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THE ROLE OF PURCHASE INTENTION IN MEDIATING THE INFLUENCE OF INFLUENCERS AND ONLINE CUSTOMER REVIEWS ON THE PURCHASE DECISIONS OF ELECTRONIC PRODUCTS IN E-COMMERCE (A CASE STUDY IN DENPASAR CITY)

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Abstract:

The significant growth of e-commerce companies has had a positive impact on the digital business climate; however, it also indicates increasingly competitive market conditions. Digital business players cannot rely solely on technology to remain competitive, they must also innovate and adapt their product sales strategies, especially for electronic products. The total spending on electronic products in Indonesian e-commerce throughout 2023 was the highest compared to other product categories. Therefore, it is necessary to research to analyze the factors that influence purchasing decisions for electronic products in e-commerce. This study aims to analyze the influence of Influencers and Online Customer Reviews on the purchasing decisions of electronic products in e-commerce, with purchase intention as a mediating variable. The population of this study consists of residents of Denpasar City who have made electronic product purchases through e-commerce platforms. The research method used is a survey, with data collected through questionnaires distributed to 160 respondents. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The results of the study show that Influencers have a positive and significant effect on both purchase intention and purchase decisions. Online Customer Reviews have a negative and significant effect on purchase decisions, but a positive and significant effect on purchase intention. The findings also indicate that purchase intention serves as a partial mediator in the relationship between Influencers and Online Customer Reviews on the purchase decisions of electronic products in e-commerce. These findings provide valuable insights for digital business players in designing more effective marketing strategies by utilizing Influencers and Online Customer Reviews to enhance.

Keywords: Influencer, Online Customer Review, Purchase Intention, Purchase Decisions

INTRODUCTION

The significant growth of e-commerce companies has had a positive impact on the digital business climate; however, it also indicates increasingly competitive market conditions. According to data from the Central Statistics Agency in 2023, the growth of digital-based businesses in 2022 was 4.46 percent. In 2023, the growth of digital businesses in Indonesia reached 8.89 percent. Digital-based businesses are easily imitated by competitors due to the openness of information, both in terms of services and pricing offered by e-commerce companies (Kusumatriana et al., 2023). Competing in e-commerce is not solely about relying on technology, digital entrepreneur must also innovate and adapt their product sales strategies.



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According to a survey conducted by Populix in July 2023, the phenomenon shows that 82% of Indonesians choose to shop for essential products through e-commerce platforms. This indicates that e-commerce remains the primary choice for many people when purchasing products, especially electronic products. The total spending on electronic products in Indonesian e-commerce throughout 2023 was the highest compared to other product categories. Based on this, it is necessary to research to analyze the factors that influence purchasing decisions for electronic products in e-commerce.

Purchase decision is the process of deciding on a product, where an individual considers various options and then decides what to buy (Andrian et al., 2022). According to Yodi et al. (2020), Influencers have an impact on product purchase decisions. In addition, Hodijah et al. (2021) state that Influencers affect consumer purchasing decisions. The content presented during product or service promotions, as well as the communication involved, can influence consumers' purchase decisions. Several studies have concluded that Influencers have a positive and significant influence on purchasing decisions (Wilis & Faik, 2022; Agustina & Transistari, 2023; Arief et al., 2023; Yodi et al., 2020; Zak & Hasprova, 2020).

According to Dompe (2016), an influencer is an individual who has a large and loyal follower base on social media, and they use their influence to promote products, services, or ideas to their followers. Influencers with a good reputation and high credibility on social media can influence their followers' purchase intentions. Several studies have concluded that influencers have a positive and significant effect on purchase intention (Agustin & Amron, 2022; Rifiani et al., 2022; Handayani, 2023; Pratiwi et al., 2023; Rahayu & Sudarmiatin, 2022).

