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THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND ONLINE CUSTOMER RATINGS ON PURCHASE DECISIONS MEDIATED BY CONSUMER TRUST (A STUDY OF THE SAMBENG COMMUNITY)

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ABSTRACT

This research is titled "The Influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions in E-Commerce Shopee Mediated by Consumer Trust (A Study on the Sambeng Community)." The aim of this research is to analyze the influence of online customer reviews and online customer ratings on purchase decisions, as well as the role of consumer trust as a mediating variable. The type of research used is quantitative research. The population for this study consists of Shopee consumers in the Sambeng community who make purchases on the Shopee e-commerce platform. The sample for this study is 104 respondents. The sampling technique employed is purposive sampling. Data collection in this study uses survey methods and questionnaires. The data analysis technique utilizes Partial Least Square (PLS) with the help of SmartPLS 3 software, employing tests that include the measurement model, namely validity and reliability tests, and the structural model, which includes the coefficient of determination test, path coefficient test, hypothesis formulation that determines the t-value and decision, and mediation test. The results of the study indicate that online customer reviews do not have a significant effect on purchase decisions, online customer ratings have a positive and significant effect on purchase decisions, consumer trust does not mediate the effect of online customer reviews on purchase decisions, and consumer trust mediates the effect of online customer ratings on purchase decisions.

INTRODUCTION

In today's technological era, the internet has made it easy for people to exchange information and search for various things. The development of e-commerce has created a new lifestyle, where many people prefer to seek product information online rather than visiting physical stores. This provides convenience that allows consumers to save time and effort in finding sellers, goods, and offers. According to Aji et al. (2023), e-commerce is a trading activity conducted electronically by utilizing digital media to sell products or services. This development has changed the way people shop, shifting from direct shopping to online shopping

The e-commerce industry continues to grow rapidly in Indonesia in line with advancements in technology and the internet. As one of the countries with the fastest digital economic growth in the world, internet usage has been increasing every year, indicating rapid development. One type of e-commerce is the marketplace, and Shopee is the market leader in Indonesia (Priyatin and Herdian, 2023). Shopee was launched in 2015 by a technology company from Singapore.

In recent years, Indonesia has experienced rapid growth in the e-commerce sector with the emergence of various platforms such as Tokopedia, Bukalapak, JD.id, Shopee, and Blibli. Despite increasing competition, Shopee remains the consumers' top choice, with sales reaching IDR 19.7 trillion in the first half of 2023 and increasing to IDR 30.2 trillion in the first half of 2024. However, in February 2024, the platform recorded a monthly visitor decline of 4.01%. Nevertheless, Shopee continued to be the most visited e-commerce site in October 2024, followed by Tokopedia with 100.3 million visitors and a slight decline of 0.04%. Lazada experienced a more significant drop, with 45.03 million visitors (-4.75%), while Blibli and Bukalapak also recorded declines, with 24.15 million visitors (-7.78%) and 4.42 million visitors (-22.86%), respectively.

The popularity of Shopee is evenly distributed across all age groups, including Generation Z, millennials, and Generation X, who prefer Shopee over other e-commerce platforms. For Generation Z, the second-favorite e-commerce platform is TikTok Shop, followed by Tokopedia and Lazada. Millennials tend to choose Tokopedia as their second option after Shopee, followed by TikTok Shop and Lazada. Meanwhile, Generation X considers Tokopedia as their second favorite e-commerce platform after Shopee, followed by Lazada and TikTok Shop.

According to Firdaus et al. (2023), shopping online makes trust an important factor to consider. Although consumers may not be aware of the product quality, the store owner, or the system's performance, trust can help reduce the uncertainty they feel. Therefore, it is essential for sellers to build consumer trust, especially for those making purchases online

Regarding online shopping, there are many factors that can influence this activity, often referred to as consumer behavior. Various types of consumer behavior can drive the decision to buy or not buy a product. One form of consumer behavior is online customer reviews, which are defined as a means used by consumers to see reviews provided by previous buyers about a product, the services of the company, and the company itself (Pasi and Budi, 2021). Meanwhile, according to Shafwah et al. (2024), online customer reviews can provide important information from previous users that affects purchasing decisions. Consumer reviews make it easier for potential buyers to obtain information about products, and positive reviews can encourage purchasing decisions.

Online customer ratings also play a role in the consumer's purchasing decision process. According to Martini et al. (2022), online customer ratings, commonly known as e-WOM (electronic Word of Mouth), are a way for potential buyers to obtain information about sellers. Thus, the presence of ratings in online transactions is considered normal, as consumers view them as a measure of product quality. These online customer ratings play a crucial role in influencing readers' perceptions of specific products.

