



The impact of online customer review on purchase intention with trust as a mediating variable

Arisa Anjaya^{1*}, Vidyarani Dwita¹

¹Department of Management, Faculty of Economics and Business, Universitas Negeri Padang, Padang, Indonesia

ARTICLE INFO

Received 3 November 2023
Accepted 30 November 2023
Published 15 December 2023

Keywords:

Online customer review;
purchase intention; trust

ABSTRACT

This study aims to analyze the influence of online customer reviews on purchase intentions at Optik Mekar Padang, with trust serving as a mediating variable. The study targeted individuals in West Sumatra who had not previously made purchases from Optik Mekar. A total of 230 respondents participated in the research, selected as samples. Data were gathered through the distribution of online questionnaires and direct interviews, followed by analysis using SmartPLS software. The findings of this study indicate that (1) online customer reviews exert a significant positive impact on purchase intentions, (2) online customer reviews also exhibit a significant positive effect on trust, (3) trust plays a significant positive role in influencing purchase intentions, and (4) online customer reviews, when mediated by trust, demonstrate a significant positive relationship with purchase intentions. Moreover, trust is identified as a mediator in the impact of online customer reviews on purchase intentions.

How to cite: Anjaya, A., & Dwita, V. (2023). The impact of online customer review on purchase intention with trust as a mediating variable. *Marketing Management Studies*, Vol 3 (4), 407-417. DOI: [10.24036/mms.v3i4.457](https://doi.org/10.24036/mms.v3i4.457)



This is an open access article distributed under the Creative Commons 4.0 Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. ©2023 by author.

* Corresponding author: isaanjaya97@gmail.com

INTRODUCTION

The development of technology has progressed rapidly, and this development has greatly affected the way people use the internet. The internet plays an important role in enabling interaction, communication, and even business transactions with others at an affordable cost, high speed, and ease of use. In recent years, the development of the internet medium has created new opportunities, and as a result, many companies have begun to utilize it to promote the various products they produce. The increase in internet users in Indonesia is undeniably a major benefit for marketers. The use of internet-based media and online media for various innovations in buying and selling activities is an option for companies to promote products to the public. This is characterized by the existence of online shops, e-commerce, and marketplaces that greatly help humans in meeting their needs (Ardianti & Widiartanto, 2019). The number of Internet users in Indonesia is expected to reach 215.63 million in 2022-2023, according to a poll conducted by Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). Compared to the prior quarter, this figure is up 2.67 percentage points to 210.03 million users. In a country with a population of 275.77 million, 78.19 percent of the population is online. Compared with 2021-2022, Indonesia's Internet penetration rate increased by 1.17% this year, which was 77.02% in the previous survey period. As you know: Internet usage in Indonesia is constantly increasing and has been doing

so for several years. In Indonesia, internet penetration peaked at 64.8% in 2018 and will increase to 73.7% by 2019-2020 (Asosiasi Penyelenggara Jasa Internet Indonesia (APJII)).

The year-on-year growth of internet users can be seen from the fact that most Indonesians use various e-commerce platforms and social media when doing business online. Social media offers great opportunities for companies that are going digital. Businesses have the opportunity to reach a wider audience. Potential customers face perceived danger and uncertainty when shopping online. They cannot directly analyze the product themselves. Potential customers can reduce asymmetric information by reaching out to others who can provide their experiences, reviews, and impressions of the goods or services in the form of information. The presence of online customer reviews should be the initial expectation of potential consumers before making a purchase. Consumers will easily find comparisons with similar products sold by other stores. This is understood as one of the components in a marketing communication strategy that can influence purchase intentions.

Purchase intention also indicates how far people have the willingness to buy. Purchase intention is a necessity at the point of similarity of respondents to act before a purchase decision is actually taken. In other words, the likelihood of customers completing a purchase is a measure of the consumer's propensity to purchase a brand or execute a related action. Consumers' purchase intention is affected by many factors. Online customer reviews are part of electronic word-of-mouth (e-WOM) and are one of the factors that influence purchase intention.