According to Gunawan (2022), one of the key factors influencing online purchasing decisions is product reviews. Product Reviews or Online Customer Reviews are considered the most honest opinions shared online. Several studies have found that Online Customer Reviews have a significant influence on purchase decisions (Purnomo et al., 2023; Fatekhah, 2021; Fajrina, 2024; Arief et al., 2023; Agustina & Transistari, 2023; Wilis & Faik, 2022; Regina et al., 2021).

Online customer reviews are a factor that can influence consumers' purchase intention in the digital era. Reviews can provide information that is not available in the product description, such as everyday usage experiences, tips, or comparisons with other products. Several studies have found that online customer reviews have a significant influence on purchase intention (Nurrokhim & Widyastuti, 2021; Fajrina, 2024; Dewi & Fikriah, 2024; Magdalena et al., 2023; Prakoso & Rusdianto, 2023).

According to Fatma (2020), purchase intention is an integral part of human behavior in consumer attitudes. The higher a person's intention to purchase a product, the more likely they are to make the purchase. Several studies have found that purchase intention has a significant influence on purchase decisions (Nurrokhim & Widyastuti, 2021; Hafizi & Ali, 2021; Lestari et al., 2021; Yudanegara, 2024; Rusdiyanto et al., 2022; Sukma et al., 2023).

Digital entrepreneurs cannot rely solely on technology; they are also required to continuously innovate and adapt, especially in marketing strategies. One of the key phenomena driving e-commerce is the high preference of Indonesian consumers for online shopping, particularly for electronic products. Therefore, it is important to conduct further research on the factors of influencers, online customer reviews, and purchase intention in order to understand the dynamics of consumer behavior in purchasing decisions on e-commerce platforms, especially regarding electronic products.

Purchase Decisions. All activities carried out by a company through marketing are expected to influence consumers to make a purchasing decision. A purchasing decision can be defined as the

can influence consumer purchasing decisions. According to Zak & Hasprova (2020), influencers have a positive influence on purchasing decisions in Slovakia.

H1: Influencers have a positive and significant influence on the purchase intention of electronic products in e-commerce.

H2: Influencers have a positive and significant influence on purchasing decisions of electronic products in e-commerce.

Online Customer Review. According to Ningsih (2019), an Online Customer Review is a form of evaluation provided by previous consumers regarding various aspects of a product, allowing other consumers to assess the quality of the product. Meanwhile, Halili and Lantip (2020) state that Online Customer Reviews are considered relevant because they are voluntarily created by consumers who have previously purchased the product. Each consumer can give either a positive or negative review regarding the quality of a product or the service provided.

According to Wilis & Faik (2022), four indicators determine the effectiveness of Online Customer Reviews (OCR) in marketing strategies:

- 1) Perceived Usefulness, Online reviews that provide relevant, detailed, and specific information are more likely to be considered useful.
- 2) Source Credibility, Factors such as user experience, product knowledge, and the reputation of the reviewer can influence credibility.
- 3) Volume of Review, The total number of online reviews available for a product or service. The more reviews there are, the higher the consumer's trust in the product.
- 4) Argument Quality, The quality of arguments used in the review, including coherence, logic, and supporting evidence such as photos and videos.

Based on the research findings of Nurrokhim & Widyastuti (2021), Online Customer Reviews have a positive and significant effect on consumer purchase intention on Shopee during the COVID-19 pandemic. According to Fajrina (2024), Online Customer Reviews significantly influence consumer purchase intention on Tokopedia. Dewi & Fikriah (2024) found that Online Customer Reviews have a significant partial effect on purchase intention for the Jiniso brand in Malang City. Magdalena et al. (2023) concluded that Online Customer Reviews have a positive and significant influence on purchase intention on the Lazada e-commerce platform. Prakoso & Rusdianto (2023) stated that Online Customer Reviews partially have a significant effect on the purchase intention of Samsung smartphone products.

