

ELECTRONIC WORD OF MOUTH (E-WOM) AND PURCHASE DECISION ON FASHION PRODUCTS AT SHOPEE

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ARTICLE INFORMATION	ABSTRACT
Submitted: October, 27. 2025 Review: Oktober, 31. 2025 Accepted: December, 17. 2025 Published: December, 28. 2025 Keywords: <i>Electronic Word of Mouth; marketing communication; marketplace; purchase decision</i>	<i>Electronic Word of Mouth (e-wom) refers to a marketing communication approach that involves the dissemination of recommendations for goods and services through social media or e-commerce platforms. The objective is to exert influence on prospective shoppers by directly perusing reviews of purchasers' experiences. The purpose of this study is to examine the impact of e-wom on the purchasing decisions of millennials in the Solo Raya region when it comes to fashion products available on the Shopee Marketplace. This research makes a significant contribution to the advancement of e-commerce in the fashion industry, particularly by enhancing our understanding of how customer behaviour is influenced by reviews. A total of 155 respondents were surveyed using questionnaire. The independent variables used to assess e-wom include intensity, positive valence, and content. The dependent variable indicators (Y) used to assess purchasing decisions include product selection, brand selection, purchase timing, purchase quantity, and payment method. The research finding indicates that e-wom has a substantial and favourable impact on the decision-making process when it comes to purchasing fashion products from Shopee. The three e-wom indicators collectively serve as the foundation for decision-making when purchasing items on Shopee.</i>
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1. INTRODUCTION

Electronic Word of Mouth (e-wom) is a communication strategy that involves online recommendations given by individuals or groups on a product or service (Joesyiana, 2018). E-wom effectively mitigates the risks and uncertainties faced by consumers when consuming goods and services, and consumers may even place more trust in it than other advertising campaigns. This strategy has the potential to influence consumers in their decision-making process while purchasing products and services. This can generate interest from others to try or experience the services, product quality, or services that have been used by the post owner. E-wom is a part of marketing communications strategy for building brand awareness and brand image, that makes a consideration for costumer before buying decision (Marta, 2020; Sepilla & Purworini, 2022). Because of online shop is a life style at the moment, sellers have to adapt the marketing communication strategy as a business strategy to compete with others (Yunimar et al., 2022; Nuraini & Purworini, 2024). E-wom encompasses customer statements, either written or spoken, that are derived from personal experiences with products, services, or companies. These statements are accessible to a wide audience over the internet, particularly on social media platforms or online marketplaces (Putra & Saputri, 2020). The statement may include details on the goods, its quality, pricing, transaction security, and delivery speed (Sari et al., 2020).

Goyette et al. (2010) identified three key elements for measuring e-wom indicators, namely: (1) Intensity refers to the quantity/frequency of reviews/information access. Indicators that demonstrate intensity include: the frequency of information access, the frequency of interactions with other users, and the number of reviews written by users; (2) The Valence of Opinion pertains to the positive or negative reviews of both products and services. The Valence of Opinion includes positive comments and recommendations from consumers who use the marketplace; and (3) Content refers to the substance of information, such as product variations, product quality, and offered prices.

In their study, Luthfiyatillah et al. (2020) found that a rise in e-wom exhibited on the social media platforms of sellers or consumers had a beneficial effect on product purchases. Arif (2021) did a study on the factors influencing online retail purchase decisions. The research findings indicated that e-wom, social media marketing, and lifestyle factors had an impact on purchase decisions. The decision of customers to make a purchase is greatly influenced by comments and recommendations based on their perceived experiences (Putra & Saputri, 2020). If consumers are dissatisfied with the performance and quality of the goods or services offered, it can lead to negative evaluations, which may potentially result in losses for the online business. According to a study conducted by Fina et al. (2023), it is concluded that the variables of e-wom (intensity, content, positive opinions, and negative opinions) collectively influence purchasing decisions on Tokopedia. In their study, Rahmadhani & Prihatini (2019) concluded that e-wom contributes to 24.4% of purchasing decisions. The study conducted by Rohman & Pramesti (2022) indicates that during the Covid-19 pandemic, there has been an increase in e-wom. Finally Setiawan et al. (2023) show that the credibility of the source, message reliability, and information quality play a crucial role for e-wom readers.

