

THE INFLUENCE OF *CONTENT MARKETING*, *ONLINE CUSTOMER REVIEWS*, AND *PRODUCT QUALITY* ON INTEREST IN BUYING MYKONOS PERFUME PRODUCTS ON *SHOPEE* E-COMMERCE (Study on Generation Z in Surabaya)

Marcella Arthamevia Arifin ^{a*)}, Siti Ning Farida ^{a)}

^{a*)} Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia

^{*)} Corresponding Author's: 22042010234@student.upnjatim.ac.id

Article history: received 19 May 2026; revised 26 May 2026; accepted 17 June 2026

DOI: <https://doi.org/10.33751/jhss.v10i92..282>

Abstract. This study aims to identify and analyze the influence of Content Marketing, Online Customer Reviews, and Product Quality on Generation Z's purchase intent for Mykonos perfume products on the Shopee e-commerce platform in Surabaya. The research method employed is a quantitative method using an associative approach. Data collection was conducted by distributing questionnaires to respondents. The sample in this study consisted of 157 Generation Z respondents in Surabaya who were aware of or had seen Mykonos perfume products on Shopee. The data analysis techniques used included validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination using SPSS software. The results of the study indicate that Content Marketing, Online Customer Reviews, and Product Quality simultaneously have a significant effect on the purchase intention for Mykonos perfume products. Partially, Content Marketing has a positive and significant effect on purchase intention, Online Customer Reviews have a positive and significant effect on purchase intention, and Product Quality has a positive and significant effect on the purchase intention for Mykonos perfume products on the Shopee e-commerce platform. These findings indicate that the better the content marketing strategy, the more positive the customer reviews, and the higher the product quality, the greater consumers' interest in purchasing Mykonos perfumes will be.

Keywords: Content Marketing, Online Customer Review, Product Quality, Purchase Intention.

I. INTRODUCTION

The rapid advancement of digital technology has transformed consumer behavior, business communication, and the structure of modern retail markets. Digital platforms no longer function merely as transaction channels; they have become integrated ecosystems in which consumers search for product information, compare alternatives, evaluate user-generated content, and form purchase intentions before making buying decisions. In Indonesia, the acceleration of digital adoption has strengthened the role of e-commerce as a major marketplace for various product categories, including beauty, personal care, and fragrance products. This shift is particularly visible among younger consumers, who are highly exposed to online media, digital promotions, social networking platforms, and marketplace-based product reviews [1], [2].

Generation Z represents a strategic consumer segment in the digital marketplace because this generation grew up with internet-based communication, social media interaction, and mobile commerce as part of daily life. Their purchasing process is commonly preceded by online information seeking, content exposure, peer recommendations, and review-based

evaluation. Unlike conventional consumers who may rely heavily on direct product experience, Generation Z consumers tend to combine promotional content, social proof, product quality cues, and perceived credibility of online information before developing purchase intention. Therefore, understanding the determinants of purchase intention among Generation Z is essential for brands competing in digital marketplaces, particularly in highly competitive product categories such as perfume and personal care [3], [4].

Shopee has become one of the most widely used marketplace platforms in Indonesia because it offers convenience, product variety, promotional features, digital payment options, delivery services, ratings, and customer review systems. These features allow consumers to assess products without direct physical interaction. In online perfume purchases, this condition is especially important because consumers cannot directly test fragrance durability, scent character, packaging quality, or sensory suitability before buying. Consequently, digital cues such as content marketing, online customer reviews, and perceived product quality play a central role in reducing uncertainty and stimulating consumer interest [5], [6].

Content marketing is one of the most relevant strategies in digital consumer engagement. It refers to the creation and distribution of valuable, relevant, consistent, and persuasive content designed to attract, inform, and influence target audiences. In marketplace and social media environments, content marketing may appear in the form of product descriptions, visual storytelling, short videos, lifestyle narratives, promotional messages, influencer-supported posts, and educational content about product benefits. Effective content marketing can improve product awareness, strengthen brand image, build emotional connection, and encourage consumers to explore product offerings more deeply [7], [8]. In the case of fragrance products, content marketing is expected to translate intangible product attributes—such as scent impression, freshness, elegance, and personal identity—into persuasive digital narratives that are understandable to consumers.

