



The Effect of Online Customer Reviews, Online Customer Ratings, and Influencers on Purchase Decisions

Sekar Ayu Agustina¹,
Ralina Transistari^{2✉}
Sekolah Tinggi Ilmu Manajemen
YKPN Yogyakarta, Indonesia^{1,2}

Correspondence
ralina.tr@yahoo.com

Received Aug 1, 2023
Revised Aug 4, 2023
Accepted Aug 7, 2023
Published Aug 7, 2023

DOI [10.35917/tb.v23i1.398](https://doi.org/10.35917/tb.v23i1.398)



Copyright © 2023 Authors.
This is an open-access
article distributed under the terms of
the Creative Commons Attribution
License.

Abstract

This study aims to determine the influence of online consumer reviews, online customer ratings, and influencers on purchase decisions among Shopee consumers. The sampling was conducted using a non-probability sampling technique with a purposive sampling approach. The study was carried out in November 2022, with a total sample size of 160 respondents. The criteria used to select respondents for this study were females who are Shopee account holders, have made fashion product purchases on the platform, and are aged between 18 to 25 years old. The data analysis technique used for this study was multiple linear regression. The results of this study indicates that: online consumer reviews have a positive effect on purchase decisions, online customer ratings also have a positive effect on purchase decisions, and Shopee influencers also have a positive effect on purchase decisions.

Keywords: online customer reviews, online customer rating, influencers, purchase decisions

Introduction

Technology has continuously advanced, leading to the digital era experienced by Indonesian society. The pervasive influence of information and communication technology has become inseparable from various aspects of life. Notably, the internet stands out as a remarkable technological development in communication, shaping how Indonesians live and interact. Based on the survey conducted by the Indonesian Internet Service Provider Association (APJII), the number of internet users in Indonesia has reached an impressive figure of 210.03 million individuals. This represents a significant increase of 35 million users compared to the previous count of 175 million (Bayu, 2022).

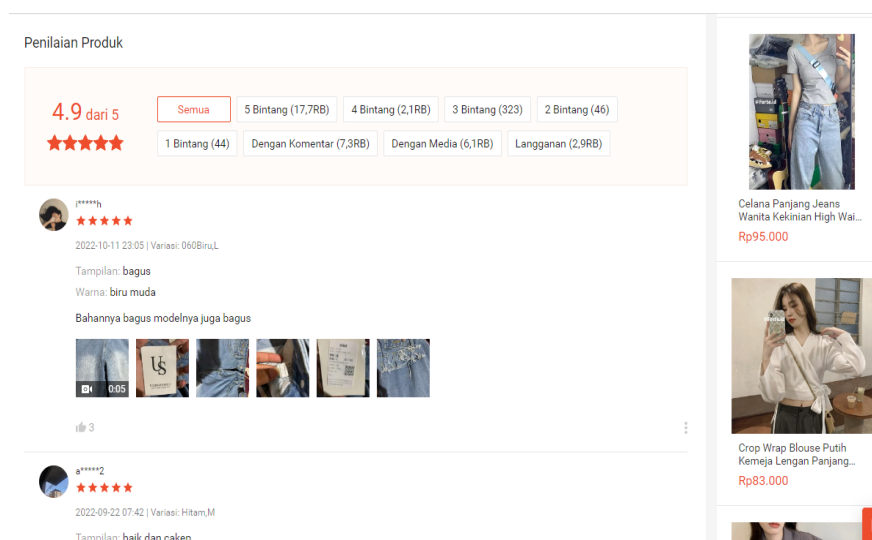
The substantial presence of internet users in Indonesia has significantly transformed transactional activities, notably in online shopping. Based on the Statista Digital Market Outlook, fashion products hold second in online purchases, following closely behind electronic products. This data underscores the notable consumer preference for digital channels and highlights the increasing significance of e-commerce in Indonesia's retail landscape.

Online shopping has revolutionized the way people can conveniently browse and purchase products from different locations using a smartphone or computer connected to the Internet. To facilitate this, e-commerce platforms serve as the digital infrastructure for online shopping, while e-marketplaces act as virtual destinations where individuals can make their purchases. Based on [Indonesia FMCG E-Commerce Report 2022](#) released by Compass, Shopee and

Tokopedia are the top two favorite marketplaces for Indonesians. As of November 2022, *market share* Shopee for the FMCG category is superior to Tokopedia (Yusra, 2023).

