THE INFLUENCE OF ONLINE CUSTOMER REVIEWS, ONLINE CUSTOMER RATINGS, AND CELEBRITY ENDORSERS ON E-COMMERCE SHOPEE PURCHASING DECISIONS
(Study on Generation Z in Tahunan District)

Cindy Ratna Duhita Sari[1), Samsul Arifin[2)]]
Nahdlatul Ulama Islamic University Jepara [1,2]
E-mail: Cindyrds5@gmail.com[1] , Samsul@unisnu.ac.id [2]

Abstract: This research aims to determine the influence of online customer reviews, online customer ratings and celebrity endorsers on Shopee e-commerce purchasing decisions among generation Z in Tahunan sub-district. The population is generation Z in Tahunan sub-district. The total sample was 100 respondents from Generation Z, Tahunan sub-district, which was calculated using the Slovin formula. Purposive sampling is the technique used for collecting this data. Data collection through questionnaires was analyzed using SmartPLS-4. The research results show that the existence of online customer review (X1) has a positive, significant influence on purchasing decisions. Online customer rating (X2) has a positive, significant influence on purchasing decisions. Celebrity endorser (X3) has a positive, significant influence on purchasing decisions. It can be concluded that online customer reviews, online customer ratings, and celebrity endorsers together have a positive, significant influence on purchasing decisions.

Keywords: *Online Customer Reviews, Online Customer Ratings, Celebrity Endorsers, Purchasing Decisions, Generation Z*

1. Introduction

In this modern era, advances in information and communication technology have changed the lifestyle of people, especially Indonesian society. The society of this era is very different from the society of the past. In these days, people are so actively taking advantage of Internet technology to facilitate activities in everyday life that people are not free from the use of the Internet. The dynamics of digital technology through smartphones have brought drastic changes to consumer behavior when making purchase transactions, namely a shift in consumer preferences from offline shopping to online shopping. Like selling in online stores that are now very popular among Indonesian society, that is e-commerce. One of the e-commerce that has experienced rapid development in Indonesia is Shopee.

Shopee is a leading e-commerce site in Taiwan and Southeast Asia. Shopee offers a wide range of products ranging from beauty products, fashion, electronics, sports equipment, food to everyday products. Shopee managed to maintain its first position as the largest and most popular e-commerce for three consecutive quarters recorded an increase of 30% with an average of 216 million monthly visitors in the third quarter of 2023 (Katadata, 2023).

Shopee has adopted a mobile-first approach that reflects consumer shifts to mobile devices for shopping. The Shopee mobile app, optimized for user convenience and convenience,

reflects the company's understanding of how consumers now access information and make purchasing decisions. This strategy is carried out in line with an increasing number of Internet users every year. The proportion of mobile or mobile internet usage in Indonesia reached 98.3% by January 2023 (Katadata, 2023).

Strategies such as search engine optimization (SEO) ensure that Shopee's products and services are easily found on search engines. Therefore, they invest time and resources to ensure that the products sold on the Shopee platform have good visibility on the search machines in order to increase the likelihood that consumers find and buy such products.

Additionally, Shopee also leverages collaborations with various brands and celebrities to increase its visibility and credibility. Through collaboration with celebrity and well-known brands Shopee hopes to reach a wider audience and increase consumer confidence to increase brand awareness among wider demographics. This strategy helps Shopee increase brand awareness and increase sales.

The trend of online shopping has not only encompassed the millennial generations, but has now passed to Generation Z. This is due to the fact that Gen Z is the majority of Indonesia's population, with 74.93 million people out of 270.2 of the total populations of (Katadata, 2021). Shopee was the first e-commerce platform chosen by the Z generation with 69.9% of respondents, the second was Lazada chosen among the Z generations with 23.3% of respondent, the third was Tokopedia chosen from the Z generation with 14.5% of respondents, then the last was Bukalapak chosen only by the Generation Z with 8% of responders (Katadata, 2022).