Based on the research findings of Purnomo et al. (2023), Online Customer Reviews have a direct and significant partial effect on online purchase decisions for Scarlett products. According to Fatekhah (2021), Online Customer Reviews have a positive and significant influence on purchase decisions in the Shopee marketplace. Fajrina (2024) also found that Online Customer Reviews have a significant effect on product purchase decisions on Tokopedia. According to Arief et al. (2023), Online Customer Reviews have a positive influence on purchase decisions. Agustina & Transistari (2023) found that Online Customer Reviews positively affect purchase decisions for fashion products on the Shopee marketplace. Based on the study by Wilis & Faik (2022), Online Customer Reviews positively influence purchase decisions at the Lu'miere cake shop in Jakarta. According to Regina et al. (2021), Online Customer Reviews have a positive and significant impact on purchase decisions in Bukalapak in the city of Medan.

H3: Online Customer Reviews have a positive and significant influence on purchase intention for electronic products on e-commerce platforms.

H4: Online Customer Reviews have a positive and significant influence on purchase decisions for electronic products on e-commerce platforms.



Purchase Intention. According to Fatma (2020), purchase intention is an integral part of human behavior in consumer attitudes. Consumer purchase preference is the stage where consumers form their choices from several brands consolidated into a consideration set and ultimately make a purchase of the preferred alternative product or the process by which consumers shift to purchasing goods or services based on different considerations. Purchase intention is a response to an object that indicates a person's desire to buy, which arises externally. Wijaya et al. (2022) stated that reviews from previous customers can significantly influence the interest of new customers, and vice versa if there is even a single negative review, the company's reputation can be severely damaged.

According to Chasanah & Saino (2022), four indicators of purchase intention underlie consumer behavior in buying a product:

- 1) Transactional Intention, Transactional intention refers to the intention to purchase driven by the consumer's need and desire to own or use the product.
- 2) Referential Intention, Referential intention is the tendency of a person to recommend the product to friends, family, or their social environment.
- 3) Preferential Intention, Preferential intention is the purchase intention driven by the consumer's personal preference for the product.
- 4) Exploratory Intention, Exploratory intention refers to the intention to purchase motivated by curiosity and the consumer's desire to try new things.

Based on the research by Nurrokhim & Widyastuti (2021), purchase intention has a positive and significant influence on the purchasing decision of Shopee consumers during the COVID-19 pandemic. According to Hafizi & Ali (2021), purchase intention affects consumer purchasing decisions, where prospective clients with high purchase intention tend to have high purchasing decisions toward the advertising services offered by Medcom.id. According to Lestari et al. (2021), purchase intention has a positive and significant effect on the purchasing decision of Android smartphones in Medan City. Based on the research by Yudanegara (2024), the intention to purchase electronic goods has a positive and significant influence on purchasing decisions in the Shopee Live marketplace. According to Rusdiyanto et al. (2022), purchase intention has a positive and significant impact on purchasing decisions at Indomaret Ternate. According to Sukma et al. (2023), purchase intention has a positive and significant influence on the purchasing decision of electronic products on the Shopee marketplace.

According to the study by Waluyo and Trishananto (2022), Influencers have a positive and significant influence on online product purchasing decisions on Shopee, mediated by purchase intention. Willis & Faik (2022) state that influencer marketing positively affects purchasing decisions at the "Lu'miere" Cake Shop in Jakarta. Based on research by Pratiwi et al. (2023), influencers have a positive and significant effect on purchase intention for fashion products on TikTok Shop. According to Rifiani et al. (2022), the endorsement appeal of influencer Fadil Jaidi has a significant impact on the purchase intention of consumers who follow his Instagram account. According to Agustina & Transistari (2023), influencers have a positive impact on purchasing decisions for fashion products on the Shopee marketplace.

Based on the research by Nurrokhim & Widyastuti (2021), purchase intention can mediate the effect of Online Customer Reviews on the purchasing decisions of Shopee consumers during the COVID-19 pandemic. According to Dewi & Fikriah (2024), Online Customer Reviews have a significant partial effect on purchase intention for the Jiniso brand in Malang City. Based on the study by Fajrina (2024), Online Customer Reviews have a significant impact on purchasing decisions on Tokopedia. According to Agustina & Transistari (2023), Online Customer Reviews have a

positive effect on purchasing decisions for fashion products on the Shopee marketplace. Wilis & Faik (2022) state that Online Customer Reviews positively influence purchasing decisions at the Lu'miere Cake Shop in Jakarta.

