

# The Influence of Brand Image and Online Customer Reviews on Consumer Purchasing Decisions at the Shopee Marketplace in Surabaya

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## ABSTRACT

This research aims to analyze the influence of each Brand Image and Online Customer Review on Purchasing Decisions at the Shopee Marketplace in Surabaya. The population in this research is consumers who buy products on the Shopee marketplace with a sample of 108 respondents and was determined using a non-purposive sampling technique. Primary data was obtained using questionnaires while secondary data was obtained using books, journals, literature and websites or the internet. Based on the test results using SMARTPLS, it was found that this research shows that all indicators are valid or all variables are significantly positive for purchasing decisions. Based on the Outer Loading results, the estimation results for all indicators have met convergent validity or good validity. Based on the results of the AVE test as a whole, the variables in this study can be said to have good validity. Based on the results of the Composite Reliability test, it is said that all the variables in this study are reliable.

**Keywords:** Brand Image, Online Customer Review, Purchase Decision

## INTRODUCTION

The development of technology and information in the current era of globalization is very rapid, triggering changes in people's lives in various aspects of economic, political, social and cultural life. One of them is the emergence of the internet which has many benefits and has a positive impact in various fields such as business, education, health and government. So it creates an opportunity for business people to create a new paradigm in business processes that were previously carried out conversionally to become virtual, such as an online shop which is currently very popular with Indonesian people, namely the marketplace. However, before the emergence of the marketplace, this virtual buying and selling activity was usually called an online shop and developed into e-commerce and marketplace. In Indonesia, the number of internet users has increased significantly every year. Based on survey results from the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This number increased by 2.67% compared to the previous period which was 210.03 million users. The number of internet users is equivalent to 78.19% of Indonesia's total population of 275.77 million people. When compared with the previous survey period, Indonesia's internet penetration rate this year has increased by 1.17% compared to 2021-2022 which was 77.02%. According to Opiida (2014) Marketplace is a provider of internet-based (web-based) online media which is a place to carry out business activities and transactions between buyers and sellers. Buyers can search for as many suppliers as possible with the desired criteria, so as to obtain market prices. One of the uses of the internet that people make is buying necessities online. The shift in people's habits from previously shopping only in offline stores to now being able to shop for their necessities online is influenced by the current conditions of the Covid 19 pandemic. E-commerce is becoming an increasingly popular form of trade in the world. Most buyers start searching for products, descriptions and quality features online before purchasing the product. Online stores allow buyers to save time spent by buyers who are usually looking for certain products by driving to offline stores. With this phenomenon, several popular online shopping sites emerged in Indonesia, such as Tokopedia, Shopee, Lazada, Bukalapak, Blibli and TikTok. Shopee is the second most popular e-commerce

based on the largest number of visitors.

According to iPrice data (2022), the average monthly visitor to the Tokopedia page reached 157.2 million in the first quarter of 2022. Meanwhile, Shopee is in second place with an average monthly visitor of 132.77 million. Surveys show that the main reason many consumers choose Shopee is because the product prices can be said to be affordable. Shopee was first officially introduced in Singapore in 2015 and then expanded to Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines. Shopee Indonesia was officially introduced in December 2015 under the auspices of PT Shopee International Indonesia. According to a survey by the Alvara Research Center, Shopee is the most popular e-commerce service among young Indonesians in March 2022. This online shopping platform from Singapore is the main choice for 69.9% of respondents from generation Z, and 64.2% of respondents from the millennial generation. . Then in second place was Lazada which was chosen by 23.3% of generation Z and 20.6% of the millennial generation. Next there is Tokopedia which was chosen by 14.5% of generation Z and 15.5% of the millennial generation. This survey was conducted through face-to-face interviews with 1,529 respondents spread throughout Indonesia. The survey was conducted on March 20-31 2022 and the sample was selected using the multistage random sampling method.