Previous studies have shown that content marketing contributes to consumer interest and purchase-related behavior by providing information, creating engagement, and shaping positive perceptions toward a brand. Content that is informative, attractive, and aligned with consumer needs can support decision-making because it reduces information asymmetry and increases consumer confidence in the product. For Generation Z, content relevance is particularly important because this segment is highly responsive to visual communication, authenticity, trend alignment, and interactive digital experiences [9]. Thus, content marketing is not only a promotional instrument but also a strategic communication mechanism that can influence how consumers perceive product value in the e-commerce environment.

In addition to content marketing, online customer review is a critical factor influencing consumer purchase intention in digital marketplaces. Online customer reviews represent consumer-generated evaluations based on prior purchase and usage experiences. These reviews function as electronic word-of-mouth and provide prospective buyers with information about product performance, advantages, weaknesses, delivery experience, and seller credibility. In online transactions, customer reviews are considered important because they help consumers reduce perceived risk and uncertainty before making a purchase [10], [11]. Positive reviews can strengthen trust and stimulate purchase intention, whereas negative reviews may reduce consumer confidence and encourage them to search for alternative products.

The importance of online customer reviews becomes more pronounced in products that involve subjective experience, such as perfume. Since fragrance preference is personal and difficult to evaluate through images or descriptions alone, consumers often depend on other buyers' experiences to assess scent quality, longevity, packaging, authenticity, and overall satisfaction. For Generation Z consumers, online reviews are not only sources of product information but also social validation mechanisms. The number of reviews, review credibility, review quality, and review valence may influence whether consumers perceive a product as reliable and worth purchasing [12]. Therefore, online customer review is conceptually relevant as an

antecedent of purchase intention in the context of Mykonos perfume products on Shopee.

Product quality is another determinant that cannot be separated from consumer purchase intention. Product quality refers to the ability of a product to meet or exceed consumer expectations through its performance, durability, reliability, design, features, and sensory attributes. In the perfume industry, product quality can be reflected in scent durability, fragrance composition, packaging attractiveness, safety, product authenticity, and consistency between promotional claims and actual consumer experience. High product quality may increase consumer satisfaction, perceived value, and willingness to purchase, while poor quality may create dissatisfaction and negative word-of-mouth [13].

In e-commerce settings, product quality is often evaluated indirectly through product descriptions, visual presentation, customer ratings, and consumer reviews. This indirect evaluation makes quality perception closely connected to digital information cues. A product that is perceived to have good quality may stimulate stronger purchase intention because consumers believe that the product can fulfill their needs and expectations. For local perfume brands such as Mykonos, product quality is an important competitive advantage because the fragrance market is increasingly crowded with local and international brands offering various scent variants, packaging designs, and price ranges. Thus, maintaining product quality is essential not only for customer satisfaction but also for strengthening consumer interest in repeat and initial purchases [14].

The growing relevance of digital media in consumer behavior is also consistent with broader studies on the role of multimedia and digital literacy in shaping understanding, creativity, and interaction with information. Suchyadi, Safitri, and Sunardi [15] emphasized the role of multimedia in improving comprehension and creative thinking skills, while Sunardi, Suchyadi, Suhardi, and Martha [16] further highlighted the value of multimedia-based approaches in supporting understanding and creative thinking. Although these studies were conducted in educational contexts, their implications are relevant to digital consumer research because online consumers also interact with multimedia content, process digital information, and make judgments based on visual, textual, and interactive cues. This supports the argument that digital content and multimedia-based information can shape perception, understanding, and behavioral intention.

Despite the increasing number of studies on digital marketing and online purchase behavior, several research gaps remain. First, many studies examine content marketing, online customer reviews, or product quality separately, whereas consumer purchase intention in e-commerce is often shaped by the simultaneous interaction of promotional content, social proof, and perceived product performance. Second, limited studies specifically investigate local perfume products in Indonesian marketplaces, even though perfume is a product category strongly influenced by sensory expectations and digital trust. Third, Generation Z consumers in Surabaya represent an important urban digital consumer segment, but

empirical studies focusing on their purchase intention toward local perfume brands on Shopee remain limited.