The popularity of e-commerce itself is undoubtedly recorded as the total value of ecommerce transactions every year continues to increase, in 2023 the recorded total e-Commerce transaction value in Indonesia amounted to IDR. 572 trillion (Liputan6, 2023). Currently, Java is the biggest contributor to e-commerce transactions. The provinces of West Java contributed 35.4%, Jakarta DKI 19.8%, Banten 12%, East Java 11.1%, and Central Java 5.5%. Followed by North Sumatra provinces contributed 2.5%, South Sumatra 1.9%, Bali 1.3%, South Sulawesi 1.2%, and Yogyakarta 1% and the rest of the other provinces (Investor.id, 2023).

Although Central Java province is the province with the lowest value of e-commerce transactions on the island of Java, Central Java has the district with the highest online value of Indonesia, Jepara district, the registered online transaction value of Jepara District of Rs. 34.1 billion which makes Indonesia's highest on-line value in the category of district government (Lingkarjateng, 2023). Jepara Regency is one of the districts in Central Java Province which is located in the northern part and has an area of 100,413,189 Ha, they're grouped into 16 categories one of which is Tahunan sub-district.

The Tahunan district consists of 15 villages and occupies the first place in terms of population in Jepara, with a population of about 110.037 by 2020. There are 4 vulnerable ages of generation Z in the city of Jepara of age Z 10 to14 years, 15 to 19 years, 20 to 24 years and 25 to 29 years (Jepara, 2020). However, in this study only took 3 vulnerable ages 15 to 19 years, 20 to 24 years and 25 to 29 years, but for respondents this study is more specific in the age of 17 to 26 years because at that age the society has entered early adulthood where a person is sufficiently mature physically, mentally, and emotionally. They're starting to have their own income, good digital skills, open to change and more self-sufficient in decision-making. It makes them more understandable and confident in online shopping as well as being able to manage their own finances.

The rapid change in terms of shopping from offline shopping and switching to online shopping which is in great demand by various groups has raised concerns about the products they buy. To reduce the risk of disappointment and negative impacts on a product to be purchased, prospective buyers usually have to make sure that the choice of product to be purchased matches their interests to produce a purchasing decision. Purchasing decision is a decision made by a consumer that can be impact by various kinds, including technology, culture, physical evidence, economics, product, people, price, location, processes, and promotion (Nuraeni & Irawati, 2021). Purchasing decisions influence the company's future marketing strategy so it is important to consider this, efforts to help business people influence their purchasing decisions by creating communication channels with consumer (Assa Agustin et al., 2021).This communication channel can be carried out through consumer reviews from the Shopee shop description and rating column before purchasing a product on the online shopping site.

Online customer review is feedback given by consumers based on their purchasing experience in using a product and can influence potential new consumers to realize purchase intentions for a similar product (Syakira & Moeliono, 2019). With the customer review feature available online, it will be easier for buyers to compare one product with another without having to visit the store to find out the physical condition of the product (Kumalasari et al., 2022). The quality of information in the online customer review given by the customer affects the perception of integrity, even the quality and information is considered to be a clue to the truth of the online customer review (Nuraeni & Irawati, 2021). In addition to base on product reviews, the rating can also reflect the satisfaction of online customer ratings.

Online Customer Rating is a review that uses an asterisk as a rating when customers express their opinion (Rarung et al., 2022). Giving 5 stars means consumers will be very satisfied with the product they buy, but if they only give it one star, they are very dissatisfied. Online customer ratings provide comprehensive information not only about the quality of goods, but also about how sellers treat their customers. Online customer rating is also the result of users' reviews of product preferences based on their mental state and feelings they have after using or interacting with the product, so that customers can easily make decisions about a product (Agustina et al., 2022). Information about the product can also be obtained from the attention influenced by someone through a celebrity endorser.

Celebrity endorser is the exploitation of famous celebrities through certain criteria such as credibility, knowledge, interpersonal interest, quality, and commonality to promote their products (Firmansyah et al., 2023). To create attractiveness for customers and have a good image in consumer memory, celebrity endorsers are expected to be able to build a strong emotional relationship with customers (Ikawati et al., 2021). The use of celebrity endorsements that are relevant to the advertised product can affect the positive reaction of consumers to the product, thereby encouraging them to buy the product without compulsion (Pasharibu & Nurhidayah, 2021). Celebrity endorsement is not just a fulfillment of the product being promoted, but is also a marketing strategy to win competition with other new e-commerce companies. For greater profits, companies must be enthusiastic about seeking and utilizing information to enrich competitors' products (Arifin & Ali, 2023).

