



The effect of online customer reviews on buying interest through customer trust in e-commerce

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ABSTRACT

This research aims to test and analyze the effect of online customer reviews on buying interest through customer trust in e-commerce. The population in this research are users and buyers of e-commerce sites. The sampling technique used was purposive sampling, where the researchers took a sample of 108 respondents with the criteria that the respondents had bought and made purchases at least twice in 3 months in e-commerce. Data collection was carried out by distributing questionnaires to respondents using Google Forms. Data analysis in this research used multiple linear regression with the help of the SPSS 23 program. The results of this research indicate that online customer reviews have a positive and significant effect on buying interest through customer trust. Online customer reviews have a more dominant influence on buying interest than customer trust. This research only tests and analyzes one independent variable, namely, online customer reviews. Therefore, it is hoped that future research can add other variables related to increasing buying interest and customer trust.

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1. INTRODUCTION

The convenience of living in the modern world is a direct result of the rapid advancement of technology, as evidenced by the existence of online activities like e-commerce. The entire corporate trade process has been digitalized thanks to e-commerce, which indicates that technology and online media have been successful in progressively altering customer behavior in terms of making purchases of goods that suit their demands. This is a commercial opportunity that facilitates transactions for numerous companies. The majority expand via the Internet, including marketplace-functioning e-commerce websites. As a result, several markets, such as Shopee, Tokopedia, Lazada, Bukalapak, and Blibli, have developed and are utilized in Indonesia. Put differently, there is a growing public interest in making purchases online through e-commerce companies.

Buying interest is the behavior of the consumer in response to an object that shows a desire to buy (Kotler & Keller, 2012). When consumers decide to buy a product or use a particular service, they will observe and collect information about the product or service based on their experience and environment. After obtaining sufficient information,

consumers perform comparisons and evaluations both in terms of the product and the shopping site to determine their purchase options.

One of the primary methods used by customers to choose the goods they wish to purchase is online customer review or OCR. Online customer reviews are customer testimonials that provide details on how a product is rated from a variety of angles (Mo et al., 2015). Usually before making a purchase, potential customers must read the product review. Since they have never used the product, these reviews offer a range of positive and negative information that can lower the chances of making the wrong online purchase. (Jia et al., 2023). Due to the possibility of increasing consumer confidence, the information of both good and negative reviews available on e-commerce becomes very significant.

In online transactions, trust is a strong foundation for future E-commerce success, as e-commerce players need to build a high level of consumer trust to attract new consumers. Belief is the will or desire between individuals (one side with the other) to rely on each other (Riva'i, 2009). Therefore, trust requires the involvement of both e-commerce perpetrators and consumers. This is because although there is a review feature that allows consumers to consider online purchases, there are still many sellers who make fake reviews so that their products and services always get positive reviews. When confidence is awakened, satisfied consumers are more likely to share reviews so that they can stimulate purchasing interests that will benefit both consumers and e-commerce operators.

(Wibowo & Safitri, 2022), (Darmawan & Laily, 2022), (Gemilang & Laily, 2023), (Setiawan et al., 2023) (Farki & Baihiqi, 2016), (Mulyati & Gesitera, 2020) who researched factors that can influence customer trust and buying interest. The factors in question are the Online Customer Review variable. (Wibowo & Safitri, 2022), (Mulyati & Gesitera, 2020), (Darmawan & Laily, 2022) stated that Online Customer Reviews have a positive and significant effect on Customer Trust. Meanwhile, research conducted by (Farki & Baihiqi, 2016) stated that Online Customer Reviews do not affect Customer Trust.

The research found by (Setiawan et al., 2023) suggests that online customer reviews have a positive and significant effect on buying interest. Another research conducted (Fathin & Millanyani, 2021) has research results showing that there is an influence between online consumer reviews on buying interest. Then, other research (Aji et al., 2023) refers to the results of online customer reviews influencing buying interest. Some of the results of this research are in contrast to research conducted (Nurhayati & Nurlinda, 2022) which found that online customer reviews did not influence buying interest. Research conducted by (Susetyo & Cahyadi, 2023) and (Utomo & Hidayah, 2023) stated that Online Customer Reviews have no significant effect on buying interest.

