The Impact of Online Consumer Reviews Dimension on Online Purchase Intentions In Tokopedia

Andreanus Kevin*, Zakaria Wahab, Muchsin Saggaff Shihab ***

* Student of Magsiter Management, Sriwijaya University
** Lecturer of Magister Management, Sriwijaya University
*** Lecturer of Magister Management, Sriwijaya University

Abstract- This study aims to determine whether the dimensions of online consumer reviews consisting of source credibility, review quality, review quantity, review valence affect the online purchases intention in Tokopedia. The population in this study were all Tokopedia application users, while the sample in this study were users who made purchases using the Tokopedia application in the last 2 months with a total sample of 190 respondents. This study uses multiple linear regression analysis to determine the effect of source credibility, review quality, review quantity, review valence on purchase intentions. The results of this study indicate that the source credibility, review quality and review valence partially have a significant effect on purchase intentions, while the review quantity has no significant effect on purchase intentions.

Index Terms- online consumer review, source credibility, review quality, review quantity, review valence , purchase intentions

I. INTRODUCTION

Internet usage nowadays has increased very fast. The We Are Social Survey as of January 2018 states that the number of global internet users now touches 4.021 billion users with 53 percent penetration of the total population in the world. The level of internet usage is also claimed to have risen by 248 million users, which was previously 3.773 billion users in January 2017 (kompas.com accessed October 21, 2018). Through the 2018 APJII survey, 64.8% of Indonesia's population or 171.17 million people have been connected to the internet. The number of internet users shows an increase of 27.91 million, which was 143.26 million users in 2017.

The high level of internet usage is what caused the offline store to start turning into an online store. The results of research conducted by HaloMoney noted several modern retail brands that closed their stores throughout 2017 such as the Lotus Department Store, Matahari Department Store, Debenhams and Ramayana. (halomoney.co.id accessed on October 21, 2018). Companies that close their outlets generally have their own websites and even online applications for purchasing products.

The trend of online shopping is also increasingly in demand in Indonesia. This can be proven from the number of transactions of internet users who do online shopping in Indonesia during 2018 which increased by 151% compared to the previous year (source: cnbcindonesia.com accessed on November 11, 2019). The number of e-commerce users in Indonesia has also increased rapidly. The number of e-commerce users reached 139 million users in 2017, then rose 10.8% to 154.1 million users in 2018. The number of e-commerce users is predicted to reach 212.2 million users in 2023. The same thing also occur at the level of e-commerce penetration that is always increasing. Until 2023, the e-commerce penetration rate is predicted to reach 75.3% of the total population (katadata.co.id accessed on Oktober 21, 2019).

Tokopedia is one of the most popular e-commerce sites in Indonesia as a place for online shopping. The proof is that Tokopedia was ranked first with the highest number of visitors in Indonesia until July 2019, beating Shopee and Bukalapak. In addition, in 2018 Tokopedia has also become a favorite application on Google Play with more than 10 million downloads (source: tribunnews.com accessed 11 November 2019). From the transaction value, Tokopedia also recorded the largest transaction value compared to other e-commerce, which was US \$ 5.9 billion in 2018. Even that number is predicted to reach US \$ 37.45 billion in 2023 (katadata.co.id accessed on Oktober 21, 2019).

The high intention of online shopping in e-commerce is directly proportional to the high level of consumer confidence in shopping online. The BrightLocal survey states that 93% of consumers read online reviews to make decisions and 85% of consumers trust reviews as much as they trust personal recommendations. Meanwhile, APJII survey results show that 62.8 percent of internet user respondents in Indonesia believe that online transactions are safe. Based on these facts, reading online reviews is one of the factors that can increase consumer confidence so that it can affect consumers' intention to shop online. While the research conducted by the author, on Sriwijaya

University students in Palembang in 2019 showed that most respondents intend to shop for products in Tokopedia, but only a small proportion of respondents stated that they read the reviews first before intending to buy products in Tokopedia .