Online customer reviews are an example of electronic word-of-mouth (E-WOM), where users share their opinions and experiences with other potential customers. This new form of electronic word-of-mouth has proven to be very important in influencing customer behavior. Online customer reviews are reviews written by consumers about products posted on company or third-party websites. Online customer reviews are considered reliable because they accurately reflect the user's direct interaction with the product or service. Online customer reviews have the potential to reduce the level of risk perceived by consumers, increase their satisfaction, and can also increase efficiency in increasing the intention to purchase products.

Trust is the foundation of a company's success, especially in the field of online sales. Potential customers can only directly see the physical form of the product and therefore can only get help by looking at images displayed on social media or on the store's e-commerce platform. Increasing competition requires companies to focus on multiple variables such as purchase intention, customer review, and trust. Optical glasses called Optik Mekar take advantage of this.

Optik Mekar is a business engaged in optical glasses, established in 1995. The products offered are lenses, frames, softlents, sun glass, and accessories. Optik Mekar has 7 outlets and a central location in the Koppas Plaza Complex no 25C Pasar Raya Padang. The transaction mechanism uses various methods, namely consumers can come directly to the store to make purchases or make purchases online. The phenomenon related to the use of social media such as Instagram with the support of several good reviews does not really affect the level of product sales in online stores such as on Instagram and e-commerce platforms (shopee). sales at Optik Mekar fluctuate. This proves that there is a change in the form of an increase or decrease in a product sold. Researchers want to know how purchase intention exists at Optik Mekar. Moreover, Optik Mekar has also received various good reviews from various consumers, it should be able to increase sales or consumer buying intentions at Optik Mekar.

LITERATURE REVIEW

Purchase intention

Purchase intention is the intention to buy a product, think about buying it, and recommend that others buy the product. Purchase intention can also be explained as making decisions by consumers to buy products because they need or like the product functions provided. Additionally, the knowledge and experience of customers who have a favorable opinion of a product can influence customers' decision to purchase a good or service in the future. (Setiawan & Briliana, 2021). Customers assess the information they have been given during the purchase intention stage. A consumer's ability to make

purchases is accompanied by their faith in a product, which leads to purchase intention. Consumers evaluate their understanding of the product, assess it against competing items, and then decide whether or not to purchase it. This process is known as purchase intention.

Factors that Influence Purchase Intention according to (Sohn & Kim, 2020) :

- 1). Product perceptions
- 2). Shopping experience
- 3). Customer service
- 4). Risks associated with purchases.

Based on research (Lien et al., 2015) there are several indicators of purchase intention which are as follows:

- 1). The tendency to have a product after reviewing the review
After reviewing or reading several existing reviews, it can cause a tendency to own the product.
- 2). Considering buying a product
When buying a product, potential customers will consider buying the product at the price listed.
- 3). Consideration to buy a high product
The likelihood of potential customers considering buying this product is high.
- 4). Willingness to own the product
The willingness of potential customers to own this product is in the high/low category.

Online customer review

Electronic Word of Mouth (eWOM) Online customer reviews are a form of marketing communication. Potential customers are considered when considering whether to purchase a product. Consumer evaluations posted online also play an important role in the final decision-making process. Online customer reviews are a valuable resource for consumers as they consider various purchasing options. Consumer buying interest may be influenced by the presence of recommendations or reviews made by other customers, such as those found in a shared review platform or community, (Jalilvand & Samiei, 2012). This opinion is also supported by exposure by (Dwi et al., 2016) which states that positive information obtained by information seekers can create interest in a particular brand.

Factors that influence Online Customer Reviews on purchase intentions (Laili Hidayati, 2018):

- 1). Decision in deciding to purchase a product
- 2). The content of other consumer reviews that influence product selection
- 3). The suitability of product information for consumer knowledge
- 4). The relevance of the testimonials from other customers
- 5). Customer evaluations of the goods following their purchase
- 6). The most recent customer reviews of a product are taken into account.