Shopee is the leading e-commerce platform, attracting the most visitors from Indonesia, with 190.7 million visits. Tokopedia follows closely with 147.7 million visits, while Lazada receives 64.1 million visits. Blibli and Bukalapak garnered 24.9 million and 24.1 million visits during the same period, respectively (Annur, 2022). E-commerce has revolutionized the shopping experience, providing convenience as customers can make purchases without visiting physical stores. This convenience factor influences people's perception that marketplace shopping is practical and straightforward, impacting their purchasing decisions.

Nevertheless, some individuals still prefer offline shopping due to the ability to personally assess the quality and condition of goods while obtaining them immediately. In contrast, online shoppers cannot inspect products directly, leading to concerns such as discrepancies between the product and its visual representation or description, damaged goods, or even issues related to the delivery process. To address these concerns and mitigate risks, Shopee, as a marketplace, incorporates review features such as online customer reviews and ratings. These features serve as valuable resources for prospective customers to gather additional information about a product. By utilizing these features, consumers can access and read the available reviews, aiding their purchasing decisions within the marketplace context.



Source: Shopee Application
Figure 1. Product Rating Feature

Positive feedback and high ratings from customers serve as visible indicators of satisfaction with a product and express the level of customer satisfaction following online purchases. Prior research conducted by Latief & Ayustira (2020) has proved a significant influence of online customer reviews on purchase decisions. However, Sudjatkika's (2017) study concluded that online customers and product reviews do not impact online purchase decisions.

Ratings are typically presented on a scale of 1-5 stars, with higher ratings having the potential to evoke desire and influence purchase decisions. In a study conducted by Hariyanto & Trisunarno (2020), it was discovered that online customer ratings exhibited a positive and significant relationship with customer trust and purchase decisions. Conversely, if customers provide low ratings, it can impact purchase decisions as potential customers may perceive the product to be of poor quality. However, research conducted by Putri & Wijaksana (2021) revealed that online customer ratings do not affect purchase decisions within the Shopee marketplace.

Companies are compelled to engage in competitive digital marketing strategies in the digital era. Shopee, in its pursuit of effective marketing, has employed the use of influencers. These influencers possess the power to influence others through their words and actions. It is worth noting that influencers need not be celebrities alone; ordinary individuals can also be recognized as influencers if they possess a substantial following and have the ability to influence others (Sugiharto & Ramadhana, 2018).

Shopee collaborates with influencers who leverage their social media platforms, such as Instagram, TikTok, Twitter, and Facebook, to promote Shopee's products. These influencers receive commissions based on product purchases generated through their promotional efforts. Leveraging influencers is widely recognized as an effective marketing approach to boost sales and raise product awareness. Social media serves as the primary channel for influencers to endorse products, and their large follower base increases the likelihood of influencing others, particularly when it comes to fashion products. It is noteworthy, however, that the study conducted by Halim & Tyra (2020) suggests that influencers do not significantly impact product-purchasing decisions in the Shopee marketplace. In contrast, research by Prasetya et al. (2021) reveals a positive and significant effect of influencers on purchasing decisions in online stores.

Based on the preceding explanation, the objectives of this study are to analyze the effect of online customer reviews, online customer ratings, and Shopee influencers on fashion product purchase decisions in the Shopee marketplace.

Literature Review and Hypotheses

The Relationship between Online Customer Review and Purchase Decisions

Online customer reviews can be interpreted as opinions that consumers give about a product, which are related to the products or services provided by the seller to the buyer (Ahmed & Rodríguez-Díaz, 2020). Sutanto & Aprianingsih (2016) define *online customer reviews* as a form of electronic Word of Mouth (e-WOM) and can be said to be a new marketing communication and can influence and play a role in the purchasing decision process. Online customer reviews are reviews given by consumers regarding an evaluation of a product from various aspects, such as product quality and customer satisfaction or their experience buying products. Online customer review is one of the factors considered in purchasing decisions. Review can be interpreted as a feature in the marketplace application to support the experience and sense of security in shopping online before finally making a purchase decision. According to Park & Lee (2009), online customer reviews provide information in the form of negative, positive, or neutral comments that state an evaluation of a product or service.

