

THE INFLUENCE OF *ONLINE CUSTOMER REVIEWS* AND *ONLINE CUSTOMER RATINGS* ON INTEREST IN PURCHASING PRODUCTS ON SHOPEE WITH TRUST AS A MEDIATION VARIABLE

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Abstract

The reason for this study was to break down the impact of online client surveys and online client evaluations on item buy interest at Shopee with trust as an interceding variable. Respondents in this study were 130 respondents who were led through a web-based overview with google structure. The inspecting method utilized purposive examining strategy. Legitimacy and dependability tests utilizing smartPLS examination on the external model. Theory testing utilizing smartPLS internal model. The consequences of the examination show that web-based client surveys don't fundamentally affect buy interest while online client evaluations essentially affect buy interest. Online client surveys and online client evaluations affect trust. Trust fundamentally affects buy interest. Trust to some extent intervenes the connection between online client surveys and online client evaluations on buy interest.

Keywords : *Online Customer Reviews, Online Customer Ratings, Trust, and Purchase Interest*

1. INTRODUCTION

Technological developments are changing consumer behavior patterns in purchasing products, from *offline to online* purchases via *e-commerce* . *E-commerce* is an *online transaction through an online* buying and selling site that provides goods or services for sale (Renaldy & Irmawati, 2023). With advances in technology, business people in Indonesia can use the internet as a platform marketing and has a huge opportunity to reach consumers through *online purchases*. *Online* trading has become a necessity for Indonesian people which can be done through various platforms such as Instagram, Facebook, Twitter, Tiktok, and *e-commerce* (Bauerová & Klepek, 2018) .

One of the *e-commerce applications* that is often used in Indonesia is Shopee. This application is a web based shopping stage that centers more around portable stages so it can make it simpler for individuals to shop, sell and quest for items straightforwardly from their cellphones (Widya, 2020). Shopee also offers interesting features such as Shopee Mall, Shopee *Live* , Shopee Video, Shopee *Game* , ShopeePay, and so on. Shopee has a strong presence on social media and often collaborates with celebrities and *influencers* in their marketing campaigns.

Online shops have become the main choice in Indonesia because they provide various types of goods, such as clothing, books, electronics, cellphones, tickets, services, shoes, accessories, and others (Arifin & Irmawati, 2020). With a wide selection of products, consumers can easily find what they need easily through the Shopee application. Apart from that, Shopee also offers a comfortable *online shopping experience* with a safe payment system and guaranteed transaction security. Therefore, Shopee has become a favorite destination for consumers who are looking for various types of goods online .

Factors that influence consumer buying interest are *online customer reviews* and *online customer ratings* . *Online customer reviews* are opinions or experiences shared by consumers regarding products or services from a business. Client surveys can lessen the dangers saw by customers and increment their fulfillment and proficiency in deciding item buying interest. The quantity of existing audits can likewise lessen vulnerability about item quality, while consistency between remarks starting with one client then onto the next can build the validity of surveys. Client surveys have been known to essentially increment deals, increment believability and draw to shoppers' advantage in visiting sites and audits can expand the time purchasers spend on sites (Dwidienawati et al., 2020) .

Meanwhile, *online customer rating* is a form of product or service assessment by consumers in the form of a specified scale. Usually in star form, more stars indicate better value. *The rating or star* scale usually consists of one to five stars determined by consumers. If a product or service gets five stars, it shows excellent quality or meets expectations (Ichsan et al., 2018) . Improving product quality is important to retain customers and attract the interest of other consumers to buy the products offered (Cahyonugroho & Irmawati, 2021).

Having trust from consumers through reviews and *ratings* shows that consumer desires have been fulfilled and can influence consumer buying interest. At the point when shoppers have the expectation to purchase yet are not upheld by trust in the merchant and the nature of the item, the consumer may not continue the purchasing process and choose to surf looking for products from one shop to another (Aldilla, 2021) . Usually, *online store ratings* are shown in the form of stars, with more stars indicating a better rating. Since the rating is an overall depiction of the nature of the items and administrations given by the internet based shop. However, too many *ratings* and excessive reviews can affect consumer trust and possibly influence purchasing intentions (Ramadhani et al., 2021) .