Based on research (Dwidienawati et al., 2020) , there are 4 indicators of Online Customer Review as follows:

- 1). Read reviews to find out what people think about a product.
Potential consumers read customer reviews to find out other people's impressions of the product.
- 2). Read reviews to make sure you're buying the right product
To make sure they are buying the right product, potential consumers first read customer reviews.
- 3). Collect consumer product review information.
Customer reviews are a great resource for aspiring buyers looking to make an informed purchase decision.
- 4). Increased confidence after reading reviews
When buying a product, the presence of customer reviews can increase confidence in buying the product.

Trust

Trust is a descriptive thought that a person has about something. Trust can also be defined as a basic element for the creation of a good relationship between the two parties that contains individual expectations and trust in someone's reliability (Shankara, 2002). When an individual makes a decision, the individual will prefer a decision based on the choices of people that the individual can trust. (Afzal et al, 2009) explains that trust plays an important role in business. This shows that trust is very important in increasing consumer buying interest.

Two elements affect trust, according to (Tranter & Skrbis, 2009) :

1). Rational factors.

People can be trusted if they have particular skills or hold positions of authority since rational elements are strategic and calculative.

2). Relational factors.

Affective or moralistic variables are also referred to as relational factors. Relational trust is founded on a person's goodness and is anchored in good ethics.

According to (Kim et al., 2011), there are several indicators to be able to determine consumer trust, as follows:

1). Integrity

2). Reliable

3). Trustworthy

Online customer review and purchase intention

The previous research conducted by (Farhan Hasrul et al, 2021) Titled "Analysis of the Effect of Online Customer Reviews and Ratings on Interest in Purchasing Electronic Products on Tokopedia," this study finds that reviews from Tokopedia users had a "positive and significant effect" on shoppers' propensity to purchase electronic goods via the site. According to other studies (Elwalda et al., 2016), Purchase choices are often influenced by customer reviews posted online. Positive and statistically significant effects of online customer reviews on customers' likelihood to make a purchase have been observed (Abdillah, 2018), and (Sutanto & Aprianingsih, 2016) also confirmed that all independent factors, Elements such as trust in the source, review quality, number of reviews, and review tone, show a strong and positive correlation with consumer purchase intention.

H1: Online Customer Review has a significant positive effect on Purchase Intention at Optik Mekar.

Online customer review and trust

The research conducted by (Sparks & Browning, 2011) states that information conveyed positively along with numerical rating details will increase consumer trust intentions. Other research by (E. & Lu, 2014) found that online customer reviews have an effect on consumer trust and purchase intentions. Furthermore, research (Wahyudi et al, 2019) states that Online Customer Review has a positive and significant influence on trust. (Nurhayati & Nurlinda, 2022) shows that online customer reviews have a positive influence on trust, meaning that the better the reviews made by consumers about the products purchased, the greater consumer confidence.

H2: Online Customer Review has a significant positive effect on Trust at Optik Mekar.

Trust and purchase intention

According to previous research conducted by (L. L. C. Lu et al., 2011) states that trust has a significant positive effect on consumer purchase intentions. The company's image and relational marketing have a positive influence on trust. The study further by (Mohmed et al., 2013) explains that trust is the strongest factor influencing online purchase intentions. A meta-study on states that the trust can be included in consumer interest as part of the overall decision-making process in determining buyer interest. (Chen et al., 2016) also suggest that trust plays an important role in reducing risk, which leads

