



Trust as a mediating factor linking online customer reviews and brand awareness to purchase intention on Shopee in Solo

Rumaisa Hisan¹, Edy Purwo Saputro²

^{1,2}Department of Management, Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Indonesia

ARTICLE INFO

Article history:

Received Oct 30, 2025

Revised Nov 08, 2025

Accepted Nov 19, 2025

Keywords:

Brand Awareness;
Online Customer Review;
Purchase Intention;
Shopee;
Trust.

ABSTRACT

The rapid expansion of e-commerce in Indonesia has made online reviews and brand cues important sources of information for consumers. This study examines how online reviews and brand awareness can influence the purchase intention of Shopee users in Solo, with trust assessed as a mediating variable. Using data from 100 respondents analyzed through the PLS-SEM method, the results show that online review ($\beta = 0,493; p < 0,05$) and brand awareness ($\beta = 0,391; p < 0,05$) significantly increase purchase intention, supported by a strong R-square value of 0.779, which indicates that this research model has strong predictive power. However, trust ($\beta = 0,053; p > 0,05$) does not significantly affect purchase intention and does not mediate the relationship between the independent variables and purchase intention. Theoretically, this study contributes to the understanding of digital consumer behavior by showing the limited mediating role of trust in established e-commerce platforms. Practically, the findings indicate that improving review quality and strengthening brand identity can be more effective strategies than relying on trust building alone.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Rumaisa Hisan,

Management Department, Faculty of Economics and Business, Management,
Universitas Muhammadiyah Surakarta

A. Yani Street, Mendungan, Pabelan, Kartasura, Sukoharjo, Central Java 57162, Indonesia

Email: b100220042@student.ums.ac.id

1. INTRODUCTION

The development of e-commerce in Indonesia has shown rapid growth in line with increasing internet penetration and shifts in consumer behavior to online shopping. Shopee is an e-commerce platform that has high purchasing interest and is well-known in Indonesia. This high purchasing power is characterized by its ability to attract millions of active users, thanks to its easy access, attractive promotional features, and reliable payment system. This condition is a clear indication of an increase in consumer purchasing intent for products marketed online. Shopee is an e-commerce platform that has high purchasing interest and is well-known in Indonesia. This high purchasing power is characterized by its ability to attract millions of active users, thanks to its easy access, attractive promotional features, and reliable payment system. This condition is a

clear indication of an increase in consumer purchasing intent for products marketed online.

Shopee is one of Indonesia's leading marketplaces, which is successful and attracts many people. With its user-friendly interface, attractive promotions, and fast delivery system, Shopee has succeeded in creating an enjoyable shopping experience for its users (Montolalu et al., 2024). This popularity not only reflects Shopee's success in attracting consumers but also demonstrates its success in creating a strong digital marketing strategy. However, an increase in the number of users does not necessarily indicate an increase in purchasing intent. High active user numbers do not guarantee high consumer spending intentions. Several empirical indications also suggest challenges related to purchase intention, such as decreasing conversion rates from product views to actual purchases and an increasing number of consumers who browse without completing a transaction. Previous studies also highlight that concerns about product authenticity and seller credibility can reduce consumers willingness to make purchases on e-commerce platforms. This situation has sparked critical discussion about the main determinants that influence consumer decisions to transact on the platform in question.

One factor that influences consumer purchasing decisions is online customer reviews. Reviews from other consumers often considered an important source of information because they are based on real experiences when purchasing products on Shopee (Darmawan, 2022). Consumers tend to trust the experiences of other users because they considered more objective than promotions from sellers. However, not all reviews have the same impact on consumer purchase intentions. Several studies have shown inconsistent results therefore, further research is needed to analyze the correlation between online customer reviews and purchase intention.

Contradictions in previous empirical research findings suggest the complexity of the relationship between customer reviews and purchase intent, which is thought to involve moderating or mediating factors. On the other hand, there is considerable research evidence supporting the positive and significant influence of online reviews on consumer purchase intent (Gabriela, 2022; Damayanti et al., 2023). However, other studies have found a negative and insignificant effect (Ariyani et al., 2023; Anugrah et al., 2023). These differing results indicate the presence of variables that act as mediators in strengthening or weakening this effect. One variable that is thought to play an important role is consumer trust (Efata, 2024).

In addition to being influenced by customer reviews, consumer purchasing decisions are also greatly determined by the extent to which a brand is known by the public (brand awareness). High brand awareness can foster trust and positive perceptions of a product (Duwila et al., 2022; Montolalu et al., 2024). Well-known brands are usually easier to attract buyers because their products can provide a guarantee of quality that trusted by consumers. However, high brand awareness does not necessarily translate into high purchase intent. Factors such as negative experiences or lack of trust can reduce the influence of brand awareness on purchase intention.