Based on these gaps, this study aims to analyze the influence of content marketing, online customer review, and product quality on the purchase intention of Mykonos perfume products on Shopee among Generation Z consumers in Surabaya. The study is expected to contribute theoretically to the literature on digital marketing and online consumer behavior by integrating three important antecedents of purchase intention in one empirical model. Practically, the findings are expected to provide insights for local perfume brands in designing effective digital marketing strategies, managing customer reviews, and improving product quality to strengthen consumer purchase intention in the competitive e-commerce marketplace.

II. RESEARCH METHODS

This study employed a quantitative research design with an associative approach to examine the influence of content marketing, online customer review, and product quality on purchase intention. A quantitative approach was considered appropriate because the study aimed to test the relationship among measurable variables and determine the magnitude of influence between independent and dependent variables through statistical analysis. The independent variables in this study consisted of content marketing (X1), online customer review (X2), and product quality (X3), while purchase intention (Y) served as the dependent variable. The population of this study comprised Generation Z consumers in Surabaya who were familiar with or had seen Mykonos perfume products on the Shopee e-commerce platform. The sample was determined using the Slovin formula, resulting in 157 respondents. The sampling technique applied was non-probability sampling with a purposive sampling method, in which respondents were selected based on specific criteria relevant to the research objectives. This method is suitable for studies that require participants with particular characteristics and knowledge related to the research object [17].

Primary data were collected through an online questionnaire using a five-point Likert scale ranging from strongly disagree to strongly agree. The questionnaire items were developed based on the indicators of each variable: content marketing, online customer review, product quality, and purchase intention. Prior to hypothesis testing, the research instrument was evaluated through validity and reliability tests to ensure that each item was appropriate and internally consistent. The collected data were then analyzed using IBM SPSS Statistics through several stages, including classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests. After the assumptions were fulfilled, multiple linear regression analysis was conducted to examine the partial and simultaneous effects of the independent variables on purchase intention. The t-test was used to analyze the partial effect of each independent variable, while the F-test was employed to determine the simultaneous effect of all independent variables. In addition, the coefficient of determination was calculated to identify the extent to which

content marketing, online customer review, and product quality explained variations in purchase intention. This analytical procedure is consistent with multivariate statistical analysis, which is commonly used to evaluate predictive relationships among variables in behavioral and marketing research [18].



Description:

X : Independent Variable or Independent Variable (*Content Marketing, Online Customer Reviews, and Product Quality*)

Y : Dependent Variable or Bound Variable (*Buying Interest*)

—————> : Partial influence

- - - -> : Simultaneous influence

H1: *Content Marketing, Online Customer Reviews, and Product Quality* simultaneously have a significant influence on the Buying Interest of Mykonos Generation Z perfume products in Surabaya

H2: *Content Marketing* partially has a significant influence on the Buying Interest of Mykonos Generation Z perfume products in Surabaya

H3: *Online Customer Reviews* partially have a significant influence on the Buying Interest of Mykonos Generation Z perfume products in Surabaya

H4: *Product Quality* partially has a significant influence on the Buying Interest of Mykonos Generation Z perfume products in Surabaya

IV. RESULTS AND DISCUSSION

This section presents the empirical findings of the study and discusses the influence of content marketing, online customer review, and product quality on the purchase intention of Mykonos perfume products on Shopee among Generation Z consumers in Surabaya. The analysis was conducted through several statistical stages, including instrument testing, classical assumption testing, multiple linear regression analysis, coefficient of determination, and hypothesis testing. The results indicate that the proposed research model is statistically acceptable and capable of explaining consumer purchase intention in the context of e-commerce-based perfume products.

The validity test showed that all questionnaire items used to measure content marketing, online customer review, product quality, and purchase intention were valid. Each item had a corrected item-total correlation value higher than the r-table value of 0.156, with a significance level below 0.05. These results indicate that all measurement items were able to represent their respective constructs. Furthermore, the reliability test demonstrated that all variables had Cronbach's Alpha values above the minimum threshold of 0.60. Content marketing obtained a Cronbach's Alpha value of 0.750, online customer review obtained 0.716, product quality obtained 0.729, and purchase intention obtained 0.753. Therefore, the research instrument was considered reliable and internally consistent.