Many previous studies related to *e-commerce* have been carried out, according to Ramadhani et al., (2021), the consequences of their exploration show that web-based evaluations and surveys affect purchaser purchasing interest. Meanwhile, research conducted by Safitri (2022) shows that partially, Consumer buying interest is only influenced by online customer reviews and trust, not by ratings.

The existence of the gap phenomenon described above makes the author interested in conducting research aimed at analyzing the influence *Online Customer Reviews* and *Online Customer Ratings* on Interest in Purchasing Products at Shopee with Trust as a Mediating Variable.

2. THEORETICAL REVIEW

2.1. Theory of Planned Behavior (TPB)

This research refers to *the Theory of Planned Behavior* (TPB) because it is one aspect of consumer behavior related to consumer purchasing interest. TPB originates from *the Theory of Reasoned Action* (TRA), which was proposed by Fishbein and Ajzen in 1975 (Putri, 2021) . Consumer behavior is basically influenced by various factors that influence consumer attitudes towards certain products or brands. When consumers make purchases, they make choices based on certain considerations and paying attention to the conformity of their behavior with social norms and their purchasing intentions. There are various factors that influence consumer attitudes towards a particular product or brand such as price, reviews, and advertising that can be obtained from customers. Consumers will consider many things before making a purchasing decision. Therefore, research on purchasing decisions uses the theory of planned behavior (Putri, 2021) .

theory is relevant to this research because this theory is based on human behavior which is influenced by common sense considerations. When people want to buy a product on the market, they always consider several things, one of which is reviews and ratings. By considering these factors, potential buyers can make more informed purchasing decisions and minimize the risk of purchasing an unsatisfactory product. These *reviews* and *ratings* can ultimately influence how people make decisions to buy the product (Risma et al., 2020)

2.2. Online Customer Reviews

In online sales, the online customer review theory is a type of word-of-mouth communication in which potential buyers learn about products from those who have used or consumed them. Potential customers can reduce asymmetric information by having other parties who can share experiences, evaluations, and perceptions of products or services in the form of e-WOM information (Dwidienawati et al., 2020) . This is due to the rapid growth in digital marketing, which provides consumers with the benefit of not having to visit different sellers in person (Gabriela et al., 2022) .

Online customer reviews an likewise be deciphered as an element that permits shoppers to unreservedly and effectively record their pieces of feedback and feelings web based with respect to different items or administrations (Latief & Ayustira, 2019). Therefore, it tends to be presumed that internet based *online customer reviews* are a form of e-WOM which provides information and recommendations made by consumers in *online form* regarding a product based on consumer experiences,

evaluations and opinions. This will reduce the risks perceived by potential customers and increment possible clients' trust in settling on buying choices (Dwidienawati et al., 2020) .

Online reviews are shown to be a data channel for clients to get data connected with items and administrations from different clients that reflect genuine encounters and feelings (Park et al., 2021) . Positive reviews can increase customer trust and help promote products or services, while negative reviews can reduce customer trust and reduce sales volume. However, the higher the inconsistency of the assessment, the lower the usefulness of the review (Lee et al., 2021) .

2.3. Online Customer Ratings

Online customer rating is a rating system given by consumers to products or services they buy or use via *online platforms*, such as *e-commerce* or applications. In place of and in addition to other forms of word-of-mouth communication regarding the quality of a product or service, *online* ratings have emerged as an important source of consumer information. (Gavilan et al., 2018) . Because the higher *the rating of a product or service*, the greater the possibility that potential consumers will choose that product or service. However, when there are differences of opinion, consumers use a reasonable basis for purchasing decisions because they cannot rely on average judgments (Lee et al., 2021) .

