually referred to as influencer marketing.

Influencer marketing has now become commonplace in the business world and is increasingly in demand, so it plays an important role in the product promotion process (Pradiani, 2018). Utilizing influencer marketing services is considered more effective and able

to attract buying interest from consumers using social media from teenagers to adults. Not only social media, an influencer can also present himself in promotional activities in advertisements or on television screens. In general, business people like or make themselves social media influencers because they can influence their followers to buy the products or services being promoted and follow current trends (Johansen et al., 2017).

The impact of influencer marketing is very significant in building brand awareness and increasing sales. Influencers who have credibility and a good relationship with their followers can provide recommendations that are considered more authentic and trustworthy than traditional advertising, this helps companies build closer relationships with consumers and increase brand loyalty (Tanwar et al., 2022).

Ratings are usually displayed in the form of a 1-5 star score on shopping ads and product listings. This rating helps buyers make purchasing decisions and attracts more quality potential buyers to the seller's product page site (Sadiq et al., 2021). The data is collected from various sources. The star form of the rating can be given to assess the overall product rating or only to assess certain features in a product. As part of online reviews, ratings can also be seen as a form of consumer assessment of a product based on their experience which refers to the consumer's psychological and emotional state when using the product (Supiana et al., 2024).

The impact of ratings is very significant in shaping reputation and business performance (Latief & Ayustira, 2020). A high rating usually indicates better product or service quality and can increase trust and attract more customers (Ali Al Aradatin et al., 2021). Conversely, a low rating can be an indicator of problems that need to be addressed immediately by the company to prevent a decline in sales and reputation, therefore companies need to actively manage and improve their ratings as part of their marketing strategy. (Arbaini, 2020).

Customer reviews are evaluations or feedback from consumers who have purchased and used a product or service. Along with the development of technology and the internet, customer reviews have become increasingly important and easily accessible to the public. Customer reviews are now an integral part of the purchasing process in making more informed decisions, but also provide businesses with valuable feedback to improve their products and services (Sianipar & Yoestini, 2021).

The impact of customer reviews is very significant on the reputation and success of a business, positive reviews can increase trust and attract more customers while negative reviews can damage a company's image if not handled well. Consumers today tend to trust reviews from fellow users more than advertising or promotions from companies (Sudjatmika, 2017). Additionally, customer reviews serve as a reputation management tool for companies that encourages them to be more responsive to customer needs.

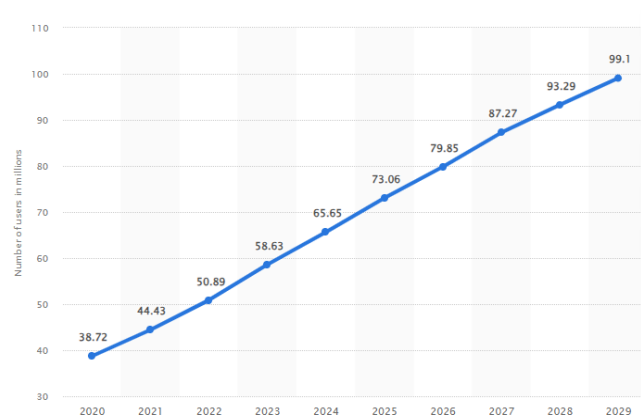


Figure 1. E-Commerce Users in Indonesia 2020 – 2029 (Statista, 2024)

Users of the e-commerce market will continue to increase in Indonesia from year to year. Estimated year 2024 – 2029 with a total of 33.5 million users (an increase of 53.03%). The increase occurred for nine consecutive years and will peak in 2029, reaching 99.1 million users. (Statista, 2024)