Table 1. Validity and Reliability Summary

Variable	Number of Items	Validity Result	Cronbach's Alpha	Reliability Result
Content Marketing	10	All items valid	0.750	Reliable
Online Customer Review	10	All items valid	0.716	Reliable
Product Quality	10	All items valid	0.729	Reliable
Purchase Intention	8	All items valid	0.753	Reliable

The classical assumption tests also confirmed that the regression model was appropriate for further analysis. The normality test using the Kolmogorov-Smirnov method produced a significance value of 0.200, which is greater than 0.05. This result indicates that the data were normally distributed. The multicollinearity test showed that all independent variables had tolerance values above 0.10 and variance inflation factor values below 10, indicating that there was no multicollinearity among the independent variables. In addition, the heteroscedasticity test showed that all independent variables had significance values greater than 0.05. Therefore, the regression model was free from heteroscedasticity. These findings confirm that the data fulfilled the basic assumptions required for multiple linear regression analysis.

The multiple linear regression analysis showed that content marketing, online customer review, and product quality had positive regression coefficients toward purchase intention. The regression equation obtained from the analysis is presented as follows:

$$Y = 15.029 + 0.088X_1 + 0.041X_2 + 0.311X_3$$

where Y represents purchase intention, X₁ represents content marketing, X₂ represents online customer review, and X₃ represents product quality. The positive coefficients indicate that an increase in each independent variable is associated with an increase in purchase intention. Among the three independent variables, product quality had the highest regression coefficient of 0.311, followed by content marketing with 0.088 and online customer review with 0.041. This result

suggests that product quality is the most dominant factor influencing Generation Z consumers' purchase intention toward Mykonos perfume products on Shopee.

The F-test result showed that content marketing, online customer review, and product quality simultaneously had a significant effect on purchase intention. The calculated F-value was 847.683, with a significance value of 0.000. Since the significance value was lower than 0.05, the first hypothesis was accepted. This finding indicates that purchase intention toward Mykonos perfume products on Shopee is influenced not only by one factor but by the combined effect of digital marketing communication, customer-generated information, and product performance. In the context of e-commerce, this simultaneous effect is highly relevant because online consumers usually evaluate several information cues before deciding whether to purchase a product.

Table 2. Summary of Regression and Hypothesis Testing

Hypothesis	Relationship Tested	Regression Coefficient	t-value	Significance	Result
H1	Content Marketing, Online Customer Review, and Product Quality → Purchase Intention	—	F = 847.683	0.000	Supported
H2	Content Marketing → Purchase Intention	0.088	10.776	< 0.05	Supported
H3	Online Customer Review → Purchase Intention	0.041	5.353	< 0.05	Supported
H4	Product Quality → Purchase Intention	0.311	36.251	< 0.05	Supported

The coefficient of determination showed an R Square value of 0.943. This means that 94.3% of the variation in purchase intention can be explained by content marketing, online customer review, and product quality. Meanwhile, the remaining 5.7% is explained by other variables outside the model, such as price perception, brand image, influencer endorsement, trust, promotion, perceived risk, or consumer lifestyle. The R-value of 0.971 also indicates a very strong relationship between the independent variables and purchase intention. These results demonstrate that the proposed model has strong explanatory power in predicting Generation Z consumers' purchase intention toward Mykonos perfume products on Shopee.

The partial test results showed that content marketing had a positive and significant effect on purchase intention. This finding indicates that attractive, informative, creative, and relevant marketing content can increase consumer interest in Mykonos perfume products. In e-commerce and social media environments, content marketing serves as a bridge between

product information and consumer perception. For fragrance products, content must communicate sensory attributes that cannot be physically experienced online, such as scent impression, fragrance character, freshness, elegance, and durability. This result is consistent with previous studies showing that content marketing can influence consumer engagement, perceived value, and purchase intention in digital marketing contexts [19], [20].

The significant influence of content marketing also reflects the digital behavior of Generation Z consumers. Generation Z tends to respond positively to visual content, short-form videos, authentic product narratives, and brand messages that are aligned with lifestyle trends. Therefore, content marketing for perfume products should not only focus on product promotion but also build emotional association, self-expression, and lifestyle identity. For Mykonos, this means that digital content must be designed to present perfume as both a functional product and a symbolic lifestyle attribute. This finding supports the view that content-based digital communication can strengthen brand attractiveness and influence consumer behavioral intention [21].

