
Business, Economics, Law, Communication, and Social Sciences (BELACOSS)

Scholarly Scientific Journal

ISSN (Online): 3089-9001, ISSN (Print):

<https://journal.arepublisher.com/index.php/belacoss>

The Influence of Online Customer Review, E-Service Quality, and Brand Image on Purchase Interest (Study on E-Commerce Lazada)

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ABSTRACT

This study aims to determine the Influence of Online Customer Review, E-Service Quality, and Brand image on Consumer Purchase Interest in Lazada E-Commerce. The type of research used in this study is quantitative and the research method used is the causal analysis method. The population of this study is Lazada consumers who live in West Jakarta. The sample used was 145 respondents. The sampling technique of this study is non-probability sampling, purposive sampling type. The data collection technique uses a questionnaire. The data analysis method used in this study is Partial Least Square (SEM-PLS), with the help of SmartPLS software version 4.0. The results of this study found that E-Service Quality and Brand image have a positive and significant effect on purchase interest in Lazada E-Commerce, on the other hand there was no significance between online customer reviews and consumer purchase interest.

Keywords: Online Customer Review; E-Service Quality; Brand Image; Customer Purchasing Interest; E-Commerce.

Submitted: 06-10-2026

Revised: 12-11-2026

Accepted: 21-11-2025

Article Doi:

[http:](http://)

INTRODUCTION

Technological advances have had a significant impact on many aspects of human life. People can now access information easily and quickly (Bakti & Alie, 2020). The desire to stay on top of trends has also driven the development of various business sectors. One rapidly growing business is online commerce through e-commerce, which has now become an essential part of daily life.

In Indonesia, many online stores and large e-commerce companies with significant capital have emerged, such as Shopee, Bukalapak, Lazada, Blibli, and Tokopedia. The presence of these online trading platforms makes shopping easier for consumers (Sugiarto & Hanif, 2023). Shoppers can now get whatever they need without leaving home—they simply need to go online or use a mobile app to find what they want, make their selection, and have the goods delivered directly to their homes.

Lazada was founded in 2012 and launched rapidly in Indonesia and several other Southeast Asian countries, such as Thailand, Malaysia, and the Philippines, as part of Rocket Internet's expansion strategy. Lazada has successfully attracted thousands of active customers through the implementation of modern marketplace systems, such as Cash on Delivery (COD), fast shipping integration, and the launch of iOS and Android-based mobile applications (Rahayu et al., 2024). Furthermore, Lazada has leveraged extensive social media campaigns, through online promotions and the use of trending hashtags, to build brand awareness among consumers.

Global e-commerce is expected to grow 10.4% by 2024, according to eCBD's Global E-commerce Market 2024 research. Indonesia's e-commerce growth is predicted to reach 30.5%, more than three times the global average, making it the country with the highest e-commerce growth in the world. According to Yonatan (2024) in the report, published in data.goodstats.id, the majority of countries with the highest e-commerce growth are in Asia. Asia is home to eight of the ten countries with the fastest e-commerce growth rates, with Indonesia projected to experience growth of over 30%. One e-commerce platform in Indonesia that implements this concept is Lazada Indonesia. Lazada offers a wide range of products, from beauty products and electronics to sports equipment (Suparwo & Rahmadewi, 2021). Online shopping at Lazada offers high flexibility because it can be done anytime and anywhere, allowing consumers to shop while engaging in other activities.

According to a statistical report on visits to the five largest e-commerce sites in Indonesia in 2023, Lazada remains in third place among the five largest e-commerce sites in Indonesia. Throughout 2023, Lazada recorded 48.6 million visits to its site. According to Annur (2024) in databoks.katadata.co.id, this number represents a drastic decrease compared to the beginning of 2023. Although it remains at the top of the rankings, the trend in Lazada's visitor numbers from year to year shows instability. In 2021, the number of visitors was recorded at 34.1 million, increasing to 73.7 million in 2022, but then declining again to 48.6 million in 2023 and then again to 42.7 million in 2024.