In the online marketplace, when a transaction is made by a consumer via the internet, trust is an important element that influences purchasing decisions. Trust is built through perceptions of transaction security, product authenticity or purity, and seller credibility (Gabriela, 2022; Efata, 2024). When consumers feel confident about a platform, they are more likely to make a purchase decision. Conversely, distrust can cause doubt even if the product has positive reviews. In this model, trust acts as a mediator in the relationship between two factors: online customer reviews and purchase intention.

Shopee, as one of the largest platforms in Indonesia, strives to maintain consumer trust through various features and services. Product warranty features, secure payment systems, and product return policies serve as guarantees for users (Darmawan, 2022).

Shopee also utilizes the power of customer reviews as a strategy to strengthen brand reputation and increase consumer loyalty. However, many users still doubt the authenticity of products and the credibility of sellers. This situation indicates that building trust does not only depend on a good system, but also on the direct experience users have with the services provided.

The Solo region chosen as the research location because it has a high number of Shopee users and digitally active consumers (Fitria & Istiyanto, 2024). The people of Solo frequently use Shopee as both sellers and buyers due to the convenience of the system offered by Shopee. In addition, users in this region are quite responsive to reviews and digital promotions. Moreover, Solo has been recognized as one of the regions with high digital engagements and significant growth in e-commerce activity, making it a relevant and representative area for studying online customer behavior, especially in relation to trust and purchase intention. These conditions make Solo a representative location for studying consumer behavior towards e-commerce. The implications of this study are expected to provide an understanding of consumer behavior in the digital market in Indonesia.

Specifically, this study examines how online customer reviews and brand awareness influence purchase intention, with trust as the mediating factor. This study aims to address the inconsistencies in previous studies regarding the relationship between these variables (Ariyani et al., 2023; Damayanti et al., 2023). The findings of this study are expected to explain the role of trust in strengthening the relationship between online customer reviews and brand awareness on purchase intention. The contribution of this study covers two aspects, namely its contribution to theory and the expansion of discourse on consumer behavior in the era of digital marketing. The focus of this study is on Shopee users in the Solo region as a relevant and dynamic population.

In practical terms, this research expect to provide input for businesses in designing effective digital marketing strategies. By understanding the relationship between customer reviews, brand awareness, and trust, companies can create persuasive communication strategies. The results of this study can also help e-commerce managers such as Shopee to strengthen consumer trust through a safe and transparent shopping experience. In addition, this study expect to encourage increased consumer loyalty to online shopping platforms. Thus, the results of this study are expected to have a positive impact, both theoretically and practically, on the advancement of the digital market in Indonesia.

2. RESEARCH METHOD

Methodologically, this study adopts a quantitative approach with a causal associative design. The focus of this study is to examine how online customer reviews and brand awareness are related to purchase intention, where trust is the variable that bridges the relationship between these variables. This study uses a quantitative approach with the consideration that it focuses on testing hypotheses using numerical data and measurable statistical analysis. The relationship between variables is tested to determine the direct or indirect influence through the mediating variable of trust. In addition, the quantitative method is appropriate because it allows testing of complex models involving mediation, which aligns with the analytical framework used in this study.

The research targets are consumers who regularly make transactions on the Shopee app and reside in the Solo area. The reason for choosing this location is because the area has a dense Shopee user base and is very supportive of research on consumer behavior in the digital marketplace. (Fitria & Istiyanto, 2024). Samples were taken purposively using inclusion criteria. These criteria required respondents to be aged 17 years and to have experience transacting on the Shopee platform within the last six months. From this process, 100 respondents were collected who could be considered

representative of online consumer behavior patterns in the Solo region. The use of 100 respondents was based on the PLS-SEM “10-times rule”, indicating that minimum sample size should be 10 times the highest number of structural paths aimed at a latent variable in this case, trust receives two paths, requiring at least 20 samples. Furthermore, a G* Power analysis shows that 84 samples are sufficient for medium effect size with 80% power, confirming that 100 respondents meet methodological standards.

Data collection was conducted using a closed-ended questionnaire. A total of 20 questions were compiled by adapting instruments from previous studies. Each question was measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). (Ariyani et al., 2023). The research instrument was distributed to respondents in the form of a digital questionnaire via Google Forms to facilitate data collection and reach a wider range of respondents. Before use, the research instrument was first tested for validity and reliability to verify that each item could measure the intended construct consistently. The questionnaire items were adapted from validated instruments in previous research, and content validity was confirmed through expert judgment by two marketing researchers. Construct validity was assessed using convergent validity (outer loading > 0.70 and AVE > 0.50) and discriminant validity using fornell-larcker criteria.