This research is conducted to identify the factors influencing consumer purchasing decisions on the e-commerce platform Shopee, considering the gaps in previous studies related to the impact of online customer reviews and online customer ratings. The researcher is interested in exploring both variables, with consumer trust as the mediating variable. The title of this research is: 'The Influence of Online Customer Reviews and Online Customer Ratings on Purchasing Decisions in E-commerce Shopee Mediated by Consumer Trust (A Study on the Sambeng Community).'"

RESEARCH METHODS

This research employs a quantitative method with primary data collected through the distribution of questionnaires using Google Forms. The population in this study consists of the residents of Gampeng Sambeng, with a total population of 141. The sample for the study was determined using Slovin's formula, resulting in 104 respondents. The sampling technique used is non-probability sampling with a purposive sampling approach, as the sample selection is based on specific criteria. These criteria include: consumers who have the Shopee application in 2024, those who have made purchases on Shopee, residents of Dusun Gampeng, Desa Candisari Sambeng, aged 13-45 years, who live in the Sambeng area, possess the Shopee app, and have made purchases on Shopee. Data analysis was conducted using SmartPLS 3, with testing that includes measurement models such as validity and reliability tests, structural models such as coefficient of determination tests, path coefficient tests, hypothesis formulation which involves determining the t-value and decisions, and mediation testing.

RESULTS AND DISCUSSION

Measurement Model (Outer Model)

Validity Test

Convergent Validity

Convergent validity test is applied to measure the indicators in each variable by considering the outer loading value. If the outer loading value is > 0.07, then the indicator is considered valid. The following are the test results conducted using SmartPLS 3 software :

Table 1 Outer Loading

Indicator	Outer Loading Result	Rate Of Thumb	Descriptions
X_1.1	0.845	0.700	Valid
X_1.2	0.808	0.700	Valid
X_1.3	0.838	0.700	Valid
X_1.4	0.793	0.700	Valid
X_1.5	0.770	0.700	Valid
X_2.1	0.788	0.700	Valid
X_2.2	0.820	0.700	Valid
X_2.3	0.798	0.700	Valid
X_2.4	0.822	0.700	Valid
X_2.5	0.818	0.700	Valid
X_2.6	0.841	0.700	Valid
Y.1	0.857	0.700	Valid
Y.2	0.814	0.700	Valid
Y.3	0.855	0.700	Valid
Y.4	0.876	0.700	Valid
Y.5	0.813	0.700	Valid
Z.1	0.809	0.700	Valid
Z.2	0.820	0.700	Valid
Z.3	0.710	0.700	Valid
Z.4	0.844	0.700	Valid
Z.5	0.818	0.700	Valid

Based on the test results above, it can be concluded that each variable indicator has an outer loading value of > 0.700, which indicates that all indicators are considered valid.

Discriminant Validity

This testing is conducted using two methods : first, by examining the cross-loading values, and second, by looking at the Average Variance Extracted (AVE) values. In the first method, if the cross-loading values of the indicators meet the criteria for discriminant validity, then the indicators are valid. Below are the results of the tests conducted using the SmartPLS 3 software :

Tabel 2 Discriminant Validity

Indicator	Online Customer Review (X_1)	Online Customer Rating (X_2)	Purchase Decision (Y)	Consumer Trust (Z)
X_1.1	0.845	0.572	0.464	0.454
X_1.2	0.808	0.511	0.486	0.497
X_1.3	0.838	0.540	0.475	0.530
X_1.4	0.770	0.638	0.395	0.395
X_1.5	0.793	0.564	0.439	0.468
X_2.1	0.612	0.788	0.518	0.505
X_2.2	0.683	0.820	0.588	0.525
X_2.3	0.694	0.798	0.558	0.507
X_2.4	0.495	0.822	0.824	0.782
X_2.5	0.510	0.818	0.618	0.660
X_2.6	0.485	0.841	0.819	0.828
Y.1	0.450	0.673	0.857	0.733
Y.2	0.415	0.670	0.814	0.666
Y.3	0.464	0.705	0.855	0.736
Y.4	0.537	0.745	0.876	0.741
Y.5	0.489	0.703	0.813	0.620
Z.1	0.411	0.608	0.632	0.809
Z.2	0.357	0.631	0.636	0.820
Z.3	0.494	0.599	0.493	0.710
Z.4	0.498	0.731	0.752	0.844
Z.5	0.564	0.658	0.775	0.818

Based on the results above, it shows that the Coss Loading value < 0.9 means that each variable has good discrimination validity (valid).