Purchase Interest is the likelihood that a consumer will make a purchase after seeking information from various sources. During this process, consumers express interest in a product or service. However, even if they are interested, it doesn't necessarily guarantee that the consumer will actually purchase the product or service they are interested in (Magdalena et al., 2023). From the results of the literature study, factors that influence Purchase Interest include Online Customer Reviews (Mawa & Cahyadi, 2021), E-Service Quality (Urnika & Khasanah, 2023), Brand Image (Safitri, 2021), Product Quality (Kasman et al., 2023), Price (Suryati et al., 2022), Digital Marketing (Wacana et al., 2020), and Customer Trust

(Suparwo & Rahmadewi, 2021). Referring to the background, the researcher conducted a pre-survey to support further understanding of the existing phenomenon. This pre-survey was conducted by distributing questionnaires to 30 respondents. The aim was to dig deeper information related to what factors play a role in influencing Purchase Interest on Lazada's E-commerce service. After conducting a pre-survey, 3 variables were found to be the most frequently answered, namely Online Customer Review, E-Service Quality, and Brand Image.

Problem Formulation.

Based on the background of the problem described, namely low consumer purchase interest and a decline in the number of users experienced by Lazada. Therefore, researchers need to examine the factors that cause Lazada's purchase interest to decline. Therefore, the research problems are formulated as follows: (1) Do online customer reviews have a positive and significant effect on the purchase interest of Lazada e-commerce consumers? (2) Does e-service quality have a positive and significant effect on the purchase interest of Lazada e-commerce consumers? (3) Does brand image have a positive and significant effect on the purchase interest of Lazada e-commerce consumers?

Research Objectives.

Based on the research problem formulation, the objectives of this study are: (1) To test and analyze the effect of online customer reviews on the purchase interest of Lazada e-commerce consumers. (2) To test and analyze the effect of e-service quality on the purchase interest of Lazada e-commerce consumers. (3) To test and analyze the effect of brand image on the purchase interest of Lazada e-commerce consumers.

LITERATURE REVIEW

Marketing Management Theory

Pandowo et al., (2023), marketing management is a series of activities that include analysis, planning, implementation, and control of programs designed to create, develop, and maintain profits from exchanges with target markets. The purpose of these activities is to achieve the company's long-term goals.

Consumer Behavior Theory

Irwansyah et al. (2021), consumer behavior is a series of processes and activities carried out by individuals when searching for, selecting, purchasing, using, and evaluating products and services to meet their needs and desires. This behavior encompasses various factors that influence consumers in making purchasing decisions.

Purchase Interest Theory

According to Handoko & Melinda (2021), Purchase Interest is a consumer's tendency to purchase a brand or take action related to a purchase, as measured by the consumer's likelihood of making that purchase. Purchase Interest is part of the consumer's consumption behavior component, reflecting the respondent's tendency to act before a purchase decision is made.

Online Customer Reviews Theory

According to Mulyati & Gesitera (2020), online customer reviews are a communication channel that allows consumers to share their experiences and opinions about the products or services they have purchased. In today's digital era, such reviews can be found on various platforms, from e-commerce websites to social media.

E-Service Quality Theory

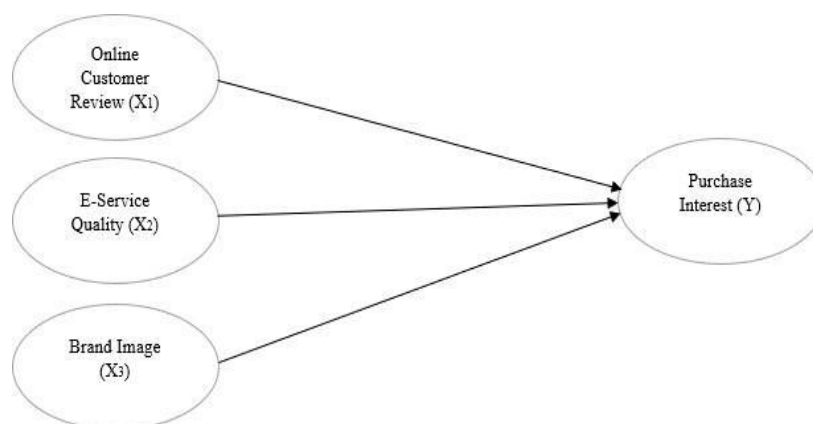
Achmadi et al., (2023), e-service quality refers to the effectiveness and efficiency of a website in various stages of the online shopping process, including product search, purchasing, and delivery of goods and services. This includes ease of site navigation, page loading speed, clarity of product information, transaction security, and system reliability in handling orders and deliveries.

Brand Image Theory

According to Purwianti et al., (2022), brand image is a collection of information, relationships, and beliefs stored in consumers' memories about a brand. This includes consumers' perceptions of product quality, brand values, and experiences they have had or heard about the brand. In other words, brand image reflects consumers' perceptions of product quality and their trust in the brand. Therefore, brand image significantly influences consumer purchasing intention.