The research stage began with identifying the problem and compiling a literature review that served as the basis for developing the research model. Next, instruments were developed, data were collected, and the basic assumptions of the analysis were tested. The data obtained in the next stage is processed using Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) analysis techniques. With the help of Smart PLS version 4.0 software, this method was chosen because it is capable of analyzing complex relationships between latent variables that can be applied to samples with relatively small numbers, as well as being able to test mediation models directly. Mediation analysis in this study was performed using the bootstrapping indirect-effect technique, which is the recommended procedure in PLS-SEM for testing indirect relationships.

The stages in analyzing the research data are divided into two parts, namely the measurement model evaluation stage and the structural model testing stage. In the measurement model evaluation stage (outel model), an assessment of the validity and reliability of the construct is carried out using three statistical indicators, namely loading factor, Average Variance Extracted (AVE), and Composite Reliability. Meanwhile, inner model analysis is used to test the relationship between latent variables through path coefficient values, t-statistic values, and R-square. Hypothesis testing is performed using the bootstrapping procedure, and the results are considered significant if the p-value is less than 0.05. Before performing these analyses, multicollinearity tests were conducted using the Variance Inflation Factor (VIF), which showed values below 5 for all indicators, indicating no multicollinearity issues. Normality was assessed using the Skewness-Kurtosis approach, however, PLS-SEM does not require strict normality assumptions, so the analysis could proceed without concern.

The model proposed in this study consists of four main variables, namely online customer reviews and brand awareness as independent variables, trust as a mediating variable, and purchase intention as a dependent variable. The entire research process was conducted based on scientific principles and research ethics. The researchers maintained the confidentiality of respondent data and ensured that all information obtained was used solely for academic purposes. To minimize respondents bias, anonymity was ensured, item order was randomized, questions were written in neutral language, and Harman’s single factor test confirmed that common method bias was not present. Additionally, although this study was conducted in Solo, the results can be generalized to Shopee users in other regions because Shopee’s system, user interface, and digital marketing exposure are srandomized nationally.

3. RESULTS AND DISCUSSIONS

3.1 Results Of the Respondent Demographics

This study obtained demographic data from 100 respondents cover aspects of gender, age range, social media usage, and respondent domicile, as shown in Table 1.

Table 1. Respondent Demographics

Category	Description	Frequency	Percentage
Gender	Male	29	29%
	Female	71	71%
Age range	17-20	40	40%
	21-30	60	60%
Highest level of education	SMA	70	70%
	S1	30	30%
Frequency of Using Shopee	Less than once a week	40	40%
	One to three times a week	32	32%
	Four to six times a week	19	19%
	Every day	9	9%

Source: Processed data, 2025

Of the 100 respondents, the majority were female (71%) and the rest were male (29%). The largest age group was 21-30 years old (60%), followed by 17-20 years old (40%), indicating the dominance of young active users in online shopping. Most respondents had a high school education (70%), while the other 30% had a bachelor's degree, indicate fairly good digital literacy among users. Based on usage intensity, 40% use Shopee less than once a week, 32% use it one to three times a week, 19% use it four to six times a week, and 9% use it every day. This shows that the majority of users use Shopee periodically as needed, rather than as a daily activity.

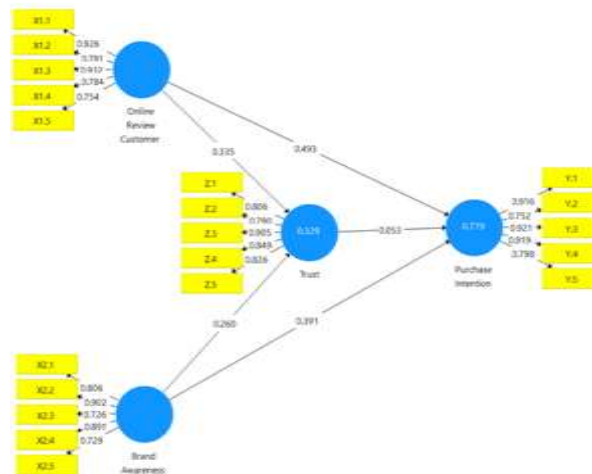


Figure 1. Evaluation of the Measurement Model (Outer Model-Measurement Model)

3.2 Discussion on Outer Loadings Analysis Results

Through evaluation of the outer loading values, it was found that out of a total of 31 indicators, 20 indicators had factor loadings of $0 > 7$. Based on the data obtained, it can be concluded that almost all indicators studied have met the convergent validity

criteria and can be considered suitable for measuring the construct of each research variable.

3.3 Measurement Model Evaluation

Thus, the data report can proceed to the next stage.