Along with to the previous research findings, there are both pros and cons about the recent phenomenon of e-wom through online marketplace media, which cannot be fully trusted. This is due to the persuasion and pressure from sellers to provide positive reviews or comments. Typically, dissatisfied customers are usually compensated with better restitution or discount vouchers for their next purchase, to encourage them to provide positive reviews. Furthermore, some sellers send personal messages to buyers, requesting them to delete any star ratings that are not 4 or 5. Therefore, it is crucial to investigate whether e-wom in the marketplace still has an impact on purchase decisions. The research question that I try to address in this study is "What is the impact of Electronic word of mouth (e-wom) on the purchasing decision of fashion products on Shopee among millennial individuals in Solo?" The millennial generation is selected due to their propensity for critical analysis and discernment, as well as their meticulousness in reading evaluations prior to making purchases in the marketplace. This study focuses on fashion products because to consumers' ongoing need to follow the ever-changing fashion trends.

The reason I selected Shopee as the focus of my research is due to the findings from Similarweb data (2023), which indicate that Shopee boasts the largest user base in the e-commerce industry, with 161 million individuals. The aim of this study is to assess the impact of e-wom on the purchasing choices of fashion products on Shopee. This research will have three contribution such as: (1) Advancing and complementing research in the field of consumer behaviour, specifically consumer behaviour in the e-commerce world; (2) Facilitating the growth of e-commerce businesses for entrepreneurs by providing an overview of the impact of e-wom on Shopee; and (3) Supporting regulators in developing regulations that govern the development of e-commerce in the context of product reviews.

All in all, the purchasing decision is a lengthy process that consumers go through before deciding to buy or not to buy a product or service. According to David & Albert in (Oktaviani & Estaswara,

2022), the decision-making process involves physical activity or actual actions taken by consumers towards a product. Oktaviani & Estaswara (2022) propose that the decision to purchase a product is based on the quality of information, leading to the emergence of consumer perceptions prior to decide. This is supported by Sari et al. (2020) who state that now, e-wom has a significant influence on purchasing decisions in the marketplace.

The research posits a hypothesis, specifically:

Ha: Electronic word of mouth (e-wom) has a positive effect on the purchasing decisions of fashion products on the Shopee platform.

2. METHOD

The OLS (Ordinary Least Squares) method is used to test the hypothesis. I used STATA software to perform the analysis. The data was obtained through the distribution of questionnaires. I conducted a pilot test and performed validity and reliability tests to enhance the reliability of the regression results. I also conducted Classical Assumption Tests to see whether the model has issues with multicollinearity and heteroscedasticity or not. Next, a T-test is conducted to see whether the variable e-wom has an influence on purchase decisions. The F-test is conducted to determine whether the constructed model is good or not (Ghozali, 2016).

This research was conducted in Solo, Indonesia. This study use survey as the method for data collection. The respondents of this study consist of both students and the public, with the majority being students. The sampling method employed is purposive sampling technique. The respondents selected were the students and the public who have already made fashion purchases via the Shopee platform. A total of 155 respondents have completed the survey for this research. The respondents who filled out the questionnaire were aged 19-25 years old, with 150 respondents being students and the remaining respondents being employees and others.

The independent variable (X) is e-wom measured using the indicators: intensity, positive valence, and content (Goyette et.al., 2010). However, the dependent variable (Y) is the purchasing decision, encompassing dimensions such as product selection, brand selection, timing of purchase, distributor selection, purchase quantity, and payment method (Kotler & Armstrong, as cited in Soetanto et al., 2020). The control variables included in the model are gender, age of the respondents, current occupation of the respondents (Dummy student=1, others=0), highest education level of the respondents (high school or equivalent=1, bachelor's degree=2), frequency of shopping on Shopee (Dummy more than 5 times=1, 1 to 4 times=0).

A pilot test was conducted by distributing questionnaires to several respondents. The results of the researcher's discussion with the respondents indicate that there were no questions that confused or were difficult for the respondents to understand, allowing the researcher to proceed with the questionnaire distribution. The questionnaire was designed in such a way as to minimize the occurrence of common method bias (Podsakoff et al., 2003; 2012). Several procedural remedies carried out by me are: (1) Respondents do not need to include their identities in the questionnaire form; and (2) the questionnaire is divided into three parts, namely respondent profile and control variables, questions related to e-wom, and questions related to purchasing decisions on Shopee.