From previous research, there are different findings or research gaps that online customer reviews have a significant positive influence on purchasing decisions (Laeli & Prabowo, 2022) while online customer reviews have a negative influence not significantly on purchasing decisions (Ghoni & Soliha, 2022). Online customer ratings have a significant positive influence on purchasing decisions (Rarung et al., 2022) While online customer ratings have no influence

on purchasing decisions (Rahmawati, 2021). Celebrity endorsers have a significant positive influence on purchasing decisions (Ikawati et al., 2021) while celebrity endorsers have no significant effect on purchasing decisions (Inggasari & Hartati, 2022).

2. Research Method

This research uses quantitative associative research methods. The type of quantitative research is organized, systematic and continuous research from the beginning until this research has a tendency to apply numerical analysis techniques using statistics.

2.1. Populations, Samples and Sampling Techniques

The population is the gen Z in the Tahunan district. The sample number in this study is as many as 100 respondents in the gen Z district of Tahunan that have been counted through the Slovin formula. Purposive sampling is a sample-taking method, which means samples are selected based on standards that have been set by the researchers (Sugiono, 2016). The sample in this study must meet the criteria: respondents aged 17-26 years, respondents who use e-commerce shopee to shop online, and respondents that have made transactions on e-business shopee at least 2 times.

2.2. Data collection techniques

One method of collecting data in this research is by distributing questionnaires, the method is carried out by asking a number of questions, which are then translated into written questions and given to respondents for answers (Sugiono, 2016).

2.3. Variable Operational Definition
Purchasing Decision

Purchasing decision is the process to make decisions to buy company goods and services after considering all things (Widyana & Permatasari, 2023). Purchase decision is one of the stages in the purchase process before the post-purchase behavior (Nuraeni & Irawati, 2021).

The indicators of purchasing decision include: identification of needs, search for information, alternative evaluation, purchasing decision and post-purchase behaviour (Susilowati, 2023).

Online Customer Reviews

Online customer review means the consumer experience after purchasing a product and sharing it through online customer review features (Hariyanto & Trisunarno, 2020). Online customer review means the description of a variety of reviews or evaluations about a service /product, or brand shared by customers online in a structured format (Inayati & Wijayanti, 2023).

Online customer reviews indicators include: The prescription of the benefits felt, credibility, argument quality, valance and volume of review (Inayati & Wijayanti, 2023).

Online Customer Ratings

Online customer rating means the section of the review that uses a starmark as a substitute for text to express the opinion of customers (Rarung et al., 2022). Online customer rating means the consumer assessment score of a company (seller) for the products and services that the company (seller) has provided to consumers (Gusnaini & Husda, 2020).

Online customer ratings indicators include reliable rating information, trust rating reviews generated by other consumer opinions, the existence of a rating feeling professional in evaluating a product, the information that the rating is useful, feeling happy when getting

information with the presence of the rating and feeling interested in a product with its presence (Rahmawati, 2021).

Celebrity Endorsers

Celebrity endorsers are advertising supporters or also known as advertising stars to support a product made by a celebrity (Putra et al., 2021). Celebrity Endorser is an advocate in a product that is done through promotion using all the TV stars, filmmakers, all the prominent athletes in every advertisement, whether in magazines, radio or TV (Jayanti & Siahaan, 2021).

Celebrity endorser indicators include: visibility, credibility, attractiveness and power (Suyar et al., 2023).

2.4. Data Analysis Techniques

Structural model Equation Modeling (SEM) used to analyze research with assistance of the SmartPLS program vers 4.0.9.9.

3.   Results and Discussion
3.1. Results
Measurement Model

A meassurement model which shows how a latent variable, or construction, interacts with an indicator variable or manifests.