In digital marketing strategies, companies can use *online customer ratings* as a way to increase consumer trust and satisfaction. Through *online customer ratings* , companies can gain valuable insight into the strengths and weaknesses of their products or services, so they can make appropriate improvements and improvements to increase consumer satisfaction. Furthermore, *online* ratings have turned into a significant wellspring of data for customers, supplanting and supplementing different types of verbal exchange correspondence about item or administration quality (Gavilan et al., 2018) .

2.4. Purchase Interest

Buy aim is a customer's propensity to purchase a brand or make moves connected with buying as evaluated by the shopper's chance to make a buy (Harris et al., 2022) . In the digital era and the development of *e-commerce* , the influence of technology also has a significant impact on consumer purchasing interest. Potential clients typically assemble helpful data and make examinations prior to thinking about making a buy. Client surveys assume a significant part in web based shopping choices 91% of customers say they read reviews from other customers before making a purchase. (Dwidienawati et al., 2020) .

Purchase interest is influenced by consumer confidence in product quality. If consumer confidence in a product is low, consumer purchasing interest tends to decrease (Safitri, 2022) . To understand and measure purchasing interest, there are various research methods that can be used, such as surveys, experiments and case studies. With a deep understanding of the factors that influence purchasing interest, companies can design effective marketing strategies to attract consumer purchasing interest.

2.5. Trust

Trust is a belief or condition of believing in something. In the context of purchase intention, trust plays a significant role in shaping a person's interest in a product or service. There are two types of trust that influence purchasing interest, namely trust in the brand and trust in the seller. In addition, the significance of confidence in web-based surveys can be made sense of through the most common way of getting data by clients. With trusted and recognized reviews, it is difficult for people not to trust them (Park et al., 2021) . Shoppers are probably not going to complete internet based exchanges on the off chance that they have little to no faith in the dealer, since trust can make an uplifting perspective towards exchange conduct, which prompts exchange expectations (Dwidienawati et al., 2020) .

From year to year, customer trust in *online ratings* and reviews is increasing and has even become relevant as a personal recommendation when making purchasing decisions (Gavilan et al., 2018) . To build trust in a brand or seller, companies can use effective marketing strategies, such as providing clear and accurate information about products or services, providing good customer service, or establishing positive relationships with consumers.

2.6. Research Hypothesis

Based on the background information, supporting hypotheses, and the following hypothesis are proposed in this study:

H1: *Online Customer Reviews* do not have a significant effect on Purchase Interest.

H2: *Online Customer Rating* has a positive and significant effect on Purchase Interest .

H3: *Online Customer Reviews* have a positive and significant effect on Trust.

H4: *Online Customer Rating* has a positive and significant effect on Trust.

H5: Trust positive and significant effect on Purchase Intention.

H6: Trust mediates *Online Customer Reviews* on Purchase Interest.

H7: Trust mediates *Online Customer Ratings* on Purchase Interest.

3. RESEARCH METHODS

This research uses quantitative methods. The populace in this examination is individuals of the city of Surakarta who have bought items at Shopee and who have perused *online customer reviews* and *online customer ratings* so they want to purchase. Meanwhile, the samples used were residents of the city of Surakarta who were aged 15-40 years and had previously purchased products at Shopee. The examining technique utilized in this examination is *purposive sampling* fully intent on choosing research tests in view of specific rules to get delegate information. The information utilized in this exploration is essential information. This information was gotten through respondents' responses utilizing a shut survey.

3.1. Variables and Operational Definitions

The variables used in this research are the independent variable (X) and the dependent variable (Y). The definition of these variables:

1. Independent variables :

a. *Online Customer Reviews* (X1)

Online customer reviews are opinions expressed by customers about the products or services they use on online platforms..

b. *Online Customer Ratings* (X2)

Online customer rating is an online platform where a customer reviews a product or service.

2. Dependent Variable :

is a website where customers can leave reviews on products or services. Purchase interest is a person's psychological and emotional response to a product or service that describes a desire, interest, or tendency to make a purchase.

3. Mediating variables :

The mediating variable in this research is Trust. Trust in transactions is based on the belief that the trusted party will fulfill its obligations well.

