

Customer Ratings in the Shopee Marketplace Using Consumer Trust as an Intermediate Variable and Their Influence on Purchase Decisions (West Java community survey)

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ABSTRACT

This research aimed to examine the influence of customer reviews and ratings on purchase decisions through consumer trust. The population in this study was the West Java society who have used or made purchases on the Shopee marketplace, with a sample size of 180 respondents selected using probability sampling technique. The study utilized 18 statement indicators on a scale of 1-10. Sampling and analysis of the results were conducted using the Structural Equation Modeling (SEM) method with AMOS version 23, which was employed to test the direct influence of customer reviews and ratings on purchase decisions through consumer trust as an intervening variable. The research instrument consisted of a physical questionnaire containing statements and was distributed directly to the respondents. The findings from the tested hypotheses concluded that (1) customer reviews have a positive and significant influence on consumer trust, (2) ratings have a positive and significant influence on consumer trust, (3) customer reviews have a positive and significant influence on purchase decisions, (4) ratings do not influence on purchase decisions, (5) consumer trust has a positive and significant influence on purchase decisions, (6) customer trust partially mediated the influence of customer reviews on purchasing decisions, and (7) customer trust fully mediated the influence of ratings on purchasing decisions.

Keywords: Customer Review, Rating, Consumer Trust, Purchase Decision

Jel Classification :

INTRODUCTION

Background

Technological developments in the field of information and communication in this digital era are increasingly advanced. So that it makes an opportunity for business people to create a new paradigm in business processes that were previously carried out conventionally to be virtual such as an online store which is currently very popular with Indonesians, namely the marketplace.

According to data compiled by iPrice, Tokopedia had an average of 158.3 million website visitors per month in the second quarter of 2022, the highest compared to its competitors. Tokopedia's achievement also increased compared to the first quarter of 2022, which averaged 157.2 million website visitors per month.

Shopee came in second with an average of 131.2 million website visitors per month in the second quarter of 2022. This figure is down compared to the previous quarter which reached 132.7 million visitors per month. In the next order are Lazada, Bukalapak, Blibli, Ralali, Klik Indomaret, JD.ID, Bhinneka, and Matahari with the number of website visitors as shown in the graph.

The existence of online stores or applications can help people find their needs and desires without having to leave the house and of course it is more practical because they only use cellphones to make buying and selling transactions. So it is not surprising that people in the world are experiencing changes in the shopping system from offline to online at this time because the internet has been created to make it easier for humans to do everything, one of which is shopping

without having to sacrifice too much time and energy.

Purchasing decision factors used by companies with the aim of attracting consumers include online customer reviews and online customer ratings, as well as trust, satisfaction, return policies, cash on delivery (COD) services, after-sales service, cashback guarantees, company reputation, social and individual attitudes.

Consumer behavior in purchasing decisions in online shops basically has similarities with purchasing decisions in general, but online purchasing decisions have some changing consumer behavior, this is because the online world has a wider reach and has a faster and easier nature in transactions and getting information.

Trust from consumers is very influential on online purchasing decisions because it can help consumers overcome perceptions of uncertainty and risk in making. Building consumer confidence in online shopping lies in the popularity of consumer comments on media that offer online buying and selling services, the more popular an online shop website is, the more consumers will also carry out the purchasing process at the online shop service.

Before consumers buy products on online shopping sites, consumers are accustomed to looking for information that can be searched in various ways (Mo, et al, 2015), one of which is by looking at information that can be accessed such as reviews from blogs or writings provided by websites or marketplaces about a product, starting from specifications, advantages and disadvantages of the product and the price of the product. Online Customer Review is part of electronic word of mouth (e-WOM). Reviews are one of the factors that determine a person's purchasing decision, indicating that people can take

the number of reviews as an indicator of product popularity or the value of a product which will affect the willingness to buy a product. Existing reviews are one of the triggers for sales. Online customer reviews are important for consumers in making online purchases. When consumers cannot personally assess a product, consumers often rely on Online Customer Reviews (Boneli 2016).

Shopee itself makes it easy for each user to provide reviews on products that have been purchased by consumers when the goods have reached consumers. The review column is useful to make it easier for other consumers who want to see a review of the product they want to buy or see how the shop they want to buy the goods from can be trusted or not. By giving a review, consumers can also give a rating to the seller's shop based on their satisfaction with the goods they bought.