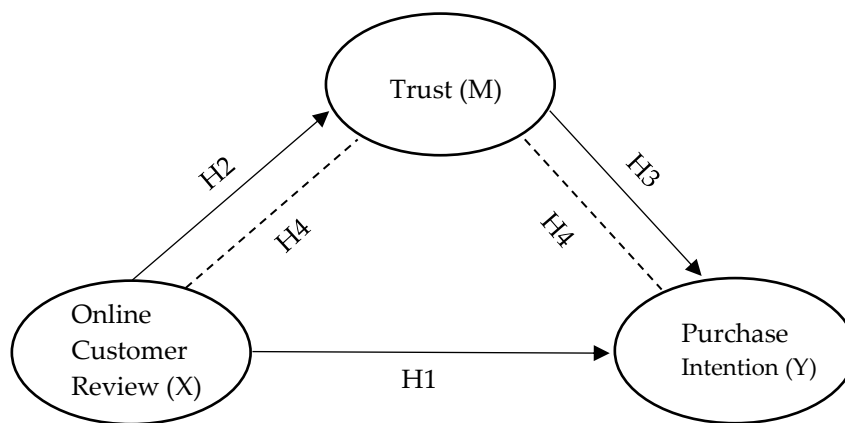
to stronger purchase intentions. The consumer who has trust in the seller or company brand will not hesitate to make a purchase. The study conducted by (Picaully, 2018) also states that customer trust affects product purchase intentions.

H3: Trust has a significant positive effect on Purchase Intention at Optik Mekar.

Online customer review and purchase intention mediated by trust

The research conducted by (Gesitera, 2020) states that online customer reviews have a positive and significant effect on consumer online shopping intentions at Bukalapak online stores in Padang City through consumer trust. Similar findings were also found in a study conducted by (E. & Lu, 2014), also confirming that online customer reviews have an impact on the level of consumer confidence and their intention to do online shopping. According to research by (Rohmatulloh et al., n.d.) which state that online customer reviews on purchase intention through trust as an indirect effect have a significant effect. If customer reviews have increased, it will increase consumer confidence, and consumer confidence will also increase buying intentions or shopping intentions in potential consumers who want to make purchases.

H4: Online Customer Review has a significant positive effect on Purchase Intention which is mediated by Trust at Optik Mekar.



Picture 1. Conceptual Framework

METHOD

This type of research uses quantitative methodology. The primary data used in this study is data collected by the researcher. The data for this study was collected through an online survey sent through Google Forms and also directly giving questionnaires to people who met the criteria to answer the questions provided. The sampling method used is purposive sampling, which identifies respondents who have never made a purchase at Optik Mekar and have followed one of Optik Mekar's Instagram or Shopee social media accounts, as well as respondents who live in West Sumatra. The data in this study were collected through a questionnaire distributed via Google Form and filling out questionnaires directly to potential consumers of Optik Mekar with 110 minimum respondents, researchers got 230 respondents who met the research criteria. PLS data analysis, categorization using measurement model and structural model testing. Cronbach's alpha, composite reliability and structural model with R-squared and Q-squared tests, as well as other statistical analyses were conducted to determine the validity of the measurements in this study. The meaning and direction of the relationships between variables, as well as their impact, were investigated with reliability tests that followed the validity analysis. Online consumer reviews (X) is an exogenous variable in this study. 1 endogenous variable, purchase intention (Y) and 1 mediating variable, trust (M).

RESULTS AND DISCUSSION

The data in this study were collected through questionnaires distributed via Google Form and filling out questionnaire questionnaires directly to prospective consumers of Optik Mekar with a minimum of 110 respondents, researchers got 230 respondents who met the research criteria.

Validity in every relationship between indications and constructs. Convergent validity criteria based on (Chin, 1998) Calculated through rating using average variance extract (AVE) > 0.5 and outer loading > 0.7. Following the results in the process as well as the validity that can be seen of the average variant extract (AVE) and outer loading: Convergent validity is written in Table 1.