3.2. Data Collection and Analysis Techniques

The information assortment strategy utilized in this examination is to involve essential information as the principal source in its arrangement. This information was gotten through respondents' responses utilizing a shut survey. Information about the variables of interest for the specific purpose of the study that has been obtained by the researcher directly from the source is referred to as primary data. A shut poll itself implies a solicitation for respondents to settle on a decision between a progression of options that have been given by the scientist . The information examination utilized in this exploration utilizes PLS-SEM examination comprising of two, in particular the *inner* model and the *outer* model.

4. RESULTS AND DISCUSSION

4.1 Results

Path Coefficient Test

Table 1 . Path Coefficient Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
TRUST (Z) -> PURCHASE INTEREST (Y)	0.457	0.468	0.097	4,692	0,000
ONLINE CUSTOMER RATING (X2) -> TRUST (Z)	0.528	0.529	0.072	7,291	0,000
ONLINE CUSTOMER RATING (X2) -> PURCHASE INTEREST (Y)	0.255	0.258	0.116	2,201	0.029
ONLINE CUSTOMER REVIEW (X1) -> TRUST (Z)	0.301	0.302	0.080	3,752	0,000
ONLINE CUSTOMER REVIEW (X1) -> PURCHASE INTEREST (Y)	0.127	0.115	0.097	1,319	0.189

In view of the table over, the understanding is as per the following:

1. *t-measurement* esteem is 1.319 with an impact size of 0.127 and a *p-worth* of 0.189 . With a *t-measurement* esteem < 1.96 and *p-esteem* > 0.05, it very well may be inferred that the main speculation is dismissed.
2. *t-measurement* esteem is 2.201 with an impact size of 0.255 and a *p-worth* of 0.029. With a *t-measurement* esteem > 1.96 and a *p-esteem* < 0.05, it very well may be inferred that the subsequent speculation is acknowledged.
3. *t-measurement* esteem is 3.752 with an impact size of 0.301 and a *p-worth* of 0.000. With a *t-measurement* esteem > 1.96 and a *p-esteem* < 0.05, it very well may be inferred that the third speculation is acknowledged.
4. *t-measurement* esteem is 7.291 with an impact size of 0.528 and a *p-worth* of 0.000. With a *t-measurement* esteem > 1.96 and a *p-esteem* < 0.05, it very well may be inferred that the fourth speculation is acknowledged.
5. *t-measurement* esteem is 4.692 with an impact size of 0.457 and a *p-worth* of 0.000. With a *t-measurement* esteem > 1.96 and a *p-esteem* < 0.05, it very well may be reasoned that the fifth speculation is acknowledged.

Indirect Effect Test

Table 2 . Indirect Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
TRUST (Z) -> PURCHASE INTEREST (Y)					
ONLINE CUSTOMER RATING (X2) -> TRUST (Z)					
ONLINE CUSTOMER RATING (X2) -> PURCHASE INTEREST (Y)	0.242	0.249	0.068	3,549	0.001

ONLINE CUSTOMER REVIEW (X1) -> TRUST (Z)					
ONLINE CUSTOMER REVIEW (X1) -> PURCHASE INTEREST (Y)	0.138	0.141	0.047	2,936	0.004

Based on the table above, the results obtained are:

1. *t-measurement* esteem is 2.936, and that implies > 1.96 with a *p-worth* of 0.004, and that implies < 0.05 . So it tends to be reasoned that internet based client audits of buying interest can be to some extent intervened by trust.
2. *The t-statistic value* is 3.549, which indicates a value greater than 1.96, and the *p-value* is 0.001, which indicates a value less than 0.05. So it tends to be reasoned that internet based client appraisals of buying interest can be to some degree interceded by trust.