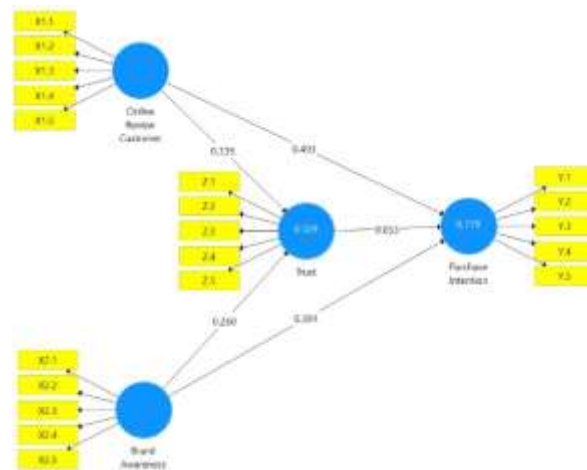


Figure 2. Inner Model (PLS-SEM Structural Model)

The inclusion of the structural model visualization provides a clearer overview of the direct and indirect relationships among variables, as well as the predictive accuracy of the model through its R-square values. This figure strengthens the transparency of the PLS-SEM analysis and helps readers interpret mediation pathways more comprehensively.

Table 1. Outer Loading Values

Variable	Indikator	Outer Loading
<i>Online customer review (X1)</i>	OCR1	0.926
	OCR2	0.781
	OCR3	0.932
	OCR4	0.784
	OCR5	0.754
<i>Brand awareness (X2)</i>	BA1	0.806
	BA2	0.902
	BA3	0.726
	BA4	0.891
	BA5	0.729
<i>Trust (Z)</i>	T1	0.806
	T2	0.790
	T3	0.905
	T4	0.849
	T5	0.826
<i>Purchase intention (Y)</i>	PI1	0.916
	PI2	0.752
	PI3	0.921
	PI4	0.919
	PI5	0.798

Source: Processed primary data (2025)

The table confirms that all indicators have validated their variables with outer loadings above 0.7. This statement shows that all indicators are valid and meet the

eligibility requirements for use in research. Thus, the data report can proceed to the next stage.3.4 Result of the Convergent Validity.

Table 2. Value (AVE)

Variable	AVE (Average Variance Extracted)	Keterangan
Online customer review (X1)	0.688	Valid
Brand awareness (X2)	0.718	Valid
Trust (Z)	0.722	Valid
Purchase intention (Y)	0.648	Valid

Source: Primary data analysis 2025

From the data in the table above, it appears that all variables have met the discriminant validity criteria, as indicated by AVE values exceeding the 0.5 threshold. In detail, the AVE values obtained are as follows: online customer reviews (X1) 0.688, positive brand awareness (X2) 0.718, trust (Z) 0.722, and purchase intention (Y) 0.648. From these statements, it can be concluded that all variables in this study have met the discriminant validity requirements.

3.5 Result of the Composite Reliability

Table 3. Composite Reliability

Variable	Composite Reliability
Online customer review (X1)	0.922
Brand awareness (X2)	0.907
Trust (Z)	0.920
Purchase intention (Y)	0.936

Source: Primary data analysis 2025

Based on the results of this analysis, all research variables have a Composite Reliability value above 0.70, namely Online Customer Reviews 0.907, Brand Awareness 0.922, Trust 0.936, and Purchase Intention 0.920. These results indicate that all constructs can be considered reliable because they have high internal consistency and meet the threshold set by the composite reliability criteria. In addition, Cronbach's Alpha test was also used to assess the reliability of the instrument, where constructs are considered reliable if they have a value above 0.60. These reliability values exceed the theoretical standards recommended by (Hair et al., 2021), where Composite Reliability should be above 0.70. The consistency of these values with previous studies such as (Ariyani et al., 2023) and (Damayanti et al., 2023) also shows that the reliability level in this study is comparable with earlier SEM research and theoretically acceptable.

3.5 Result of the Cronbach's Alpha

Table 4. Cronbach's Alpha

Variable	Composite Reliability
Online customer review (X1)	0.893
Brand awareness (X2)	0.875
Trust (Z)	0.893
Purchase intention (Y)	0.913

Source: Primary data analysis 2025

The reliability of the research instrument was proven by Cronbach's Alpha values for all variables above 0.60, indicating that the instrument was reliable and had good internal consistency. Therefore, the questions were considered stable and suitable for further analysis. The Cronbach's Alpha results, which are all above the acceptable threshold of 0.60, indicate that the measurement items in this study have good internal consistency and can be considered reliable for further analysis.

3.7 Result of the R-square

Table 5. R Square

Variable	R-Square
Trust	0.329
Purchase intention	0.779

Source: Primary data analysis 2025

From these calculations, the independent variable explains 32.9% of the variance in trust. R-Square is 0.329. The Purchase intention variable has a R-Square value of 0.779, indicating that 77.9% of its variation is influenced by other constructs in the model. The remaining percentage reflects the influence of external factors not included in this study.