According to (Alwafi et al., 2016), Customer Trust has a positive effect on Buying Interest. The same results are shown by research (Gemilang & Laily, 2023) which states that Customer Trust has a positive and significant effect on Buying Interest. Meanwhile, according to (Hermawan, 2021), Customer Trust has no significant effect on Buying Interest.

Research on this topic continues to develop with developments in e-commerce, consumer behavior, and new problems such as fake reviews. Current research on online customer reviews and their impact on buying interest through customer trust in e-commerce continues to be shaped by these developments. This research will examine and analyze a similar topic, but with a different research model, location, and scope of research, as well as measure respondent responses from previous research.

From previous research, several differences were found in it. Most previous studies such as those conducted by (Wibowo & Safitri, 2022), (Darmawan & Laily, 2022), (Gemilang & Laily, 2023), (Farki & Baihiqi, 2016), and (Mulyati & Gesitera, 2020) only looked at online customer review in one marketplace, which does not always show the actual conditions of e-commerce. Several studies also always use partial least squares

(PLS) analysis to test the online customer review variable. In measuring respondents' answers, the majority use a Likert scale which has a score that allows respondents' answers to be collected in one place. Therefore, this research will investigate online customer reviews in all marketplaces to provide a general overview of e-commerce using the SPSS analysis method. In addition, this research uses a bipolar adjective scale to allow for variations in respondent responses to provide an overview of the actual situation.

Seeing these conditions and the research gap from previous research, this research wants to examine the Online Customer Review variable more deeply regarding Buying Interest through Customer Trust. The research aims to test and analyze the influence of Online Customer Reviews on Customer Trust, Online Customer Reviews on Buying Interest, and Customer Trust on Buying Interest, and to test Customer Trust as a mediating variable between Online Customer Reviews and Buying Interest.

The problem faced by e-commerce is that consumers tend to shop on online shopping sites. Before making a purchase, consumers always check reviews through the Online Customer Review feature available on E-commerce. This feature influences consumer interest in purchasing because it is based on trust in the review. It is hoped that this research can identify which aspects of online customer reviews should be given more attention to increasing consumer trust and buying interest in e-commerce.

2. RESEARCH METHOD

The research type used in this research is quantitative research. There are two types of data used in this research, namely primary data and secondary data. Primary data for this research was obtained through distributing questionnaires through intermediary media. The alternative answers using a bipolar adjective scale will be given a score of 1 for strongly disagreeing to 7 for strongly agreeing. Meanwhile, secondary data for this research was obtained from various references, such as journals, articles, and books, that are related to the research problem and can support this research theory. In this research, the author used data analysis techniques such as descriptive analysis of respondents and variables, validity tests, reliability tests, t-tests, f tests, Sobel tests, and multiple linear regression analyses with the help of the SPSS 23 program. The population in this research are users and buyers of e-commerce sites. The sampling used in this research is non-probability sampling with a purposive sampling approach. Purposive sampling is a sampling method that involves using a certain number of considerations according to the desired criteria to determine the number of samples to be studied (Sugiyono, 2019). So the samples used in this research were respondents with the following criteria: ever purchased and purchased at least twice in 3 months on e-commerce sites.

Because the population in this research is very large and extensive, the sample for this research was determined using the formula from Hair. According to (Hair et al., 2014) the number of representative samples is based on the number of indicators multiplied by 5 to 10. This research uses an independent variable and two dependent variables with a total of 14 indicators, so the total statements required in this research are 14 statements. The minimum sample size used is $14 \times 5 = 60$. However, the sample size used in this research is 108 samples to anticipate errors during data processing.

3. RESULTS AND DISCUSSIONS

The results of the descriptive test of respondents using the SPSS program in this research show that the majority of users and buyers in e-commerce are dominated by 83 women and 50 of them are aged 16-25 years. This shows that most of the respondents who use and buy online are Generation Z or young people. Respondents who are dominated by women usually buy 1-2 times, with an average total purchase of less than

Rp. 1,000,000 every month. Respondents chose Shopee as their favorite online shopping place, with the product category that is frequently purchased being fashion products. This shows that the majority of these young female respondents do not have long-term employment or income. So the intensity and average total purchases during one month are limited.