Convergent Validity

Convergence validity is one of the tests that shows the relationship between a reflective item and its latent variable. This measurement can be considered valid when the outer loading is above 0.7 as well as an AVE value with a minimum value of 0.5 (Imam Ghozali et al,. 2008). The results of the convergence validity test on the research model can be seen as follows:

Tabel 1
Convergent Validity

Variable	Indicator	*Outer loading*	AVE	Result
Online Customer Reviews	X1.1	0.718	0.548	Valid
	X1.2	0.729		
	X1.3	0.749		
	X1.4	0.721		
	X1.5	0.783		
Online Customer Ratings	X2.1	0.764	0.554	Valid
	X2.2	0.713		
	X2.3	0.722		
	X2.4	0.788		
	X2.5	0.725		
	X2.6	0.753		
Celebrity Endorsers	X3.1	0.741	0.548	Valid
	X3.2	0.740		
	X3.3	0.768		
	X3.4	0.711		
Purchasing Decision	Y1.1	0.788	0.574	Valid
	Y1.2	0.727		

	Y1.3	0.715		
	Y1.4	0.746		
	Y1.5	0.808		

Source: Output data from SmartPLS version 4.0 (Processed)

The results show that the indicators that assess the variables Online Customer Reviews, Online Customer Rating, Celebrity Endorser, and Purchase Decision has a value above 0.7 in the convergence validity test, and also have an AVE value above 0.5, so they can be declared valid.

Discriminant validity

Discriminatory validity is the magnitude of the loading value between an aspect or component with an aspect or a component that is larger than the value of other aspects or components.

Tabel 2
Discriminant validity

	Celebrity Endorsers	Purchasing Decision	Online Customer Ratings	Online Customer Reviews
X1.1	0,106	0,263	0,174	**0,718**
X1.2	0,017	0,255	0,199	**0,729**
X1.3	0,184	0,292	0,218	**0,749**
X1.4	0,052	0,262	0,320	**0,721**
X1.5	0,151	0,368	0,164	**0,783**
X2.1	0,194	0,348	**0,764**	0,206
X2.2	0,103	0,286	**0,713**	0,215
X2.3	0,025	0,321	**0,722**	0,092
X2.4	0,171	0,385	**0,788**	0,306
X2.5	0,150	0,332	**0,725**	0,305
X2.6	0,191	0,350	**0,753**	0,133
X3.1	**0,741**	0,270	0,199	0,111
X3.2	**0,740**	0,251	0,009	0,026
X3.3	**0,768**	0,309	0,185	0,160
X3.4	**0,711**	0,146	0,174	0,133
Y1	0,264	**0,788**	0,414	0,325
Y2	0,180	**0,727**	0,309	0,305
Y3	0,233	**0,715**	0,229	0,287
Y4	0,226	**0,746**	0,400	0,333
Y5	0,396	**0,808**	0,341	0,250

Source: Output data from SmartPLS version 4.0 (Processed)

In the above table, it can be concluded that the correlation-correlation of a latent variable with an indicator is larger than the latent size of the variable, this suggests that the late construction of a block is better than the size of other blocks. In other words, cross loading analysis has no issues of discriminatory validity.

Reliability

Reliability means a measure of the reliability of a variable that has a reliable value above 0.7. Cronbach's Alpha is a value reflecting the reliability of all indicators, with a range of values measured between zero and one. If the value is more than 0.7, it can be said to be reliable.

Table 3
Reliability

| Variable	Composite reliability	Cronbach's alpha	Information
Online Customer Reviews	0.808	0.796	
Online Customer Ratings	0.843	0.839	
Celebrity Endorsers	0.740	0.734	Reliable
Purchasing Decision	0.823	0.815	

Source: Output data from SmartPLS version 4.0 (Processed)

The composite reliability test shows that variable X1 is reliable, having a value of 0.808 > 0.7. Variable X2 is reliable, having a value of 0.843 > 0.7. Variable X3 is reliable, having a value of 0.740 > 0.7. Variable Y is reliable, having a value of 0.823 > 0.7.

Structural Model

An internal model is a model used to project a causal relationship between a variable that cannot be measured directly and a hidden variable.

