

Moderating the Influence of Online Customer Reviews and Online Customer Ratings on Purchase Intention with Live Streaming

Lady Faerrosa^{1*}, M. Gaza Algifani¹, Baiq Dinna Widiyasti¹

¹Faculty of Economy and Business, Bumigora University, Mataram, Indonesia.

Article Info

Received: February 3, 2025

Revised: March 8, 2025

Accepted: April 25, 2025

Published: April 30, 2025

Corresponding Author:

Lady Faerrosa

ladyjosman@universitasbumigora.ac.id

DOI: [10.29303/alexandria.v6i1.885](https://doi.org/10.29303/alexandria.v6i1.885)

© 2025 The Authors. This open access article is distributed under a (CC-BY License)



Abstract: In the past year, the Lazada application has experienced a significant decline in the number of visitors and purchases, suspected to be caused by poor consumer experience that has reduced consumer purchase intentions on the Lazada application. Product reviews and ratings on the Lazada application are often questionable in their credibility, either because the review sources are unreliable or because there is a discrepancy between product ratings and product quality. This study aims to analyze the influence of online customer reviews and ratings on purchase intention and to see the moderation ability of live streaming on the influence of both variables on purchase intention. The method used is a quantitative method with the Structural Equation Model-Partial Least Square (SEM-PLS) data analysis technique. Respondents in this study were 160 Lazada application users in the city of Mataram who had made purchases in the past year and had watched live streaming. Data processing used Smart PLS. The results of this study indicate that Online Customer Reviews and online customer ratings have a positive and significant effect on Purchase Intention. In addition, live streaming is confirmed to significantly strengthen the influence of online customer reviews and online customer ratings on purchase intention. These findings can help Lazada improve consumer experience and increase the credibility of product reviews and ratings, which can ultimately increase consumer purchase intentions. In addition, this study also provides insight into how marketing strategies, such as live streaming, can influence purchasing decisions on e-commerce platforms.

Keywords: Live Streaming, Online Customer Rating, Online Customer Review, Purchase Intention.

Introduction

The development of increasingly sophisticated technology today has a very broad influence, especially in the field of marketing. The traditional marketing has turned into digital marketing. Even today, consumers are doing more of their shopping online (Aldilla, 2021). There are many platforms that serve as a means of online marketing to support these changes in consumer shopping behavior, one of which is the Lazada application.

Table 1. Number of Lazada App Visitors and Transactions

Year of 2023	Q1	Q2	Q3	Q4	Total
(In millions)					
Visitors	83,2	74,5	53,2	44,1	225
Transactions	16,4	13,4	10,1	9,5	49,4

Source: (www.jubelio.com, 2024)

Based on Table 1, it can be seen that visitors to the Lazada application show a significant downward trend

How to Cite:

Algifani, M. G., Faerrosa, L., & Widiyasti, B. D. (2025). Moderating the Influence of Online Customer Reviews and Online Customer Ratings on Purchase Intention with Live Streaming. *ALEXANDRIA (Journal of Economics, Business, & Entrepreneurship)*, 6(1), 37-44. <https://doi.org/10.29303/alexandria.v6i1.885>

in the past year. In addition, the number of purchases on the Lazada application is also decreasing. This indicates that consumers are starting to leave or no longer use Lazada services, which will have an impact on decreasing consumer purchasing intentions to use or make purchases through Lazada. According to Yulisetiari et al., (2024), one of the causes that can reduce purchasing intentions on online shopping applications is poor consumer experience. Suharyati (2021) also said that online shopping means consumers cannot see or touch the product directly, making it difficult to ensure product quality (Rakhi, 2021). Therefore, when exploring products, consumers look for alternatives such as reviews and ratings. This process involves a logical analysis of the available information, be it the number of stars, positive/negative comments, and consistency of reviews (Susanto, 2022).

Online customer review (OCR) is one of the features in the Lazada application. It is a form of response given by consumers in a review related to relevant information in evaluating a product in various aspects, both positive and negative (Zhang et al., 2020). With the information from these reviews, it will be easier for consumers to find quality products because these reviews are a form of experience for consumers who have made purchases (Hayuningtias, 2023).