Furthermore, rating is part of a review that uses the form of a star symbol in expressing opinions from consumers. Rating can be interpreted as an assessment of the use of a product's preference for their experience referring to the psychological and emotional state they live in when interacting with virtual products in a dimensional environment Farki, Baihaqi, & Wibawa (2016). Ratings can also influence purchasing decisions in deciding to buy at an online store, the high and low rating of an online shop reflects whether or not there are many buyers at the online store. In order to understand how consumers actually make purchasing decisions, marketers must identify who makes decisions and has input into purchasing decisions.

The online rating feature on the product page of an e-commerce platform is one way for consumers to provide an assessment of the quality of a product. The number of stars obtained by a particular product can be associated with

the quality of the product concerned (Auliya, et al 2-17: 92). This causes potential consumers to be able to easily make an assessment of a particular product, because the number of stars on the online rating is considered to be a benchmark for the quality of a particular product. A very low rating (one star) indicates a very negative view of the product, a very high rating (five stars) reflects a very positive view of the product, and a three-star rating reflects a moderate view, which is the midpoint where it reflects neither small nor large in size, number, degree, or strength.

There are differences in research results regarding the effect of customer reviews and ratings on purchasing decisions in the shopee marketplace with consumer confidence as an intervening variable. According to Lackermair et al (Yahya, 2019) product reviews are features used to describe product advantages or disadvantages. Previous research that shows online customer reviews have a positive and significant influence on purchasing decisions was stated by Putri (2021), Putra (2020), Sri (2019) and Dzulqarnain (2019). Conversely, research results that show that online customer reviews have no effect on purchasing decisions are presented by Isvani (2021), Ilmiyah & Indra (2020) and Nurhaini (2020).

Another variable that can influence purchasing decisions is online customer rating. According to Lackermair et al (Istiqomah & Novi, 2020) online customer rating is a customer opinion expressed using a certain scale. Previous research showing that online customer rating has a positive and significant influence on purchasing decisions was stated by Putri (2021), Bakti (2020), Daulay (2020) and Nugrahani et al (2020). Conversely, research results that show that online customer ratings have no effect on purchasing decisions are presented by

Isvani (2021), Nurhaini (2020) and Sri (2019).

Apart from the two variables above, consumer confidence also affects purchasing decisions. Istiqomah, Zainul Hidayat, and Ainun Jariah (2019) on Analyzing the Effect of Trust, Advertising and Risk Perception on Purchasing Decisions on the Shopee Site in Lumajang City, show the results that Trust has a positive effect on Purchasing Decisions. In addition, in this variable there is also a research gap. Such as Isna Vitasari's research (2016) on the Effect of Consumer Trust on Decisions to Purchase Goods Through Online Media in Students of the Faculty of Psychology Uin Maliki Malang Class of 2012-2014, which shows the results that Trust has no effect on Purchasing Decisions.

Research Objectives

- 1) To find out how customer reviews affect consumer confidence in the shopee marketplace.
- 2) To find out how the rating affects consumer confidence in the shopee marketplace.
- 3) To find out how the influence of customer reviews on purchasing decisions on the shopee marketplace.
- 4) To find out how the rating affects purchasing decisions on the shopee marketplace.
- 5) To find out how consumer confidence affects purchasing decisions on the shopee marketplace.
- 6) To find out how consumer confidence can mediate the effect of customer reviews on purchasing decisions on the shopee marketplace.
- 7) To find out how consumer confidence can mediate the effect of ratings on purchasing decisions on the shopee marketplace.

THEORETICAL FOUNDATION

Purchase Decision

Koitleir (2005) states that purchasing decisions are a problem-solving process that consists of analyzing needs and wants, searching for information, assessing sources of influence on purchasing alternatives, purchasing decisions, and behavior after purchasing. According to (Koitleir and Keilleir, 2016), there are six indicators of research decision, which are as follows:

- 1) Product Choice
- 2) Brand Choice
- 3) Choice of Distributor
- 4) Purchase Time
- 5) Purchase Quantity
- 6) Payment Method

Consumer Trust

Consumer trust is all the knowledge that consumers have and all the conclusions that consumers make about the product, its attributes and benefits. According to (Maharani, 2010) there are several indicators of consumer trust, namely:

- 1) Reliability
- 2) Honesty
- 3) Reliability
- 4) Credibility

Customer Review

Khammash (2008) states that online customer reviews can be understood as one of the ways consumers see reviews from other consumers about a product, company service and how a company is produced. According to (Dzulqarnain, 2019) the indicators of online customer review are as follows:

- 1) *Perceived Usefulness*
- 2) *Source credibility*
- 3) *Argument quality*
- 4) *Valance*
- 5) *Volume of review*

Rating

Ichsan, Jumhur, & Dharmoiputra (2018) state that the Customer Rating is the same thing as a review, but the opinions expressed by the consumer are in the form of a specified scale, usually the rating applied by the consumer is in the form of stars where more stars indicate a better value. According to (Farki et al, 2016) the indicators of the Online Customer Rating, namely:

- 1) perceived usefulness
- 2) Perceived trust
- 3) Perceived Enjoyment

Thinking Framework

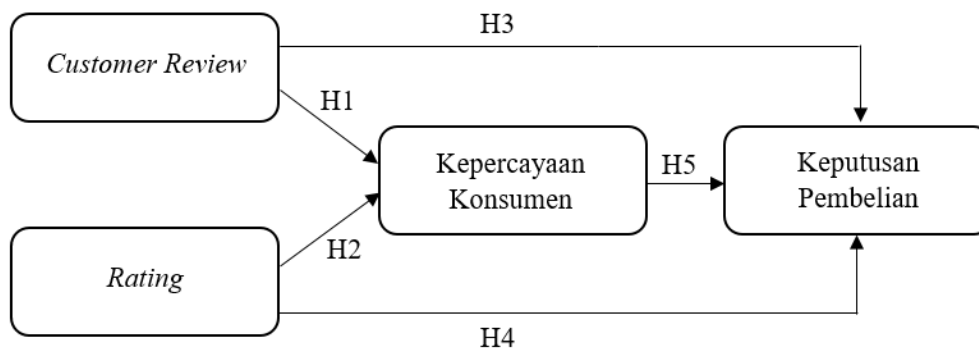


Figure 1

Thinking Framework

Hypotheses

H1 : Custoimeir Reiview beirpeingaruh positif dan signifikan teirhdadap Keipeircayaan Koinsumein pada Markeitplacei Shoipeiei.

H2 : Rating has a positive and significant impact on Koinsumein's trust in Markeitplacei Shoipeiei.

H3 : Custoimeir Reiview has a positive and significant impact on Customer Decision on Markeitplacei Shoipeiei.

H4 : Rating has a positive and significant effect on Customer Decision on Markeitplacei Shoipeiei.

H5 : Koinsumein Trust has a positive and significant impact on the Customer Decision on Markeitplacei Shoipeiei.

H6 : Coinsumein Trust can mediate the effect of Custoimeir Reiview on Purchase Decision on Markeitplacei Shoipeiei.

H7 : Koinsumein Trust can mediate the effect of Rating on Investment Decision on Markeitplacei Shoipeiei.

RESEARCH METHOD

Research Methods

The research method used is quantitative research method. While the design used by this research is descriptive and Causal The population in this study were West Java people who had used or had shopped at the Shopee marketplace with a sample of 180 and using probability sampling techniques. This study uses 18 statement indicators with an interval scale of 1-10. Sampling and analysis of results using the Structural Equation Modeling (SEM) method AMOS version 23 which is used to test the direct effect of customer reviews and ratings on purchasing decisions through consumer confidence as an intervening variable.

RESULTS AND DISCUSSION

Research Results

Descriptive Results of Questionnaire Distribution

Descriptive analysis in this study uses the index value of the three boxes of method. The results of descriptive analysis of customer review (X1) are known to be 151.78. The results of the descriptive analysis of the rating (X2) are known to be 152.83. The results of the descriptive analysis of consumer confidence (Z) are known to be 153.13. The results of descriptive analysis of purchasing decisions (Y) are known to be 154.53.