Figure 1. Structural Model
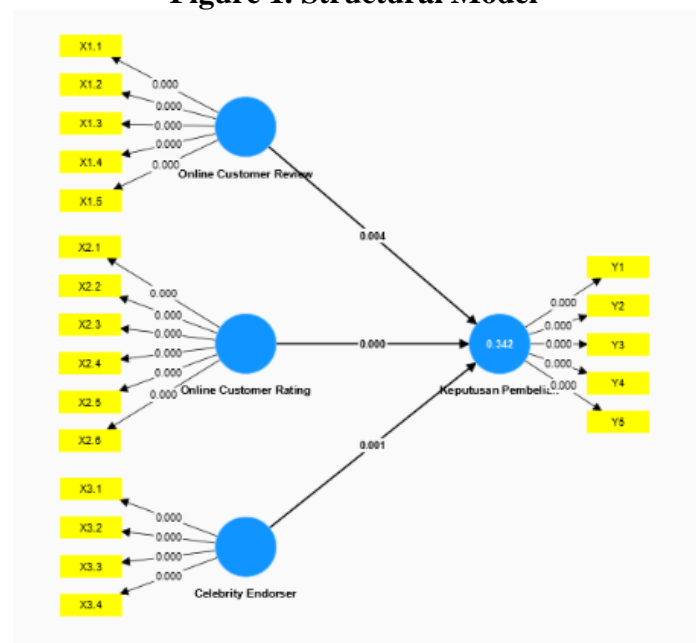
Source: Output data from SmartPLS version 4.0 (Processed)

R-Square

R-square is a test carried out to show how much influence endogenous variables have on exogeneous variables. When the R-square reaches 0.67, it is considered to have a strong influence, it is considered moderate when it reaches 0.33, and it is considered weak when it reaches 0.19.

Table 4
R-Square

Variable	R-square	R-square adjusted
Purchasing Decision	0.342	0.321

Source: Output data from SmartPLS version 4.0 (Processed)

Purchasing decisions have an R-square value of 0.342 from table data, while 0.321 for the adjusted R-square value. indicates that, overall, all exogenous constructs have an impact of 34.2% on Y, which is a moderate level of influence. However, the last 65.8% could be caused by additional variables and indicators not discussed in this study.

F-Square

This test is carried out to know the predictive ability of how well the value is produced, if the resulting value is 0.002 (low), 0.15 (moderate), 0.35 (high) it has an influence at the structural level.

Table 5
F-Square

Variable	*F-square*
Online Customer Reviews -> Purchasing Decision	0.098
Online Customer Ratings -> Purchasing Decision	0.151
Celebrity Endorsers -> Purchasing Decision	0.087

Source: Output data from SmartPLS version 4.0 (Processed)

Based on these findings, it is determined the values in the F-Square test results table that the variable X1 versus variable Y has a value of F = 0.098 so the value belongs to small exogenous versus endogenic variable. The variable X2 versus the variable Y has a value of F = 0.151 so the value belongs to the medium or moderate of the exogenous variable versus endogenic. The variable X3 versus the variable Y has a value of F = 0.087, then the exogenous variable has a smaller value than the endogenic variable.

Hypothesis test

Hypothesis testing aims to prove the truth of research statements or research hypotheses. The implementation of the test hypothesis of this research is carried out by knowing P Values. In this study there is a direct and indirect influence because there are endogenous and exogenous variables, this hypothesis is acceptable if the P value < 0.05. In this study, the significance value used was t-table 1.66 (significant level = 5%). If the t-statistic value is more

than 1.66 then there is a significant influence. In the SmartPLS 4.0 program, the hypothesis test resultst can be seen using the path coefficient bootsrapping technique as follows:

Table 6
Path Coeffisients

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P value
Online Customer Reviews -> Purchasing Decision	0.265	0.271	0.093	2.848	0.004
Online Customer Ratings -> Purchasing Decision	0.333	0.341	0.091	3.648	0.000
Celebrity Endorsers -> Purchasing Decision	0.246	0.265	0.075	3.268	0.001