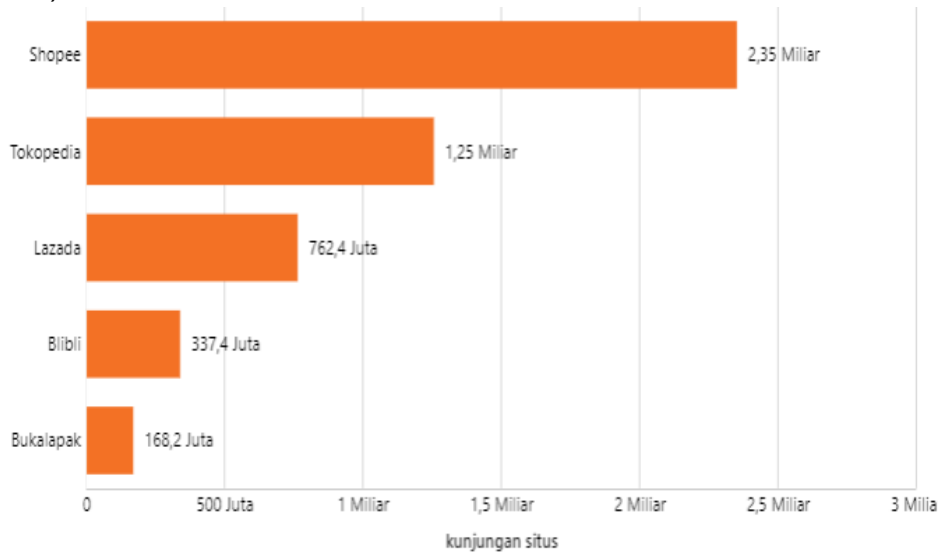


Figure 2. E-Commerce with the Most Visitors in 2023(Ahdiat, 2024)

Shopee is the e-commerce marketplace category with the most visits in Indonesia throughout 2023, reaching 2.3 billion visits. In the same period, the Tokopedia site received 1.2 billion visitors and the Lazada site received 762.4 million visitors. Blibli received 337.4 million visitors and the Bukalapak site 168.2 million visitors. Throughout 2023, Shopee site visits will increase by 41.39% and on the other hand, visits to the Tokopedia site will decrease by 21.08%, Lazada will decrease by 46.73% and Bukalapak will also decrease by 56.5%. (Ahdiat, 2024). This data shows that Shopee is the most popular e-commerce platform in Indonesia in 2023, followed by Tokopedia and Lazada. This preference reflects the preference of the Indonesian people in online shopping with Shopee far superior to its competition.

Purchasing decisions are the process that consumers go through in determining whether to purchase a product or service. This process involves several stages starting from recognizing a need or problem, searching for information, evaluating alternatives, purchasing decisions, to post-purchase behavior (Arbaini, 2020). In the digital era, easy access to information and product reviews online has made consumers smarter and more selective in choosing products.

The impact of purchasing decisions is very significant for business success. Understanding how consumers make purchasing decisions allows companies to develop more effective and relevant marketing strategies. In addition, with customer feedback, companies can continue to improve and develop their products, increase customer satisfaction and build long-term loyalty.

Based on the research background above, the author can identify the problem formulation in this research as follows:

- What is the influence of Influencer Marketing on Customer Decision Making?
- How does the Rating influence the Decision Making of the Member?
- How does Customer Review influence the Member's decision?
- What is the influence of Marketing Influencers, Ratings and Customer Reviews on Customer Decision Making?

The aim of the research is to find out, analyze and prove the influence of Influencer Marketing, Customer Review Ratings on Customer Decision Making.

To find out the influence of Marketing Influencers, Ratings and Customer Reviews on Customer Decision Making

## II. LITERATURE REVIEW

Marketing management is a process involved in a number of activities carried out by a company or organization to promote, sell and distribute products or services to consumers or potential customers. (Fayzhall et al., 2022). The main focus of marketing is achieving business growth, increasing sales, and strengthening the company's brand image (Rusdi, 2019). To achieve this goal, marketing utilizes a variety of strategies and tactics that are designed specifically to achieve company goals (Nugroho, 2016). Digital marketing is currently a very potential medium for attracting potential buyers and is easier and more popular with consumers (Jerry, 2018).