Online customer reviews and purchase intention are very interesting to discuss. Several researchers have conducted research on the relationship between online customer reviews and purchase intention. Previous research said that online customer reviews directly influence purchase intention (Amalia, 2022). This aligns with research conducted by (Artanti, 2020; Irfansyah, 2022; Widodo, 2022). However, several previous studies have stated that online customer reviews do not positively and significantly influence consumer purchase intention (Iskandar, 2022; Resmawa, 2022). This means that previous researchers have conflicting opinions regarding the influence of online customer reviews on purchase intention, making it interesting to study.

In addition to online customer reviews, online customer ratings are also one of the features available on Lazada. Ratings are a form of assessment given by consumers in a certain form (Lackermair et al., 2013). The most widely used symbol in the assessment is the star. The more stars given by consumers, the better the product's quality; if fewer stars are given, this could mean that the condition of the goods are not as good as the offers (Mokodompit et al., 2022). Consumers give this rating as feedback to sellers regarding the quality of the products and services (Yoestini, 2021).

Previous research says that online customer ratings have a positive influence on purchase intention (Aldilla, 2021). This aligns with research conducted by (Dinda et

al., 2023; Naomi, 2021; Dwijayanti, 2022). However, several previous studies stated that online customer ratings do not have a positive and significant influence on consumer purchasing intentions (Aditya, 2021; Resmawa, 2022). This means that in terms of the influence of online customer ratings on purchase intention, previous researchers still put forward conflicting opinions, which makes research on this variable still interesting to discuss.

Besides that, reviews and ratings on the Lazada application are a major concern because many reviews are considered inaccurate or less relevant (Munawar, 2022). Reviews on the Lazada app are often questionable because the review sources are considered unreliable. Many consumers feel that some of the reviews, both positive and negative, do not come from buyers who actually use the product (Velatine, 2023). On the other hand, ratings on the Lazada application are also often considered unreliable; many consumers complain that many products have high ratings, but the product quality is not appropriate (Putri et al., 2024).

Therefore, live streaming on the Lazada application effectively solves the problem of trust in product reviews and ratings. Live streaming is a medium that displays video data that is compressed or reduced into smaller video files via the Internet and then broadcasts it in real-time (Maulidya et al., 2023). Live streaming can increase the clarity and credibility of reviews and ratings (Fadli et al., 2020). The live streaming feature can facilitate communication between sellers and prospective buyers, especially for questions and answers regarding product quality, size, and what materials are used, as well as more detailed questions regarding the product so that consumers get information about the desired product (Handayani et al., 2022; Shen et al., 2022). This aspect provides a more authentic experience and increases consumer trust in the product. This can trigger emotional stimuli that can increase consumer purchase intentions (Erlinda, 2024).

Real-time demonstrations via live streaming also help increase trust and reduce doubts about reviews and ratings that may be considered fake or manipulative (Chakti, 2019). Moreover, previous research says that live streaming positively and significantly influences purchase intention (Ginting, n.d., 2023). This is in line with research conducted by (Juliana, 2023; Manzil, 2023; Shen et al., 2022). Therefore, as a new perspective in this study, researchers are using live streaming as a variable to strengthen the influence of online customer reviews and ratings on purchase intention.

Method

This study is a causal study with a quantitative approach. The population in this study was all Lazada

application users in Mataram City, and the sample size was 160 respondents. The sampling technique used was the Purposive Sampling method. The sample criteria in this study were Lazada application users in Mataram City aged 18-45 years who had made purchases on the Lazada application in the past year and had watched live streaming on the Lazada application. The data collection method used a Likert scale questionnaire. The data analysis technique used SemPLS version 3.0. The characteristics of respondents in this study are shown in Table 2.

Table 2. Characteristics of Respondents

Criteria	Sum	Percentage
Age		
18-29 years old	120	75%
30-45 years old	40	25%
Gender		
Male	55	34%
Female	105	66%
Occupation		
Students	96	60%
Employees	64	40%

Based on the age distribution of respondents shown in Table 2, it is concluded that the respondents of this study are dominated by Lazada application users aged 18-29 years with a percentage of 75%. The aged 18-29 years is a generation that grew up in the digital era and tends to be very familiar with technology (Agusman, 2023). So, accepting and using e-commerce applications like Lazada to meet needs is easier. Meanwhile, Lazada application users who were respondents in this study were mostly women with a percentage of 66%. Women are generally more active in shopping, both for household needs, fashion, beauty, and personal care. While men tend to be less interested in the shopping exploration experience offered by applications such as Lazada and prefer to use their time for other activities and only shop when necessary (Sudjanarti et al., 2018). In addition, most of them are students with a percentage of 60%. As a digital generation, students are very familiar with the use of applications and technology and are more comfortable shopping online compared to traditional methods because they are used to using smartphones and daily applications (Sartika et al., 2024). Meanwhile, the percentage of employees is 40% of the total number of respondents in this study. This is because employees generally have different spending priorities, such as household needs, savings, or other financial responsibilities, so they are more selective in shopping online (Fadillah et al., 2021).