Part of the information created by website users who have purchased products is also called Online Consumer Reviews (OCRs). OCRs contain information and recommendations regarding products from a consumer perspective. Online Consumer Reviews itself consists of 4 dimensions: source credibility, review quality, review quantity, and review valence (Park, Lee & Han, 2007). Source credibility relates to the message recipient's perception of whether or not the source of the message is reliable, does not reflect anything about the message itself (Schepers, 2015). Review quality contains an objective and logical review, the delivery of which is understandable and relevant information on related products and services (Park, Lee & Han, 2007). According to Bataineh (2015) Review quantity is related to how many reviews of a product seen by consumers to find out whether the product is popular and has value or not. Review valence regarding the way the online review is viewed, for example viewed negatively or positively (Schepers, 2015).

Various phenomena indicate the factors that influence purchase intention. Several previous studies have also examined the effect of source credibility, review quantity, review quality, review valence on purchase intentions. Research from Atika et al (2012), Arora and Sharma (2018), Hui (2017), Sutanto and Aprianingsih (2016), Erkan and Evans (2016), and Amandhari (2016) support that the source credibility variable significantly influences intention purchase. While Johansen's and Hovland's (2012) research cannot reveal a significant effect of source credibility on purchase intentions, which means that a reviewer's credibility is not a significant indicator used by readers to evaluate e-WOM messages and influence purchase intentions.

Research by Atika et al (2012), Arora and Sharma (2018), Sutanto and Aprianingsih (2016), Johansen and Hovland (2012), Lin, et al (2011), Zhou et al. (2013), Lee (2009), Erkan and Evans (2016) support that review quality significantly influences purchase intentions. While research Eun-Joo and Yu-Jin (2013) states that review quality does not have a significant effect on consumer confidence and purchase intentions.

Research by Xiaorong et al (2011), Sutanto and Aprianingsih (2016), Lin et al. (2011), Zhou et al. (2013) and Lee (2009) support that review quantity has a significant effect on purchase intentions. In contrast, research from Arora and Sharma (2018) states that there is no significant effect of the review quantity on purchase intentions.

Research by Zarco (2015) states that the review valence has a significant effect on purchase intentions. Furthermore, Ketelaar et al (2015) and Somohardjo (2017) stated that a positive review has a

significant positive effect on purchase intentions. Whereas Ketelaar et al (2015) and Amandhari (2016) state that negative reviews have a significant negative effect on purchase intentions. In contrast, Togas, et al. (2019) suggested that the review valence did not have a significant effect on hotel booking intentions.

Based on the phenomena mentioned above, the writer is interested in testing the influence of the Online Consumer Reviews dimension consisting of source credibility, review quality, review quantity, and review valence on purchase intentions in Tokopedia. Therefore the title of this research is "THE IMPACT OF ONLINE CONSUMER REVIEWS DIMENSIONS ON ONLINE PURCHASE INTENTIONS IN TOKOPEDIA"

Online Consumer Reviews

Online consumer reviews (OCRs) are one type of e-WOM, including positive or negative statements made by consumers about products sold in online stores. OCRs contain information and recommendations regarding products from a consumer perspective. Online Consumer Reviews itself consists of 4 dimensions: source credibility, review quality, review quantity, and review valence (Park, Lee & Han, 2007) .

Source credibility

Source credibility relates to the message recipient's perception of whether or not the source of the message can be trusted (Schepers, 2015). Source credibility is defined as the extent to which information sources are seen as competent, reliable and can be trusted by recipients of information. Consumers generally trust credible opinions from other experienced consumers (Arora & Sharma, 2018).

Review Quality

Review quality contain reviews that are objective and logical, understandable and have relevant information on related products and services (Park, Lee & Han, 2007). Reviews that are objective and clear, greatly affect consumers compared to opinions that are emotional and subjective. Likewise, reviews with transparent and useful arguments are more reliable than reviews with emotional content (Arora & Sharma, 2018).