H5: Purchase intention has a positive and significant effect on the purchase decision of electronic products in e-commerce.

H6: Purchase intention mediates the effect of influencers on the purchase decision of electronic products in e-commerce.

H7: Purchase intention mediates the effect of online customer reviews on the purchase decision of electronic products in e-commerce.

The conceptual framework of the research is illustrated as follows.

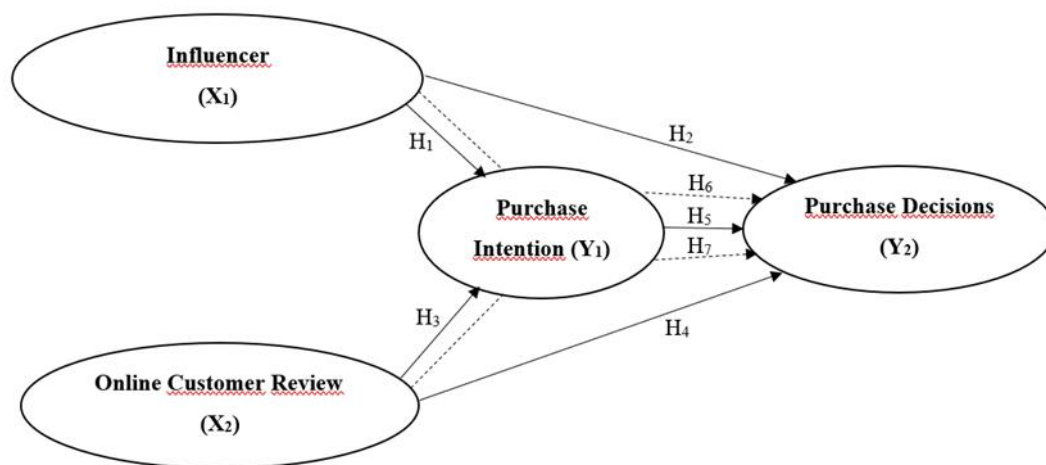


Figure 1. Research Conceptual Framework

METHODS

The population in this study consists of consumers who have made purchases of electronic products through e-commerce platforms, specifically residents of Denpasar City. The determination of the minimum sample size in this study refers to the statement by Hair et al. (2019), which recommends a minimum sample size of 10 times the number of indicators. With a total of 16 indicators, the required sample size is 160 respondents who have purchased electronic products via e-commerce. The data collection method used in this study is a survey using a questionnaire. The questionnaire items are measured using a Likert scale with five points ranging from 1 (strongly disagree) to 5 (strongly agree). The data analysis technique employed is inferential analysis, used to examine the relationships among the variables studied in this research, namely Influencer, Online Customer Review, Purchase Intention, and Purchase Decision.

RESULT AND DISCUSSION

Validity and Reliability Testing. The results of the validity test for all indicators in Table 1 show that the correlation scores of each research indicator are greater than 0.30 and statistically significant at the 0.05 level, indicating that the measurements are valid. This means that all indicators for each variable are appropriate and valid for use in this study.

Table 1. Validity Test Results

No	Variable	Indicators	Correlation	Significance	Information
1	Influencer (X1)	X1.1	0,842	Significant	Valid
		X1.2	0,762	Significant	Valid
		X1.3	0,799	Significant	Valid
		X1.4	0,820	Significant	Valid
		X1.5	0,775	Significant	Valid
2	Online Customer Review (X2)	X2.1	0,768	Significant	Valid
		X2.2	0,776	Significant	Valid
		X2.3	0,764	Significant	Valid
		X2.4	0,717	Significant	Valid
3	Purchase Intention (Y1)	Y1.1	0,838	Significant	Valid
		Y1.2	0,827	Significant	Valid
		Y1.3	0,841	Significant	Valid
		Y1.4	0,732	Significant	Valid
4	Purchase Decision (Y2)	Y2.1	0,849	Significant	Valid
		Y2.2	0,940	Significant	Valid
		Y2.3	0,926	Significant	Valid

Based on Table 2, it can be seen that the results of the reliability test for each variable show a Cronbach's alpha value above 0.60. It can be concluded that the statements used in this study have good reliability.