Average Variance Extracted (AVE)

In addition to looking at the cross loading value, analysis can also be done by comparing the Average Variance Extracted (AVE) value of each variable with the correlation between variables. If the AVE value is greater than the correlation value that occurs, then it can be said that the variable has a correlation that occurs, then it can be said that the variable has a good correlation. It is recommended that the AVE value in this measurement is > 0.5. The following are the test results obtained :

Tabel 3 Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Description
Online Customer Review (X_1)	0.658	Valid
Online Customer Rating (X_2)	0.664	Valid
Purchase Decision (Y)	0.711	Valid
Consumer Trust (Z)	0.643	Valid

Based on the results above, it shows that the Average Variance Extracted (AVE) value for each variable, namely online customer review, online customer rating, purchasing decision, consumer trust, is > 0.5. Thus, it can be concluded that all variables in this study meet the discriminant validity criteria determined by the AVE test.

Reliability Test

Reliability test can be seen through Cronbach's alpha value to measure validity and composite reliability to assess the actual reliability of a construct or variable. A respondent's answer to the questionnaire is considered reliable if the composite reliability value is > 0.700.

Composite Reliability

Table 4 Composite Reliability Value

Variable	Composite Reliability (roh_A)	Composite Reliability (rho_c)	Description
Online Customer Review (X_1)	0.874	0.906	Reliabel
Online Customer Rating (X_2)	0.917	0.922	Reliabel
Purchase Decision (Y)	0.900	0.925	Reliabel
Consumer Trust (Z)	0.869	0.900	Reliabel

Based on the results above, it is known that the variables online customer review, online customer rating, purchasing decisions and consumer trust in this study have a composite reliability value > 0.700, which means that all variables in this study are reliable.

Cronbach’s alpha

Table 5 Cronbach’s alpha

Variable	Cronbach’s Alpha	Description
Online Customer Review (X_1)	0.870	Reliabel
Online Customer Rating (X_2)	0.901	Reliabel
Purchase Decision (Y)	0.898	Reliabel
Consumer Trust (Z)	0.861	Reliabel

Based on the test results, it shows that each variable in this study has a Cronbach's alpha value > 0.700, which means that all variables can be considered reliable.

Structural Model (Inner Model)

Coefficient of Determinatio (R-Square)

The criteria for the R-Square value are considered "weak" if the value is between 0.25 and 0.5, while the R-Square criteria will be considered "moderate" if the value is between 0.5 and 0.75. Meanwhile, the R-Square value criteria are declared "strong" if the value reaches 0.75 or more. The following are the test results carried out using SmartPLS 3 software :

Tabel 6 R-Square Value

Variable	R-Square	Description
Purchase Decision (Y)	0.765	Strong
Consumer Trust (Z)	0.654	Moderate

Based on the results above, it can be explained that (1) the purchasing decision variable has a value of 0.765 or 76.5%, which is included in the "Strong" category. For that, the independent variables, online customer reviews and online customer ratings, must be maintained or increased so that purchasing decisions always reach the "Strong" category. (2) The consumer trust variable has a value of 0.654 or 65.4%, which is included in the "Moderate" category. Therefore, it is necessary to increase the independent variables, or online customer review and online customer rating variables, so that purchasing decisions reach the "Strong" category.

Path Coefficient

This model testing is conducted directly between two variables, namely the independent variable and the dependent variable, without involving intervening variables, to observe the direction of the relationship between them. The influence between variables can be considered positive if the original sample value is greater than 0, while if the original sample value is less than 0, the influence is considered negative. The following are the test results obtained :

Tabel 7 Path Coefficient Results

Variable Influence	Original Sampel	Arah Hubungan
Online Customer Review (X_1) – Purchase Decision (Y)	-0.048	Negatif
Online Customer Review (X_1) – Consumer Trust (Z)	0.044	Positif
Online Customer Rating (X_2) – Purchase Decision (Y)	0.486	Positif
Online Customer Rating (X_2) – Consumer Trust (Z)	0.777	Positif
Consumer Trust (Z) – Purchase Decision (Y)	0.466	Positif

Based on the test results, it shows that the original sample table describes the direction of the relationship between variables in the structural model (1) The first relationship is online customer reviews and purchase decisions. Customer reviews have a negative effect (-0.048) on purchase decisions, indicating that bad reviews can reduce the likelihood of consumers to purchase a product or service. (2) The second relationship is online customer reviews and Consumer Trust. Customer reviews have a positive effect (0.044) on consumer trust, indicating that good reviews can slightly increase consumer trust in a product. (3) The third relationship is online customer ratings and purchase decisions. Customer ratings have a significant positive effect (0.486) on purchase decisions, with high ratings driving greater purchase decisions and indicating better product quality. (4) The fourth relationship is online customer ratings and consumer trust. Customer ratings show a strong positive effect (0.777) on consumer trust, where good ratings significantly increase trust in a brand or product. (5) The fifth relationship is consumer trust and purchase decisions. Consumer trust has a positive effect (0.466) on purchase decisions, indicating that high trust increases the likelihood of consumers to make a purchase.