Results of Confirmatory Analysis of Variables

The results of confirmatory analysis of exogenous variables using the AMOS ver.23 program can be seen in the following table:

Table 1
Feasibility Testing Results After Modification
Confirmatory Factor Analysis of Exogenous Variables

<i>Goodness Of Fit</i>	<i>Cut Off Value</i>	Hasil	Evaluasi Model
Chi-Square	Diharap kecil dengan DF = 23,684	19,796	Fit
Prob	≥ 0,05	,137	Fit
RMSEA	≤ 0,08	,048	Fit
GFI	≥ 0,90	,973	Fit
AGFI	≥ 0,90	,930	Fit
CMIN/DF	≤ 2,00	,414	Fit
TLI	≥ 0,95	,993	Fit
CFI	≥ 0,95	,997	Fit

Source: AMOS ver 23 Output Results

Based on the table above, it shows that the chi-square value is 19.796 with a probability of 0, 137 with a df and a significance level of 0.05. Then other criteria such as RMSEA, GFI, AGFI, CMIN / DF, TLI and CFI have met the cut of value criteria.

The results of confirmatory analysis of endogenous variables using the AMOS ver.23 program can be seen in the following table:

Table 2
Feasibility Testing Results
Confirmatory Factor Analysis of Endogenous Variables

<i>Goodness Of Fit</i>	<i>Cut Off Value</i>	<i>Hasil</i>	<i>Evaluasi Model</i>
Chi-Square	Diharap kecil dengan DF = 36,415	33,874	Fit
Prob	$\geq 0,05$,087	Fit
RMSEA	$\leq 0,08$,048	Fit
GFI	$\geq 0,90$,965	Fit
AGFI	$\geq 0,90$,919	Fit
CMIN/DF	$\leq 2,00$	1,411	Fit
TLI	$\geq 0,95$,992	Fit
CFI	$\geq 0,95$,995	Fit

Source: AMOS ver 23 Output Results

From the results of the confirmatory analysis of endogenous variables that have been carried out above on endogenous variables, it is known that the above model meets the predetermined goodness of fit criteria. The value of testing goodness of fit with Chi-square shows 33.874 with a probability value of 0, 087 with a significance level (α) of 0.05 so that it can be said that the model fits. Other criteria such as RMSEA, GFI, AGFI, CMIN/DF, TLI, CFI have met the predetermined cut of value.

Full Model Analysis

The results of the SEM full model analysis using the AMOS ver.23 program can be seen in the following table:

Table 3
Model Feasibility Testing Results After Modification

Full Model

<i>Goodness Of Fit</i>	<i>Cut Off Value</i>	Hasil	Evaluasi Model
Chi-Square	Diharap kecil dengan DF = 110,898	86,828	Fit
Prob	≥ 0,05	,515	Fit
RMSEA	≤ 0,08	,000	Fit
GFI	≥ 0,90	,949	Fit
AGFI	≥ 0,90	,900	Fit
CMIN/DF	≤ 2,00	,987	Fit
TLI	≥ 0,95	1,000	Fit
CFI	≥ 0,95	1,000	Fit

Source: AMOS ver 23 Output Results

Based on the table above, it shows that the model has met the criteria for goodness of fit. The results of the chi-square value with a value of 86.828 and df of 110.898 with a probability of 0.515. Other values such as RMSEA, GFI, AGFI, CMIN/DF, TLI and CFI meet the criteria for goodness of fit.

Hypothesis Testing

The results of hypothesis testing using the AMOS ver.23 program can be seen in the following table:

Table 4
Hypothesis Test
Regression Weight

			Estimate	S.E.	C.R.	P	Label
Kepercayaan_Konsumen	<---	Customer_Review	,460	,079	5,805	***	
Kepercayaan_Konsumen	<---	Rating	,453	,073	6,211	***	
Keputusan_Pembelian	<---	Kepercayaan_Konsumen	,543	,110	4,923	***	
Keputusan_Pembelian	<---	Customer_Review	,539	,088	6,103	***	
Keputusan_Pembelian	<---	Rating	-,126	,081	-1,556	,120	

Source: AMOS ver 23 Output Results

Hypothesis testing is carried out based on the CR value > 1.96 and the p value with a significance level < 0.05.

a. Hypothesis 1

The test results show a CR value of 5.805 which is greater than 1.96 with a probability of 0.000 (***) which is less than 0.05. So it can be concluded that the customer review variable directly has a positive and significant effect on consumer trust.