According to Miguens et al. (2008) and Vermeulen & Seegers (2009), indicators from online customer reviews are: 1) Awareness: consumers are aware of the online customer review feature and use this information in the selection process for decision-making; 2) Frequency: consumers use the online customer review feature as a source of information; 3) Comparison: before buying, consumers read reviews of the products to be purchased and then compare these reviews individually; 4) Influence: with the online customer review feature, it influences product selection.

According to research conducted by Latief & Ayustira (2020), online customer reviews positively and significantly affect purchasing decisions. This study shows that respondents feel that online customer reviews are functioning properly. The results of this study are strengthened by the research of Amelia et al. (2021) which states that online customer reviews significantly affect purchasing decisions.

H1: Online customer reviews positively affect purchase decisions for fashion products on the Shopee marketplace.

The Relationship between Online Customer Rating and Purchase Decisions

The online customer rating is part of an online customer review that uses the star symbol as a form of expression for a product. The more stars they give, the more it shows good product quality. Ratings are made by consumers who have made online purchases and are published on the seller's website or stall so that the rating is the feedback given by the buyer to the seller. Usually, on the rating scale, there are stars from one to five. The existence of ratings makes it easy for consumers to determine a product to buy because ratings provide information globally, not only on the quality of the goods but also on how sellers serve their customers. Rating is also the result of a user's assessment of the preferences of a product based on the psychological and emotional conditions they feel after using or interacting directly with a product.

According to Farki & Baihaqi (2016), the indicators of Online Customer Rating are: 1) Perceived Usefulness: the benefits potential customers feel with the online customer rating feature; 2) Perceived Trust: the trust gained after seeing online customer ratings from consumers; 3) Perceived Enjoyment: the comfort consumers feel with the online customer rating feature.

According to research by Hariyanto & Trisunarno (2020), online customer ratings affect customer trust and purchase decisions. Consumers use the online customer review feature to ensure that the products and shops they choose are correct and trusted, influencing their purchasing decisions. The results of Novitasari & Maulana's research (2022) also show that online customer ratings have a positive and significant effect on purchasing decisions.

H2: Online customer rating positively affect purchase decisions for fashion products on the Shopee marketplace.

The Relationship between Influencers and Purchase Decisions

Sugiharto & Ramadhana (2018) state that an influencer is someone whose words can influence other people, and usually, they have a large number of followers or an audience. An influencer does not have to be a celebrity. However, even ordinary people can become influencers if that person has many followers, and their words can influence other people. The use of influencers is considered effective because with the attractiveness of an influencer, they can share interesting content to influence potential consumers in choosing products and making purchasing decisions.

The influencer indicators according to Rossiter and Percy in Kertamukti (2015) are: 1) Visibility: Visibility has a dimension of how popular an influencer is; 2) Credibility: Credibility relates to two things, namely expertise, and objectivity. Expertise relates to an influencer's knowledge of the product, and objectivity relates to the influencer's ability to give consumers confidence; 3) Attraction: The attractiveness or attraction of an influencer involves two things, namely the level of liking (likeability) related to the audience's liking for an influencer because of an attractive physical appearance, good behavior, or other personal characteristics and the level of similarity with the personality that product users want (similarity) and the two cannot be separated. An influencer must reflect the personality of a product, and an influencer's image must match the product's image; 4) Power: Power is an influencer's ability or charisma to attract consumers to influence their thoughts, attitudes, or behavior.

According to research by Prasetya et al. (2021), influencers influence purchasing decisions because an influencer can influence his followers on social media. In addition, an influencer is considered to be able to reach potential markets effectively. The results of this study are reinforced by Waluyo & Trishananto's research (2022), which states that influencers influence purchase decisions positively and significantly towards purchase decisions at Shopee. Influencers are one of the factors that can influence consumer purchasing decisions to

shop. An influencer who is popular, credible, and has many followers and fans on social media can influence many potential buyers.