Online customer review was also found to have a positive and significant effect on purchase intention. This result confirms that consumer-generated reviews play an important role in the online buying process. Since online consumers cannot directly evaluate the physical or sensory quality of perfume products before purchase, they rely on the experiences of previous buyers. Reviews provide information about scent durability, packaging condition, product authenticity, delivery experience, and overall satisfaction. Positive reviews can reduce perceived risk and increase consumer trust, while negative reviews may reduce purchase interest. These findings are in line with previous studies indicating that online customer reviews and ratings influence trust, perceived usefulness, and purchase intention in marketplace transactions [22], [23].

For Generation Z consumers, online customer reviews also function as a form of social proof. This generation is accustomed to searching for peer opinions, ratings, and user-generated content before making purchase decisions. Therefore, the credibility, quantity, quality, and valence of reviews are important elements in shaping purchase intention. A product with many positive reviews may be perceived as more popular, reliable, and worth buying. Conversely, a product with limited or negative reviews may increase uncertainty. In this study, the significant effect of online customer review indicates that Shopee's review system is an important decision-support feature for consumers interested in Mykonos perfume products [24].

Product quality had the strongest effect on purchase intention. The regression coefficient and t-value of product quality were higher than those of content marketing and online customer review. This finding indicates that although digital content and customer reviews are important, the perceived quality of the product remains the primary determinant of purchase intention. In the perfume industry, product quality is closely related to fragrance durability, scent composition, packaging design, product safety, and consistency between promotional claims and actual consumer experience.

Consumers are more likely to develop purchase intention when they believe that the product offers reliable quality and fulfills their expectations [25], [26].

The dominance of product quality in this study can be explained by the characteristics of perfume as a sensory and experience-based product. Consumers may initially be attracted by content marketing and influenced by online reviews, but their purchase intention ultimately depends on whether the product is perceived to have good quality. For Generation Z consumers, quality is not limited to physical performance but also includes aesthetic appeal, brand credibility, emotional satisfaction, and value for money. Therefore, Mykonos must ensure that its digital marketing strategy is supported by consistent product quality. If the product does not meet consumer expectations, attractive content and positive reviews may not be sufficient to maintain long-term purchase interest [27].

The findings of this study contribute to digital marketing literature by confirming that purchase intention in e-commerce is shaped by the integration of firm-generated content, consumer-generated information, and product-related evaluation. Content marketing represents brand-controlled communication, online customer review represents consumer-generated credibility, and product quality represents perceived product performance. Together, these three variables create a comprehensive mechanism that influences consumers' intention to purchase. This model is particularly relevant in marketplace environments, where consumers make decisions based on both promotional and evaluative information before completing a transaction [28].

From a managerial perspective, the findings suggest that Mykonos and similar local perfume brands should strengthen three strategic areas. First, content marketing should be designed to be visually appealing, informative, trend-sensitive, and aligned with Generation Z preferences. Second, customer review management should be improved by encouraging satisfied customers to provide honest reviews, responding to complaints, and maintaining product consistency. Third, product quality should remain the main priority because it has the strongest influence on purchase intention. Brands that combine persuasive content, credible reviews, and high product quality are more likely to increase consumer interest and strengthen competitiveness in the Shopee marketplace [29].

Overall, the results demonstrate that content marketing, online customer review, and product quality significantly influence purchase intention both partially and simultaneously. Product quality was found to be the most dominant factor, followed by content marketing and online customer review. These findings indicate that Generation Z consumers in Surabaya are not only attracted by digital promotional content but also consider review credibility and product performance before forming purchase intention. Therefore, local perfume brands must integrate digital communication strategy, review credibility management, and product quality improvement to compete effectively in the e-commerce environment.