Hypothesis Formulation
Hypothesis Testing

The variable criteria can be considered to have a significant influence, either directly or indirectly, if the t-statistic value is > 1.98, which indicates a significant influence. Conversely, if the t-statistic value is < 1.98, then the influence is declared insignificant. In addition, a significant influence on direct and indirect influences can also be seen from the p-value, if the p-value is < 0.05 (5%), then the direct and indirect influences are considered significant. The following are the test results obtained.

Tabel 8 Hypothesis Testing

Variable	T Statistics (|O/STDV|)	P Values	Description
Online Customer Review (X_1) – Purchase Decision (Y)	0.689	0.491	Positive and not significant
Online Customer Review (X_1) – Consumer Trust (Z)	0.467	0.641	Positive and not significant
Online Customer Rating (X_2) – Purchase Decision (Y)	4.193	0.000	Positive and significant
Online Customer Rating (X_2) – Consumer Trust (Z)	9.049	0.000	Positive and significant
Consumer Trust (Z) – Purchase Decision (Y)	4.007	0.000	Positive and significant

After conducting tests with SmartPLS 3 on 104 respondents to examine the validity of the hypotheses, the following results were obtained: (1) Online customer review does not have a positive and significant effect on purchasing decision, with a significance value (p-value) > 0.05 (5%) and t-statistic < t-table (1.98), thus this hypothesis is not accepted. (2) Online customer review also does not have a positive and significant effect on consumer trust, with a significance value (p-value) > 0.05 (5%) and t-statistic < t-table (1.98), so this hypothesis is not accepted. (3) Online customer rating has a positive and significant effect on purchasing decision, with a significance value (p-value) < 0.05 (5%) and t-statistic > t-table (1.98), hence this hypothesis is accepted. (4) Online customer rating has a positive and significant effect on consumer trust, with a significance value (p-value) < 0.05 (5%) and t-statistic > t-table (1.98), therefore this hypothesis is accepted. (5) Consumer trust has a positive and significant effect on purchasing decision, with a significance value (p-value) < 0.05 (5%) and t-statistic > t-table (1.98), so this hypothesis is accepted.

Mediation Test

The mediation test is used to show the relationship between the independent variable and the dependent variable through the mediating or intervening variable. This indirect effect is calculated by multiplying the effect of the dependent variable on the intervening variable on the independent variable (Hair et al 2019). The connecting or mediating variable in this study is satisfaction as an intervening variable. The following are the test results obtained :

Tabel 9 Mediation Test

Variable	T Statistics	P Values	Description
Online Customer Review (X_1) – Consumer Trust (Z) – Purchase Decision (Y)	0.457	0.648	Positive and not significant
Online Customer Rating (X_2) – Consumer Trust (Z) – Purchase Decision (Y)	3.350	0.001	Positive and significant

Based on the results of the mediation test, it is shown that the variable online customer review does not influence the purchasing decision through consumer trust, with a t-statistic of 0.457, indicating that this relationship is not significant, along with a p-value of 0.648, which shows a positive effect. Meanwhile, the variable online customer rating influences the purchasing decision through consumer trust, with a t-statistic of 3.350 and a p-value of 0.001, indicating a positive effect.