A good brand image will build consumer loyalty, trust in the brand and product, as well as consumer willingness to search for the product/service. In research by Nasution et al (2020) it shows that partially the product quality and brand image variables have no effect on purchasing decisions. Trust, convenience and price partially influence purchasing decisions. Meanwhile, simultaneously product quality, brand image, trust, convenience and price have a significant influence on purchasing decisions on Shopee e-commerce.

Online customer reviews in Dzulqarnaim's (2019) research said that online customer reviews have a huge impact on purchasing decisions. Of course, this means that Shopee offers a solution for potential consumers who want to buy goods online. In other words, displaying product reviews online to increase trust for consumers and potential consumers. Elwalda in Latief and Ayustira (2020) states that online customer review (OCR) is defined as a facility that allows consumers to freely and easily write their comments and opinions online regarding various products or services, this type of online customer review can have a big influence towards the purchase decision or purchase decision of a consumer. The phenomenon that can be found from online shopping activities is that buyers face several risks and do not have the ability to truly assess whether the goods or services that consumers buy can meet the needs and expectations that consumers expect when using these goods and services. Shopping online and offline has striking differences. This difference can be seen in the buyer's ability to assess a product he wants to buy. Buyers who shop online in the marketplace cannot directly examine the product they want to buy, buyers only rely on the seller's information regarding the product being sold with a description of the product and product images uploaded by the seller to the marketplace. This is certainly different from buying products offline, buyers can freely see the products being offered directly so that they can assess the quality of the product directly and become a factor that influences consumers' purchasing decisions. The results of previous research entitled the influence of brand image, online customer reviews and price on purchasing decisions on the Shopee marketplace (2022) by Anisa Puspita Sari, Ichsannudin and Sigit Ratnanto concluded that brand image on consumer purchasing decisions partially shows a very large impact. Then online customer reviews of purchasing decisions partially show a significant influence.

## Literature Review:

### Brand Image

Image is the public's perception of a company or its products. A good image about the product will benefit the company, because consumers will subconsciously recommend the product to others. On the other hand, a bad image about the product will make consumers spread the bad information to other people. According to Kertajaya (2007), brand image in consumers' minds can be influenced by several factors, including:

1. Communication from other sources that are not necessarily the same as those carried out by marketers. Communications can come from other consumers, retailers and competitors.
2. Consumer Experience through an experiment carried out by consumers can change previously held perceptions. Therefore, the sum of the various perceptions that arise will form the total image of a brand.
3. Product Development: the brand position of the product is quite unique. On the one hand, it is payment for the product, meaning that by providing the brand, the product can increase in value.

## Online Customer Review

Online Customer Reviews are part of word of mouth (WOM), which is a direct opinion from consumers who have purchased a product. According to Tsang (2009) customer reviews are one of the determining factors in purchasing decisions, this shows that the review value of a product will influence the desire to buy a product. According to Khammash (2008:79) online customer reviews are a medium for consumers to see reviews from other consumers who have purchased a company's products or services and about how a company produces them. Schepers stated that online customer reviews or testimonials consist of five indicators, namely:

1. Source Credibility
2. Argument Quality
3. Volume
4. Timeliness.
5. Valence.

## Purchase Decision

According to Kotler (2008) a purchasing decision is an action in the form of a consumer's decision to purchase or not purchase a product. There are various factors that influence consumers in purchasing a product, be it goods or services. Consumers usually make various considerations such as quality, price and product brands that are already known to the public. According to Kotler (2002) the factors that can influence consumer purchasing decisions include:

1. Cultural Factors. Cultural factors are factors that have the most widespread and profound influence on consumer behavior.
2. Social Factors. Social factors are divided into two based on how they influence consumers. The first affects consumers directly and the second indirectly.
3. Personal Factors. Personal characteristics also influence consumer purchasing decisions.
4. Psychological Factors. Consumer purchasing decisions are influenced by four main psychological factors, namely motivation, perception, knowledge, belief and conviction.