The data analysis method used in this study is Structural Equation Models-Partial Least Squares (SEM PLS). SEM PLS analysis in this study begins with model

measurement (outer model), structural model (inner model), hypothesis testing, and testing of moderation effects. The criteria for hypothesis testing are carried out at a significance level of 5%, a t-statistic value of 1.96, and the p-value must be less than or equal to 0.05. If the t-statistic obtained is $> t\text{-table}$ and $p\text{-value} < \alpha$ (α), then the hypothesis is accepted (Hair et al., 2020).

Result and Discussion

Measurement Model (Outer Model)

Outer model testing is a crucial step in the analysis of measurement models in structural model-based data analysis, such as SEM-PLS. The outer model refers to the relationship between latent variables (constructs) and their measurement indicators (items) used to represent the construct. In the analysis using SmartPLS, there are three main criteria for assessing the outer model, namely convergent validity, discriminant validity and composite reliability. Convergent validity testing is evaluated based on outer loading, with the factor loading limit generally set at 0.5. An indicator can be considered to meet convergent validity and have a high level of validity when the outer loading value is > 0.5 (Hair et al., 2020). By seeing that all statement items and moderation effects have outer loading values greater than 0.5, it is concluded that all items meet the convergent validity criteria.

Table 3. Results of Outer Loading

Variables and Statement Items	Mean	Outer Loading	Conclusion
Online Customer Review (X1)	4.00		Good
X1.1			
X1.2	4.02	0.856	Valid
X1.3	4.01	0.885	Valid
X1.4	4.05	0.779	Valid
X1.5	4.00	0.849	Valid
X1.6	4.01	0.790	Valid
X1.7	4.03	0.823	Valid
X1.8	3.94	0.796	Valid
X1.9	3.90	0.820	Valid
X1.10	4.00	0.831	Valid
	4.04	0.764	Valid
Online Customer Rating (X2)	3.97		Very High
X2.1			
X2.2	3.99	0.870	Valid
X2.3	3.85	0.776	Valid
X2.4	4.03	0.859	Valid
X2.5	3.94	0.862	Valid
X2.6	3.99	0.764	Valid
	4.01	0.893	Valid
Live Streaming (Z)	4.31		Very Good
Z.1	4.41	0.899	Valid
Z.2	4.41	0.913	Valid

Z.3	4.43	0.938	Valid
Z.4	4.45	0.927	Valid
Z.5	4.46	0.920	Valid
Z.6	4.41	0.934	Valid
Z.7	3.47	0.898	Valid
Z.8	4.45	0.930	Valid
Purchase Intention (Y)	4.29		Very High
Y.1	4.10	0.782	Valid
Y.2	4.11	0.775	Valid
Y.3	4.29	0.870	Valid
Y.4	4.31	0.858	Valid
Y.5	4.28	0.828	Valid
Y.6	4.48	0.786	Valid
Y.7	4.40	0.789	Valid
Y.8	4.35	0.785	Valid
Moderating effect Z*X1		0.992	Valid
Moderating effect Z*X2		0.985	Valid

In addition, the indicator is considered valid if the Cross Loading value on each indicator is higher compared to other variables. In this case, discriminant validity is measured using the Average Variance Extracted (AVE) method. The validity of a variable indicator is considered fulfilled if it has an AVE value ≥ 0.50 (Ghozali, 2011). Based on this, all indicators of the research variables meet the required AVE value. Meanwhile, the criteria often used to assess construct reliability are that the composite reliability value must be > 0.7 and the Cronbach's Alpha value > 0.7 , especially in exploratory research (Hair et al., 2020). The results of the divergent validity test and reliability test are shown in Table 4. The results shown are the basis for the conclusion that the research instrument used is reliable.