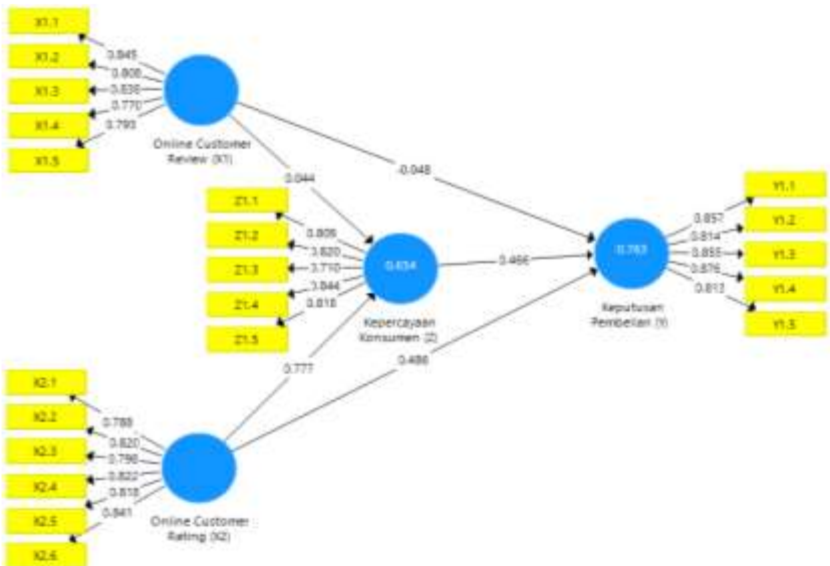

Figure 1 PLS Diagram

Based on the image above, it shows the relationship between the independent and dependent variables, as well as the indicators of each variable in this uni research. Additionally, it illustrates the relationship between online customer reviews and online customer ratings towards purchasing decisions through consumer trust as an intervening variable in E-Commerce Shopee in the Sambeng community.

DISCUSSION

The Influence of Online Customer Review on Purchasing Decision

Based on the hypothesis testing results, it shows that the variable online customer review does not influence the purchasing decision, with a t-statistic value of 0.689 < 1.98 and a p-value of 0.491. This indicates that online customer review has a positive but insignificant effect on purchasing decision. The results suggest that customer reviews on the e-commerce platform Shopee have not yet had a direct impact on the purchasing decisions of consumers in Sambeng. It is possible that consumers are relying more on other factors. The research by Banuera et al. (2023) supports these findings, indicating that online customer reviews do not significantly affect purchasing decisions.

The Influence of Online Customer Rating on Purchasing Decision

Based on the results of the hypothesis test, it shows that the online customer review variable does not affect purchasing decisions, with a t-statistic value of 0.689 <1.98, and a p-value of 0.491. This shows that online customer reviews have a positive and insignificant effect on purchasing decisions. These results indicate that customer reviews on the Shopee e-commerce platform have not had a direct impact on consumer purchasing decisions in the Sambeng community. It is possible that consumers rely more on other factors. In the study of Banuera et al., (2023) supports the results of this study which shows that online customer reviews do not have a significant effect on purchasing decisions. Likewise, in the previous study by Lestari et al., (2023) also supports this finding, where online customer reviews did not show a significant effect on purchasing decisions.

The Influence of Online Customer Review on Purchasing Decision through Consumer Trust

Based on the results of the hypothesis test, it shows that online customer ratings have a positive and significant effect on purchasing decisions, with a t-statistic value of 4.193> 1.98, and a p-value of 0.000. This shows that consumers are more likely to trust products with high ratings, because they consider ratings as a reflection of the quality and satisfaction of previous users. The results of this study are in line with the research of Almayani and Maria (2023) that online customer ratings have a positive effect on purchasing decisions. Likewise, in previous research by Dewi et al., (2022) also supports this finding, where online customer ratings show a significant influence on purchasing decisions.

The Influence of Online Customer Rating on Purchasing Decision through Consumer Trust

The mediation test results indicate that online customer rating has a positive and significant effect on purchasing decision through consumer trust, with a t-statistic value of 3.350 > 1.98 and a p-value of 0.001. This study shows that consumers tend to trust products with high ratings. These findings align with the research by Kusmawati and Sularsih (2023), which states that consumer trust can mediate the effect of online customer ratings on purchasing decisions.

CONCLUSION

Based on the results of the research and the discussion above, it can be concluded that: (1) Online customer review does not have a positive and significant effect on purchasing decisions in the Shopee e-commerce platform for the community of Sambeng, with a p-value of 0.491, which exceeds the significance level of $\alpha = 0.05$, and a t-statistic value of 0.689, which is smaller than the t-table value of 1.98. (2) Online customer rating has a positive and significant effect on purchasing decisions in the Shopee e-commerce platform for the community of Sambeng, with a p-value of 0.000, which is less than the significance level of $\alpha = 0.05$, and a t-statistic value of 4.193, which is greater than the t-table value of 1.98. (3) Online customer review does not have a positive and significant effect on purchasing decisions through consumer trust in the Shopee e-commerce platform for the community of Sambeng, with a p-value of 0.648, which is greater than the significance level of $\alpha = 0.05$, and a t-statistic value of 0.457, which is smaller than the t-table value of 1.98. (4) Online customer rating has a positive and significant effect on purchasing decisions through consumer trust in the Shopee e-commerce platform for the community of Sambeng, with a significance level of $\alpha = 0.05$ and a t-statistic value of 3.350, which is greater than the t-table value of 1.98.

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