Source: Output data from SmartPLS version 4.0 (Processed)

Hypothesis 1: The Influence of Online Customer Reviews (X1) on Purchasing Decisions (Y)
Indicates that the original sample value (0.265), T-statistics value (2.848) > 1.66 with P value (0.004) < 0.05, therefore Ho is taken while Ha^1 is received. This indicates a significant positive connection amongs the Online Customer Review variable and Purchasing Decisions.
Hypothesis 2: The Influence of Online Customer Ratings (X2) on Purchasing Decisions (Y)
Indicates that the original sample value (0.333), T-statistics value (3.648) > 1.66 with P value (0.000) < 0.05, therefore Ho is taken while Ha^2 is received. This indicates a significant positive connection amongs the Online Customer Rating variable and Purchasing Decisions.
Hypothesis 3: The Influence of Celebrity Endorsers (X3) on Purchasing Decisions (Y)
Indicates that the original sample value (0.246), T-statistics value (3.268) > 1.66 with P value (0.001) < 0.05, therefore Ho is taken while Ha^3 is received. This indicates a significant positive connection amongs the Celebrity Endorser variable and Purchasing Decisions.

3.2. Discussion
The Influence of Online Customer Reviews on Purchasing Decisions
Based on the findings of the study obtained the original value of the sample size 0.265 and T-statistics 2.848. The results show that T-statistics are significant because 2.848 > 1.66 and P-value 0.004 < 0.05 so that Ho is taken while Ha^1 is received. This shows that online customer reviews have a positive, and significant influence on purchasing decisions. This means that the more positive online customer reviews the customer gives, the more confident the customer will be in making a decision to buy a product. This indicates that the customer has seen his purchase on Shopee's e-commerce and read various product information delivered by other customers.

The output of this survey is comparable to the survey by (Kumalasari et al., 2022) who found that online customer reviews has a positive, and significant influence on Shopee purchasing decisions. Apart from that, research conducted by (Gusnaini & Husda, 2020) shows that online customer reviews has a positive, and significant influence on Shopee purchasing decisions.

Online customer reviews are feedback that customers provide based on their experience using the product and can influence potential new consumers thereby increasing their intention to buy similar products (Syakira & Moeliono, 2019). This feature is intended to respond to consumer curiosity about the quality and usefulness of the product to help them make purchasing decisions so that the consumer becomes more satisfied in doing online shopping.

The online customer review variable in this research has 5 indicators, including: [1.] the prescription of the benefits felt, [2.] credibility, [3.] argument quality, [4.] valance and [5.] volume of reviews. Based on descriptive analysis, this study shows that the average respondent's response to the entire online customer review indicator is on a good classification, with an average opinion between agree and strongly agree. The highest mean value is in indicator 3 with the statement "The existence of online consumer reviews on Shopee e-commerce makes me more aware of the advantages and disadvantages of the products being sold" with an average scale of 5 (strongly agree). However, indicator 1 with the statement has the lowest mean value, namely " Online customer review on Shopee's e-commerce made it easier for me to search and find information about the product" with a scale average of 4 (agree).

The Influence of Online Customer Ratings on Purchasing Decisions

Based on the findings of the study obtained the original value of the sample size 0.333 and the T-statistic was 3.648. The results show that T-statistics are significant because $3.648 > 1.66$ and P-value $0.000 < 0.05$ so that Ho is taken while Ha[1] is received. This shows that online customer ratings have a positive, and significant influence on purchasing decisions. That is, the higher the online customer rating of a product, the greater the customer's desire to make a purchase. This shows that online consumers trust the assessments and experiences of other consumers as references that can help them in making purchasing decisions and a higher online customer rating indicates a good seller's reputation.

The output of this survey is comparable to the survey by (Laeli & Prabowo, 2022) which found that online customer ratings has a positive, and significant effect on purchasing decisions through the Shopee marketplace. Apart from that, research conducted by (Sari et al., 2021) found that online customer ratings has a positive, and significant effect on purchasing decisions through the Shopee marketplace.