IV. CONCLUSION

Based on the results of the research and data analysis that has been carried out, it can be concluded that *the variables of Content Marketing, Online Customer Review, and Product Quality* have a positive and significant influence on the Buying Interest of Mykonos perfume products in Generation Z in Surabaya Shopee users. The results of the study show that the better *the content marketing* carried out by the company, the more positive customer reviews given by consumers, and the better the quality of the product felt by consumers, the interest in buying Mykonos perfume products will also increase. rtially, *the Content Marketing* variable has been shown to have a significant effect on Buying Interest. This shows that promotional content that is interesting, informative, creative, and able to follow social media trends can increase consumers' interest in seeking information and making product purchases. Marketing content that is presented in an attractive way can also build *awareness* and strengthen consumers' positive perception of Mykonos perfume products on Shopee. he *Online Customer Review* variable also shows a positive and significant influence on Buying Interest. These results show that customer reviews are one of the important factors that consumers consider before making an online purchase. The existence of positive reviews, good product ratings, and other consumer experiences shared through Shopee can increase the trust of potential consumers in Mykonos perfume products so that they can encourage buying interest. In addition, *the Product Quality* variable has a positive and significant influence on Buying Interest and is the most dominant variable in this study. This shows that product quality is the main factor that consumers pay attention to before making a purchase. Consumers tend to have higher buying interest in perfume products that have a long-lasting scent, good quality of materials, attractive packaging, and are able to meet consumer expectations and needs. Simultaneously, *the variables of Content Marketing, Online Customer Reviews, and Product Quality* have been proven to have a significant effect on Buying Interest. The results of the determination coefficient also show that the three independent variables are able to explain the Buy Interest variable in a very high percentage. Thus, it can be concluded that the success of increasing consumer buying interest is not only influenced by one factor, but is influenced by a combination of digital marketing strategies, customer reviews, and good product quality. Therefore, companies need to maintain and improve product quality, create *content marketing* that is attractive and in accordance with the target market of Generation Z, and maintain positive customer reviews to increase consumer buying interest in Mykonos perfume products on Shopee.

REFERENCES

- [1] A. N. Sa'adah, A. Rosma, and D. Aulia, "Persepsi Generasi Z terhadap fitur TikTok Shop pada aplikasi TikTok," *Transekonomika: Akuntansi, Bisnis dan Keuangan*, vol. 2, no. 5, pp. 131–140, 2022.
- [2] A. A. Fauzi and Y. P. Sijabat, "Pengaruh harga produk dan promosi terhadap keputusan pembelian konsumen TikTok Shop di Kota Magelang," *Jurnal Ilmiah Manajemen Bisnis dan Ekonomi Kreatif*, vol. 2, no. 1, pp. 51–62, 2023.
- [3] P. I. Natasha and F. Firmansyah, "The influence of content marketing and product knowledge on Generation Z purchase intention," *Jurnal Digital Bisnis*, 2023.
- [4] R. Masdaner and P. Ruliana, "Electronic word of mouth dan brand image dalam minat beli layanan aplikasi musik Spotify," *Ganaya: Jurnal Ilmu Sosial dan Humaniora*, vol. 4, no. 2, pp. 356–373, 2021.
- [5] E. Fitria and G. Gunawan, "Penerapan metode MOOSRA pada sistem pendukung keputusan pemilihan e-commerce dalam pembelian produk fashion," *Jurnal Riset Matematika*, vol. 3, no. 1, pp. 55–64, 2023.
- [6] N. Hardiyanto, "Website quality and the role of customer satisfaction toward repurchase intention in Indonesian e-commerce," *Jurnal Manajemen Indonesia*, 2021.
- [7] U. Mukarromah, M. Sasmita, and L. Rosmiati, "Pengaruh konten marketing dan citra merek terhadap keputusan pembelian dengan dimediasi minat beli pada pengguna aplikasi Tokopedia," *Jurnal Manajemen Kreatif dan Inovasi*, vol. 2, no. 1, pp. 312–325, 2022.
- [8] Y. Purwanto and W. L. Sahetapy, "Pengaruh content marketing dan influencer endorser terhadap purchase intention produk Somethinc," *Agora*, vol. 10, no. 1, pp. 1–6, 2022.
- [9] V. Fahriza and Rukiyah, "Pengaruh beauty content marketing pada media sosial Instagram terhadap kemampuan literasi media siswa SMA DKI," *Anuva: Jurnal Kajian Budaya, Perpustakaan, dan Informasi*, vol. 7, no. 3, pp. 403–418, 2023.
- [10] A. R. Putri and W. D. Lestari, "Pengaruh online customer review, online customer rating, e-service quality dan price terhadap keputusan pembelian pada marketplace Shopee," *Jurnal Ekonomi dan Bisnis*, vol. 11, no. 1, pp. 1474–1481, 2022.
- [11] N. A. Rianjaya and S. Andarini, "Pengaruh online customer review dan online customer rating terhadap minat beli produk Wardah di situs belanja online Shopee," *Jurnal Kajian Ekonomi dan Bisnis Islam*, vol. 3, no. 5, pp. 909–926, 2022.
- [12] A. Priyatin, "Online customer reviews, online customer ratings, trust, and purchase decisions on Shopee marketplace among Indonesian students," *EMBISS: Jurnal Ekonomi, Manajemen, Bisnis dan Sosial*, 2023.
- [13] A. Caniago and A. E. Rustanto, "Kualitas produk dalam meningkatkan minat beli konsumen pada UMKM di Jakarta: Studi kasus pembelian melalui Tokopedia," *Journal of Management Small and Medium Enterprises*, vol. 15, no. 3, pp. 367–378, 2022.
- [14] A. Hidayat, Suwarsito, and N. Herawati, "Pengaruh kualitas produk dan harga terhadap kepuasan pelanggan," *Jurnal AKRAB JUARA*, vol. 4, pp. 105–115, 2022.
- [15] Y. Suchyadi, N. Safitri, and O. Sunardi, "The use of multimedia as an effort to improve elementary teacher education study program college students' comprehension ability and creative thinking skills in