Rahmawati et al., (2023) Influencer marketing refers to a marketing strategy that is considered very effective when it succeeds in attracting consumers' attention to the product being advertised. This is due to the large influence that influencers have over their social media followers, thereby allowing the ideas and actions of an influencer to become a source of inspiration and influence for their audience.

Rating is an expression of consumers' evaluation of a product based on their experience and reflects the emotional and psychologic conditions when using that product (Latief & Ayustira, 2020). Gultom et al, (2023) States are scores given by customers as a guide to evaluating their satisfaction with the shopping experience. This measurement is often carried out using a star scale, which allows customers to provide an assessment of the quality of the product or service they receive.

Zane & Lestari (2022) Making a purchasing decision is a process in which consumers identify the problem, look for information about a particular product or brand and evaluate each alternative whether it is good in solving the problem and then lead to a purchasing decision.

Empirical research is a research practice that involves the analysis or exploration of phenomena using direct data or peer-reviewed concrete evidence. This approach utilizes scientific meetings to collect information that can be compared with previous research with the aim of expanding knowledge about the research being studied.

This research has similarities with research conducted by Purnomo et al., (2023) that is, they both use the independent variables of Influencer Market and Custoemear Rivieew as well as the related variables of Customer Decision Making. The difference between the two lies in variable X2, namely using Viral Marketing and researchers using Ratings in variable X2. And the basic difference between the two is that the research was funded by Purnoemoe et al., 2023 in the marketing of Scarlett products, while this research was funded in the Flash market marketing decision in 2024.

### Hypothesis

In the description of the problem that can be raised, the conditions for this research hypothesis are as follows

$H_0^1 : P = 0$  : It is suspected that there is no influence of Influencer Marketing on Purchasing Decisions  
 $H_a^1 : P = 0$  : It is suspected that there is an influence of Influencer Marketing on Purchasing Decisions

$H_0^2 : P = 0$  : It is suspected that there is no influence of Rating on Purchasing Decisions

$H_a^2 : P = 0$  : It is suspected that there is an influence of ratings on purchasing decisions

$H_0^3 : P = 0$  : It is suspected that there is no influence of Customer Review on Purchasing Decisions

$H_a^3 : P = 0$  : It is suspected that there is an influence of Customer Review on Purchasing Decisions

$H_0^4 : P = 0$  : It is suspected that there is no influence of Influencer Marketing, Ratings and Customer Reviews on the Customer Decision Making

$H_a^4 : P = 0$  : It is suspected that there is an influence of Influencer Marketing, Ratings and Customer Reviews on Purchasing Decisions

Based on the results developed by previous experts and researchers, the hypothesis formulated by researchers is as follows:

a. There is an influence of Influencer Marketing (X1) on Customer Decision Making (Y)

b. There is an influence of Rating (X2) on the Decision Making Decision (Y)

c. There is an influence of Customer Review (X3) on Purchasing Decisions (Y)

There is an influence of Influencer Marketing (X1), Rating (X2) and Customer Reviews (X3) on Purchasing Decisions (Y)

**III. METHODS**

This research uses a quantitative approach, with a survey method, a quantitative research design was chosen because it allows accurate and objective measurement of the variables studied. The population in this research is all social media users who follow influencers, read ratings and customer reviews. Samples were taken using a positive sampling technique where respondents were selected based on certain criteria, such as actively following influencers on social media and frequently reading ratings and customer review before conducting online research.

The sample size in this research was 98 respondents. Data was collected through online questionnaire distribution using a survey platform such as Google Field. Dissemination is carried out through social media and e-mail to reach respondents in accordance with the sample criteria, the data obtained will be analyzed using SPSS 26 with the stages of Validity and Reliability Test, Descriptive Analysis, Multiple Coerelation Test, Simultaneous Reegression Deterermination Coefficient Test, Multiple Reegression Test and Hypothesis Test T and F.