Table 1. Validity Test Results

Variable	KMO	Indicator	Loading Factor	Explanation
Online Customer Review	0,862	The Usefulness of Online Review	0,769	Valid
		Reviewer Expertise	0,792	Valid
		Timeliness of Online Review	0,847	Valid
		Volume of Online Review	0,820	Valid
		Valence of Online Review	0,774	Valid
		Comprehensiveness of Online Review	0,823	Valid
Customer Trust	0,858	Keeping promises	0,831	Valid
		Act honestly	0,867	Valid
		Competence	0,924	Valid
		Calculate Transactions correctly and precisely	0,822	Valid
		Willing to Depend	0,721	Valid
Buying Interest	0,676	Exploratory Interest	0,787	Valid
		Preferential Interest	0,798	Valid
		Transactional Interest	0,840	Valid

Source: Primary Data Processed

Based on the results of the validity test in Table 1 above, it shows that the KMO value for all variables used in this research such as online customer reviews, customer trust, and buying interest, exceeds the minimum limit of > 0.5 . This means that this research has sufficient samples to be tested and studied further. All variable indicators have a loading factor value > 0.4 . Thus, all statement indicator items are declared valid, so they can be used in this research.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Reliable Standards	Explanation
Online Customer Review	0,888	0,70	Reliable
Customer Trust	0,887	0,70	Reliable
Buying Interest	0,731	0,70	Reliable

Source: Primary Data Processed

Based on the results of the reliability test in Table 2 above, it shows that all variables have a Cronbach's alpha value > 0.70 . Where the online customer review variable has a Cronbach alpha value of 0.888, customer trust has a value of 0.887, and buying interest has a value of 0.731. This shows that all the variables in this research are reliable enough to be used as measuring tools.

Table 3. Regression Analysis Results

Regression Equation	Coefficient (β)	Sig.	Explanation
The Effect of Online Customer Reviews on Customer Trust	0,721	0,000	H1: Accepted
The Effect of Online Customer Reviews on Buying Interest	0,553	0,000	H2: Accepted
The Effect of Customer Trust on Buying Interest	0,234	0,015	H3: Accepted
Equation 1			
Adjusted R Square	0,516		
F test	114.967		
Sig.	0,000		
Equation 2			
Adjusted R Square	0,540		

F test	63.714
Sig.	0,000

Source: Primary Data Processed

The multiple linear regression equation in this research is as follows:

$$Y_1 = 0,721.X + e$$

$$Y_2 = 0,553.X + 0,234.Y_1 + e$$

This equation can be interpreted as follows: (a) Online Customer Review (β) = 0.721, it can be seen that this variable produces a positive direction. This shows that an increase in online customer reviews provided by consumers will result in increased customer trust. (b) Online Customer Review (β) = 0.553, it can be seen that this variable produces a positive direction. This shows that an increase in online customer reviews provided by consumers will result in increased buying interest. (c) Customer Trust (β) = 0.234, it can be seen that this variable produces a positive direction. This shows that an increase in customer trust will increase buying interest.

Based on the results of the regression analysis in Table 3 above, it shows that the adjusted R square value in model equation 1 is 0.516. This indicates that the ability of online customer reviews to explain customer trust is 51.6%, while the remaining 48.4% is explained by other variables not included in this research model. Then the adjusted R square value in model equation 2 is 0.540. This indicates that the ability of online customer reviews and customer trust to explain buying interest is 54%, while the remaining 46% is explained by other variables not included in this research model.

Based on the results of the regression analysis in Table 3 above, it shows that the F test results in model equation 1 are 114,967 with a significant value. $0.000 < 0.05$. So it can be interpreted that online customer reviews have a significant effect on customer trust simultaneously. Then the F test results in model equation 2 are 63,714 with a sig value. $000 < 0.05$. This means that online customer reviews and customer trust have a significant effect on buying interest simultaneously. From these two models, it can be concluded that all independent variables used in this research were declared fit for further research.