According to Kotler and Keller (2012:315), Brand Image is the perception and belief held by consumers, as reflected in the associations that occur in consumers' memories. A strong brand image can provide major advantages for banks, one of which can create competitive advantages. The stronger the brand image in the minds of consumers, the stronger the consumer's self-confidence to make purchases and be loyal to the products of the particular brand they buy. The research creates hypotheses based on theory and previous research:

H1 : Brand Image has a positive influence on consumer purchasing decisions for Shopee products.

The quality of the information contained in reviews provided by consumers has an effect on a person's perceived assessment of a product. Currently shopping online, consumers face many choices, on the other hand consumers have little direct information about the product because consumers cannot touch or feel the product. To overcome this weakness, an online customer review was created which provides relevant information to consumers. It is said to be relevant because the online customer review is carried out voluntarily by consumers who have purchased the product, where this will influence the interest in buying for both the consumer and the buyer. . The research creates hypotheses based on theory and previous research:

H2 : Online Customer Reviews have a positive influence on consumer purchasing decisions for Shopee products.

## METHODS

The sampling method in this research uses a non-probability sampling method which is carried out by means of purposive sampling, namely a method carried out based on criteria determined by the researcher (Ferdinand, 2013). According to Ghozali (2011), the sample size is the number of indicators multiplied by 5-10 estimated parameters. In this research the number of indicators is 12 with parameters 5. So the sample used is  $12 \times 9 = 108$  respondents. In this research, researchers used data collection techniques by distributing questionnaires to selected samples or respondents and the questionnaires in this research were distributed to people living in Surabaya who had purchased products on the Shopee marketplace.

In this research, the data analysis technique used is the component-based Structural Equation Modeling (SEM) method using the Partial Least Square (PLS) analysis tool. The use of the PLS analysis tool is because

SEM is designed with the requirement of strong theoretical support. Meanwhile, PLS modeling can be based on theory, empirical research results, analogies, relationships between variables in other fields of science, normative matters and other rational relationships. So the theoretical basis for PLS can be strong, weak or even exploratory. This is in accordance with the research that will be carried out because the research that will be carried out is based on the results of empirical research. According to Ghazali (2006) PLS is software that can be used for soft modeling analysis because it does not assume the data must be on a certain scale of measurement, which means the number of samples can be small (under 100 samples). According to Ghazali (2006), he also believes that the use of this data analysis technique is to reduce weaknesses in the use of regression data analysis techniques.

## RESULTS AND DISCUSSION

### Respondent Description

In this study, respondents aged 22-26 years were dominated by 78 respondents with a percentage of 72.2% of the total respondents. It is also known that the number of female respondents is greater than male respondents. There were 16 male respondents with a percentage of 14.8%, while there were 92 female respondents with a percentage of 85.2%. This shows that the majority of Surabaya people who have shopped at the Shopee marketplace are mostly women.

### Evaluasi Outliner

**Tabel 1. Residual Statistics**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	17,323	81,883	54,500	10,2404	108
Std. Predicted Value	-3,630	2,674	,000	1,000	108
Standard Error of Predicted Value	4,968	22,877	10,179	3,913	108
Adjusted Predicted Value	9,592	93,013	55,055	11,5591	108
Residual	-57,4814	64,2113	,0000	29,5996	108
Std. Residual	-1,830	2,044	,000	,942	108
Stud. Residual	-2,032	2,125	-,007	1,007	108
Deleted Residual	-80,0134	69,3902	-,5553	34,0962	108
Stud. Deleted Residual	-2,067	2,166	-,007	1,013	108
Mahal. Distance	1,686	<b>25,758</b>	11,889	10,062	108
Cook's Distance	,000	,189	,012	,025	108
Centered Leverage Value	,016	,521	,111	,094	108

Source : questionnaire data processed, 2023

Dependent Variable : Responden

From the second outlier test table, the Expensive value is obtained. The Maximum Distance of respondent data is 25,758, which is smaller than the Mahal Maximum Outlier Distance determined at 32,909, which means that the data no longer contains outliers, thus it can be said that the data is of good quality and can be continued for further processing with as many respondents as possible. 108 cases.