H3: Shopee influencers positively affect purchase decisions for fashion products on the Shopee marketplace.

Research Method

The research was conducted on Shopee customers using a quantitative approach. The sampling method in this study was non-probability sampling with purposive sampling technique. The sample in this study has several limitations as follows: female respondents with age criteria of 18-25 years; have a Shopee account and who have purchased fashion products at Shopee; have Instagram/TikTok social media accounts. This study utilized a sample of 160 respondents, and data collection was conducted in November 2002 through a structured Likert scale questionnaire distributed via Google Forms (<https://bit.ly/ocrocrsi>).

Before conducting the analysis, a series of tests were performed on the instruments and data to ensure their quality and credibility. These tests included validity tests, reliability tests, normality tests, F-tests, and classical assumption tests. The data analysis was carried out using the Jeffreys Amazing Statistics Program (JASP).

Results and Discussion

The results of the validity test using Pearson's correlations showed that all statement items in the questionnaire have a p-value < 0.001 . This means that all items are considered valid. Meanwhile, the reliability test was conducted by examining Cronbach's Alpha values. The results of the reliability test can be seen in the following table.

Table 1. Reliability Test

Estimate	Cronbach's α
Point estimate	0.919
95% CI lower bound	0.899
95% CI upper bound	0.936

The reliability test results indicate that Cronbach's Alpha value exceeded 0.60, falling within a range of 0.899 to 0.936. These findings suggest that all the research variables demonstrate high levels of reliability, providing confidence in their use for subsequent research purposes.

The normality test in this study involved examining the Q-Q Plot. Analyzing the Q-Q Plot showed that the standardized residual values aligned closely along the diagonal line. This alignment suggests that the normality assumption is met and not violated, indicating that the data is normally distributed. The normality test results for this study are summarized below:

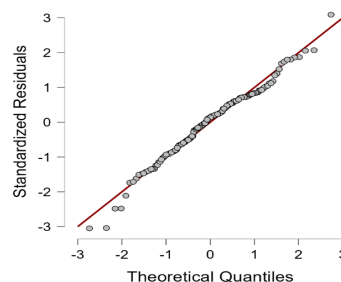


Figure 2. Q-Q Plot

The normality test results indicate that the Q-Q plot displays standardized residual values that align closely along the diagonal line. This observation suggests that the data in this study follows a normal distribution. Therefore, it can be concluded that the data in this study is normally distributed.

Multicollinearity can be assessed using the Variance Inflation Factor (VIF) value. If the VIF value is less than 10, multicollinearity is absent. Conversely, if the VIF value exceeds 10, it suggests a deviation from the classical assumption of multicollinearity. The multicollinearity test results for this study are provided in the table below:

Table 2. Collinearity Statistics

Model		Tolerance	VIF
H ₀	(Intercept)		
H ₁	(Intercept)		
	Total OCRs	0.648	1.543
	Total OCR	0.589	1.698
	Total INF	0.774	1.291

The VIF value for the variable Online Customer Review (X1) was found to be 1.543; for Online Customer Rating (X2), it was 1.698; and for Shopee Influencer (X3), it was 1.291. Since the VIF values for each variable are less than 10, it can be concluded that there is no significant multicollinearity among the independent variables. In other words, the variables Online Customer Review, Online Customer Rating, and Shopee Influencer do not exhibit any deviation from the classical assumption of multicollinearity.

In this study, a scatter plot is used for the heteroscedasticity test. It is important to note that scatter plots are subjective and can vary based on individual interpretations. The scatter plot in this study shows the irregular distribution of points above and below the 0 axis on the Y axis without a specific pattern. The heteroscedasticity test results conducted in this study are provided in the following table:

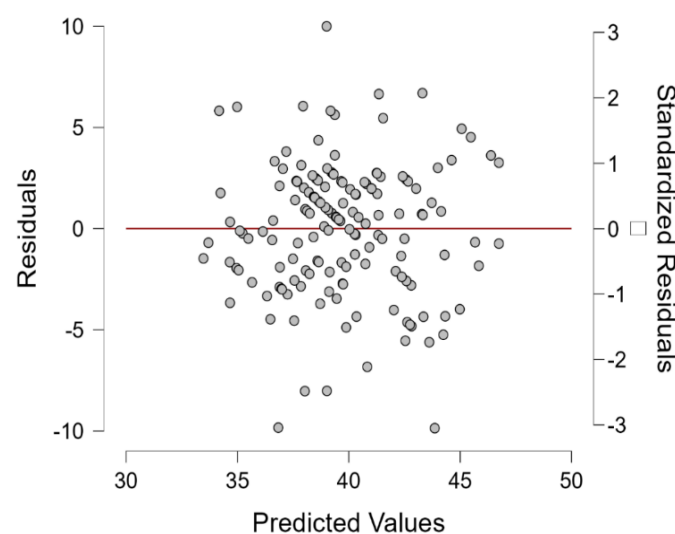


Figure 3. Scatter plot

Based on the results of the heteroscedasticity test, it can be inferred that there is no significant heteroscedasticity deviation. The scatter plot of the data points does not exhibit a discernible pattern and appears to be irregular. Therefore, based on the observed distribution, it can be concluded that heteroscedasticity is not present in the regression model.

Data Analysis

The analysis method utilized in this study is multiple linear regression. The outcomes of the regression equation are summarized in the table provided below:

Table 4. Multiple Linear Regression Result

Model		Unstandardized	Standard Error	Standardized	t	p
H ₀	(Intercept)	39.700	0.340		116.710	< .001
H ₁	(Intercept)	10.115	2.908		3.479	< .001
	OCRs	0.301	0.097	0.233	3.113	0.002
	OCR	0.343	0.127	0.213	2.712	0.007
	INF	0.357	0.065	0.376	5.494	< .001

Based on the table above, it can be explained as follows:

1. The Online Customer Reviews variable has a p-value of 0.002 (less than 0.05) and the regression coefficient value is positive at 0.233. This means that Online Customer Review has a positive effect on purchase decisions. Thus, hypothesis 1 (H1) is accepted.
2. The Online Customer Rating variable has a p-value of 0.007 (less than 0.05) and the regression coefficient value is positive at 0.213. This means that Online Customer Review has a positive effect on purchase decisions. Thus, hypothesis 2 (H2) is accepted.
3. The Shopee Influencers variable has a p-value < 0.001 (less than 0.05) and the regression coefficient value is positive at 0.376. This means that Online Customer Review has a positive effect on purchase decisions. Thus, hypothesis 3 (H3) is accepted.

The F-test results conducted in this study are summarized in the table below:

Table 5. F-test ANOVA

Model		Sum of Squares	df	Mean Square	F	p
H ₁	Regression	1281.253	3	427.084	40.079	< .001
	Residual	1662.347	156	10.656		
	Total	2943.600	159			

Based on the results of the F-test, the p-value is found to be less than 0.001, which is less than the significance level of 0.05. Therefore, the data support the hypothesis stating that online customer reviews, online customer ratings, and Shopee influencers collectively influence purchasing decisions for fashion products in the marketplace.

The results of the coefficient of determination test conducted in this study are presented in the following table:

Table 6. Determination Coefficient

Model Summary				
Model	R	R ²	Adjusted R ²	RMSE
H ₀	0.000	0.000	0.000	4.303
H ₁	0.660	0.435	0.424	3.264

Based on the analysis of the coefficient of determination, the Adjusted R-squared value is determined to be 0.424 or 42.4%. This indicates that the combination of the online customer

review, online customer rating, and Shopee influencers variables collectively account for 42.4% of the variation observed in the purchase decision variable. It is important to note that the remaining variation is influenced by other variables not examined in this study.

The Effect of Online Customer Reviews on Purchase Decisions

Based on the research results, the t-test reveals that the online customer review variable has a p-value of 0.002 (<0.05), leading to the acceptance of H1. This signifies that online customer reviews positively affect purchasing decisions for fashion products on the Shopee marketplace. The respondents' questionnaire responses indicate a general agreement and strong agreement that online customer reviews are informative, demonstrating that they fulfill their intended function and significantly influence purchasing decisions. These findings are consistent with the research conducted by Latief & Ayustira (2020), further validating the results.