The relationship between the research variables can be described in the framework of thought in Figure 1 below:

Figure 1. Conceptual Framework



Source: Data processed by the author (2024)

Hypothesis Development

H1: Online Customer Reviews have a positive and significant effect on consumer Purchase Interest

H2: E-Service Quality has a positive and significant effect on consumer Purchase Interest

H3: Brand Image has a positive and significant effect on consumer Purchase Interest

METHOD

This research process took time from February 2024 to May 2025. The subjects in this study were people who live or work in the Special Region of Jakarta who have shopped using

Lazada E-commerce. The approach used in this study is a quantitative approach. The measurement scale used is the Likert scale. The sample in this study used a non-probability sampling method, with the number of indicators used being 29, so the minimum sample size is 5 times the number of indicators, namely $5 \times 29 = 145$ samples. Therefore, this study involved 145 respondents, consisting of people who live or work in the DKI Jakarta area who have an interest in using the Lazada application for online shopping. To collect the data needed in this study, the author distributed an online questionnaire using Google Forms through various social media. In this study, the data analysis method used was Component or Variance Based Structural Equation Modeling, which was run using the Partial Least Square (Smart-PLS) program version 4.0.

RESULTS AND DISCUSSION

Results

Respondent Characteristics

Table 1. Respondent Gender

| | Gender | Frequency | Precent |
|-------|--------|-----------|---------|
| Valid | Man | 92 | 58% |
| | Women | 67 | 42% |
| | Total | 159 | 100% |

Source: Data processed from questionnaire, 2025

Based on the data processing results in Table 4.1, it is known that the number of respondents in this study was divided into two groups based on gender: male and female. The male group had a percentage of 58% (92 respondents), while the female group had a percentage of 42% (67 respondents). This can be concluded that the majority of respondents were male.

Table 2. Respondents' Age

| | Age | Frequency | Precent |
|-------|-------|-----------|---------|
| Valid | 18-26 | 119 | 74,8% |
| | 27-42 | 34 | 21,4% |
| | 43-58 | 6 | 3,8% |
| | >59 | 0 | 0% |
| | Total | 159 | 100% |

Source: Data processed from questionnaire, 2025

Based on the results of data processing in table 4.2 of 159 respondents in this study, 74.8% (119 respondents) were respondents aged 18-26 years, 21.4% (34 respondents) were respondents aged 27-42 years, 3.8% (6 respondents) were respondents aged 43-58 years, and 0% (0 respondents) were respondents aged over 59 years. Thus, the majority of respondents in this study were respondents aged 18-26 years.

Table 3. Respondents' Occupations

| | Occupations | Frequency | Precent |
|-------|----------------------|------------------|----------------|
| Valid | Students | 81 | 50,9% |
| | Private employee | 41 | 25,8% |
| | Government employees | 10 | 6,3% |
| | Self-employed | 26 | 16,4% |
| | Other | 1 | 0,6% |
| | Total | 159 | 100% |

Source: Data processed from questionnaire, 2025

Based on the results of data processing in table 4.3 of 159 respondents in this study, 50.9% (81 respondents) are respondents who work as students, 25.8% (41 respondents) are respondents who work as private employees, 6.3% (10 respondents) are respondents who work as civil servants, 16.4% (26 respondents) are respondents who work as entrepreneurs and 0.6% (1 respondent) are respondents who work in other fields. Thus, the majority of respondents in this study are those who work as students.

Table 4. Lazada Users

| | User | Frequency | Precent |
|-------|-------------|------------------|----------------|
| Valid | 1-2 | 30 | 18,9% |
| | 3-4 | 38 | 23,9% |
| | >5 | 91 | 57,2% |
| | Total | 159 | 100% |

Source: Data processed from questionnaire, 2025

Based on the results of data processing in table 4.4 of 159 respondents in this study, 18.9% (30 respondents) are respondents who have used Lazada 1-2 times, 23.9% (38 respondents) are respondents who have used Lazada 3-4 times, and 57.2% (91 respondents) are respondents who have used Lazada more than 5 times. Thus, the majority of respondents who have used Lazada more than 5 times with 57.2% (91 respondents).