3.8 Result of the hypothesis testing

Table 6. Path Coefficient (Direct Effect)

Construct	Original Sample	T-Statistics	P-Value
Online Customer Review → Trust	0.303	3.161	0.002
Brand Awareness → Trust	0.411	4.071	0.000
Online Customer Review → Purchase Intention	0.194	2.056	0.040
Brand Awareness → Purchase Intention	0.267	2.432	0.015
Trust → Purchase Intention	0.466	5.356	0.000

Source: Primary data analysis 2025

a. Online Customer Review on Trust

Based on the studies that have been conducted, the relationship between online customer reviews and trust shows a positive and significant direction. A coefficient value of 0.303 indicates that a rise in the quality of customer reviews on online platforms contributes significantly to building consumer trust in products or brands. The t-statistic value of 3.161 far exceeds the critical t-table value of 1.984 at a significance level of 0.05, indicate that these results are statistically significant. In addition, the p-value of 0.002 (<0.05) reinforces the evidence that this effect did not occur by chance. From the tests that have been conducted, it has been proven that customer reviews on the internet not only have a positive effect but are also effective in building trust.

b. Brand Awareness on Trust

Trust levels can be significantly increased through brand awareness, where a positive relationship between the two has been proven. A path coefficient of 0.411 indicates that the higher the consumer awareness of the brand, the stronger the level of trust that is formed. The t-statistic value of 4.071, which exceeds the critical t-table limit of 1.984, and the p-value of 0.000 prove that this relationship is significant. The rejection of H0 and acceptance of H1 provide empirical evidence that brand awareness is an important determinant in building consumer trust in a brand.

c. Online Customer Review on Purchase Intention

From the test results, online customer reviews were proven to contribute significantly to an increase in purchase intent. The path coefficient of 0.194 indicates a positive relationship, showing that positive reviews given by consumers online can increase purchase intent. The t-statistic value of 2.056, which is greater than the critical value of 1.984, and the p-value of 0.040 prove that the relationship is significant. The hypothesis testing results support the causal role of online customer reviews in increasing purchase intention, as reflected in the rejection of H₀.

d. Brand Awareness on Purchase Intention

Research findings indicate the significant positive role of brand awareness in shaping purchase intent. The path coefficient of 0.267 indicates that the greater the brand awareness, the greater the tendency to make a purchase. The t-statistic value of 2.432 is higher than the critical value of 1.984 with a p-value of 0.015, indicating the significance of the relationship. The rejection of H_0 provides empirical evidence that consumer confidence is a key indicator of purchasing interest.

e. Trust in Purchase Intention

From the test results, trust has the most dominant influence on purchase intention with a path coefficient value of 0.466. This value indicates that the higher the level of consumer trust, the greater their interest in buying, and the greater their desire to purchase the product. The t-statistic value of 5.356, which far exceeds the t-table value of 1.984, and the p-value of 0.000 (<0.05) prove that there is a significant relationship. The validation of H_1 proves the causal role of consumer trust as a trigger for purchase intention, as reflected in the rejection of H_0 . Trust has a significant influence on purchase intention because higher levels of trust reduce perceived risk and increase consumers confidence when making online purchases. In an e-commerce environment, trust becomes a psychological factor that encourages consumers to proceed with their buying decisions, especially when direct product evaluation is not possible. This shows that trust acts as a key driver that strengthens consumers willingness to purchase, making it a crucial component in shaping online purchasing behavior.

3.9 Discussion

a. The Indirect Effect of Online Customer Reviews on Purchase Intention Mediated by Trust

Based on the results of the SmartPLS analysis in this study, the Online Customer Reviews variable has a positive and significant effect on trust, with a coefficient value of 0.303 (= 3.161; p-value = 0.002). In addition, Trust also has a significant effect on Purchase Intention with a coefficient value of 0.466 (t-statistic = 5.356; p-value = 0.000). This shows that the better the customer reviews on online platforms, the higher the level of consumer trust, which ultimately increases their intention to purchase products.

These findings consistent in line with the study findings (Gabriela, 2022), which states that Online Customer Reviews play a role important role in shaping consumers' positive perceptions of brands, thereby increasing trust and purchase intent. The research (Priyatin & Farisi, 2023) also reinforces that trust functions as a mediating variable that strengthens the role of customer reviews influences the desire to buy. In the context of this study, this shows that consumer experiences and opinions shared online can have an emotional and cognitive impact on potential buyers, especially in building confidence in brand credibility.

However, these findings deviate from the pattern shown by the research (Darmawan, 2022) Which found a negative and insignificant influence between Online Customer Reviews and Purchase Intention. This difference may be due to different industry contexts and respondent characteristics. Overall, the results of this study confirm that Online Customer Reviews play an important role in building trust, which ultimately increases consumers' purchase intention for digitally marketed products.