Review Quantity

According to Bataineh (2015) review quantity is related to how many reviews of a product seen by consumers to find out whether the product is popular and of high quality or not. The large number of reviews and information on online platforms supports them to be more observable (Cheung & Thadani, 2012). The number of reviews can meet consumer information needs to strengthen certainty and can reduce doubts about the risks of online shopping (Arora & Sharma, 2018).

Review Valence

Review valence regarding the way the online review is viewed, for example, viewed negatively or positively (Schepers, 2015). Review valence can be either positive or negative. When the contents of a review are recommending a product, this is can be defined as a positive review . Conversely, when consumers recommend other products, this can be defined as a negative review (Somohardjo, 2017) .

Purchase Intentions

According to Durianto (2003) purchase intentions is something related to consumers' plans to buy certain products, as well as how many units of product are needed in a certain period. According to Kotler and Keller (2009) purchase intentions is a behavior that arises as a response to an object that shows the customer's desire to make a purchase.

Relationship between Source Credibility and Purchase Intentions

If a review has a high source of credibility, then consumers will trust the message from the review , in other words the source credibility is how much a review reflects the reality in accordance with consumer evaluations. The better the source credibility of a review, it will increase consumer purchase intentions (Atika, Kusumawati, & Iqbal, 2012). Sutanto & Aprianingsih (2016) research also states that the source credibility has an influence on purchase intentons

H_1 = There is a significant effect of source credibility on online purchase intentions in Tokopedia..

Relationship between Review Quality and Purchase Intentions

Review Quality is the part that most influences purchase intentions. Review quality is very important because consumers want to minimize risk when buying products (Susanto & Aprianingsih, 2016). A review that is clear, easy to understand and complemented by supportive opinions will generate positive buying intentions. (Arora & Sharma, 2018). Information quality is a significant predictor of purchase intention. This means that the higher the quality of information provided, the stronger intention of customers to buy the product (Atika, Kusumawati, & Iqbal, 2012).

H_2 = There is a significant effect of review quality on online purchase intentions in Tokopedia

Relationship between Review Quantity and Purchase Intentions

One of the factors that influence consumer decisions in buying products or services is the amount of information that consumers receive (Park, Lee & Han, 2007) The more amount of e-WOM information available, the higher the level of consumer confidence. In the internet environment, consumers influence each other. The influence on purchase intentions will be stronger when consumers have the same opinion. The quantity of e-WOM information has a significant positive effect on consumer trust and consumer trust is positively related to purchase intentions. That is, the greater the amount of e-WOM information, the greater the level of consumer confidence, and the stronger the consumer's purchase intention (Xiaorong et al, 2011). The more number of reviews of a particular product brand shows that more people have used the product. The results of the study show that the more reviews there are, the more popular and more attractive the product is in a community (Sutanto & Aprianingsih, 2016).

H_3 = There is a significant effect of review quantity on online purchase intentions in Tokopedia.

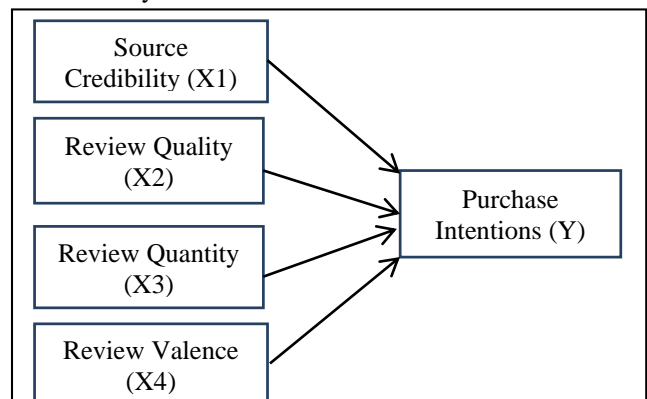## Relationship between Review Valence and Purchase Intentions

Ketelaar et al. (2015) and Somohardjo (2017) state that a positive review has a significant positive effect on buying intentions. Whereas Ketelaar et al (2015) and Amandhari (2016) state that negative reviews have a significant negative effect on purchase intentios. The results of the study also state that reading a negative review will reduce the likelihood of buying consumers who have read the review.