Table 2. Reliability Test Results

No	Variable	Cronbach's Alpha	Information
1	Influencer (X1)	0,860	Reliable
2	Online Customer Review (X2)	0,889	Reliable
3	Purchase Intention (Y1)	0,825	Reliable
4	Purchase Decision (Y2)	0,758	Reliable

Hypothesis Testing. The path analysis results and significance testing are presented in Table 3. The first test shows that H1 is accepted, indicating that Influencers have a positive effect on purchase intention, with a significance level of 0.000. H2 is accepted, explaining that Influencers have a positive effect on purchase decisions, also with a significance level of 0.000. H3 is accepted, indicating that Online Customer Reviews have a positive effect on purchase intention, with a significance level of 0.000. H4 is rejected, indicating that Online Customer Reviews hurt purchase decisions, with a significance level of 0.047. H5 is accepted, explaining that purchase intention has a positive effect on purchase decisions, with a significance level of 0.000. In the mediation test, it is explained that purchase intention partially mediates the influence of Influencers on purchase decisions, thus H6 is accepted. Furthermore, purchase intention also partially mediates the influence of Online Customer Reviews on purchase decisions, therefore H7 is accepted.

The R-square value for purchase intention is 0.348, meaning that Influencers and Online Customer Reviews explain 34.8% of the variance in purchase intention, while the remaining 65.2% is explained by other variables not included in the model. The R-square value for purchase decisions is 0.514, indicating that Influencers, Online Customer Reviews, and Purchase Intention explain 51.4% of the variance in purchase decisions, with the remaining 48.6% explained by factors outside this research model. Meanwhile, the Q² value is 0.683 or 68.3%. Based on these model calculation results, indicate that the model developed in this study has a good level of predictive accuracy.



Table 3. Hasil Uji Hipotesis

Konstruk	Path Coefficient	P value	Keterangan
<i>Influencer</i> (X1) -> Minat Beli (Y1)	0,373	0,000	Signifikan
<i>Influencer</i> (X1) -> Keputusan Pembelian (Y2)	0,248	0,000	Signifikan
<i>Online Customer Review</i> (X2) -> Minat Beli (Y1)	0,337	0,000	Signifikan
<i>Online Customer Review</i> (X2) -> Keputusan Pembelian (Y2)	-0,121	0,047	Signifikan
Minat Beli (Y1) -> Keputusan Pembelian (Y2)	0,615	0,000	Signifikan
<i>Influencer</i> (X1) -> Minat Beli (Y1) -> Keputusan Pembelian (Y2)	0,230	0,000	Mediasi Parsial
<i>Online Customer Review</i> (X2) -> Minat Beli (Y1) -> Keputusan Pembelian (Y2)	0,208	0,000	Mediasi Parsial
R ² Keputusan Pembelian (Y2) : 0,514			
R ² Minat Beli (Y1) : 0,348			
Q ² : 0,683			