Table 1. Outer Loading

	OCR(X)	PI (Y)	TR(M)	Result
OCR 1	0.812			Valid
OCR 2	0.756			Valid
OCR 3	0.818			Valid
OCR 4	0.806			Valid
PI 1		0.737		Valid
PI 2		0.722		Valid
PI 3		0.829		Valid
PI 4		0.841		Valid
TR 1			0.793	Valid
TR 2			0.835	Valid
TR 3			0.821	Valid

Source: Primary Data 2023

Based on Table 1, the processing results using SmartPLS 4.0 can be seen that all instruments in each variable in this study have outer loadings values greater than 0.7. Where, the second instrument of purchase intention has the smallest outer loadings value in this study, namely 0.722. As a result, it can be said that each variable instrument in this study has reliable convergent validity.

Table 2. Output AVE

Average variance extracted (AVE)

OCR (X)	0.638
PI (Y)	0.614
TR (M)	0.667

Source: Primary Data 2023

According to Table 2, it is clear that all of the variables in this analysis had AVE values more than 0.5, with the purchase intention variable (Y) having the least AVE value at 0.614. Therefore, it is reasonable to assume that all variables in this research exhibit convergent validity.

Discrimination in validity corresponds to differences in the structure which must have a degree of conformity. According to Table 3, discriminant validity is calculated from the cross-loading indicator values for each variable.

Table 3. Cross Loading Value

	OCR (X)	PI (Y)	TR (M)
OCR1	0.812	0.387	0.464
OCR2	0.756	0.370	0.367
OCR3	0.818	0.329	0.471
OCR4	0.806	0.423	0.385
PI1	0.341	0.737	0.383
PI2	0.300	0.722	0.336

	OCR (X)	PI (Y)	TR (M)
PI3	0.428	0.829	0.521
PI4	0.392	0.841	0.483
TR1	0.417	0.461	0.793
TR2	0.497	0.473	0.835
TR3	0.374	0.435	0.821

Source: Primary Data 2023

Based on Table 3, Each indicator's correlation with other variables is higher than that of a variable indicator, which is the other indicator's correlation. The instrument has achieved discriminant validity, as demonstrated by this. Additionally, by paying close attention to the AVE's square root value, discriminant validity testing is also conducted. When compared to the construct correlation with other latent variables, the cross loading test must display a larger indicator value for each construct. If the construct AVE root is larger than the construct correlation with other latent variables in the Fornell-Larcker testing, discriminant validity might be said to be good (Sekaran & Bougie, 2016). The following are the findings from testing the square root of AVE on SmartPLS using the Fornell Larcker Criterion:

Table 4. AVE Square Root Test Output

	OCR (X)	PI (Y)	TR (M)
OCR (X)	0.798		
PI (Y)	0.472	0.784	
TR (M)	0.530	0.560	0.816

Source: Primary Data 2023

Based on Table 4, the correlation of a variable is greater for itself than for other variables. Therefore, it can be concluded that the variable can predict itself better than predicting other variables, so it can be concluded that the instrument meets discriminant validity.

Table 5. Cronbach Alpha

	Cronbach's Alpha	Composite realibility	Result
OCR (X)	0.810	0.875	Reliable
PI (Y)	0.791	0.864	Reliable
TR (M)	0.750	0.857	Reliable

Source: Primary Data 2023

The reliability and validity of the variables in measuring their respective constructs are shown in Table 5. We may reliably label a variable as very reliable if both its Cronbach alpha and Composite Reliability are more than 0.7. Therefore, this study's reliability test is adequate and may be used to gauge any device.

Table 6. R square

	R-square
PI (Y)	0.357
TR (M)	0.281

Source: Primary Data 2023

According to the data in Table 6, other factors account for 35.7% of the variance in buy intent, whereas online customer reviews, and trust account for 28.1%. not investigated in this research.