**IV. RESULTS**

Co-relation analysis aims to test the linear association (relationship) between two variables. Coerrelation does not show a functional relationship, in other words, coerrelation analysis does not differentiate between deeper and deeper variables.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.745 <sup>a</sup>	.713	.799		1.665

a. Predictors: (Constant), CUSTOMER RIVIEW, INFLUENCER MARKETING, RATING

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 3. Co-relation Analysis

Based on the calculations of the SPSS version 26 program above, we look at the R column. The R value obtained is 0.745, which can be concluded that the relationship between Influencer Marketing X1, Rating (0,60 – 0,799).

The coefficient of determination test aims to find out how much influence the independent variables (X) together have on the dependent variable Y.

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.803 <sup>a</sup>	.815	.809		1.665

a. Predictors: (Constant), CUSTOMER REVIEW, INFLUENCER MARKETING, RATING

Figure 4. Co-Relation Analysis

Based on the results of the coefficient test of determination of Influencer Marketing X1, Rating X2 and Customer Review X3 on Purchase Decision Y simultaneously, the coefficient of determination value is obtained or the Adjusted R Square value is 0.809. This means that the contribution of Influencer Marketing X1, Rating X2 and Customer Review X3 simultaneously to Purchase Decision Y is 80.9%, the remaining 19.1% comes from other factors not examined in this study.

Regression is used to predict how far the value of the dependent variable (independent variable) will change if the value of the independent variable is manipulated or changed or increased or decreased. The benefit of the results of the regression analysis is to make a decision whether the increase and decrease of the dependent variable can be done by increasing the independent variable or not.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.484	2.433		-1.843	.068
	INFLUENCER MARKETING	.482	.084	.419	5.720	.000
	RATING	.490	.080	.411	6.162	.000
	CUSTOMER REVIEW	.202	.070	.178	2.891	.005

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 5. Regression Analysis

Based on the results of multiple regression tests of the variables Influencer Marketing X1, Rating X2 and Customer Review X3 on Purchase Decision Y, it can be concluded that the following equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 4.484 + 0,482 (X_1) + 0,490 (X_2) + 0,202 (X_3)$$

Based on the equation, it can be concluded as follows:

- 1) The coefficient value is 4.484, this states that if Influencer X1, Rating X2 and Customer Review X3 are 0 (zero), then the level and magnitude of the Purchase Decision is 4.484%.
- 2) The value of the regress coefficient is 0.482, then for every additional Marketing Influencer, the level and magnitude of the Purchase Decision is 48.2%.
- 3) The value of the regress coefficient of Rating X2 is 0.490, meaning that for every additional one unit of Rating X2, the level and magnitude of the Purchase Decision is 49.0%.
- 4) The value of the regression coefficient of Customer Review X3 is 0.202, meaning that for every additional Customer Review X3 assessment, the level and magnitude of the Purchase Decision will increase by 20.2%.

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The t-test is used to determine whether or not the independent variables have a partial influence on the dependent variable.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,898	2,630		1,482	.141
	INFLUENCER MARKETING	.958	.065	.833	14,765	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 6. T-Test Analysis

Based on the results of the t-test above, the following conclusions can be drawn:

If  $t_{count} > t_{table}$  then  $H_0$  is rejected and  $H_a$  is accepted, meaning there is a significant influence.

If  $t_{count} < t_{table}$  then  $H_0$  is accepted and  $H_a$  is rejected, meaning that there is a significant influence. Based on the results of the  $t_{count}$  and  $t_{table}$  tests, it can be concluded that  $t_{count} = 14,765 > t_{table} = 1,984$ , thus there is an influence on the Purchasing Decision variable.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,035	2,822		1,430	.156
	RATING	.971	.071	.814	13,707	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 7. T-Test Analysis

Based on the results of the t test above, the following conclusions can be drawn:

If  $t_{count} > t_{table}$  then  $H_0$  is rejected and  $H_a$  is accepted, meaning there is a significant influence. If  $t_{count} < t_{table}$  then  $H_0$  is accepted and  $H_a$  is rejected, meaning there is a significant influence. Based on the results of the  $t_{count}$  and  $t_{table}$  tests, it can be concluded that  $t_{count} = 13,707 > t_{table} = 1,984$ , thus there is an influence on the Purchasing Decision variable.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,177	3,409		3,279	.001
	CUSTOMER RIVIEW	.779	.084	.686	9,249	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 8. T-Test Analysis