The Effect of Online Customer Rating on Purchase Decisions

The t-test results show that the online customer rating variable has a p-value of 0.007 (<0.05), confirming the acceptance of H2. This implies that online customer ratings positively affect purchasing decisions for fashion products on the Shopee marketplace. The respondents' questionnaire responses reflect a general agreement and strong agreement that the online customer rating feature on Shopee simplifies product selection, indicating that it effectively serves its purpose and significantly influences purchasing decisions. These findings align with the research conducted by Hariyanto & Trisunarno (2020), further strengthening the validity of the results.

The Effect of Shopee Influencers on Purchase Decisions

According to the t-test results, the Shopee Influencers variable has a p-value of less than 0.001 (<0.05), leading to the acceptance of H3. This suggests that Shopee Influencers positively affect purchasing decisions for fashion products on the Shopee marketplace. The respondents' questionnaire responses demonstrate a general agreement and strong agreement that they prefer influencers with strong and convincing characteristics, making it easier for them to make purchasing decisions. This study aligns with the research conducted by Prasetya et al. (2021), further substantiating the findings.

Conclusions

Based on the findings of this study, the following conclusions can be drawn. Firstly, online customer reviews and ratings positively impact the decision to purchase fashion products on the Shopee marketplace. Secondly, the presence of Shopee Influencers also positively influences the decision to purchase fashion products on the platform. Collectively, online customer reviews, online customer ratings, and Shopee influencers account for 42.4% of the variation in purchase decisions, indicating their significant influence. However, it is important to note that the remaining 57.6% of the variation is influenced by other factors not specifically examined in this study.

In light of these findings, several recommendations can be made to enhance the decision-making process for purchasing fashion products on the Shopee marketplace. It is advised for the company to continue prioritizing and maintaining the features related to online customer reviews and ratings, as these have a positive impact on purchase decisions. Furthermore, the company should consider expanding the Shopee Affiliate program by collaborating with influencers to promote fashion products on the platform. This can further enhance the decision-making process and attract more customers.

However, it is crucial to recognize that the independent variables studied in this research only account for 42.4% of the influence on purchase decisions. To obtain more comprehensive results, it is recommended that future researchers explore and analyze additional variables beyond those examined in this study. This will provide a more diversified understanding of the factors influencing purchase decisions on the Shopee marketplace.

References

- Ahmed, A. Z., & Rodríguez-Díaz, M. (2020). Significant labels in sentiment analysis of online customer reviews of airlines. *Sustainability (Switzerland)*, 12(20), 1–18.
- Amelia, R. D., Michael, M., & Mulyandi, R. (2021). Analisis Online Consumer Review Terhadap Keputusan Pembelian pada E-Commerce Kecantikan. *Jurnal Indonesia Sosial Teknologi*, 2(02), 274-280.
- Annur, C. M. (2022, September 2022). *Ini Situs E-Commerce dengan Pengunjung Terbanyak per Agustus 2022*. Databoks. Retrieved October 12, 2022, from <https://databoks.katadata.co.id/datapublish/2022/09/20/ini-situs-e-commerce-dengan-pengunjung-terbanyak-per-agustus-2022>
- Bayu, D. (2022, June 10). APJII: *Pengguna Internet Indonesia Tembus 210 Juta pada 2022*. DataIndonesia. Retrieved October 12, 2022, from <https://dataindonesia.id/internet/detail/apjii-pengguna-internet-indonesia-tembus-210-juta-pada-2022>
- Faishal. (2022). Pengaruh Social Media Marketing, Word of Mouth, dan Customer Review terhadap Keputusan Pembelian Produk pada Tokopedia Pasca Pandemi COVID-19. <http://repository.umsu.ac.id>, diakses pada 12 Februari 2023.
- Farki, A., & Baihaqi, I. (2016). Pengaruh Online Customer Review dan Rating Terhadap Kepercayaan dan Minat Pembelian pada Online Marketplace di Indonesia. *Jurnal Teknik ITS*, 5(2).
- Florence, F., Ferlita, A., & Harianto, A. (2019). Pengaruh Online Review Terhadap Purchase Intention Di Hotel Budget Pada Online Travel Agent (OTA). *Jurnal Hospitality Dan Manajemen Jasa*, 31–40.
- Halim, A., & Tyra, M. J. (2020). Pengaruh Online Consumer Review Dan Influencer Terhadap Keputusan Pembelian Produk Di Marketplace Shopee. *Buletin Ekonomi: Manajemen, Ekonomi Pembangunan, Akuntansi*, 18(1), 99–120.
- Hariyanto, H. T., & Trisunarno, L. (2020). Analisis Pengaruh Online Customer Review, Online Customer Rating, dan Star Seller terhadap Kepercayaan Pelanggan Hingga Keputusan Pembelian pada Toko Online di Shopee. *Jurnal Teknik ITS*, 9(2).
- Kertamukti, R. (2015). *Strategi Kreatif Dalam Periklanan: Konsep, Media, Jewelry Industry, Arab Economic and Business Journal*. Jakarta: PT Raja Grafindo Persada.