Table 7. Direct Effect Hypothesis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
OCR (X) -> PI (Y)	0.244	0.236	0.071	3.443	0.001	Accepted
OCR (X) -> TR (M)	0.530	0.527	0.057	9.261	0.000	Accepted
TR (M) -> PI (Y)	0.431	0.438	0.061	7.082	0.000	Accepted

Source: Primary Data 2023

Based on table 7, it can be seen from the statistical analysis using SmartPLS, it can be concluded that:

- 1) Online Customer Reviews have a significant positive effect on Purchase Intention (H1)
Table 7 shows that the value of the original sample is 0.244 and the value of p is 0.001 smaller than 0.05 (0.001 < 0.05) indicating that the online customer review has a positive and significant effect on purchase intention. This can be proven by comparing the t statistical value (t count 3.443 > t table 1.96) which is greater than the t statistical value. As a result, the first hypothesis is **accepted**.
- 2) Online Customer Review has a significant positive effect on Trust (H2)
Table 7 states that the original sample value shows that online customer reviews have a positive and significant effect on trust with an original sample value of 0.530 and values p of 0.000 smaller than 0.05 (0.000 < 0.05). This can be proven by looking to the t statistic of 9.261 which has a value greater than the t table value (t count 9.261 > t table 1.96). Thus, hypothesis two is **accepted**.
- 3) Trust has a significant positive effect on Purchase Intention (H3)
According to table 7, it proves that the variable trust has a significant effect on purchase intention. This can be shown by the calculation results in the hypothesis test which shows the value of the original sample of 0.431 and p values of 0.000 smaller than 0.05 (0.000 < 0.05). This can be proven by looking at t statistics of 7.082 which has a value greater than the t table value (t count 7.082 > t table 1.96). Thus, hypothesis three is **accepted**.

Table 8. Indirect Effect Hypothesis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
OCR (X) -> TR(M) -> PI (Y)	0.229	0.231	0.043	5.328	0.000	Accepted

Source: Primary Data 2023

- 4) Online Customer Review has a significant positive effect on Purchase Intention which is mediated by Trust (H4)
Based on table 8, the value of the original sample shows that online customer reviews have a positive and significant effect on purchase intention through trust with a value of 0.229 and a p value of 0.000 smaller than 0.05 (0.000 < 0.05). However, this can be proven by looking at the t statistic of 5.328 which has a value greater than the t table value (t count 5.328 > t table 1.96). Thus, hypothesis four is **accepted**.

The effect of online customer review on purchase intention

This research found that online customer review has a significant positive effect on purchase intention. At this point, it can be concluded that if the review given by the customer increases by 1 point, the purchase intention will also increase by 0.244 at Optik Mekar. These findings are also reinforced by previous research research conducted by research conducted by (Elwalda et al., 2016) which states that online customer reviews have a significant influence on purchase intention. Further research by (Al-Abbadi et al., 2022) revealed that the results of research on online reviews have a major impact on customer purchase intentions by influencing their mental image of the product. Findings by (Farhan

Hasrul et al, 2021) which analyzed the impact of customer reviews and ratings on the likelihood of people being interested in buying electronic products on the Tokopedia e-commerce platform.

The effect of online customer review on trust

Based on the results showed that online customer review has a significant positive effect on trust. From this it can be concluded that if the review given by the customer increases by 1 point, the trust will also increase by 0.530 points at Optik Mekar. Previous research by (Wahyudi et al, 2019) states that Online Customer Review has a positive and significant influence on trust, and it is explained that the more positive reviews from customers will show the popularity and quality of a product which then have an impact on increasing trust in the product. Research conducted by (Nurhayati & Nurlinda, 2022) shows that online customer reviews have a positive influence on trust. Research conducted by (Kanitra and Kusumawati, 2018) which found a significant influence of the online customer review variable on the trust variable.

The effect of trust on purchase intention

This research shows that the trust variable has a significant positive effect on purchase intention. In other words, it can be concluded that if trust increases by 1 point, then purchase intention will also increase by 0.244 at Optik Mekar. This finding is also reinforced by research conducted by (L. L. C. Lu et al., 2011) who state that trust has a significant positive effect on customer purchase intention. Another study by (Mohmed et al., 2013) explains that trust is the strongest factor influencing online purchase intentions. The study therefore concluded that trust is the main driver that increases online business. (Grazioli & Jarvenpaa, 2000) shows that trust has a direct and indirect effect on the purchase intention of internet users in an e-commerce environment. In the same study (Adji et al., 2014) which found that trust has a positive influence on consumer purchase intentions, and (Farki et al., 2016) also found that trust has a significant effect on purchase intention.