The reliability results of this study, which show high Composite Reliability and Cronbach's Alpha values, are consistent with reliability standards commonly reported in previous e-commerce studies. This indicates that the measurement instruments used in this study successfully captured consumer perceptions in a stable and consistent manner, aligning with established quantitative research benchmarks

b. The Influence of Brand Awareness on Purchase Intention through Trust

The findings of the study prove that there is a positive and significant influence of brand awareness on trust, as indicated by the coefficient value 0.411 (t-statistic = 4.071; p-value = 0.000), and has a direct effect on purchase intention of 0.267 (t-statistic = 2.432; p-value = 0.015). The results of this study explain that increased brand awareness among consumers is directly proportional to increased trust and interest in purchasing the product.

This finding reinforces the results of previous research by (Damayanti et al., 2023) and (Efata, 2024) Which explains that strong brand awareness can shape a positive image in the minds of consumers, thereby increasing confidence in the quality and reliability of the brand. Additionally, the study (Anugrah et al., 2023) Also found that Brand Awareness plays an important role in increasing trust, because familiar brands tend to be more trusted than unfamiliar brands.

However, there are some discrepancies between these results and other studies (Rhamdani & Febrianta, 2023) which states that brand awareness does not always have a significant effect on purchase intention if it was not accompanied by a good perception of quality. This difference may be due to product context and brand communication strategies. Thus, the findings of this study confirm that high brand awareness, when supported by consumer trust, can create strong and sustainable purchase intention.

c. The Influence of Trust on Purchase Intentions

The findings from Smart-PLS confirm that trust significantly affects purchase interest positively. The magnitude of this effect is indicated by a path coefficient value of 0.466 with a t-statistic of 5.356 and a p-value of 0.000. These results indicate that the higher the level of consumer trust in a brand, the greater their tendency to make a purchase. Consumer trust is an important factor that strengthens confidence in the safety, quality, and credibility of the products offered.

These findings support the results of the studies (Priyatin & Farisi, 2023) also (Damayanti et al., 2023) which confirms that trust plays a major role in shaping purchase intent. Consumers who have high trust in a brand are more likely to make purchasing decisions without much hesitation. Additionally, the study (Efata, 2024) also found that high levels of trust can strengthen the emotional bond between consumers and brands, which ultimately encourages repeat purchasing behavior.

In contrast, the findings of this study contradict the results of previous studies (Darmawan, 2022), which state that trust does not have a significant effect on purchase intention. This difference may be due to differences in respondent characteristics and the context of the product being studied. In the context of this study, the significant results show that consumers who trust reviews, quality, and brand reputation are more likely to purchase products, especially in a digital environment where direct interaction with sellers is limited.

Thus, it can be concluded that trust is a key element that links the correlation between consumer perceptions of online information and actual purchasing decisions. At higher levels of consumer trust, the influence on purchase intent becomes stronger. Trust enhances purchase intention by lowering perceived risk and strengthening consumers' confidence when making online purchases, making it a key behavioral driver in e-commerce buying decisions.

d. Managerial Implications

The results of this study suggest that increasing consumer trust through clear product information, high-quality customer reviews, and responsive customer service can significantly strengthen purchase intention. Enhancing brand awareness through consistent digital marketing and maintaining customer engagement can further increase consumer confidence and lead to higher purchase conversion rates.

e. Limitations

This study has several limitations that need to be considered. First, the number of respondents used was only 100 people, with a purposive sampling technique, so the results cannot be generalized widely. Second, the research object was limited to one context, namely, consumers who use the Shopee e-commerce platform in the Solo area, so the characteristics may differ from users in other areas or on different platforms. Third, the variables used only included Online Customer Reviews, Brand Awareness, Trust, and Purchase Intention, while other factors such as price, product quality, and purchasing experience also have the potential to influence consumer purchase intentions. In addition, data collection was conducted through an online questionnaire, which allowed for respondent perception bias. Therefore, further research recommended to use a larger sample size, add new variables, and apply a mixed methods approach so that the research results more comprehensive and have stronger external validity.

4. CONCLUSION

Online customer reviews and brand awareness have been shown to have a positive influence on the level of trust and purchase interest of Shopee users in the Solo region, with trust being the most dominant factor. Approximately 77.9% of purchase intent can be explained by these three variables. The study emphasizes the importance of authentic reviews, transparent communication, and consistent brand identity to strengthen trust. Further research recommended to add other variables and use a larger sample size for more generalizable results.

Theoretically, this study strengthens the understanding of trust as a central mediator in digital consumer behavior. Practically, the findings emphasize the need to improve review quality, transparent product information, and consistent brand communication to enhance consumer trust. Future research should examine additional variables, test other e-commerce platforms, or use longitudinal designs for broader generalization.