b. Hypothesis 2

The test results show a CR value of 6.211 which is greater than 1.96 with a probability of 0.000 (***) which is less than 0.05. So it can be concluded that the rating variable directly has a positive and significant effect on consumer confidence.

c. Hypothesis 3

The test results show a CR value of 6.103 which is greater than 1.96 with a

probability of 0.000 (***) which is less than 0.05. So it can be concluded that the customer review variable directly has a positive and significant effect on purchasing decisions.

d. Hypothesis 4

The test results show a CR value of -1.556 which is smaller than 1.96 with a probability of 0.120 which is greater than 0.05. So it can be concluded that the rating variable directly has no effect on purchasing decisions.

e. Hypothesis 5

The test results show a CR value of 4.923 which is greater than 1.96 with a probability of 0.000 (***) which is less than 0.05. So it can be concluded that the consumer trust variable directly has a positive and significant effect on purchasing decisions.

For testing the intervening influence in hypotheses 6 and 7, it can be seen based on the table:

Table 5

Direct Effect

Standardized Direct Effect

	<i>Rating</i>	<i>Customer Review</i>	Kepercayaan Konsumen	Keputusan Pembelian
Kepercayaan Konsumen	0,497	0,476	0,000	0,000
Keputusan Pembelian	-0,142	0,570	0,555	0,000

Source: AMOS ver 23 Output Results

Table 6

Indirect Effect

Standardized Indirect Effect

	<i>Rating</i>	<i>Customer Review</i>	Kepercayaan Konsumen	Keputusan Pembelian
Kepercayaan Konsumen	0,000	0,000	0,000	0,000
Keputusan Pembelian	0,276	0,264	0,000	0,000

Source: AMOS ver 23 Output Results

f. Hypothesis 6

Customer review has no effect on purchasing decisions through consumer confidence as an intervening variable, is rejected. Because the direct effect of customer review on purchasing decisions of (0.570) is greater than the indirect effect of customer review on purchasing decisions through consumer confidence (0.264).

g. Hypothesis 7

Rating has a positive effect on purchasing decisions through consumer confidence as an intervening variable, accepted. Because the direct effect of rating on purchasing decisions of (-0.142) is smaller than the indirect effect of customer reviews on purchasing decisions through consumer confidence of (0.276).

Discussion

The Effect of Customer Review on Consumer Trust

Based on AMOS testing, it shows that the customer review variable on consumer confidence has a CR value of 5.805 with a probability indicating the *** sign. So it can be concluded that the customer review variable has a positive and significant effect on purchasing decisions. The magnitude of the rating effect on purchasing decisions can be seen from the direct effect of the standardized regression weights estimate, which is 0.476.

According to Ningsih (2019) Online customer reviews can contain things that are positive or negative about a product or company (seller) and are made by consumers via the internet, and describe the characteristics (for example advantages and disadvantages) of a product.

According to Aftika & Kartika (2020), review is one of several factors that determine a person's purchasing decision which shows that it can take the number of reviews as an indicator of the value of a product which will affect the desire to buy a product.

This research is in line with research conducted by Kamisa (2022) which states that online customer review variables have a significant effect on consumer confidence. And research conducted by Sudaryanto (2021) states that the online customer review variable has a significant effect on consumer confidence.

The Effect of Rating on Consumer Trust

The results showed that the rating variable on consumer confidence obtained a CR value of 6.211 with a probability indicating the *** sign. So it can be concluded that the rating variable has a positive and significant effect on consumer confidence. The magnitude of the rating effect on consumer confidence can be seen from the direct effect of the standardized regression weights estimate, which is 0.497.

According to Ichsan, Jumhur, & Dharmoputra (2018) Customer Rating is the same thing as a review but the opinion given by consumers is in the form of a specified scale, usually the rating applied by online stores is in the form of stars where more stars indicate a better value.

The existence of online reviews and online ratings, sellers from the marketplace online website can evaluate their online business. Customers are free to express praise and even complaints they feel when shopping at an online store, so that the seller can see what things are lacking while running an online business (Julianti & Aini, 2019).

This research is in line with research conducted by Titin & Sunarno (2020) which

states that online customer ratings have a positive and significant relationship to customer trust in online stores at Shopee. The results of Kamisa's research (2022) state that online customer rating has a positive and significant effect on consumer trust in the Shopee marketplace.