Table 4. The AVE and Reliability Test

Variable	AVE	Cronbach's Alpha	Composite Reliability	Conclusion
X1	0.673	0.946	0.953	Reliable
X2	0.703	0.917	0.934	Reliable
Z	0.846	0.974	0.978	Reliable
Y	0.656	0.925	0.938	Reliable
Z*X1		0.992	0.978	Reliable
Z*X2		0.985	0.992	Reliable

Structural Model (Inner Model)

The inner model in SEM-PLS is a component that focuses on the relationship between latent constructs and testing hypotheses related to these relationships. R-square (R^2) is used to assess how much influence the independent latent variable has on the dependent latent variable.

Table 5. The Value of R-square (R^2)

Variable	R^2	Adjusted R^2
Purchase Intention	0.634	0.622

Based on Table 5, the adjusted R-square value of the purchase intention variable is 0.622 (which is > 0.50), so it can be concluded that the independent variable in this study has a contribution of 62.2% or in the moderate category to the purchase intention variable (Hair et al., 2020), while the remaining 47.8% is explained by other variables outside the independent variables in this study, for example price and promotion (Ivansyah et al., 2023).

Hypotheses Testing

Next, the hypothesis test of this study is seen by looking at the t-statistic and p-value. Decisions are made by comparing the calculated t-value to the t-table, and paying attention to the p-value. If the p-value (significance) < 0.05 , then the independent variable is partially (individually) considered to have a significant influence on the dependent variable (Hair et al., 2020). The results of the hypothesis test are shown in Table 6 and Figure 1.

Table 6. Results of Hypotheses Testing

Relationships between Variables	Path Coefficient	t-Statistic	p-Value	Conclusion
X1 \rightarrow Y	0.286	4.967	0.000	Positive, Significant
X2 \rightarrow Y	0.339	5.534	0.000	Positive, Significant
Z \rightarrow X1 \rightarrow Y	0.114	2.260	0.024	Positive, Significant
Z \rightarrow X2 \rightarrow Y	0.207	3.381	0.001	Positive, Significant

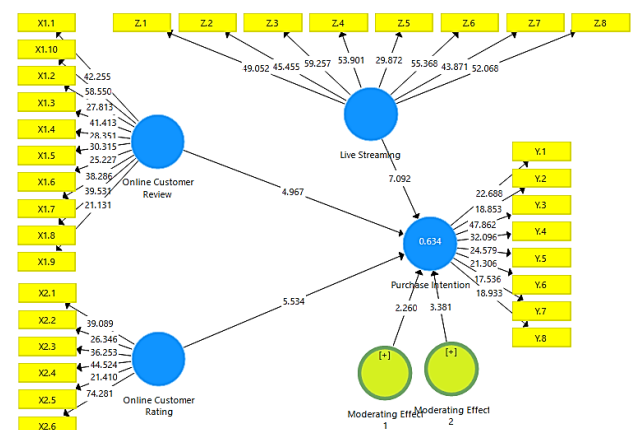


Figure 1. Results of Bootstrapping

The Influence of Online Customer Reviews on Purchase Intention

The results of this study indicate that the Online Customer Review variable can positively and significantly influence Purchase Intention by 28.6% or with a path coefficient value of 0.286 with a p-value of

0.000 < 0.05. This means that the better the online customer reviews, the higher the purchase intention of Lazada application users is. Likewise, the worse the online customer review, the lower the purchase intention of Lazada application users. This can be proven by the statement of Lazada application users, who said that online customer reviews on the Lazada application were good, so consumers felt helped in choosing the desired product. The average value of the questionnaire results that had been distributed related to the online customer review variable was 4.00, or in the good category. Hence, it made the purchase intention of Lazada application users even higher, as evidenced by the average questionnaire answers related to the purchase intention variable of 4.29, or in the very high category.

This study supports the concept of the Elaboration Likelihood Model, which explains that two main paths of persuasion influence consumer attitudes and behavior, namely the central path and the peripheral path peripheral (Wang et al., 2019). In the context of this study, the central path is very relevant. Consumers who read online customer reviews tend to process information in depth, especially if the information is considered relevant, credible, and important for decision making (Anggraini, 2023). This is supported by the results of the study which showed a significant influence of online customer reviews on purchase intention.