REFERENCES

- Anggi Irvania, V., Bagus Nyoman Udayana, I., & Fadhilah, M. (2022). Pengaruh Perceived Usefulness, Trust Dan Perceived Risk Terhadap Purchase Intention Pengguna Shopee. *Jurnal Akmenika*, 19(1), 622–630. www.shopee.co.id.
- Anugrah, R., Nuvriasari, A., Mercu, U., & Yogyakarta, B. (2023). *Pengaruh Online Customer Review, Persepsi Risiko, Dan Celebrity Endorsement Terhadap Minat Beli Online Di Tiktok Shop*. 07(02), 2023.
- Ariyani, H., Widiawati, A., & Asbara, N. W. (2023). Pengaruh Brand Awareness dan Online Customer Review Terhadap Minat Beli Konsumen Pada Mahasiswa Institut Teknologi Dan Bisnis Nobel Indonesia . *MANUVER: Jurnal Akuntansi dan Manajemen*, 1(3), 304–313.
- Baisyir, F. (2021). Pengaruh Kesadaran Merek terhadap Kepercayaan Merek dan Dampaknya terhadap Loyalitas Konsumen Hand Body Lotion. *Jurnal Apresiasi Ekonomi*, 9(2), 191–201. <https://doi.org/10.31846/jae.v9i2.381>
- Damayanti, P. P. S., Atmaja, N. P. C. D., & Manek, D. (2023). Pengaruh Online Customer Review, Online Customer Rating, dan Persepsi Harga Terhadap Keputusan Pembelian Produk Make Over Pada Tiktok Shop. *Jurnal EMAS*, 4(12), 2968–2978.
- Darmawan, M. D. A. (2022). Pengaruh Online Customer Review Dan Rating Terhadap Minat Beli Konsumen Marketplace Tokopedia Melalui Trust Sebagai Variabel Interveningnya. *Jurnal Ilmu dan Riset Manajemen*, 11(6), 1–17.
- Dewi Wulansari. (2023). Pengaruh Promosi Penjualan, Kemudahan Penggunaan dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Online Pada E-Commerce Shopee. *Jurnal Manajemen Dan Bisnis Ekonomi*, 1(1), 78–89. <https://doi.org/10.54066/jmbe-itb.v1i1.60>
- Duwila, Z., Supandi, A., Ogi, I., Ekonomi, F., Bisnis, D., Manajemen, J., Sam, U., & Manado, R. (2022). Pengaruh Celebrity Endorsment, Brand Awareness Dan Lifestyle Terhadap Keputusan