The Influence of Influencers on Purchase Intention. Based on the analysis of the influence of influencers on purchase intention, the results show that influencers have a positive and significant effect on purchase intention. This finding indicates that the higher the level of marketing through influencers, the higher the consumer's purchase intention. Influencer marketing that features an attractive lifestyle, charisma, friendliness, humor, honesty, and transparency in conveying information about electronic products as well as expertise and a good reputation in the electronics field can drive consumers' interest in purchasing electronic products. This marketing strategy encourages consumers to be interested in buying electronic products through e-commerce, and when they need such products, they are more likely to purchase them via e-commerce platforms. In addition, marketing through influencers encourages consumers to recommend the purchase of electronic products on e-commerce platforms to those around them, as well as to seek information related to electronic products before making a purchase online. Digital entrepreneurs in e-commerce can utilize this influencer marketing strategy to increase consumer purchase intention by selecting the right influencers who align with consumer needs. This finding is supported by the research of Agustin & Amron (2022), which shows that influencer marketing has a positive and significant effect on purchase intention for skincare products on TikTok Shop. According to Pratiwi et al. (2023), influencers have a significant positive effect on purchase intention for fashion products on TikTok Shop. Rahayu & Sudarmiati (2022) also found that influencers who appear in social media videos are highly effective in influencing culinary purchase intentions.

The Influence of Online Customer Reviews on Purchase Intention. Based on the analysis of the influence of Online Customer Reviews on purchase intention, the results show that Online Customer Reviews have a positive and significant effect on purchase intention. This indicates that the more numerous and higher quality the Online Customer Reviews, the stronger the purchase intention. Relevant online reviews, those written by credible sources, a large number of reviews, and reviews that provide complete information or include product photos and videos are factors that encourage consumers to develop an interest in purchasing electronic products. Digital entrepreneurs in e-commerce can utilize the Online Customer Review strategy to increase consumer purchase intention by improving the quality of electronic products and providing good, fast, and



effective service on e-commerce platforms. This research finding is supported by the study of Nurrokhim & Widyastuti (2021), which found that Online Customer Reviews had a positive and significant effect on the purchase intention of Shopee consumers during the COVID-19 pandemic. According to Dewi & Fikriah (2024), Online Customer Reviews have a significant partial effect on purchase intention for the Jiniso brand in Malang City. Magdalena et al. (2023) also found that Online Customer Reviews have a positive and significant effect on purchase intention on the Lazada e-commerce platform.

The Influence of Influencers on Purchase Decisions. Based on the analysis of the influence of influencers on purchase decisions, the results show that influencers have a positive and significant effect on purchase decisions. This finding indicates that the more intensive the marketing through influencers, the higher the likelihood of consumers making a purchase decision. Influencer marketing that features an attractive lifestyle, charisma, friendliness, humor, honesty, and transparency in delivering information about electronic products along with expertise and a good reputation in the electronics field enables consumers to make purchasing decisions for electronic products. Digital entrepreneurs in e-commerce can utilize this influencer marketing strategy to increase consumer purchase decisions by selecting and using the right influencers according to consumer needs. This finding is supported by the study of Wilis & Faik (2022), which found that influencers had a positive effect on purchase decisions at the Lu'miere Cake Shop in Jakarta. Based on research by Arief et al. (2023), influencers have a significant positive impact on purchase decisions. According to Yodi et al. (2020), influencers have a significant positive influence on purchase decisions for fashion products at the Erigo company. Zak & Hasprova (2020) also found that influencers have a positive influence on purchase decisions in Slovakia.

The Influence of Online Customer Reviews on Purchase Decisions. Based on the analysis of the influence of Online Customer Reviews on purchase decisions, the results show that Online Customer Reviews have a negative and significant effect on purchase decisions. This finding indicates that the more Online Customer Reviews a product receives, the lower the likelihood of consumers making a purchase decision. These results are not in line with the findings of Fatekhah (2021), which showed that Online Customer Reviews had a positive and significant effect on purchase decisions in the Shopee marketplace. Similar findings were also reported by Regina et al. (2021), where Online Customer Reviews had a positive and significant impact on purchase decisions in Bukalapak in Medan City. In this study, although reviews were relevant, written by credible sources, numerous in quantity, and included complete information such as photos and videos, these Online Customer Review indicators did not assist in driving purchase decisions for electronic products on e-commerce platforms. This may occur because there are other, more dominant factors influencing purchase decisions, such as price, discounts, or brand trust. Indonesian consumers tend to buy electronic products on e-commerce platforms because the prices are lower than in offline stores and there are purchase discounts available (Populix survey, 2023). Based on this data, consumers consider lower prices and available discounts for electronic products across online stores before making a purchase decision. Another dominant factor is brand trust when consumers already trust a particular electronic brand available on e-commerce platforms, they tend to purchase the product without needing to read online reviews. Based on this, digital business players need to implement marketing strategies to increase purchase decisions for electronic products in e-commerce, such as competitive pricing strategies, offering discounts, building brand trust, and other targeted marketing approaches.