H_4 = There is a significant effect of review valence on online purchase intentions in Tokopedia.

II. MATERIALS AND METHODS

2.1 Research Model

Based on the explanation above, the research model in this study is:

2.1 Research Hypothesis

H1 = There is a significant effect of source credibility on online purchase intentions in Tokopedia.

H2 = There is a significant effect of review quality on online purchase intentions in Tokopedia.

H3 = There is a significant effect of review quantity on online purchase intentions in Tokopedia.

H4 = There is a significant effect of review valence on online purchase intentions in Tokopedia.

2.3 The Scope Of Research

The scope of this research is more focused on the effect online consumer reviews dimension consisting of source credibility, review quality, review quantity, review valence on purchase intentions in Tokopedia in 2019.

2.4 Research Design

The research design included a descriptive causality study. Because seen from the main purpose of the variables to be studied this is to describe the causal relationship of the phenomenon or problem solving studied to see the effect of source credibility, review quality, review quantity, review valence on purchase intentions in Tokopedia

2.5 Data Types and Sources

The type of data used in this research is quantitative data. In this study, quantitative data were obtained from questionnaires distributed and filled out by respondents. This study uses primary data sources. The primary data in this study are in the form of answers to the questionnaire questions given to respondents of Tokopedia application users. Data collection techniques in this study is to use a questionnaire or questionnaire technique. The questionnaire in this study used closed questions that were distributed online in the Tokopedia application to prospective respondents. This data collection technique is used to determine the perception of the effect of source credibility, review quality, review quantity and review valence on online purchase intentions in Tokopedia.

2.6 Population and Sample

The population in this study is the Tokopedia application user. The sample size taken in this study is between 110 to 220 samples. According to Hair et. al (1998), the number of samples in a study is at least 5 to 10 times the questions for all variables or has a ratio of 5: 1 to 10: 1. Therefore a minimum of 95 samples (19 questions multiplied by 5) up to 190 samples (19 questions multiplied by 10) were obtained in this study. The sampling technique used by the author are non-probability sampling. While the non-probability sampling method used in this study was purposive sampling. The sample criteria chosen were respondents who made purchases using the Tokopedia Application in the last 2 months.

2.7 Data Analysis Technique

2.7.1 Instrument Testing

The instrument used in this study was a questionnaire, which is a list of statements given to Tokopedia users.

Validity Test

Validity test is used to measure the validity of a questionnaire. Criteria are said to be valid if the value of r value > value of r table.

Reliability Test

Reliability test is a tool to measure a questionnaire which is an indicator of a variable. A questionnaire can be declared reliable if the answers from respondents are consistent or constant.

2.7.2 Partial Test (t Test)

• If F value < F table then Ho is accepted and Ha is rejected. This means that there is no influence of the independent variables on the dependent variable simultaneously.

• If F value > F table then Ho is rejected and Ha is accepted. This means that there is an influence of the independent variables on the dependent variable simultaneously.

III. RESULT

Validity test

Table 1 Validity Test Results

No.	Dimension	r value	r table	Result
1.	SC1	.771	.1424	Valid
	SC2	.773	.1424	Valid
	SC3	.742	.1424	Valid
2	QL1	.798	.1424	Valid
	QL2	.814	.1424	Valid
	QL3	.816	.1424	Valid
	QL4	.802	.1424	Valid
3	QN1	.799	.1424	Valid
	QN2	.816	.1424	Valid
	QN3	.785	.1424	Valid
	QN4	.800	.1424	Valid
4	RV1	.793	.1424	Valid
	RV2	.790	.1424	Valid
	RV3	.796	.1424	Valid
	RV4	.804	.1424	Valid
5	MP1	.802	.1424	Valid
	MP2	.805	.1424	Valid
	MP3	.803	.1424	Valid
	MP4	.811	.1424	Valid