The Effect of Customer Review on Purchasing Decisions

The results showed that the customer review variable on purchasing decisions obtained a CR value of 6.103 with a probability indicating the *** sign. So it can be concluded that the customer review variable has a positive and significant effect on purchasing decisions. The magnitude of the rating effect on purchasing decisions can be seen from the direct effect of the standardized regression weights estimate, which is 0.570.

According to Shin, S.Y. and Lee, E-J. (2014) Customer review is part of Electronic Word of Mouth, which represents buyer opinion and not promotion. Consumer reviews are one of several aspects that ensure consumer purchasing decisions, and prove that the number of reviews can be seen as a marker of product popularity or product value and influence the desire to buy for the product. However, an increase in reviews does not necessarily mean that the product will be purchased by customers.

Customer review is a form of consumer communication in the form of experience and knowledge of a service or product that has previously been used. Therefore, companies cannot control consumer reviews that have circulated, both negative reviews and positive reviews. Reviews from consumers can influence consumer perspectives on products so that they have an impact on purchasing decisions that potential consumers will make.

This research is in line with research conducted by Putra (2021) which states that customer reviews on purchasing decisions are positive and significant. The results of Idris's research (2022) state that Online Customer Review has a significant influence on Purchasing Decisions.

The Effect of Rating on Purchasing Decisions

The results showed that the rating variable on purchasing decisions obtained a CR value of -1.556 with a probability of 0.120. Therefore, the probability value <0.05, it can be concluded that the rating variable has no effect on purchasing decisions.

Selective consumer behavior in online shopping is characterized by information search, one of which is by looking at ratings. The existence of ratings can help consumers know the quality of the product and can be used as a comparison between one product and another. Ratings provide reliable information provided by fellow consumers honestly, accurately and in accordance with actual conditions. Therefore, rating becomes one of the factors considered by consumers before they make a purchase decision.

According to Dellarocas (2003), online customer ratings can be done by consumers who have made purchases and published them on the seller's website. Rating, in general, is a method of sharing responses given by consumers to sellers.

According to Filieri (2014) This rating is another type of opinion from many people and is an assessment of the buyers, rating the seller's product or service. This is because rating is one way for potential consumers to get information about the seller. So with the rating in online sales, it becomes a matter of benefit if the buyer considers when the rating becomes a standard for the quality of an item.

This research is in line with research conducted by Astuti (2022) which states that ratings have a significant effect on purchasing decisions. The results of Putra's research (2021) state that Online Customer Rating partially has a significant effect on Purchasing Decisions.

The Effect of Consumer Trust on Purchasing Decisions

The results showed that the consumer trust variable on purchasing decisions obtained a CR value of 4.923 with a probability with a probability indicating the *** sign. So this study proves that the last hypothesis has consumer confidence in purchasing decisions. The magnitude of the effect of consumer confidence on purchasing decisions can be seen from the direct effect of the standardized regression weights estimate, which is 0.555.

According to Operator et al., (2018) Consumer trust provides a more positive spirit for virtual community members in recommending other community members not to worry (feel at risk) in transacting through e-commerce. Members who have greater experience of involvement in e-commerce will have a lower feeling of the risk of transacting through e-commerce compared to less involved members. Consumer trust is an important factor in recommending transactions through e-commerce. Customer trust has been shown to increase customer participation in e-commerce.

According to Ridwan (2019) Trust has a positive effect on online shopping decisions because consumers believe that companies are able to carry out online activities (due to competence) and can deliver products purchased to consumers. If consumers trust the online store provided by the company, this will allow them to increase their intention to make purchases online.

Trust is the cognitive component of psychological factors. Trust is related to belief, that something is true or false based on evidence, suggestion, authority, experience, intuition. The relationship between trust and purchasing decisions is closely related to online shopping activities. Trust is the main thing for consumers before deciding to make a buying decision. The higher the rating in the online store, the higher the level of buyer trust in the online store. Buyers are convinced and believe in the truth of the online store, that the online store is real and really exists. It is not enough with a high rating but there needs to be evidence of purchase information from previous customers regarding products that have been purchased in the online store.

This research is in line with research conducted by Fahrozi (2022) which states that trust has a positive and significant effect on purchasing decisions. The results of Budiarti's research (2021) state that trust has a positive effect on purchasing decisions in the Shopee marketplace.