Measurement Model Test Results (Outer Model)

Table 5. Factor Loading Test Results (Modification)

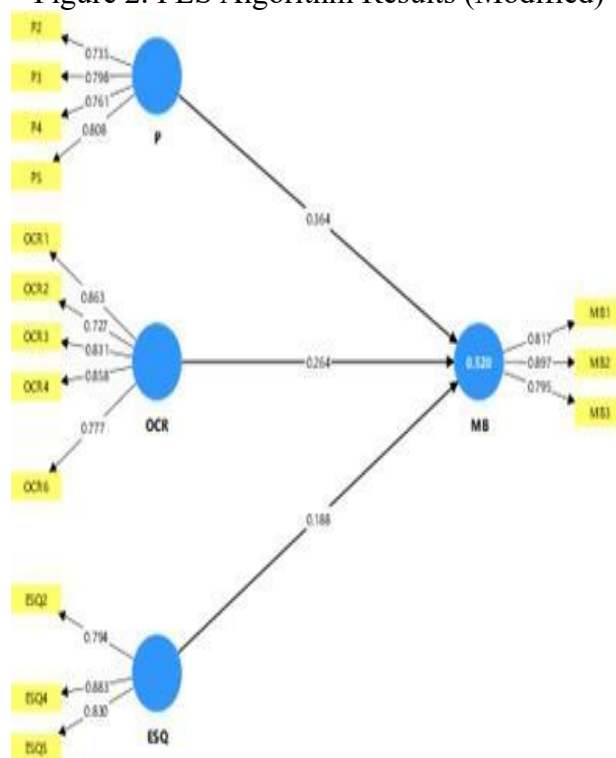
| Variabel | Indicator | Outer Loading | Information |
|------------------------|------------------|----------------------|--------------------|
| Online Customer Review | OCR1 | 0.935 | Valid |
| | OCR2 | 0.878 | Valid |
| | EQ1 | 0.822 | Valid |
| | EQ2 | 0.768 | Valid |
| | EQ3 | 0.757 | Valid |
| E-Service Quality | EQ4 | 0.724 | Valid |
| | EQ5 | 0.790 | Valid |
| | EQ6 | 0.705 | Valid |
| | EQ8 | 0.713 | Valid |
| | BI1 | 0.857 | Valid |
| Brand Image | BI3 | 0.795 | Valid |
| | BI6 | 0.810 | Valid |
| | MB1 | 0.893 | Valid |
| Purchase Interest | MB2 | 0.820 | Valid |
| | MB3 | 0.749 | Valid |
| | MB4 | 0.768 | Valid |

| Variabel | Indicator | Outer Loading | Information |
|----------|-----------|---------------|-------------|
| | MB5 | 0.788 | Valid |
| | MB6 | 0.769 | Valid |

Source: PLS 4.0 Output

It can be seen in Figure 2 that the results of the PLS algorithm after modifications were made, as follows:

Figure 2. PLS Algorithm Results (Modified)



Source: PLS 4.0 Output

Based on the modified analysis results in Table 5 and Figure 2, the composite reliability and Cronbach's Alpha test values showed satisfactory results. This indicates that each variable in this study met the reliability criteria, as all latent variable values had composite reliability and Cronbach's Alpha values of at least 0.70. According to (Ghozali & Kusumadewi, 2023), composite reliability testing aims to assess the extent to which a research instrument can reliably measure the intended construct. A construct is considered to have good reliability if it consistently demonstrates composite reliability and Cronbach's Alpha values ≥ 0.70 . Thus, it can be concluded that the questionnaire used in this study met reliability or consistency standards, and the average variance extracted (AVE) value also met the requirements for proceeding to the next stage of analysis.

Table 6. Composite Reability

| | | | |
|-----------------------------|-------|-------|-------|
| Online Customer Review (X1) | 0.789 | 0.840 | 0.903 |
| E-Service Quality (X2) | 0.874 | 0.881 | 0.903 |
| Brand Image (X3) | 0.760 | 0.774 | 0.861 |
| Purchase Interest (Y) | 0.886 | 0.894 | 0.914 |

Source: PLS 4.0 Output

The data processing results in Table 4.12 show that the composite reliability and Cronbach's Alpha test values were satisfactory. This indicates that each variable in this study met the reliability criteria, as all latent variables had composite reliability and Cronbach's Alpha values of at least 0.70. According to (Ghozali & Kusumadewi, 2023), composite reliability testing aims to assess the reliability of a research instrument in measuring the intended construct. A construct is considered reliable if it consistently demonstrates composite reliability and Cronbach's Alpha values ≥ 0.70 . Therefore, it can be concluded that the questionnaire used in this study met reliability or consistency standards, and the average variance extracted (AVE) value also met the requirements for proceeding to the next stage of analysis.