The significance level in this study was 0.05, so the r table was 0.1424. Based on table 1, it is known that all statements used are valid. This is because all r value are positive and greater than r table. Furthermore, researchers conducted a reliability test, where the results can be seen in the following table:
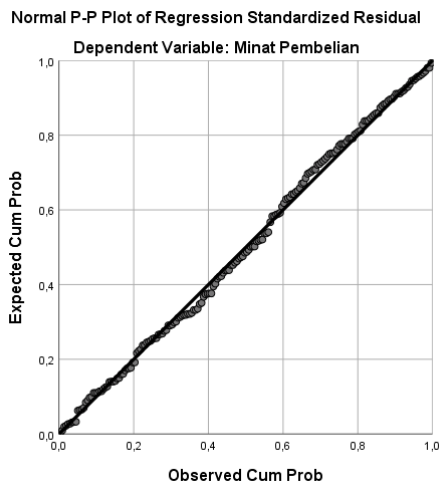
Reliability Test

Table 2 Overall Reliability Test Results

No	Variable	Cronbach's Alpha	Result
1	X_1	.878	Reliable
2	X_2	.916	Reliable
3	X_3	.912	Reliable
4	X_4	.910	Reliable

5	Y	.915		Reliable

Table 2 shows that all Cronbach's Alpha research variables are worth more than 0.6, which is 0.878; 0.916; 0.912; 0.910 and 0.915, which means overall, each variable has a high consistency and reliability.

Normality test

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Minat Pembelian

Normality test can also be carried out using the Kolmogorov-Smirnov test. If Sig. > 0.05 in the Kolmogorov-Smirnov test, the regression model has a normally distributed residual. The normality test results can be seen in table 3 below:

Table 3 Normality Test Results

	Unstandarized Residual
Asymp . Sig. (2-tailed)	0. 200

Based on the above results, it is known that the research regression model has a normal residual. This is evidenced by the Sig coefficient residuals that are worth more than 0.05.

Multicollinearity Test

Table 4 Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	VIF
Source Credibility	.128	7,784
Review Quality	.123	8,140
Review Quantity	.115	8,672
Review Valence	.101	9,977

Tolerance calculation shows the numbers $\geq$ 0.1 and VIF $\leq$ 10 on all variables means that there is no multicollinearity that occurs in any of the variables in the study.

Heteroscedasticity Test

Table 5 Heteroscedasticity Test Results

Variable	Sig
(Constant)	, 000
Source Credibility	, 964
Review Quality	, 692
Review Quantity	, 375
Review Valence	, 222

The table above states that all variables used in the regression model do not have heteroscedasticity problems, as evidenced by the Sig. > 0.05.

Partial Test (t Test)

Table 6 Partial Test Results

Model		Sig.
1	(Constant)	, 107
	Source Credibility	**, 007**
	Review Quality	**, 000**
	Review Quantity	, 059
	Review Valence	**, 000**

Based on table 6, it is known that there is a significant effect between the source credibility (X1), review quality (X2) and review valence (X4) on purchase intentione (Y), where this is evidenced by the value of each coefficient Sig. < 0.05. Whereas for the review quantity (X3) there is no significant effect on purchase intentions (Y), this is evidenced by the coefficient value Sig . > 0.05.

Determination Coefficient Test

Table 7 Determination Coefficient Test Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
, 942 [a]	, 888	, 885	1,156

Based on the determination coefficient test presented in table 7, it is known that the Adjusted R Square is worth 0.885 or 88.5%. This shows that the source credibility, review quality and review valence influence 88.5% of online purchase intentions in Tokopedia.

IV. DISCUSSION

The Effect of Source Credibility on Online Purchase Intentions in Tokopedia

Statistical test results show that the Source Credibility variable has a significance value of 0.002 (smaller than 0.05) so that the first hypothesis (H $_1$) is accepted, namely source credibility has an effect on online purchasing intentions in Tokopedia. The results of this study are in line with the research of Atika, Kusumawati, & Iqbal (2012), Arora & Sharma (2018), Hui (2017), Sutanto & Aprianingsih (2016), Erkan & Evans (2016), and Amandhari (2016) which states that source credibility affects purchasing intentions.