This study also supports the concept of Makahimpong et al. (2023) regarding the factors that influence purchase intention. This finding is related to psychological factors that influence purchasing decisions, especially perception and belief. Positive perceptions formed through good customer reviews will increase consumer confidence in the products' quality and ultimately encourage consumer purchase intention (Jumawan et al., 2024). This statement is supported by the research conducted by Liu (2023), which stated that online customer reviews have a positive and significant effect.

The Influence of Online Customer Ratings on Purchase Intention

This study's results show that the Online Customer Rating variable can positively and significantly influence Purchase Intention by 33.9% or with a path coefficient value of 0.339 (with a p-value of 0.000 < 0.05). This means that the higher the online customer rating, the higher the purchase intention of Lazada application users. Likewise, the lower the online customer rating, the lower the purchase intention of Lazada application users. This can be proven by the statement of Lazada application users who said that the online customer rating on the Lazada application was already high, so consumers felt helped in seeing product ratings. The

average value of the results of the questionnaire that had been distributed related to the online customer rating variable was 3.97 (high category), so it was able to make the purchase intention of Lazada application users even higher, as evidenced by the average results of the questionnaire answers related to the purchase intention variable of 4.29 (very high category).

Nikaido (2019) stated that consumers often evaluate online customer ratings to make it easier to see product rankings without comparing them with other products. According to Aldilla (2021), having a high product rating positively affects purchase intention. This statement is supported by the results of research conducted by Naomi (2021), which stated that online customer ratings have a positive and significant effect on purchase intention. Consumers who view online customer ratings tend to process information in depth; this involves logical analysis of available information, such as the number of stars and the number of stars that can make it easier for consumers to make decisions (Agustiniingsih, 2023).

Live Streaming Can Strengthen the Influence of Online Customer Reviews on Purchase Intention

Based on the results of this study, it shows that the Live Streaming variable can strengthen the influence of Online Customer Review on Purchase Intention by 11.4% or with a path coefficient value of 0.114 with a p-value of 0.024 < 0.05. This means that the better the live streaming, the more positive the influence of online customer reviews on purchase intention will increase. Likewise, the worse the live streaming, the more positive the influence of online customer reviews on purchase intention will decrease. This can be proven by the statement of Lazada application users who say that live streaming on the Lazada application is very good, making it easier for consumers to choose the desired product. Live streaming provides a visual and interactive experience that strengthens product appeal and reduces consumer doubts about reviews, thereby increasing purchase intention (Zhao, 2022).

With the live streaming feature, it can facilitate communication between sellers and prospective buyers, especially for questions and answers regarding product quality, size, and what materials are used as well as more detailed questions related to the product so that consumers get information about the desired product (Handayani et al., 2022). According to Fadli et al. (2020), live streaming can increase the clarity and credibility of reviews. Chakti (2019) also said that real-time demonstrations help increase confidence and reduce doubts about reviews that might be considered fake or manipulative. When live streaming is of high quality, has clear representation, smooth interaction, and well-

displayed products, consumers will feel more comfortable and stimulated to make decisions.

Live Streaming Can Strengthen the Influence of Online Customer Ratings on Purchase Intention

This study's results show that the Live Streaming variable can strengthen the influence of Online Customer Rating on Purchase Intention by 20.7% (with a path coefficient value of 0.207 and p-value of 0.001 < 0.05). This means that the better the live streaming, the higher the purchase intention. Likewise, the worse the live streaming, the more positive the influence of online customer rating on purchase intention will decrease. This can be proven by the statement of Lazada application users who say that live streaming on the Lazada application is very good, making it easier for consumers to choose the desired product.

When consumers see products that have received high ratings through live streaming, consumer perceptions of product quality become stronger (Suganda, 2024). This increases consumer trust in the product because consumers can directly see it in a more real and reliable context. Regarding personal factors, consumers with a better understanding of technology or who are more familiar with digital media will benefit more from quality live streaming. Meanwhile, from a situational perspective, consumers' emotional conditions can influence product ratings in purchasing decisions. If consumers are in a comfortable situation or looking for products attentively, informative and interesting live streaming can increase consumer trust and comfort, making consumers tend to buy products with high ratings.