Based on Table 3 above, the t-test results are explained as follows: (a) The Online Customer Review variable has a significance level of 0.000, which is smaller than 0.05. These results show that there is a significant influence so it can be concluded that the first hypothesis, which states "Online Customer Reviews has a positive and significant effect on Customer Trust" is accepted. (b) The Online Customer Review variable has a significance level of 0.000, which is smaller than 0.05. These results show that there is a significant influence so it can be concluded that the second hypothesis, which states "Online Customer Reviews have a positive and significant effect on Buying Interest" is accepted. (c) The Customer Trust variable has a significance level of 0.015, which is smaller than 0.05. These results show that there is a significant influence so it can be concluded that the third hypothesis, which states "Customer Trust has a positive and significant effect on Buying Interest" is accepted.

Table 4. Sobel Test Results

Effect	Indirect Effect And Significance Normal Distribution					
	Value	s.e.	LL 95 CI	UL 95 CI	Z	Sig (Two)
	0,849	0,0353	0,156	0,1542	2,4024	0,0163

Source: Primary Data Processed

Based on the results of the Sobel test in Table 4 above, the confidence interval (CI) obtained from the bootstrap results was LL 95 CI of 0.156 for the lowest value, UL 95 CI of 0.1542 for the highest value, and a sig (two) value of $0.0163 < 0.05$. This can be interpreted as indicating that there is a significant mediation effect. Thus, the Customer Trust variable can mediate the influence of Online Customer Reviews on Buying Interest.

3.1 The Effect of Online Customer Reviews on Customer Trust

The test results in this research show that Online Customer Reviews have a positive and significant influence on Customer Trust among users and buyers in E-commerce. This can be proven from the results of the regression coefficient (beta) of the first model regarding the Online Customer Review variable on Customer Trust of 0.721 with a significant value. $0.000 < 0.05$. Therefore, the first hypothesis, which states that "Online Customer Reviews have a positive and significant effect on Customer Trust" is accepted. This means that the better the Online Customer Reviews the E-commerce platform has, the higher the Customer Trust will be for shopping in E-commerce.

Online Customer Reviews in this research were measured using six indicators, including the usefulness of online reviews, reviewer expertise, timeliness of online reviews, volume of online reviews, valence of online reviews, and comprehensiveness of online reviews. The average respondent's answer to this variable is 5.91975, which means that they agree with the highest indicator stating that the existence of positive and negative reviews will influence respondents in determining purchasing choices. This indicates that if an E-commerce platform has online customer reviews that are better and more diverse, the higher the customer trust for shopping at e-commerce. The results of this research support the results of research conducted by (Mulyati & Gesitera, 2020), (Darmawan & Laily, 2022), (Wibowo & Safitri, 2022), (Kamisa et al., 2022), (Mahrun et al., 2023) stating that Online Customer Review has a positive and significant effect on Customer Trust.

3.2 The Effect of Online Customer Reviews on Buying Interest

The test results in this research show that Online Customer Reviews have a positive and significant influence on Buying Interest among users and buyers in E-commerce. This result is proven by the results of the regression coefficient (beta) of the second model regarding the Online Customer Review variable on Purchase Interest of 0.553 with a significant value of $0.000 < 0.05$. Therefore, the second hypothesis, which states that "Online Customer Reviews have a positive and significant effect on Buying Interest" is accepted. This means that consumers' curiosity about the E-commerce platform before they buy and their experience with E-commerce services can influence their interest in purchasing.

Online Customer Reviews in this research were measured using six indicators, including the usefulness of online reviews, reviewer expertise, timeliness of online reviews, volume of online reviews, valence of online reviews, and comprehensiveness of online reviews. The average respondent's answer to this variable is 5.91975, which means that they agree with the highest indicator stating that the presence of positive and negative reviews will influence respondents in determining purchasing choices. These results indicate that various consumer reviews about E-commerce platforms before they buy products and their experiences with the services that E-commerce provides can influence consumers' interest in purchasing. The results of this research support the results of research that has been conducted (Farki & Baihiki, 2016), (Rasyid et al., 2021), (Hapsari et al., 2022), (Nurrokhim & Widyastuti, 2021), (Prastika & Alfianto, 2023) which state that Online Customer Reviews have a positive and significant effect on Buying Interest. And (Alvionita & Suttedjo, 2021) stated that Online Customer Reviews have a positive and significant effect on Buying Interest.