The effect of online customer review on purchase intention mediated by trust

The outcomes of this observe indicate that the variable online customer review which is mediated by trust on purchase intention, has a positive and significant relationship, and trust mediates the impact of online customer review on purchase intention. So, it is able to be concluded that if the review given by means of the customer increases by 1 point, and is mediated by trust towards purchase intention, it will increase purchase intention through 0.229 at Optik Mekar. These findings are also confirmed using research conducted by (Gesitera, 2020) which states that online customer reviews have a positive and significant influence on customer online shopping intentions, and this influence is driven by the level of customer trust. similar results were also found in research conducted through (E. & Lu, 2014), which similarly configured that online buyer opinions have an effect on the level of customer trust and their intention to make purchases online. (Tanuwijaya & Ellitan, 2023) showed that the review of online buyers has a favorable impact on the purchase goals of buyers through clients who agree to retain. In addition, in the study (Rohmatulloh et al., n.d.) states that online customer reviews on purchasing intentions through approval as a skewed impact have a considerable effect.

CONCLUSION

This study is based on the results of hypothesis testing analysis using the SmartPLS software program which examines the effect of online customer review variables on purchase intention with trust as a mediating variable at Optik Mekar Padang, it can be concluded as follows:

1. Online customer review has a significant positive effect on purchase intention, which means that if the reviews given by customers are getting better, it will have a significant impact on the high purchase intention on products at Optik Mekar.

2. Online Customer Review has a significant positive effect on Trust, , that means if the reviews given by customers are getting to be better, it will significantly impact the high level of trust in Optik Mekar products.
3. Trust has a significant positive effect on Purchase Intention, which means that if the trust is higher, there will be a significant impact on the high purchase intention on Optik Mekar products.
4. Online customer reviews mediated by trust on purchase intention have a significant positive relationship, and trust can mediate the influence of online customer reviews on purchase intention, meaning that if customer reviews increase, it will increase consumer confidence, and consumer confidence will also increase buying intentions or shopping intentions in potential consumers who want to make purchases.

REFERENCES

- Abdillah, J. H. (2018). Pengaruh Brand Image, Brand Reputation Dan Online Customer Review Terhadap Purchase Intention Pada Tokopedia (Studi Kasus Terhadap Masyarakat Indonesia). *Jurnal Ekonomi Dan Bisnis, Volume 7(1)*, 1–13.
- Adji, J., Hatane, D., & Siwalankerto, J. (2014). *Pengaruh Satisfaction dan Trust Terhadap Minat Beli Konsumen (Purchase Intention) di Starbucks The Square. 2(1)*, 1–10.
- Afzal et al. (2009). *Consumer ' s Trust in the Brand : Can it be built through Brand Reputation , Consumer ' s Trust in the Brand : Can it Be Built through Brand Reputation , Brand Competence and Brand Predictability. December.*
- Al-Abbadi, L. H., Bader, D. M. K., Mohammad, A., Al-Quran, A. Z., Aldaihani, F. M. F., Al-Hawary, S. I. S., & Alathamneh, F. F. (2022). The effect of online consumer reviews on purchasing intention through product mental image. *International Journal of Data and Network Science, 6(4)*, 1519–1530.
- Ardianti, A. N., & Widiartanto, M. A. (2019). Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian melalui Marketplace Shopee . *Jurnal Ilmu Administrasi Bisnis, 1–11.*
- Chen, Y., Shang, R., Shu, C., & Lin, C. (2016). *The Effects of Risk and Hedonic Value on the Intention to Purchase on Group Buying Website : The Role of Trust , Price and Conformity Intention. May 2015.*
- Dwi, D., Dosen, W., & Rohman, F. (2016). *Pengaruh Electronic Word of Mouth Terhadap Brand Image Dan Purchase Intention Pada Produk Starbucks (Studi Pada Pengguna Instagram Di Kota Malang).*
- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon, 6(11).*
- Elwalda, A., Lü, K., & Ali, M. (2016). Computers in Human Behavior Perceived derived attributes of online customer reviews. *Computers in Human Behavior, 56*, 306–319.
- Farhan Hasrul et al. (2021). *Analisis pengaruh online customer review dan rating terhadap minat beli produk elektronik di tokopedia. 2(1).*
- Farki, A., Baihaqi, I., & Wibawa, M. (2016). *Pengaruh online customer review rating terhadap kepercayaan place di indonesia. 5(2).*
- Gesitera, G. (2020). *Pengaruh Online Customer Review terhadap Purchase Intention dengan Trust sebagai Intervening pada Toko Online Bukalapak di Kota Padang. 9(2)*, 173–194.
- Grazioli, S., & Jarvenpaa, S. L. (2000). *Perils of Internet Fraud : An Empirical Investigation of Deception and Trust with Experienced Internet Consumers. 30(4)*, 395–410.
- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence*