**Interpretation of PLS Results  
Outer Model**

**Tabel 2. Outer Loadings (Mean, STDEV, T-Values)**

	Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ( O/STERR )
X1.1 <- BRAND IMAGE (X1)	0,915571	0,919270	0,014992	0,014992	61,071627
X1.2 <- BRAND IMAGE (X1)	0,759491	0,756482	0,104144	0,104144	7,292728
X1.3 <- BRAND IMAGE (X1)	0,919883	0,921746	0,023009	0,023009	39,979478
X2.1 <- ONLINE CUSTOMER REVIEW (X2)	0,745969	0,741555	0,064294	0,064294	11,602442
X2.2 <- ONLINE CUSTOMER REVIEW (X2)	0,832013	0,829200	0,047035	0,047035	17,689365
X2.3 <- ONLINE CUSTOMER REVIEW (X2)	0,893799	0,889638	0,032959	0,032959	27,118426
X2.4 <- ONLINE CUSTOMER REVIEW (X2)	0,854721	0,856462	0,025035	0,025035	34,140495
X2.5 <- ONLINE CUSTOMER REVIEW (X2)	0,905132	0,907026	0,021703	0,021703	41,705845
Y1.1 <- PURCHASE DECISION (Y)	0,891243	0,890922	0,020995	0,020995	42,450822
Y1.2 <- PURCHASE DECISION (Y)	0,909107	0,911968	0,026806	0,026806	33,914766
Y1.3 <- PURCHASE DECISION (Y)	0,897738	0,902567	0,027697	0,027697	32,413059
Y1.4 <- PURCHASE DECISION (Y)	0,836507	0,837754	0,032318	0,032318	25,883684

Source : questionnaire data processed, 2023

Based on the outer loading table above, all reflective indicators on the variables Brand Image (X1), Online Customer Review (X2), and Purchase Decision (Y), show factor loading (original sample) greater than 0.50 and/or significant (The T-Statistic value is more than the Z value  $\alpha = 0.05$  (5%) = 1.96), thus the estimation results for all indicators have met convergent validity or good validity. Measuring the validity of indicators can also be seen from the Cross Loading table, if the factor loading value of each indicator on each variable is greater than the factor loading of each indicator on the other variables, then the factor loading is said to be valid, but if the factor loading value is smaller than the indicator of other variables, then it is said to be invalid.

**Tabel 3. Cross Loading**

INDIKATOR	BRAND IMAGE (X1)	PURCHASE DECISION (Y)	ONLINE CUSTOMER REVIEW (X2)
X1.1	0,915571	0,673956	0,507848
X1.2	0,759491	0,409163	0,572229
X1.3	0,919883	0,640459	0,473050
X2.1	0,406122	0,578933	0,745969
X2.2	0,506413	0,491641	0,832013
X2.3	0,468705	0,555516	0,893799
X2.4	0,559206	0,652460	0,854721
X2.5	0,506696	0,596568	0,905132
Y1.1	0,631626	0,891243	0,627125
Y1.2	0,611248	0,909107	0,586621
Y1.3	0,617408	0,897738	0,583775
Y1.4	0,541876	0,836507	0,622831

Source : questionnaire data processed, 2023

From the results of cross loading data processing, all factor loading values for each indicator (shaded) are obtained, both for the Brand Image (X1), Online Customer Review (X2) and Purchase Decision (Y) variables, showing larger factor loading values. compared with the factor loadings of indicators from other variables, so it can be said that all indicators in this study have fulfilled their validity or have good validity.

**Average variance extracted (AVE)**

**Tabel 4. Average Variance Extracted (AVE)**

	AVE
BRAND IMAGE (X1)	0,753761
PURCHASE DECISION (Y)	0,781617
ONLINE CUSTOMER REVIEW (X2)	0,719481

Source : questionnaire data processed, 2023

The AVE test results for the Brand Image variable (X1) are 0.753761, the Online Customer Review variable (X2) is 0.719481, and Purchase Decision (Y) is 0.781617, these three variables show a value of more than 0.5, so Overall, the variables in this research can be said to have good validity.