The results of this study indicate that the credibility of the review given will affect one's purchase intentions. This is also supported by a Speigel Research

Center survey in 2017, which shows that reviews given by verified reviewers increase the credibility of the review and also increase consumer purchase intentions. The survey suggests that intention to purchase can be increased by 15% when consumers read the reviews given by verified reviewer compared to when reading the reviews given by the anonymous reviewer .

The Effect of Review Quality on Online Purchase Intentions in Tokopedia

Statistical analysis showed that the variables Review Quality has a significance value of 0.009 (less than 0.05) so that the second hypothesis (H_2) is received, the review quality affects the purchase intentions in Tokopedia. The results of this study are in line with research by Atika, Kusumawati, & Iqbal (2012), Arora & Sharma (2018), Sutanto & Aprianingsih (2016), Johansen & Hovland (2012), Lin, Lee & Horng (2011), Zhou, Liu, & Tang (2013), Lee (2009), Erkan & Evans (2016) which states that review quality were significantly affect the purchase intentions.

Based on the results of this study, it can be concluded that the quality of the review will affect purchase intentions. Reviews that are objective and logical and their delivery can be understood and relevant will increase purchase intentions.

The Effect of Review Quantity on Online Purchase Intentions in Tokopedia

Statistical test results show that the Review Quantity has a significance value of 0.059 (greater than 0.05) so that the third hypothesis (H_3) is rejected, meaning that the review quantity does not significantly influence the online purchase intentions in Tokopedia. The results of this study are in line with the research of Arora & Sharma (2018) which also states that there is no significant effect between review quantity and purchase intentions.

Review quantity related to the number of reviews that exist on a product. The results of this study indicate that the large number of reviews does not significantly affect a person's purchase intentions. This is in line with the facts that the large number of reviews is not the important thing for consumers. Based on a survey conducted by BrightLocal, consumers only read an average of 10 reviews and only 20% of consumers want to read more than 11 reviews.

The Effect of Review Valence on Online Purchase Intentions in Tokopedia

Statistical analysis showed that reviews valence has a significance value of 0.006 (less than 0.05) so that the fourth hypothesis (H_4) is received, the review valence effect the online purchase intentions in Tokopedia. The results of this study are in line with research by Zarco (2015), Ketelaar et al. (2015), Somohardjo (2017), and Amandhari (2016) which

show that review valence were significantly affect the purchase intentions .

The results of this study indicate that the valence review will affect person's purchase intention. In other words, the positive reviews will increase a person's intention to purchase and the negative reviews will reduce a person's intentions to purchase. This is also supported by a survey conducted by BrightLocal in 2018 which stated that 68% of consumers would be more interested in what is being offered by the business after reading the positive reviews.

Conclusion

Based on the results of the research described earlier, the following conclusions can be drawn:

1. Source Credibility has a significant effect on online purchase intentions in Tokopedia.

2. Review Quality has a significant effect on online purchase intentions in Tokopedia.

3. Review Quantity has no significant effect on online purchase intentions in Tokopedia.

4. Review Valence has a significant effect on online purchase intentions in Tokopedia.

Recommendations

The suggestions that the author can give in this study are as follows:

1. Marketplace Tokopedia should pay attention to how the reviews are there in Tokopedia really reliable and actualy comes from consumers who purchase the product. Marketplace Tokopedia must crack down firmly shops online that do the fictitious transaction with the purpose of giving a good review for the products that they sell.

2. Marketplace Tokopedia should give appreciation to online store who sell products in Tokopedia that have good quality of service. It it is intended that the consumers are satisfied with shopping in Tokopedia so they can provide positive reviews for the product they purchased.