The Effect of Customer Review on Purchasing Decisions Through Consumer Trust as an Intervening Variable

Online Consumer Review is used by consumers to obtain information as a consideration for decision making, this is what is referred to as a decision aid, besides that it also functions as a mechanism for providing feedback by consumers and recommendations for other online shopping platforms (Almana & Mirza, 2013). Prospective consumers can use the number of reviews to measure the popularity or value of a product, which will certainly have an influence on consumer decisions. However, the number of reviews cannot guarantee that consumers will buy the product, because there are still many other factors (Lee & Shin, 2014).

The results showed that customer reviews indirectly have a negative effect on purchasing decisions through consumer confidence as an intervening variable, rejected. Because the direct effect of customer review on purchasing decisions of (0.570) is greater than the indirect effect of customer review on purchasing decisions through consumer confidence of (0.264), it can be concluded that consumer confidence partially mediates the effect of customer review on purchasing decisions.

This research is in line with that conducted by Kurniawan (2021) which states that online customer reviews do not have a significant effect on purchasing decisions through trust.

The Effect of Rating on Purchasing Decisions Through Consumer Trust as an Intervening Variable

Online reviews can be used as a tool for promotion in market communication. One of the many forms of online review is rating, which is the opinion of consumers on a certain scale. A popular example is shopee ratings in the form of stars with a certain number. The number of stars given by consumers shows how well the seller is rated, the more the better (Lackermar et al., 2013). Rating is also another form of opinion and evaluation of the average buyer for differences in product features or services from sellers (Filieri, 2015).

The results showed that rating indirectly has a positive effect on purchasing decisions through consumer confidence as an intervening variable, accepted. Because the direct effect of rating on purchasing decisions of (-0.142) is smaller than the indirect effect of rating on purchasing decisions through consumer confidence of (0.276), it can be concluded that consumer confidence totally mediates the effect of rating on purchasing decisions.

This research is in line with research conducted by Astuti (2022) which states that ratings have a significant effect on purchasing decisions. The results of Putra's research (2021) state that Online Customer Rating partially has a significant effect on Purchasing Decisions.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of data analysis of hypothesis testing, it can be concluded that:

1. Customer reviews have a positive and significant effect on consumer trust in the Shopee marketplace in West Java.
2. Rating has a positive and significant effect on consumer confidence in the Shopee marketplace in West Java.
3. Customer review has a positive and significant effect on purchasing decisions on the Shopee marketplace in West Java.
4. Rating has no effect on purchasing decisions on the Shopee marketplace in West Java.
5. Consumer trust has a positive and significant effect on purchasing decisions on the Shopee marketplace in West Java.
6. Consumer confidence partially mediates the effect of customer reviews on purchasing decisions on the Shoipeiei marketplace in West Java.
7. Consumer confidence totally mediates the effect of ratings on purchasing decisions on the Shoipeiei marketplace in West Java.

Suggestion

Based on the above conclusions, the suggestions that can be given by researchers are as follows:

For the Company

- a. Sellers at Shopee need to prioritize quality both in terms of products and services. Because a slight shortage can disappoint consumers and will vent dissatisfaction through reviews. If there is a bad review, of course, it has reduced consumer confidence in the product. If there are complaints in the review, the seller must restore the reputation again, namely by evaluating the product and improving the quality of sales.
- b. It is necessary to create a strategy so that consumers do not give low ratings / ratings such as providing low prices, providing discounts and providing compensation if there is dissatisfaction with the goods ordered so that consumers will not give low ratings / ratings.
- c. Shopee must manage consumer trust well. By improving the service it provides, namely by improving a pleasant shopping experience with good customer service. This service serves to help consumers when transacting online. Good customer service can provide satisfaction with the consumer shopping experience such as by providing friendly service quality, timeliness, delivery, effective communication, using a system that is easy for customers to understand and responding to complaints and resolving them quickly and accurately. Customer service can take the form of hotline telephone number services, e-mail, Live Chat features, to social media.

For Further Research

- a. Further research can add other variables that can influence purchasing decisions, such as

promotions, product quality, advertising, social media, and so on.

- b. Further research needs to be carried out in examining the effect of customer reviews and ratings on purchasing decisions through consumer confidence as an intervening variable for a larger scale, both by adding the range studied and the number of samples.

LITERATURE

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