Thus, the results of this study confirm that psychological, personal, and situational factors interact with each other in the role of live streaming to strengthen the influence of ratings on the purchase intention of Lazada application users. The live streaming feature can facilitate communication between sellers and prospective buyers, especially for questions and answers regarding product quality, size, and what materials are used, as well as more detailed questions related to the product so that consumers get information about the desired product (Handayani et al., 2022). According to Fadli et al. (2020), live streaming can increase the clarity and credibility of ratings. Chakti (2019) also said that real-time demonstrations help increase confidence and reduce doubts about ratings that may be considered fake or manipulative.

Conclusion

The results of this study indicate that good online customer reviews and high online customer ratings can increase purchase intention in Lazada application users.

These results are because good online customer reviews provide benefits for Lazada application users such as making it easier to understand product benefits and product clarity so that it is easier to make decisions. Meanwhile, high online customer ratings can make it easier for Lazada application users to see product ratings without comparing them with several other products. These results have important implications for business actors in the Lazada application to maintain the quality of online customer reviews on the Lazada platform by providing space for consumers to provide honest and relevant reviews to increase purchase intention.

In addition, this study proves that live streaming can significantly strengthen the influence of online customer reviews and online customer ratings on purchase intention. This means that the better the live streaming, the more positive the influence of online customer reviews and online customer ratings on purchase intention will increase. This is because live streaming provides a visual and interactive experience that strengthens the product's appeal, reduces consumer doubts, and can increase consumer trust in online customer reviews and ratings, thereby increasing purchase intention. These results have important implications for business actors on the Lazada application to maintain high and good online customer ratings and online customer reviews on the sales platform and provide space for consumers to provide honest and relevant ratings to increase purchase intentions in the future.

Acknowledgments

A big thank you to all parties who have contributed to this research through guidance, support, input, or assistance in various forms. Every assistance given, directly or indirectly, is very meaningful in completing this research. Hopefully, all the kindness that has been given will be rewarded accordingly, and the results of this research can benefit many parties.

References

- Aditya Farhan Hasrul, Suharyati, R. S. (2021). *Analisis pengaruh online customer review dan rating terhadap minat beli produk elektronik di tokopedia*. 2(1).
- Agusman. (2023). Reaching the Millennial Generation Through Da'wah on Social Media (Menjangkau Generasi Milenial Melalui Dakwah di Media Sosial). *Dakwah*, 6(2), 129-144.
- Aldilla, F. A. (2021). Pengaruh Online Customer Review dan Online Customer Rating terhadap Purchase Intention melalui Customer Trust Pada Konsumen E-Commerce Shopee (Studi pada Pengguna E-commerce Shopee di Kota Tegal). *Repositori*