Table 7. Results of Discriminant Validity Test (Cross Loading)

| Variabel | Online Customer Review | E-Service Quality | Brand Image | Purchase Interest |
|----------|------------------------|-------------------|-------------|-------------------|
| OCR1 | 0.935 | 0.775 | 0.609 | 0.671 |
| OCR2 | 0.878 | 0.548 | 0.550 | 0.496 |
| EQ1 | 0.757 | 0.822 | 0.718 | 0.689 |
| EQ2 | 0.521 | 0.768 | 0.371 | 0.557 |
| EQ3 | 0.503 | 0.757 | 0.403 | 0.598 |
| EQ4 | 0.438 | 0.724 | 0.338 | 0.509 |
| EQ5 | 0.624 | 0.790 | 0.569 | 0.621 |
| EQ6 | 0.561 | 0.705 | 0.621 | 0.550 |
| EQ8 | 0.476 | 0.713 | 0.425 | 0.479 |
| BI1 | 0.648 | 0.617 | 0.857 | 0.605 |
| BI3 | 0.502 | 0.581 | 0.795 | 0.486 |
| BI6 | 0.401 | 0.419 | 0.810 | 0.471 |
| MB1 | 0.640 | 0.712 | 0.620 | 0.893 |
| MB2 | 0.564 | 0.629 | 0.527 | 0.820 |
| MB3 | 0.514 | 0.589 | 0.560 | 0.749 |
| MB4 | 0.366 | 0.563 | 0.371 | 0.768 |
| MB5 | 0.508 | 0.617 | 0.482 | 0.788 |
| MB6 | 0.514 | 0.534 | 0.481 | 0.769 |

Source: PLS 4.0 Output

Based on Table 6 above, the Discriminant Validity results found that the results were >0.7 or more than 0.7 (Ghozali & Kusumadewi, 2023). Therefore, it can be said to have a good discriminant validity value.

Table 8. Results of Average Variance Extracted (AVE)

| Variabel | Average Variance Extraced (AVE) | Information |
|-----------------------------|---------------------------------|-------------|
| Online Customer Review (X1) | 0.823 | Valid |
| E-Service Quality (X2) | 0.570 | Valid |

| | | |
|-----------------------|-------|-------|
| Brand Image (X3) | 0.674 | Valid |
| Purchase Interest (Y) | 0.639 | Valid |

Source: PLS 4.0 Output

According to (Ghozali & Kusumadewi, 2023), the average variance extracted value indicates that each construct has a value > 0.50. The data in Table 7 shows that each construct is valid and meets the requirements for average variance extracted.

Table 9. Results of Discriminant Validity Testing (Fornell Lacker)

| Variabel | Online Customer Review | E-Service Quality | Brand Image | Purchase Interest |
|-----------------------------|------------------------|-------------------|--------------|-------------------|
| Online Customer Review (X1) | 0.907 | Valid | | |
| E-Service Quality (X2) | 0.745 | 0.755 | | |
| Brand Image (X3) | 0.641 | 0.663 | 0.821 | |
| Purchase Interest (Y) | 0.655 | 0.764 | 0.641 | 0.799 |

Source: PLS 4.0 Output

As a result of data processing carried out in table 8 of the Fornell Larcker discriminant validity, it was found that several loading factor values for each indicator in each variable did not have the highest loading value compared to the loading value when connected with other variables. In this situation, several measures have a strong correlation with other constructs, each variable has good discriminant validity.

Structural Model Testing Results/Hypothesis Testing (Inner Model)

Table 10. R- Square Test Result (R²)

| Variabel | R-Square |
|-----------------------|---------------|
| Purchase Interest (Y) | 0.6220 |

Source: PLS 4.0 Output

It can be seen that the model of the Purchase Interest variable has an R Square value of 0.622. This means that the Purchase Interest is stated in good criteria. This means that the model determining Purchase Interest is determined by three factors: Online Customer Review (X1), E-Service Quality (X2), and Brand Image (X3).

Table 11. F-Square Test Results (F²)

| Variabel | Purchase Interest |
|------------------------------------|-------------------|
| Online Customer Review (X1) | 0.017 |
| E-Service Quality (X2) | 0.291 |
| Brand Image (X3) | 0.058 |

Source: PLS 4.0 Output

Based on the table 11 of the f-square test processing above, it can be concluded that the model on the Online Customer Review variable on Purchase Interest with a value of 0.017 has a small effect size, on E-Service Quality on Purchase Interest with a value of 0.291 has a large effect size and on the Brand Image variable on Purchase Interest with a value of 0.058 has a small effect size.