**Composite Reliability**

**Tabel 5. Composite Reliability**

	Composite Reliability
BRAND IMAGE (X1)	0,901141
PURCHASE DECISION (Y)	0,934650
ONLINE CUSTOMER REVIEW (X2)	0,927362

Source : questionnaire data processed, 2023

The Composite Reliability test results show that the Brand Image variable (X1) is 0.901141, the Online Customer

Review variable (X2) is 0.927362, and the Purchase Decision (Y) is 0.934650, these three variables show a Composite Reliability value above 0, 70 so that 0.879291 can be said that all variables in this study are reliable.

**Latent Variable Correlations**

**Tabel 6. Latent Variable Correlations**

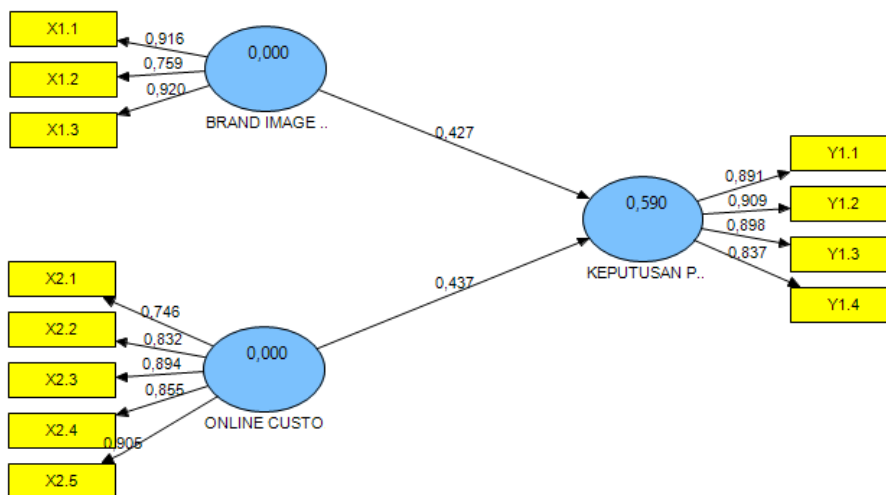
	BRAND IMAGE (X1)	PURCHASE DECISION (Y)	ONLINE CUSTOMER REVIEW (X2)
BRAND IMAGE (X1)	1,000000		
PURCHASE DECISION (Y)	0,680189	1,000000	
ONLINE CUSTOMER REVIEW (X2)	0,579694	0,684605	1,000000

Source : questionnaire data processed, 2023

In PLS, the relationship between variables or constructs can be correlated with each other, be it exogenous and endogenous variables, or exogenous and exogenous variables as shown in the latent variable correlations table above. The relationship between variables has a maximum correlation value of 1, the closer the value is to 1, the better the correlation. From the latent variable correlations table above, the average correlation value between one variable and another shows a moderate average correlation value. The highest correlation value is between the Online Customer Review (X2) variable and Purchasing Decision (Y) of 0.684605. This can also be stated that among the variables in the research model, the relationship between the Online Customer Review variable (X2) and Purchasing Decision (Y) shows a relationship that is stronger than the relationship between other variables, this can also be interpreted that in this research model the high and low levels of Purchase Decisions are more influenced by the Online Customer Review variable than the Brand Image variable.

**PLS Model Analysis**

Image of Outer Model with factor loading, Path Coefficient and R-Square



**Figure 1. Outer Model**

Source: Data processing, output *SmartPLS*

From the PLS output image above, you can see the magnitude of the factor loading value for each indicator which is located above the arrow between the variables and indicators, you can also see the magnitude of the path coefficients which are above the arrow line between the exogenous variables and the endogenous variables. Apart from that, you can also see the size of the R-Square which is right inside the circle of endogenous variables

(Purchasing Decision variables).