This study employs exploratory factor analysis (EFA) to reduce the set of questions into group of questions (Fabrigar et al., 1999). The EFA technique was utilised for analysing the e-wom question group and the purchase decision question group. Researchers employed the Cronbach Alpha score to assess the dependability of respondents' answers to the e-wom question instrument and their purchasing decisions. I also performed KMO and Bartlett's tests. Furthermore, the Kaiser-Meyer-Olkin (KMO)

Test is conducted to assess the suitability of the respondent's answer data for factor analysis and to evaluate the sufficiency of the sampling.

Following the completion of the factor analysis results, I proceeded to analyse the data further by doing an Ordinary Least Square (OLS) regression analysis. The purpose was to ascertain the impact of e-wom as an independent variable on purchase decisions at Shopee, which served as the dependent variable. As the e-WOM variable is measured using ten questionnaire items and serves as the independent variable, an Exploratory Factor Analysis (EFA) is first employed to reduce and group these items into underlying factors. Similarly, the dependent variable—purchasing decisions for fashion products on the Shopee platform—is measured by seven items. Therefore, EFA is also conducted to identify and consolidate the underlying dimensions of this construct prior to further analysis. To assure accurate regression results, the researcher conducted a classical assumption test to see whether the regression model was impacted by issues of multicollinearity and heteroscedasticity.

3. RESULTS AND DISCUSSION

1. Statistics Descriptive

Table 4.1 presents the descriptive statistics for the dependent variable, which is the purchasing decision, as well as the main independent variable, e-wom, and several control variables. These control variables include the respondent's gender, age, current occupation (represented as a dummy variable), the highest education level, and shopping frequency at Shopee. Out of the total responses, 58 were male and the remaining were female. Most responders are currently employed as undergraduate students. Most respondents had completed a university education or its equivalent. The mean age of the participants is 20 years. Most respondents frequently shop at Shopee, making more than five purchases.

Tabel 4.1 Descriptive Statistic

Variable	Remarks	Obs	Mean	Std. Dev.	Min	Max
Purchase_decision	The outcomes of the factor analysis conducted on the several dimensions including product selection, brand selection, purchase time, supplier selection, purchase amount, and payment mode.	155	-1.04E-09	1	-5.907605	1.872585
E_Word_of_mouth	The outcomes of the factor analysis on the several dimensions namely intensity, positive valence, and content	155	-4.27E-10	1	-6.823174	1.944472
GENDER	Dummy gender (male=0 and female=1)	155	0.6258065	0.4854826	0	1
AGE	Age in year	155	20.76774	1.091998	19	25
JOB	Current occupation (students=1, other=0)	155	0.9677419	0.1772574	0	1
LAST_EDUCATION	Highest education attained (senior high school or equivalent=1, Undergraduate=2)	155	1.051613	0.2219614	1	2
TIMES_SHOP	Shopping frequency at Shopee (Dummy) (Shopping more than 5 times =1, shopping 1 to 4 times=0).	155	0.7225806	0.4491765	0	1

2. Correlation

The correlation analysis shown in Table 4.2 demonstrates a statistically significant positive link between e-wom and purchasing decisions. However, additional investigation is required to determine the extent of e-commerce's impact on purchase decisions.

Table 4.2. Correlation analysis

Variables	1	2	3	4	5	6	7
1 Purchase_decision	1						
2 E_Word_of_Mouth	0.617***	1					
3 GENDER	0.0764	0.280***	1				
4 AGE	0.0202	-0.00510	-0.165*	1			
5 JOB	-0.0400	-0.0358	0.00974	-0.374***	1		
6 LAST_EDUCATION	-0.0293	-0.0779	-0.000389	0.452***	-0.618***	1	
7 TIMES_SHOP	0.120	0.232**	0.236**	-0.0793	-0.113	0.0794	1

* p<0.05 ** p<0.01 *** p<0.001

a. Factor Analysis

The results of the Exploratory Factor Analysis (EFA) indicate that the 10 question instruments of e-word of mouth can only be grouped into one question group. Factor1 has an eigenvalue of 4.2791. Table 4.3.1 displays the results of factor analysis for e-word of mouth. The Cronbach's Alpha score for this item is 0.8461, indicating that the question items are credible. The P-value of the Bartlett test of sphericity is significant at the 1% level, and the KMO value is 0.874, indicating that the sample size is sufficient.