Table 12. Results of Q-Square Value Test (Q^2)

| Variabel | Q-Square (Q^2) |
|-------------------|--------------------|
| Purchase Interest | 0.577 |

Source: PLS 4.0 Output

The calculation results above show a predictive relevance value of 0.577. Therefore, each exogenous variable is able to relevantly predict the endogenous variable (Purchase Interest). Therefore, this research model is suitable for further testing and meets the criteria at a good test level.

Table 13. Hypothesis Test Results

| Hypothesis | Variabel | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T Statistics | P values | Information |
|------------|---------------------|---------------------|-----------------|----------------------------|--------------|----------|-------------|
| H1 | OC R => MB | 0.12 6 | 0.119 | 0.107 | 1.179 | 0.239 | Rejected |
| H2 | EQ => MB | 0.53 3 | 0.550 | 0.101 | 5.290 | 0.000 | Accepted |
| H3 | BI => MB | 0.20 7 | 0.200 | 0.097 | 2.142 | 0.032 | Accepted |

Source: PLS 4.0 Output

Discussion

Based on the results of the first hypothesis test (H1) in this study conducted on Lazada consumers in the DKI Jakarta area, the Original Sample value was obtained at 0.126, with a T-Statistic value of 1.179, which is smaller than the critical value of 1.96, and a P-value of 0.239, which is greater than the significance level of 0.05. Thus, the results of this statistical test indicate that there is no significant influence between the Online Customer Review variable on Lazada consumers' purchase interest.

Based on the results of the second hypothesis test (H2) in this study conducted on Lazada consumers in the DKI Jakarta area, the Original Sample value was obtained at 0.533, with a T-Statistic value of 5.290, which is greater than the critical value of 1.96, and a P-value of 0.000, which is much smaller than the significance limit of 0.05. Thus, these results indicate that there is a positive and significant influence between E-Service Quality on Lazada consumers' Purchase Interest.

Based on the results of the third hypothesis testing (H3) in this study conducted on Lazada consumers in the DKI Jakarta area, the Original Sample value was obtained at 0.207, with a T-Statistic value of 2.142, which is greater than the critical limit of 1.96, and a P-value of 0.032, which is smaller than the significance level of 0.05. Based on these criteria, it can be concluded that there is a positive and significant influence between Brand Image on Lazada consumers' Purchase Interest.

CONCLUSION

This study was conducted to examine the influence of online customer review perceptions, e- service quality, and brand image on Purchase Interest. Based on the results of the data analysis and the discussion that has been explained, the following conclusions can be drawn: (1) Online customer reviews do not have a significant effect on Purchase Interest on Lazada. This shows that online customer reviews have not been able to provide a strong impetus for

consumer Purchase Interest on the Lazada platform in DKI Jakarta. (2) E-service quality has a positive and significant effect on Purchase Interest on Lazada. These results indicate that e-service quality is an important factor in creating a satisfying online shopping experience and encouraging Purchase Interest. (3) Brand image has a positive and significant effect on Purchase Interest on Lazada. These results indicate that the more positive consumers' perceptions of Lazada's brand image, the higher the likelihood they will make purchases through the platform.

Suggestions

Practical Suggestions. (1) Lazada needs to implement specific strategies to improve the quality and relevance of product reviews. One approach is to provide a filtering feature based on review type. (2) Lazada needs to conduct a comprehensive evaluation of its inventory management system and synchronize product availability data with sellers. Lazada can improve stock transparency through regular data updates, displaying more accurate availability estimates. (3) Lazada needs to develop a stronger and more consistent branding strategy, for example by increasing marketing campaigns that highlight the platform's unique advantages over competitors, such as fast delivery, product diversity, responsive customer service, and a reliable transaction security system. Furthermore, improving the overall quality of the customer experience is also important to strengthen positive brand perceptions.

Academic Suggestions. Based on the findings obtained in this study, it is hoped that considerations can be given to using other variables or adding new ones as independent variables. For example, future researchers could add digital marketing and customer trust variables to obtain more comprehensive and relevant results. Furthermore, it is recommended to use more representative sampling methods, such as probability sampling, or use data from the entire population, whenever possible. This aims to ensure that research results can be more generalized and have a higher level of reliability.

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