Based on the results of the t test above, the following conclusions can be drawn:

If  $t_{count} > t_{table}$  then  $H_0$  is rejected and  $H_a$  is accepted, meaning there is a significant influence. If  $t_{count} < t_{table}$  then  $H_0$  is accepted and  $H_a$  is rejected, meaning there is a

significant influence. Based on the results of the tcount and ttabel test, it can be concluded that  $t_{count} = 9,249 > t_{tabel} = 1,984$ , thus there is an influence on the Purchasing Decision variable. Joint hypothesis testing is carried out using the F test, the F test is carried out to test the significance between independent variables and bound variables as a whole..

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1079.011	3	359.670	129.080	.000 <sup>b</sup>
	Residual	260.468	94	2.771		
	Total	1339.480	97			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), CUSTOMER RIVIEW, INFLUENCER, RATING

Figure 9. Anava Analysis

From the results of testing the F hypothesis for the variables Influencer Marketing (X1), Rating (X2) and Customer Review (X3) on Purchasing Decisions (Y), it shows an Fcount of 129,801 which is then compared with the Ftable at a significant level of 5% or 0.05 and df (  $n - k - 1$  ) =  $98 - 2 - 1 = 95$  then the Ftable obtained is as large as 3,090. Based on the results of Fcount and Ftable, the following question is obtained  $F_{count} > F_{table}$  where  $129,801 > 3,090$  thus it can be concluded that there is a simultaneous influence of the variables Influencer Marketing (X1), Rating (X2) and Customer Review (X3) on Purchasing Decisions (Y).

## V. CONCLUSION AND DISCUSSION

The relevant use of Influencer Marketing in Marketing Decisions is able to increase consumers' trust and interest in purchasing the product being promoted and influence their interest by 73.3%, the remaining 27.7% comes from other factors not researched in this research. Product ratings also have a significant impact on customer decision making, amounting to 51.2%, the remaining 48.8% comes from other factors not examined in this research. The level of Customeer Review on the Market Placee has an influence on the Customer Reeview Results where every 1 point increase of 1% Customer Reeview will also increase the Customer Reeview Results by 54.4%, the remaining 45.6% comes from other factors not researched in this research.

There is a strong interaction between Influencer Marketing, Ratings and Customer Reviews. These three variables support each other in shaping consumers' perception and consumer judgment. The simultaneous contribution of Influencer Marketing X1, Rating X2 and Customer Review.

This research has a number of limitations, including (1) Factor analysis to understand purchasing decisions is limited to only 4 variables including influencer marketing, ratings, customer reviews and purchasing decisions. (2) There are other factors that may also influence purchasing decisions that were not examined in this research. (3) Using the only data source in the form of a questionnaire can produce an incomplete or inaccurate picture of the actual situation. (4) The need to expand data collection methods to include interviews to obtain deeper and more comprehensive insight into the topic under study.

Recommendations given to research companies can serve as a guide for maintaining or increasing sales and purchasing of a product so that it can better achieve its vision and mission. Based on the results of this research, the researchers provide several suggestions as follows: (1) Companies should choose influencers who have an audience that is relevant to the

products offered and ensure that these influencers have high credibility. Apart from that, long-term collaboration with influencers can increase consumer trust. (2) Companies must focus on product and service quality to get high ratings from consumers. In addition, encouragement to provide a rating after purchase can be done, for example, through loyalty or incentive programs. (3) Companies need to actively manage customer reviews by responding to consumer reviews in a timely and professional manner, both positive and negative reviews, negative reviews should be used as input for improving products and services. (4) Combining influencers, ratings and customer reviews in one integrated marketing strategy will be more effective in influencing consumers' purchasing decisions, campaigns involving these three elements can increase the credibility and attractiveness of the product in the eyes of consumers.

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