- Universitas Islam Sultan Agung Semarang, April, 49–58.
- Amalia, K., & Nurlinda, R. (2022). Pengaruh Influencer Marketing Dan Online Customer Review Terhadap Purchase Intention Melalui Perceived Value Produk Serum Somethinc. *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(11), 2383–2398. <https://doi.org/10.54443/sibatik.v1i11.353>
- Anggraini, M., & Simanjorang, F. (2023). CONTENT: JOURNAL OF COMMUNICATION STUDIES Efektivitas Online Customer Review Dalam Meningkatkan Minat Beli Konsumen Pada TikTok Shop di Kota Medan. *Content: Journal of Communication Studies*, 01(02), 10–20.
- Chakti, G. (2019). *The Book Of Digital Marketing: Buku Pemasaran Digital* (Vol. 1). Celebes Media Perkasa.
- Dinda, K., Wardhani, K., & Nuryanto, I. (2023). Pengaruh Price Discount, Online Customer Review dan Rating Terhadap Purchase Intention Pada Aplikasi Booking Hotel Traveloka di Jawa Tengah Article Information. *Jekobs*, 2(1), 1–11.
- Erlinda Dwi Prastiwi, & Ety Dwi Susanti. (2024). Pengaruh Customer Trust dan Fitur Live Streaming pada Aplikasi Shopee Terhadap Impulse Buying dalam Pembelian Produk Fashion dan Aksesoris Oleh Masyarakat: Studi pada Masyarakat Kota Surabaya. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(6), 4828–4839. <https://doi.org/10.47467/alkharaj.v6i6.2082>
- Fadillah, R., Dur, S., & Cipta, H. (2021). Penerapan Metode Analytical Hierarchy Process dalam Menentukan Gaji Bonus Karyawan Pada PTPN III Sei Putih. *Jurnal Sains Matematika Dan Statistika*, 7(2), 73–84. <https://doi.org/10.24014/jsms.v7i2.12968>
- Fadli, Z., Sudirji, F., Rahmat, Santosa, A. D., Pasaribu, S. J., Octaviani, D. W., Yudha, H. S., Fauzan, R., Triwijayati, A., Rukmana, A. Y., Herdiansyah, D., & Fitriana. (2020). Manajemen Pemasaran Digital. In *Correspondencias & Análisis* (Issue 15018).
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate dengan Program SPSS*. Badan Penerbit Universitas Diponegoro.
- Ginting, N. A. (n.d.). *Analisis Live Streaming Shopping TikTok terhadap Customer Trust dan Customer Engagement serta Dampaknya pada Purchase Intention*.
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109(November 2019), 101–110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Handayani, R., Fitriadi, B. W., & Pauzy, D. M. (2022). The Influence of Social Media TikTok and E-wom Interested to Buy Soemethinc Brand and Impact on The Purchase Decision (Survey of TikTok Users in The Management Study Program of University Perjuangan Tasikmalaya). *Journal of Indonesian Management (JIM)*, 2(3), 473–482. <https://doi.org/10.53697/jim.v2i3.863>
- Irfansyah. (2022). Pengaruh Online Customer Review Dan E-Trust Terhadap Niat Beli Pada Masyarakat Pengguna Aplikasi Lazada Dikecamatan Tanjung Morawa. *Skripsi*.
- Iskandar, T. A. G. I., & Sharif, O. O. (2022). Pengaruh Customer Review Dan Influencer Endorsement Terhadap Purchase Intention Pada Produk Whitelab Dengan Trust Sebagai Variabel Moderasi. *E-Proceeding of Management*, 9(5), 2824–2830.
- Ivansyah, N. F., Novitaningtyas, I., Manajemen, P. S., Ekonomi, F., Tidar, U., & Shop, T. (2023). *Pengaruh Harga Dan Promosi Live Selling*. 16(2), 107–121.
- Juliana, H. (2023). Pengaruh Siaran Langsung Dan Manfaat Yang Dirasakan Terhadap Niat Beli Melalui Kepercayaan Konsumen Pada Aplikasi Tiktok Shop. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(6), 1517–1538. <https://doi.org/10.54443/sinomika.v1i6.754>
- Jumawan, J., Soesanto, E., Cahya, F., Putri, C. A., Permatasari, S. A., Setyakinasti, S., & Ottay, M. L. (2024). Pengaruh Online Consumer Review Dan Kualitas Produk Terhadap Keputusan Pembelian Di Marketplace Shopee. *SENTRI: Jurnal Riset Ilmiah*, 3(6), 2854–2862. <https://doi.org/10.55681/sentri.v3i6.2964>
- Lackermair, G., Kailer, D., & Kanmaz, K. (2013). Importance of Online Product Reviews from a Consumer's Perspective. *Advances in Economics and Business*, 1(1), 1–5. <https://doi.org/10.13189/aeb.2013.010101>
- Liu, Y., & Wang, Y. (2023). The Impact of Online Celebrities Live Streaming on Consumers' Purchase Intention. *BCP Business & Management*, 39(2), 357–362. <https://doi.org/10.54691/bcpbm.v39i.4177>
- Makahimpong, W. K. N., Mukuan, D. D. S., & Tumbel, T. M. (2023). Pengaruh Integrated Marketing Communication, Customer Experience dan Brand Image terhadap Purchase Decision pada Lazada Indonesia. *Universitas Sam Ratulangi*, 4(5), 499–506.
- Manzil, L. D. (2023). *Pengaruh live-streamer dan celebrity endorser terhadap purchase intention produk skincare somethinc di Tiktok Shop dengan consumer trust sebagai variabel mediasi: Studi pada Mahasiswa Perguruan Tinggi Negeri di Kota Malang*. Universitas Islam Negeri Maulana Malik Ibrahim.
- Maulidya Nurivananda, S., Fitriyah, Z., Pembangunan, U., Veteran, N. ", & Timur, J. (2023). The Effect Of