- Latief, F., & Ayustira, N. (2020). Pengaruh Online Costumer Review Dan Customer Rating Terhadap Keputusan Pembelian Produk Kosmetik Di Sociolla. *Jurnal Mirai Management*, 5(3), 139-154.
- Miguéns, J., Baggio, R., & Costa, C. (2008). Social media and tourism destinations: TripAdvisor case study. In *Advances in Tourism Research 2008*, Aveiro, Portugal, May 26-28.
- Novitasari, N., & Maulana, A. (2022). Pengaruh Online Customer Review dan Online Customer Rating Terhadap Keputusan Pembelian Pada Marketplace Tokopedia. *Jurnal Ilmiah Wahana Pendidikan*, 8(14), 252–256.
- Park, C., Lee, T., M. (2009). Antecedents of online reviews' usage and purchase influence: An empirical comparison of US and Korean consumers. *Journal of Interactive Marketing*, vol 23, 332-340.
- Prasetya, A. Y., Astono, A. D., & Ristianawati, Y. (2021). Analisa Strategi Pengaruh Influencer Marketing Di Social Media, Online Advertising Dan Content Marketing Terhadap Keputusan Pembelian (Studi Kasus Pada Toko Online Zalora). *Jurnal Ilmu Manajemen Dan Akuntansi Terapan (JIMAT)*, 12(Agustus), 138–151.
- Putri, O. M., & Wijaksana, T. I. (2021). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Purchase Decision Pada Konsumen Produk Wardah Melalui Marketplace Shopee. *EProceedings*, 8(5), 6394–6403.
- Sahilah, & Karyaningsih. (2023). Pengaruh Electronic Word of Mouth dan Kepercayaan Konsumen terhadap Keputusan Pembelian Online di E-Commerce Shopee pada Masa Pandemi Covid-19. *Journal of Islamic Education Management*, 3(2), 314-340.
- Sudjatmika, F. V. (2017). Pengaruh Harga, Ulasan Produk, Kemudahan, dan Keamanan terhadap Keputusan Pembelian secara Online di Tokopedia.com. *Agora*, 5(1).
- Sugiharto, S. A., & Ramadhana, M. R. (2018). Pengaruh Kredibilitas Influencer Terhadap Sikap Pada Merek. *Jurnal Ilmu Politik Dan Komunikasi*, 8(2).
- Sutanto, M. A., & Aprianingsih, A. (2016). The Effect of Online Consumer Review Toward Purchase Intention: A Study in Premium Cosmetic in Indonesia. *International Conference on Ethics of Business, Economics, and Social Science*, 218–230.
- Vermeulen, I. E., & Seegers, D. (2009). Tried and tested: The impact of online hotel reviews on consumer consideration. *Tourism Management*, 30(1), 123-127.
- Waluyo, A., & Trishananto, Y. (2022). Customer Review dan Influencer Terhadap Keputusan Pembelian dengan Variabel Minat Beli sebagai Variabel Intervening. *Journal of Islamic Economics and Banking*, 1(2), 103–112.
- Yusra, Y. (2023, February 9). Indonesian E-commerce Business Momentum in 2023. Retrieved from <https://en.dailysocial.id/post/momentum-bisnis-e-commerce-indonesia-di-tahun-2023>