The Influence of Purchase Intention on Purchase Decisions. Based on the analysis of the influence of purchase intention on purchase decisions, the results show that purchase intention has

a positive and significant effect on purchase decisions. This finding indicates that the higher the consumer's purchase intention, the more likely they are to make a purchase decision. Consumers who are interested in buying electronic products on e-commerce platforms, and who turn to e-commerce when they need such products, contribute to an increase in purchase decisions for electronic products in e-commerce. Additionally, consumers who are willing to recommend electronic product purchases on e-commerce to people around them, as well as those who actively seek information about electronic products before making a purchase, present an opportunity for digital entrepreneurs to leverage this behavior as a strategy to boost purchase decisions for electronic products on e-commerce platforms. This research finding is supported by the study of Nurrokhim & Widyastuti (2021), which shows that purchase intention has a positive and significant effect on the purchase decisions of Shopee consumers during the COVID-19 pandemic. According to Lestari et al. (2021), purchase intention has a positive and significant effect on the purchase decisions of Android smartphones in Medan City. Based on the research by Yudanegara (2024), the intention to buy electronic goods has a positive and significant influence on purchase decisions in the Shopee Live marketplace. According to Rusdiyanto et al. (2022), purchase intention has a positive and significant effect on purchase decisions at Indomaret Ternate. Sukma et al. (2023) also found that purchase intention has a positive and significant influence on the purchase decisions of electronic products on the Shopee marketplace.

The Mediating Role of Purchase Intention in the Influence of Influencers on Purchase Decisions. Based on the analysis of the mediating role of purchase intention in the influence of influencers on purchase decisions, the results indicate that purchase intention partially mediates the relationship between influencers and purchase decisions for electronic products in e-commerce. This finding suggests that purchase intention explains part of the reason why influencers affect purchase decisions. Other factors may also contribute to this influence, such as trust and perceived risk. Influencer marketing strategies that feature an attractive lifestyle, charisma, friendliness, humor, honesty, and transparency in conveying information about electronic products along with expertise and a strong reputation in the electronics field encourage consumers to develop interest in buying and ultimately make purchase decisions for electronic products. Digital entrepreneurs in e-commerce need to implement influencer marketing strategies to increase purchase intention, thereby encouraging consumers to make purchasing decisions for electronic products on e-commerce platforms. This can be achieved by selecting and utilizing the right influencers that match consumer needs. This research finding is supported by the study of Waluyo and Trishananto (2022), which found that influencers have a positive and significant effect on online purchase decisions on Shopee, mediated by purchase intention. According to Willis & Faik (2022), influencer marketing positively influences purchase decisions at the "Lu'miere" Cake Shop in Jakarta. Research by Pratiwi et al. (2023) also found that influencers have a significant positive effect on the purchase intention of fashion products on TikTok Shop. According to Rifiani et al. (2022), the endorsement appeal of influencer Fadil Jaidi significantly affects the purchase intention of his Instagram followers. Agustina & Transistari (2023) concluded that influencers have a positive impact on purchase decisions for fashion products on the Shopee marketplace.

The Mediating Role of Purchase Intention in the Influence of Online Customer Reviews on Purchase Decisions. Based on the analysis of the mediating role of purchase intention in the influence of Online Customer Reviews on purchase decisions, the results show that purchase intention partially mediates the relationship between Online Customer Reviews and purchase decisions for electronic products in e-commerce. This finding indicates that purchase intention explains part of the reason why Online Customer Reviews influence purchase decisions. Other

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