- following science study courses,” *JHSS: Journal of Humanities and Social Studies*, vol. 4, no. 2, pp. 201–205, 2020.
- [16] O. Sunardi, Y. Suchyadi, E. Suhardi, and L. P. Martha, “The use of multimedia as an effort to improve elementary teacher comprehension ability and creative thinking skills in following science study courses,” *JHSS: Journal of Humanities and Social Studies*, vol. 6, no. 2, pp. 262–267, 2022.
- [17] U. Sekaran and R. Bougie, *Research Methods for Business: A Skill-Building Approach*, 8th ed. Hoboken, NJ, USA: Wiley, 2019.
- [18] J. F. Hair, W. C. Black, B. J. Babin, and R. E. Anderson, *Multivariate Data Analysis*, 8th ed. Andover, UK: Cengage Learning, 2019.
- [19] A. F. Lou and S. Xie, “Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty,” *International Journal of Advertising*, vol. 40, no. 3, pp. 376–402, 2021.
- [20] L. D. Hollebeek and K. Macky, “Digital content marketing’s role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications,” *Journal of Interactive Marketing*, vol. 45, pp. 27–41, 2019.
- [21] N. A. Saputra and A. L. Kurniawati, “The influence of social media marketing activities on purchase intention through brand awareness and brand image,” *Jurnal Manajemen dan Kewirausahaan*, vol. 23, no. 1, pp. 1–12, 2021.
- [22] S. K. Cheung, S. M. Cheung, and D. K. C. Chan, “Online review helpfulness: The role of review valence, review extremity, and product type,” *Internet Research*, vol. 31, no. 3, pp. 1024–1047, 2021.
- [23] M. Ismagilova, Y. K. Dwivedi, E. Slade, and M. D. Williams, “Electronic word of mouth communication in the marketing context: A state of the art analysis and future directions,” *Journal of Business Research*, vol. 122, pp. 339–352, 2021.
- [24] R. Filieri, S. Alguezau, and F. McLeay, “Why do travelers trust TripAdvisor? Antecedents of trust toward consumer-generated media and its influence on recommendation adoption and word of mouth,” *Tourism Management*, vol. 51, pp. 174–185, 2019.
- [25] D. A. Garvin, “Competing on the eight dimensions of quality,” *Harvard Business Review*, vol. 99, no. 6, pp. 89–97, 2021.
- [26] F. Tjiptono, *Strategi Pemasaran: Prinsip dan Penerapan*. Yogyakarta, Indonesia: Andi, 2021.
- [27] I. W. S. Wibowo, M. A. Permana, and R. A. Pratama, “Product quality, brand image, and price perception on purchase intention in e-commerce,” *International Journal of Economics, Business and Accounting Research*, vol. 6, no. 2, pp. 889–899, 2022.
- [28] M. A. Shareef, Y. K. Dwivedi, V. Kumar, and U. Kumar, “Content design of advertisement for consumer exposure: Mobile marketing through short messaging service,” *International Journal of Information Management*, vol. 37, no. 4, pp. 257–268, 2019.
- [29] H. T. Nguyen, H. Nguyen, and T. T. Nguyen, “The influence of online customer reviews on consumers’ purchase intention: The role of trust and perceived risk,” *Journal of Asian Finance, Economics and Business*, vol. 7, no. 9, pp. 327–336, 2020.