REFERENCES

[1] O. Yusuf, "Pengguna Internet Indonesia Nomor Enam Dunia," kompas.com, 2014. [Online]. Available: https://tekno.kompas.com/read/2014/11/24/07430087/Pengguna.Internet.In donesia.Nomor.Enam.Dunia. [Accessed: 21-Oct-2018].

[2] APJII, "Penetrasi & Perilaku Pengguna Internet Indonesia," 2018. [Online]. Available: https://apjii.or.id/survei2018.

[3] U. Idris, "Lima GeraiRitel Modern yang Berguguran di 2017," HaloMoney, 2017. [Online]. Available: https://www.halomoney.co.id/blog/ritel-modern-yang-tumbang-di-2017. [Accessed: 21-Oct-2018].

[4] W. Daniel, "Wow! Transaksi e-Commerce RI 2018 Capai Rp 77 T, Lompat 151%," CNBC Indonesia, 2019. [Online]. Available: https://www.cnbcindonesia.com/tech/20190311101823-37-

59800/wow-transaksi-e-commerce-ri-2018-capai-rp-77-t-lompat-151. [Accessed: 11-Nov-2019].

[5] D. H. Jayani, "Tren Pengguna E-Commerce Terus Tumbuh," katadata.co.id, 2019. [Online]. Available: https://databoks.katadata.co.id/datapublish/2019/10/10/tren-pengguna-e-commerce-2017-2023.

[6] A. Prayogo, "Ini Top 5 Toko Online Paling Diminati 2019, Tokopedia Nomor 1," Tribunnews, 2019. [Online]. Available: https://wartakota.tribunnews.com/2019/07/22/ini-top-5-toko-online-paling-diminati-2019-tokopedia-nomor-1. [Accessed: 11-Nov-2019].

[7] D. H. Jayani, "Tokopedia, E-Commerce dengan Nilai Transaksi Terbesar," katadata.co.id, 2019. [Online]. Available: https://databoks.katadata.co.id/datapublish/2019/10/15/2014-2023-nilai-transaksi-tokopedia-terbesar-dibandingkan-e-commerce-lainnya. [Accessed: 11-Nov-2019].

[8] BrightLocal, "Local Consumer Review Survey 2017," 2017. [Online]. Available: https://www.brightlocal.com/learn/local-consumer-review-survey-2017/. [Accessed: 15-Aug-2018].

[9] D. Park, J. Lee, and I. Han, "The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention : The Moderating Role of Involvement," Int. J. Electron. Commer., vol. 11, no. 4, pp. 125–148, 2007, doi: 10.2753/JEC1086-4415110405.

[10] M. Schepers, "The impact of online consumer reviews factors on the Dutch consumer buying decision .," University of Twente Netherlands, 2015.

[11] A. Q. Bataineh, "The Impact of Perceived e-WOM on Purchase Intention : The Mediating Role of Corporate Image," Int. J. Mark. Stud., vol. 7, no. 1, pp. 126–137, 2015, doi: 10.5539/ijms.v7n1p126.

[12] A. Atika, A. Kusumawati, and M. Iqbal, "the Effect of Electronic Word of Mouth, Message Source Credibility, Information Quality on Brand Image and Purchase Intention," EKUITAS (Jurnal Ekon. dan Keuangan), vol. 20, no. 1, p. 94, 2017, doi: 10.24034/j25485024.y2016.v20.i1.1780.

[13] L. Arora and B. K. Sharma, "Influence of Review Quality , Review Quantity and Review Credibility on Purchase Intention in the Context of High Involvement Products Evaluated by a Double-blind Review System," Eur. J. Appl. Bus. Manag., vol. 4, no. 4, pp. 25–40, 2018.

[14] T. X. Hui, "The Effect of Source Credibility on Consumers' Purchase Intention in Malaysia Online Community," J. Arts Soc. Sci., vol. 1, no. 1, pp. 12–20, 2017.

[15] M. A. Sutanto and A. Aprianingsih, "The Effect of Online Consumer Review Toward Purchase Intention : A Study in Premium Cosmetic in Indonesia," Int. Conf. Ethics Business, Econ. Soc. Sci., pp. 218–230, 2016, doi: 10.1007/s10067-008-0838-8.