4.2 Discussion

1. The Influence of *Online Customer Reviews* on Purchase Interest .

Factual outcomes show that internet based client surveys don't fundamentally affect buying interest. This indicates that customers' reviews of products they have purchased on Shopee do not increase their interest in future purchases. This can happen because other customers are confronted with a lot of unreliable online information. These outcomes are in accordance with research led by Sudirman (2018) which shows that web-based client surveys don't essentially affect purchasing interest.

2. The Influence of *Online Customer Ratings* on Purchase Interest .

Statistical results show that *online customer ratings* have a positive and significant effect on purchasing interest. This means that the better *the rating* given by previous consumers, the greater the consumer's interest in purchasing products on Shopee *e-commerce* . These outcomes demonstrate the second speculation which expresses that web-based client evaluations meaningfully affect buying interest. This is as per research by Komariyah (2022) which shows that web-based client evaluations affect buying interest.

3. The Influence of *Online Customer Reviews* on Trust .

Factual outcomes show that web-based client surveys meaningfully affect trust. This implies that the better the web-based surveys given by purchasers on Shopee web based business , the higher the shopper's confidence in the item. The third hypothesis, which states that online customer reviews significantly improve trust, is supported by these outcomes. These findings are consistent with those of (Syarifah & Karyaningsih, 2021) , who found that online customer reviews significantly and positively affect trust.

4. The Influence of *Online Customer Ratings* on Trust .

Online customer ratings have a significant positive impact on trust, according to statistical findings. This implies that having a decent appraising makes shoppers more positive about buying items on Shopee internet business . These outcomes demonstrate the fourth speculation which expresses that web-based client evaluations significantly affect trust. These outcomes are in accordance with research directed by Banurea et al., (2023) whose examination shows that internet based client evaluations affect trust

5. The Influence of Trust on Purchase Intention.

According to the statistical findings, trust has a significant positive effect on purchase intent. This implies that customer trust can create interest in buying items on Shopee web based business later on. These outcomes demonstrate that the fifth speculation which expresses that trust affects buy goal is shown to be right. These outcomes are in accordance with research led by Rohmatulloh & Sari, (2019) in their exploration showing that trust positive and tremendous impact on buying interest

6. The Influence of *Online Customer Reviews* on Purchase Interest with Trust as a Mediating Variable

Factual outcomes show that trust intercedes the connection between online client audits and buy aim. This implies that great web-based surveys will increment trust, accordingly expanding customer buying interest in Shopee online business . These outcomes demonstrate the 6th speculation which expresses that trust intervenes the connection between online client audits and buy goal validated. These outcomes are in accordance with research directed by Maulana & Santy, (2021) whose discoveries show that trust intercedes the connection between online client surveys and buy expectation

7. The Impact of Online Client Evaluations on Buy Interest with Trust as an Interceding Variable

Measurable outcomes show that trust intervenes the connection between online client appraisals and buying interest. This implies that the higher the rating and buyer trust, the higher purchaser purchasing interest in Shopee web based business . These outcomes demonstrate the seventh speculation which expresses that trust intervenes the connection between online client evaluations and buying interest validated. These outcomes are in accordance with research directed by Wibowo & Safitri, (2022) whose discoveries show that trust intervenes the connection between online client appraisals and buying interest.

5. CONCLUSION

In view of the aftereffects of the information examination that has been completed, this exploration can be finished up as follows:

- 1) *Online customer reviews* try not to essentially affect buying interest. As a result, the initial hypothesis that was put forth was false.
- 2) *Online customer ratings* affect buying interest. In this manner the subsequent speculation proposed is confirmed.
- 3) *Online customer reviews* meaningfully affect trust. In this manner the third speculation proposed is validated.
- 4) *Online customer ratings* meaningfully affect trust. As a result, the fourth proposed hypothesis is confirmed.
- 5) Trust positive and massive impact on buying interest. Thus the fifth hypothesis proposed is proven correct.
- 6) Trust is able to mediate *online customer reviews* on purchasing interest. Thus the sixth hypothesis proposed is proven to be correct.
- 7) Trust is able to mediate *online customer ratings* on purchasing interest. Thus the sixth hypothesis proposed is proven to be correct.

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