Tabel 4.3.1 EFA of e-wom

Q	Questions	Factor1	Uniqueness
Q1	<i>Dengan membaca ulasan atau review produk dari konsumen lain di shopee, dapat membantu saya membeli produk yang tepat</i> (By reading product reviews or reviews from other consumers on Shopee, it can help me buy the right product)	0.7216	0.4793
Q2	<i>Sebelum membeli suatu produk, terlebih dahulu saya mengumpulkan informasi produk dari konsumen lain di kolom review Shopee</i> (Before buying a product, I first collect product information from other consumers in the Shopee review column)	0.7634	0.4172
Q3	<i>Saya memperoleh banyak ulasan tentang produk fashion di Shopee</i> (I get a lot of reviews about fashion products on Shopee).	0.6810	0.5363
Q4	<i>Saya dapat mengakses berbagai ulasan produk fashion di kolom ulasan Shopee</i> (I can access various fashion product reviews in the Shopee review column).	0.5786	0.6652
Q5	<i>Saya akan tertarik melakukan pembelian apabila sebuah produk memiliki ulasan yang baik di Shopee</i> (I will be interested in making a purchase when a product has good reviews on Shopee)	0.6824	0.5343

Q6	<i>Ulasan negatif di Shopee mengenai produk tersebut akan membuat saya berpikir kembali dalam membeli</i> (Negative reviews on Shopee regarding this product will make me think again about purchasing)	0.6243	0.6102
Q7	<i>Saya bereaksi positif (percaya) terhadap ulasan pengguna lainnya</i> (I react positively (trust) to other users' reviews).	0.5694	0.6758
Q8	<i>Saya memperoleh informasi positif tentang produk fashion di kolom ulasan Shopee</i> (I got positive information about fashion products in the Shopee review column)	0.5701	0.6750
Q9	<i>Saya memperoleh informasi tentang kualitas barang di kolom ulasan produk di Shopee</i> (I got information about the quality of goods in the product review column on Shopee)	0.7333	0.4623
Q10	<i>Saya memperoleh informasi tentang pelayanan toko fashion di kolom ulasan Shopee</i> (I got information about fashion shop services in the Shopee review column)	0.5767	0.6674

The second exploratory factor analysis (EFA) generated data indicating that the seven purchase question instruments on Shopee could only be categorised into one question group. Factor1 possesses an eigenvalue of 3.39097. Table 4.3.2 shows the outcomes of the factor analysis conducted on purchase decisions made at Shopee. The Cronbach Alpha coefficient for this item is 0.8077, suggesting that the question items demonstrate high reliability. The P-value obtained from the Bartlett test of sphericity is statistically significant at the 1% level, indicating that the assumption of sphericity is violated. Additionally, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is 0.825, indicating that the data meets the requirements for factor analysis.

Table 4.3.2 EFA on Purchase decision

	Questions	Factor1	Uniqueness
1	<i>Saya selalu menentukan produk sebelum melakukan pembelian</i> (I always determine the product before making a purchase)	0.6769	0.5418
2	<i>Saya selalu memilih merk produk fashion sebelum melakukan pembelian</i> (I always choose a fashion product brand before making a purchase)	0.5702	0.6748
3	<i>Saya selalu melakukan pembelian di Shopee pada saat saya membutuhkan barang tersebut</i> (I always make purchases on Shopee when I need the item).	0.6052	0.6337
4	<i>Saya selalu memutuskan kapan saya ingin membeli produk fashion</i> (I always decide when I want to buy fashion products)	0.6096	0.6284
5	<i>Shopee menawarkan keragaman metode pembayaran</i> (Shopee offers a variety of payment methods)	0.7969	0.3649
6	<i>Saya selalu memilih metode pembayaran yang ingin saya gunakan di Shopee</i> (I always choose the payment method I want to use on Shopee)	0.8537	0.2712
7	<i>Saya selalu menentukan kuantitas barang yang akan dibeli sesuai kebutuhan</i> (I always determine the quantity of goods to be purchased according to my needs)	0.7113	0.4941

2. Regression result

I used ordinary least squares (OLS) regression analysis to test the relationship between e-wom and shopping decisions at Shopee. The regression results are displayed in Table 4.4. Model 1 is a regression model that examines the impact of the e-word of mouth variable on purchasing decisions at Shopee, without considering any control variables. The variable of e-wom has a positive and statistically significant effect at the 1% level. In the second model, the researchers incorporated control variables

like gender, age, occupation of the respondent, highest level of education attained, and frequency of buying at Shopee. Notably, the variable of e-wom stays positive and statistically significant at the 1% level. The hypothesis, which posits a positive correlation between e-wom and purchasing decisions, can be confirmed.