[16] I. Erkan and C. Evans, "Computers in Human Behavior The influence of eWOM in social media on consumers ' purchase intentions : An extended approach to information adoption," Comput. Human Behav., vol. 61, pp. 47–55, 2016, doi: 10.1016/j.chb.2016.03.003.

[17] P. Amandhari, "The role of intensity, credibility, homophilous source and negative valence on ewom in the course of intention to purchase cosmetic products on instagram putri amandhari," Universitas Gadjah Mada, 2016.

[18] K. V. Johansen and F. L. Hovland, "The Impact of Online Consumer Reviews on Purchase Intention," BI Norwegian School of Management, 2012.

[19] C. Lin, S. Lee, and D. Horng, "The Effects of Online Reviews on Purchasing Intention: The Moderating Role of Need for Cognition," Soc. Behav. Personal. An Int. J., vol. 39, no. 168, pp. 71–82, 2011, doi: 10.2224/sbp.2011.39.1.71.

[20] M. Zhou, M. Liu, and D. Tang, "Do the characteristics of online consumer reviews bias buyers ' purchase intention and product perception ? A perspective of review quantity , review quality and negative review sequence Ming Zhou * Mengwei Liu Dingna Tang," Int. J. Serv. Technol. Manag., vol. 19, pp. 166–186, 2013, doi: DOI: 10.1504/IJSTM.2013.055632.

[21] S. Lee, "How do online reviews affect purchasing intention ?," African J. Bus. Manag., vol. 3, pp. 576–581, 2009, doi: 10.5897/AJBM09.204.

[22] P. Eun-joo and J. Yu-jin, "Effects of E-reviews on Purchase Intention for Cosmetics," Korean J. Hum. Ecol., vol. 22, no. 2, pp. 343–355, 2013, doi: DOI: 10.5934/kjhe.2013.22.2.343.

[23] F. Xiaorong, B. Zhang, Q. Xie, L. Xiao, and Y. Che, "Impact of Quantity and Timeliness of EWOM Information on Consumer's Online Purchase Intention under C2C Environment," Asian J. Bus. Res., vol. 1, no. 2, 2011, doi: 10.14707/ajbr.110010.

[24] T. H. Zarco, "Effects of Online Review Valence on Consumer Attitudes and Behavioral Intentions," Philipp. Manag. Rev., vol. 22, pp. 75–88, 2015.

[25] P. E. Ketelaar, L. M. Willemsen, L. Sleven, and P. Kerkhof, "The Good, the Bad, and the Expert: How Consumer Expertise Affects Review Valence Effects on Purchase Intentions in Online Product Reviews," J. Comput. Commun., vol. 20, no. 6, pp. 649–666, 2015, doi: 10.1111/jcc4.12139.

[26] N. Somohardjo, "The Effect of Online Reviews on the Review Attitude and Purchase Intention," Erasmus University Rotterdam, 2017.

[27] C. M. K. Cheung and D. R. Thadani, "The impact of electronic word-of-mouth communication : A literature analysis and integrative model," Decis. Support Syst., vol. 54, no. 1, pp. 461–470, 2012, doi: 10.1016/j.dss.2012.06.008.

[28] D. Durianto, Inovasi Pasar Dengan Iklan Efektif. Jakarta: Gramedia Pustaka, 2003.

[29] P. Kotler and K. L. Keller, Manajemen Pemasaran, 13th ed. Jakarta: Erlangga, 2009.

[30] J. F. Hair, R. L. Tatham, R. E. Anderson, and W. Black, Multivariate Data Analisys, Fifth Edit. New Jersey: Practice Hall, 1998.

[31] T. Collinger, "How Online Reviews Influence Sales," Spiegel Research Center, 2017. [Online]. Available: https://spiegel.medill.northwestern.edu/online-reviews/. [Accessed: 11-Nov-2019].