- Pembelian Produk Scarlett Whitening Kota Manado the Influence of Celebrity Endorsment, Brand Awareness and Lifestyle on Purchase Decisions for Scarlett Whitening Products in M. Z. Duwila., A. Supandi., I. Ogi 269 *Jurnal EMBA*, 10(1), 269–278.
- Efata, P. R. (2024). *Peran E-Trustmemediasi Social Media Marketingdan Online Customer Reviewterhadap Keputusan Pembelian Pada Bukalapak*. 7, 10392–10403.
- Firdaus, M., Aisyah, S., & Farida, E. (2023). Pengaruh customer review, customer rating, dan celebrity endorser terhadap minat beli melalui kepercayaan di online shop Shopee. *Entrepreneurship Bisnis Manajemen Akuntansi (E-BISMA)*, 4(1), 67–83. <https://doi.org/10.37631/ebisma.v4i1.874>
- Fitria, D. F., & Istiyanto, B. (2024). Pengaruh Flash Sale, Discount Dan Tagline “Gratis Ongkir” Terhadap Perilaku Impulsive Buying Pengguna Shopee Di Soloraya. *Jurnal Ilmiah Ekonomi Dan Manajemen*, 2(2), 712–723. <https://doi.org/10.61722/jiem.v2i2.1031>
- Gabriela, Y. M. R. M. (2022). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Minat Beli Pelanggan E-Commerce. *Jurnal Ekonomi Manajemen Pariwisata dan Perhotelan*, 1(1), 121–125.
- Ghoni, M. A., & Soliha, E. (2022). Pengaruh Brand Image, Online Customer Review dan Promotion Terhadap Keputusan Pembelian Pada Marketplace Shopee. *Jurnal Mirai Management*, 7(2), 14–22.
- Jonathan, N. F. (2024). *Frontiers in Business, Economics and Management The Impact of Online Customer Reviews Mediated by E-trust on Purchase Intention in Shopee Indonesia*. *Frontiers in Business, Economics and Management*, 14(1), 307–309. <https://doi.org/10.54097/mmp4ba88>
- Montolalu, Ogi, & Raintung. (2024). Trust Sebagai Pemediasi Pengaruh Online Customer Review Dan BrandAwareness Terhadap Purchase Intention Pada E-Commerce Shopee OlehKonsumen Di Kecamatan Airmadidi. *Jurnal EMBA*, 12(3), 153–164.
- Nina Halimatu Salamah, Diana Triwardhani, H. N. (2021). Pengaruh Social Media Marketing Terhadap Brand Awareness Pada E-Commerce Hijup. *KORELASI (Konferensi Riset Nasional Ekonomi, Manajemen, dan Akuntansi)*, 2, 249–269. <https://conference.upnvj.ac.id/index.php/korelasi/article/view/1189>
- Nurkamiden, S., Wolok, T., Ismail, Y. L., & Asi, lisdia I. (2024). Pengaruh Online Customer Review dan Kepercayaan Terhadap Keputusan Pembelian pada Aplikasi Shopee Mahasiswa Jurusan Manajemen Universitas Negeri Gorontalo. *Jurnal Ilmiah Manajemen Dan Bisnis*, 7(1), 107–117.
- Nursania Dasopang. (2023). Jiemas E – Commerce Bisnis Dan Internet. *Jurnal Ilmiah Ekonomi, Manajemen dan Syariah JIEMAS*, 2, 129–135. <https://jiemas.stai-dq.org/index.php/home>
- Palandi, J. J., Mangantar, M., & Raintung, M. C. (2022). Pengaruh Kualitas Jasa, Kepercayaan dan Kepuasan Nasabah Terhadap Loyalitas Nasabah PT. Pegadaian Di Manado. *Jurnal EMBA*, 10(4), 565–576. <https://www.pegadaian.co.id/>,
- Panggabean, E. C., & Manullang, E. J. (2023). Analisis Pengaruh Word of Mouth dan Marketing Mix terhadap Keputusan Pembelian Konsumen Ribur Korean Cuisine. *Jurnal Nasional Manajemen Pemasaran & SDM*, 4(3), 158–165. <https://doi.org/10.47747/jnmpsdm.v4i3.1457>
- Priyatin, A., & Farisi, H. (2023). Pengaruh Online Customer Review dan Online Customer Rating Terhadap Trust dan Keputusan Pembelian Pada Marketplace Shopee. *Jurnal Ekonomi, Manajemen, Bisnis, Dan Sosial (Embiss)*, 4(1), 60–73. <https://doi.org/10.59889/embiss.v4i1.281>
- Putra, G. D., Sidharta, I., Rusjiana, J., & Kadir, K. (2025). The Influence of Brand Image and Price on Purchasing Decisions. *Majalah Bisnis & IPTEK*, 18(1), 11–22. <https://doi.org/10.55208/reww0070>
- Putri, P. O., & Malika, N. K. F. A. (2025). PENGARUH ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DI SHOPEE Poppy Oktaviana Putri 1, Ni Kadek Fadia Azda Malika 2 Universitas Esa Unggul, Tangerang. *Triwikrama: Jurnal Ilmu Sosia*, 6(8). <https://ejournal.warunayama.org/index.php/triwikrama/article/view/10010/8808>
- Rhamdani, S. P., & Febrianta, M. Y. (2023). Pengaruh Customer Review Dan Influencer Endorsement Terhadap Purchase Intention Pada Produk Whitelab Dengan Trust Sebagai Variabel Moderasi. *e-Proceeding of Management*, 10(5), 3554–3561.
- Rosania, A., & Wilujeng, I. P. (2023). *How Online Customer Reviews Affect Purchase Intention Mediate by Trust*. Atlantis Press International BV. https://doi.org/10.2991/978-94-6463-178-4_25

- Sari, A. R., Akbar, R. F., & Al-farisi, M. A. (2025). *Form Doubt to Decision : Exploring the Role of Perceived Risk and Trust in Shaping E-Commerce Purchase Intentions on Shopee Indonesia. 2013*, 735–747.
- Suryana, D. (2023). Strategi Pemasaran Digital untuk Meningkatkan Brand Awareness UMKM di Era Pandemi Covid-19. *Jurnal Manajemen*, 28(1), 1–15.
- TiffaErsantika Alhamdina, T., & Hartono, A. (2023). The Impact Of Brand Awareness, Brand Reputation, And Perceived Economic Benefits On Brand Trust And Online Purchase Intentions For Skintific Products On The Tiktok Shop Platform. *International Journal of Science, Technology & Management*, 4(3), 653–665. <https://doi.org/10.46729/ijstm.v4i3.832>
- Umbaseng, J., & Kumalaningrum, M. P. (2025). *International Journal of Social Science Research and Review Intention : Trust as an Intervening Variable*. 8(4), 323–336.
- Widyastuti, W. (2024). Value Co-Creation in e-CommerCe Platforms: the role of Personality traits and trust. *Folia Oeconomica Stetinensia*, 24(2), 371–388. <https://doi.org/10.2478/fofi-2024-0030>
- Yacub, R., & Mustajab, W. (2020). Analysis of the Effect of Digital Marketing on Brand Awareness in E-Commerce. *Manajerial*, 12(2), 198–209. <http://ejournal.upi.edu/index.php/manajerial/>