The F-value in the second model is 15.88, indicating that the model is deemed to be of high quality as the F-value exceeds 4. The adjusted R-squared in Model 2 achieved a score of 0.367, indicating that the selected variables in the model can account for 36.7% of the variability in purchase decisions at Shopee. Variables outside the model account for the remaining 63.3 percent of the volatility in purchasing decisions at Shopee. The multicollinearity detection in Model 2 indicates that the variables in the model do not exhibit multicollinearity issues, since the average VIF value is 1.52. The VIF value for everyone remains much below 10. The researchers conducted further testing on the second classical assumption test, specifically the Breusch-Pagan and Cook-Weisberg test, to assess heteroskedasticity in linear regression models. The null hypothesis of this test posits that the variance exhibits homoscedasticity.

The P-value of the Breusch-Pagan and Cook-Weisberg test for heteroskedasticity in Model 2 indicates that Model 2 is free from heteroskedasticity issues, as the test result shows a P-value of 0.8310, which is not significant, and the null hypothesis (that the variance is homoskedastic) cannot be rejected.

Tabel 4.4. OLS Regression

	OLS	OLS
VARIABLES	Model 1	Model 2
E_Word_of_Mouth	0.617*** (0.0636)	0.650*** (0.0689)
GENDER		-0.215 (0.142)
AGE		-0.00579 (0.0683)
JOB		-0.0342 (0.468)
LAST_EDUCATION		0.0955 (0.392)
TIMES_SHOP		-0.0211 (0.151)
Constant	-7.76e-10 (0.0634)	0.107 (1.667)
Observations	155	155

R-squared	0.381	0.392
Adjusted R-squared	0.377	0.367
F	94.21	15.88
Mean VIF		1.52
Standard errors in parentheses		

*** p<0.01, ** p<0.05, * p<0.1

OLS regression. Dependent variable= The outcomes of the factor analysis conducted on the several dimensions including product selection, brand selection, purchase time, supplier selection, purchase amount, and payment mode (Purchase decision). Independent variables= The outcomes of the factor analysis on the several dimensions namely intensity, positive valence, and content (E-Word_of_Mouth), Dummy gender (male=0 and female=1) (GENDER), Age in year (AGE), Current occupation (students=1, other=0) (JOB), Highest education attained (senior high school or equivalent=1, Undergraduate=2) (LAST_EDUCATION), Shopping frequency at Shopee (Dummy) (Shopping more than 5 times =1, shopping 1 to 4 times=0). (TIMES_SHOP).

Table 4.4 presents the main regression results. Model 1 includes only e-WOM as the independent variable and shows a positive and statistically significant effect at the 1% level. Model 2 incorporates e-WOM together with the control variables, and the results remain robust, with e-WOM continuing to exhibit a positive and significant effect at the 1% level. These findings support the proposed hypothesis and are consistent with prior studies (Rahmadhani & Prihatini, 2019; Arif, 2021; Setiawan et al., 2023; Fina et al., 2023). The findings can be explained by the purchasing decision theory proposed by Kotler and Keller (2016), which conceptualizes purchasing decisions as a complex process influenced by multiple factors, including electronic word of mouth (e-WOM).

Despite the 10 questions pertaining to e-wom are consolidated into a single factor, this demonstrates that the three crucial aspects of e-wom, specifically content, opinion valence, and intensity, collectively form the foundation for respondents' deliberation on purchase decisions at Shopee. The first concern pertains to the accessibility or level of intensity of the quantity of evaluations. The respondents concurred that an increase in the number of reviews directly correlated with their level of confidence in making a purchasing decision. They specifically acknowledged that they considered both the positive or negative sentiment expressed in the reviews and the specific details mentioned. This implies that purchasing decisions are influenced not just by the strength of the review, but also by the positive sentiment expressed in the review. These factors collectively shape the final purchasing decision. Based on the above explanation, it can be concluded that e-wom has a significant positive influence on the purchasing decision of fashion products on Shopee.

4. CONCLUSIONS

It is evident that e-wom has a significant impact on the purchasing decisions of fashion products on Shopee. Despite internet sellers having subpar strategies, consumers still rely on and trust the reviews provided by others. E-wom has shown to be an effective marketing communication strategy utilised by sellers, leading online shop sellers to consistently persuade their customers to write reviews. Several recommendations for future studies are employing different measurement, survey to wider respondents, and conduct qualitatively in-depth interview.

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