3.3 The Effect of Customer Trust on Buying Interest

The test results in this research show that Customer Trust has a positive and significant influence on Buying Interest. This result is proven by the results of the regression coefficient (beta) regarding Customer Trust on Buying Interest of 0.234 with a significant value. $0.015 < 0.05$. Therefore, the third hypothesis, which states that "Customer Trust has a positive and significant effect on Buying Interest in E-Commerce"

is accepted. This means that the higher the customer's trust in products and services on e-commerce sites, the more consumers will want to shop online at e-commerce.

Customer Trust in this research is measured using five indicators, including keeping promises, acting honestly, competence, calculating transactions correctly and precisely, and being willing to depend. The average respondent's answer in this variable is 5.45741, which means that they quite agree with the highest indicator stating that respondents feel that e-commerce parties can fulfill their promises for every transaction carried out. These results indicate that consumers agree that e-commerce can fulfill promises for every transaction they carry out with e-commerce, thereby making consumers confident in buying products and using services on the e-commerce site. The results of this research support the results of research that has been conducted (Anwar & Adidarma, 2016), (Apriliana et al., 2022), (Rosdiana & Haris, 2018), (Gemilang & Laily, 2023), (Wonua et al., 2023), (Syarifah & Karyaningsih, 2021) which state that Customer Trust has a positive and significant effect on Buying Interest in E-commerce.

3.4 Customer Trust Mediates the Relationship Between Online Customer Reviews and Buying Interest.

The results of the mediation test show that Customer Trust has a mediating effect on the relationship between Online Customer Reviews and Buying Interest. These results were carried out using the Sobel test, which shows that Customer Trust was able to mediate the influence of Online Customer Reviews on Purchase Interest with a significance value of $0.0163 < 0.05$. This indicates that a large number of reviews can create consumer trust in E-commerce, both the products and services offered and ultimately generate interest in buying at E-commerce. In other words, the more Online Customer Reviews that can grow Customer Trust, the greater the interest in buying in E-commerce. The results of this research support the results of research that has been (Gemilang & Laily, 2023), (Darmawan & Laily, 2022), (Mulyati & Gesitera, 2020), (Wibowo & Safitri, 2022), who found that Customer Trust was able to mediate Online Customer Reviews on Buying Interest.

4. CONCLUSION

Based on the results of the data analysis and discussion of the Online Customer Review, Customer Trust, and Buying Interest variables, the three hypotheses in this research are proven to be that Online Customer Reviews can influence Buying Interest through the existence of Customer Trust. Apart from that, the Customer Trust variable has been proven to be able to mediate the relationship between Online Customer Reviews and Buying Interest. Online Customer Reviews as an independent variable, have a dominant influence on increasing Buying Interest. This is because Online Customer Reviews have a regression coefficient (beta) value that is greater than Customer Trust.

The model in this research is classified as good, as seen from the adjusted R square results in the first and second models, which are relatively good. Between the two models, the second model provides a better explanation of the research variables. This is because there is more than one variable in this second model. This research makes a significant contribution to the decision-making process by building credibility, reducing risk through product images that match the product received by consumers, and facilitating the right decisions through features that provide opportunities for consumers to ask partners (sellers) directly about the product that they are purchasing. want to buy so that it can influence consumers' buying interest in e-commerce. For consumers, Online Customer Reviews and Customer Trust serve as valuable sources of information and assurance. As for businesses, these variables offer insights for continuous improvement and building trust with their consumers. To increase Buying Interest and Customer Trust in E-commerce, E-commerce companies need to pay attention to Online Customer

Reviews of both products and partners (sellers) so that they can be a good consideration for consumers in determining purchases in E-commerce.

However, this research has limitations in that there is only one independent variable used, namely Online Customer Review. Meanwhile, there are still other variables that can be studied and influence Customer Trust and Buying Interest So it is hoped that future research will develop using other variables such as product knowledge, e-service quality, online advertising and so on which are related to increasing Customer Trust and Buying Interest. This research also only uses quantitative methods so that conclusions are made based on data collected from questionnaires. So future research is expected to use questionnaires and interviews to obtain research data. In this way, the data collected can be explained thoroughly and in more depth. The sample size used is relatively small so the explanations obtained from respondents are not optimal in explaining the variables studied. Therefore, it is hoped that future research can increase the sample size so that researchers obtain better insights and research results.

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