and Planning, 30(4), 460–476.

- Kim, M. J., Chung, N., & Lee, C. K. (2011). The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea. *Tourism Management*, 32(2), 256–265.
- Laili Hidayati, N. (2018). Pengaruh Viral Marketing, Online Consumer Reviews Dan Harga Terhadap Keputusan Pembelian Shopee Di Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 06(3), 77–84.
- Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210–218.
- Lu, E. &. (2014). *The Influence of Online Customer Reviews on Purchase Intention: the Role of Non-numerical Factors*.
- Lu, L. L. C., Lin, L., & Lu, C. (2011). *The influence of corporate image , relationship marketing , and trust on purchase intention : the moderating effects of word-of-mouth*.
- Mohmed, S. I., Azizan, B., & Jali, Z. (2013). *The Impact of Trust and Past Experience on Intention to Purchase in E-Commerce*. 7(10), 28–35.
- Nurhayati, L., & Nurlinda, R. A. (2022). *Pengaruh Celebrity Endorser dan Customer Online Review pada Minat*. 2(10), 3697–3705.
- Picaully, M. R. (2018). *Pengaruh Kepercayaan Pelanggan Terhadap Niat Pembelian Gadget di Shopee Indonesia*. 18(November), 31–40.
- Rohmatulloh, C., Sari, D., & Telkom, U. (n.d.). *The influence of online customer review on purchase intention with trust as intervoening variable in shopee*.
- Setiawan, C. R., & Briliana, V. (2021). *Entertainment , Informativeness, Credibility, Attitudes Terhadap Purchase Intention Pada Subscriber Channel Youtube*. 23(1), 111–120.
- Sohn, J. W., & Kim, J. K. (2020). Factors that influence purchase intentions in social commerce. *Technology in Society*, 63(August), 101365.
- Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism Management*, 32(6), 1310–1323.
- Sutanto, M. A., & Aprianingsih, A. (2016). the Effect of Online Consumer Review Toward Purchase Intention: a Study in Premium Cosmetic in Indonesia. *International Conference on Ethics of Business, Economics, and Social Science*, 218–230. www.frobes.com,
- Tanuwijaya, C. K., & Ellitan, L. (2023). *Journal of Entrepreneurship & Business*. 04(03), 192–203.
- Tranter, B., & Skrbis, Z. (2009). Trust and confidence: A study of young Queenslanders. *Australian Journal of Political Science*, 44(4), 659–678.
- Wahyudi et al. (2019). *Pengaruh Online Customer Review dan Online Customer Rating Terhadap Kepercayaan Konsumen Remaja Kota Mataram Pada Pembelian Produk Fashion Shopee Online Shop*. 1–7.