Online customer reviews are a collection of reviews that covers all products purchased online as well as the services provided by the seller or online store (Hariyanto & Trisunarno, 2020). One of the methods used by potential buyers to get information about products or stores can be through online customer rating. With the presence of an evaluation system on online shopping websites, this becomes one of the indicators of product quality.

The online variable customer rating in this study has 6 indicators, including: [1.] rating information can be trusted, [2.] trust the rating reviews given by other consumers, [3.] the existence of a rating feels professional in evaluating a product, [4.] the rating information that is useful, [5.] feel happy when getting the information with the presence of the rating and 6. feel interested in a product with its presence. Based on descriptive analysis, this research shows that most respondents' responses the entire online customer review indicator is on a good classification, with an average opinion between agree and strongly agree. The highest mean value is on indicator 3 with the statement "Rating given by consumers on e-commerce Shopee is useful in looking at the disadvantages and advantages of a product sold" with an average of a scale of 5 (very agreed). Whereas the lowest mean is on the indicator 5 with a statement "I am pleased to get information about the product from the rating given by other consumers in e- commerce Shopee" with the average of scale 4 (agree).

The Influence of Celebrity Endorser on Purchasing Decisions

Based on the findings of the study obtained the original value of the sample size 0.246 and T-statistics 3.268. The results show that T-statistics are significant because 3.268 > 1.66 and P-value 0.001 < 0.05 so that Ho is taken while Ha[1] is received. This shows that celebrity endorsers have a positive, and significant influence on purchasing decisions. In other words, the better a celebrity endorser is used to advertise a product, the more likely it is for consumers to buy it. This shows that a celebrity is able to communicate the message or value of a product effectively, so that they can influence the consumer to make decisions.

The output of this survey is comparable to the survey by (Alimuddin & Adelia, 2023) which found that celebrity endorsers has a positive, and significant effect on purchasing decisions through the Shopee's e-commerce. Apart from that, research conducted by (Artha et al., 2021) found that celebrity endorsers has a positive, and significant effect on purchasing decisions through the Shopee.

Celebrity endorser is an actress, actor or public figure known to the public for her expertise in a particular area where she uses her popularity to promote a product (Ayu S. et al., 2023). If a product uses a well-known celebrity that has a lot of fans then it will form a positive brand image in the community because they assume that the celebrities have a good taste and are able to represent the needs of the consumer.

The celebrity endorser variable in this study has 4 indicators, including: [1.] visibility, [2.] credibility, [3.] attractiveness and [4.] power. Based on descriptive analysis, this study shows that the average respondent's response to the entire online customer review indicator is on a good classification, with an average opinion between agree and strongly agree. The highest mean value is in indicator 1 with the statement "I believe that the celebrities advertised on Shopee e-commerce are famous celebrities and often appear in mass media" with an average scale of 5 (strongly agree). However, indicator 3 with the statement has the lowest mean value, namely "I make purchases on Shopee e-commerce because celebrities have a strong attraction" with a scale average of 4 (agree).

4. Conclusion

According to data analysis and discussion that has been carried out regarding the influence of Online Customer Reviews, Online Customer Ratings, and Celebrity Endorsers on Shopee E-Commerce Purchase Decisions among Generation Z in Tahunan District. So it can be determined that the Online Customer Review variable (X1) has a positive, significant influence on Shopee E-Commerce Purchase Decisions amongs Generation Z in Tahunan District. The Online Customer Rating (X2) variable has a positive, significant influence on Shopee E-Commerce Purchase Decisions among Generation Z in Tahunan District. Celebrity endorsers (X3) has a positive, significant influence on Shopee E-Commerce Purchase Decisions among Generation Z in Tahunan District.

The following suggestions can be considered by companies and researchers for future researchers, it is expected to serve as a reference to develop and evaluate other variables that have not been discussed, by expanding the sample and using different research objects and locations. For e-commerce Shopee can update its system, such as removing or warning stores that sell products that do not match the sales description, so that all stores have good reviews and ratings and consumers do not suffer fraud. For the seller to be able to improve the service and quality of the product to get a good review and rating, so that the store will gain a good reputation of the store.

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