**Inner Model (Structural Model Testing)**

**R Square**

**Tabel 7. R Square**

	R Square
<b>BRAND IMAGE (X1)</b>	
<b>PURCHASE DECISION (Y)</b>	0,589588
<b>ONLINE CUSTOMER REVIEW (X2)</b>	

Source : questionnaire data processed, 2023

R2 value = 0.589588. This can be interpreted to mean that the model is able to explain the Purchase Decision phenomenon which is influenced by independent variables including Brand Image and Online Customer Review with a variance of 58.96%, while the remaining 41.04% is explained by other variables outside this research (aside from Brand Image and Online Customer Reviews). Apart from knowing the R2 value, the Goodness of Fit of the research model can be known from the magnitude of Q2 or Q-Square predictive relevance for the structural model, which is to measure how good the observation values produced by the model are and also the estimated parameters. Q-square value > 0 indicates the model has predictive relevance; Conversely, if the Q-Square value ≤ 0 indicates the model lacks predictive relevance. Q-Square calculations are carried out using the formula:

$$Q2 = 1 - (1 - R_1^2) (1 - R_2^2) \dots (1 - R_p^2)$$

where R12 , R22 ... Rp2 is the R-square of the endogenous variable in the equation model. The Q2 quantity has a value in the range 0 < Q2 < 1, where the closer it is to 1, the better the model. The quantity Q2 is equivalent to the total coefficient of determination in path analysis.

In this study, the value of Q2 was equal to

$$Q^2 = 1 - (1 - 0,589588) = 0,589588.$$

From the results of the Q2 calculation with a result of 0.589588, it can be concluded that the research model can be said to meet predictive relevance.

**Hypothesis test**

**Path Coefficients (Mean, STDEV, T-Values, P-Values)**

**Tabel 8. Path Coefficients**

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STERR )	P Values
<b>BRAND IMAGE (X1) -&gt; PURCHASE DECISION (Y)</b>	0,426728	0,432477	0,100016	4,266601	0,000
<b>ONLINE CUSTOMER REVIEW (X2) -&gt; PURCHASE DECISION (Y)</b>	0,437234	0,445350	0,098644	4,432464	0,000

Source : questionnaire data processed, 2023

From table 8 it can be concluded that the hypothesis states:

Hypothesis 1: It is suspected that Brand Image has a positive influence on consumer purchasing decisions for Shopee products which is acceptable, with path coefficients of 0.426728, and a T-statistic value of 4.266601 > 1.96 (from the table value Zα = 0.05) or P-Value 0.000 < 0.05, with **significant (positive)** results.



Hypothesis 2: It is suspected that Online Customer Reviews have a positive influence on consumer purchasing decisions for Shopee products which is acceptable, with path coefficients of 0.437234, and a T-statistic value of  $4.432464 > 1.96$  (from the table value  $Z\alpha = 0.05$ ) or P- Value  $0.000 < 0.05$ , with **significant (positive)** results.

### **The Influence of Brand Image on Purchasing Decisions**

Based on the results of the research that has been carried out, the results show that the Brand Image variable contributes to consumer purchasing decisions on the Shopee marketplace in Surabaya, so the hypothesis can be accepted. This can be interpreted as meaning that the better the Brand Image that is reflected in the Shopee marketplace, the better the influence it will have on consumer purchasing decisions on the Shopee marketplace in Surabaya.

### **The Influence of Online Customer Reviews on Purchasing Decisions**

Based on the results of the research that has been carried out, it can be seen that Online Customer Reviews contribute to purchasing decisions on the Shopee marketplace. With the results, Online Customer Reviews have a positive influence on purchasing decisions on the Shopee marketplace which can be accepted. This shows that the better the Online Customer Review of a product on the Shopee marketplace, the more it will influence a person's purchasing decision for that product.

### **CONCLUSION**

Brand Image contributes to product purchasing decisions on the Shopee marketplace. This shows that the higher the brand image on the Shopee marketplace, the higher the consumer purchasing decision to buy products on the Shopee marketplace. Online Customer Reviews contribute to purchasing decisions on the Shopee marketplace. This shows that the better the reviews consumers get, the level of consumer purchasing decisions on the Shopee marketplace will increase.

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