- Content Marketing And Live Streaming On Purchase Decisions On The Social Media Application Tiktok (Study On Generation Z Consumers @Scarlett_Whitening In Surabaya) Pengaruh Content Marketing Dan Live Streaming Terhadap Keputusan Pembelian Pa. *Management Studies and Entrepreneurship Journal*, 4(4), 3664–3671.
- Mokodompit, H. Y., Lopian, S. L. H. V. J., & Roring, F. (2022). Pengaruh Online Customer Rating, Sistem Pembayaran Cash on Delivery Dan Online Customer Review Terhadap Keputusan Pembelian Di Tiktok Shop (Studi Pada Mahasiswa Dan Alumni Equil Choir Feb Unsrat). *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(3), 975. <https://doi.org/10.35794/emba.v10i3.43393>
- Naomi, I. P., & Ardhiyansyah, A. (2021). The effects of online customer reviews and online customer ratings on purchasing intentions in west java marketplaces. *Inovasi*, 17(4), 810–816. <https://doi.org/10.30872/jinv.v17i4.10224>
- Putri, N. Z., & Widodo, T. (2022). Analisis Pengaruh Customer Review Dan Influencer Review Dengan Trust Sebagai Variabel Moderasi Terhadap Purchase Intention Pada E-Commerce (Studi Pada Tokopedia). *E-Proceeding of Management*, 9(3), 1308–1315.
- Putri, V. A., Prabowo, H., & Setyorini, N. (2024). Pengaruh Kualitas Produk Dan Costumer Review Terhadap Keputusan Pembelian Di Lazada. *Jurnal Ilmiah Manajemen, Bisnis Dan Kewirausahaan*, 4(1), 39–50. <https://doi.org/10.55606/jurimbik.v4i1.737>
- Rakhi. (2021). Understanding customer engagement and loyalty: a case of mobile devices for shopping. *Journal of Retailing and Consumer Services*, 32, 151–163.
- Resmawa, ira ningrum, & siti masruroh. (2022). Pengaruh Quality of Website , Brand Resonance dan Online Customer Review terhadap Purchase Intention pada Konsumen Agoda . com di Surabaya. *Jurnal IKRAIT-HUMANIORA*, 6(1), 67–76.
- Sartika, D., Ulya, M., Azzahra, F. F., Irnawati, I., & ... (2024). Fenomena Penggunaan E-Commerce terhadap Perilaku Konsumsi Mahasiswa. ... : *Jurnal Ilmu Sosial ...*, 3.
- Shen, H., Zhao, C., Fan, D. X. F., & Buhalis, D. (2022). The effect of hotel livestreaming on viewers' purchase intention: Exploring the role of parasocial interaction and emotional engagement. *International Journal of Hospitality Management*, 107(November 2021). <https://doi.org/10.1016/j.ijhm.2022.103348>
- Sudjanarti, D., Khabibah, U., Istining Wardani, T., & Polinema, D. (2018). Oleh : Dwi Sudjanarti-1 Umi Khabibah-2 Tri Istining Wardani-3 *). 12.
- Susanto, G., & Ambardi, A. (2022). Pengaruh Brand Awareness, Price Competitiveness, Dan Stock Availability Terhadap Purchase Intention Kulkas Side By Side. *JUEB : Jurnal Ekonomi Dan Bisnis*, 1(3), 24–32. <https://doi.org/10.55784/jueb.v1i3.231>
- Velatine, C. (2023). Pengaruh Online Customer Review terhadap Intention to Use Lazada. *Repository Unpar*, 2034.
- Wang, L., Fan, L., & Bae, S. (2019). How to persuade an online gamer to give up cheating? Uniting elaboration likelihood model and signaling theory. *Computers in Human Behavior*, 96, 149–162.
- Yulisetiari, D., Subagio, A., & Irawati, V. (2024). the Effect of Trust and Consumer Experience on Loyalty Through Consumer Satisfaction in Fashion Products on Lazada Indonesia. *SPECTRUM Journal of Social Science*, 1(2), 47–50. <https://doi.org/10.61552/sjss.2024.02.002>
- Zhang, L., Gao, Y., & Zheng, X. (2020). Let's Talk About This in Public: Consumer Expectations for Online Review Response. *Cornell Hospitality Quarterly*, 61(1), 68–83. <https://doi.org/10.1177/1938965519864864>