



The Influence of Online Customer Reviews and Ratings on Purchase Decisions Through Consumer Trust as an Intervening Variable

Titiek Tjahja Andari¹, Chandra Ayu Pramestidewi², Muhamad Fadel Sukamto^{3*}
Universitas Djuanda

Corresponding Author: Muhamad Fadel Sukamto: fadel.sukamto18@gmail.com

ARTICLE INFO

Keywords: Online Customer Review, Ratings, Purchase Decision, Consumer Trust

Received : 20, May

Revised : 23, June

Accepted: 26, July

©2025 Andari,
Pramestidewi, Sukamto(s):

This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

With the rapid growth of e-commerce, online customer reviews and ratings have become significant factors influencing consumer behavior. A deep understanding of how these elements shape consumer perceptions and purchasing intentions is crucial. The research design employs a quantitative approach, collecting data through questionnaires distributed to consumers who have made online purchases. The population in this study is not known with certainty, therefore the Lemeshow formula is used to determine the require sample size, with a sample of 143 people selected using a random sampling method. The data used in this study are ordinal data. Data analysis uses descriptive and verification analysis, and uses Path Analysis and Sobel Test for intervening variables. The results indicate that online customer reviews and ratings significantly affect purchase decisions, both directly and indirectly through consumer trust.

INTRODUCTION

The rapid and increasing growth of internet usage has also significantly impacted the development of e-commerce (electronic commerce) in Indonesia, particularly online buying and selling. The transformation of people's lifestyles, from previously face-to-face or offline shopping to online transactions, has significantly increased market competition. The large number of internet users and e-commerce competition indicate that online shopping decisions in Indonesia are increasing, as shown in Figure 1.1, which shows the number of e-commerce users in 2024, which is increasing significantly every year.

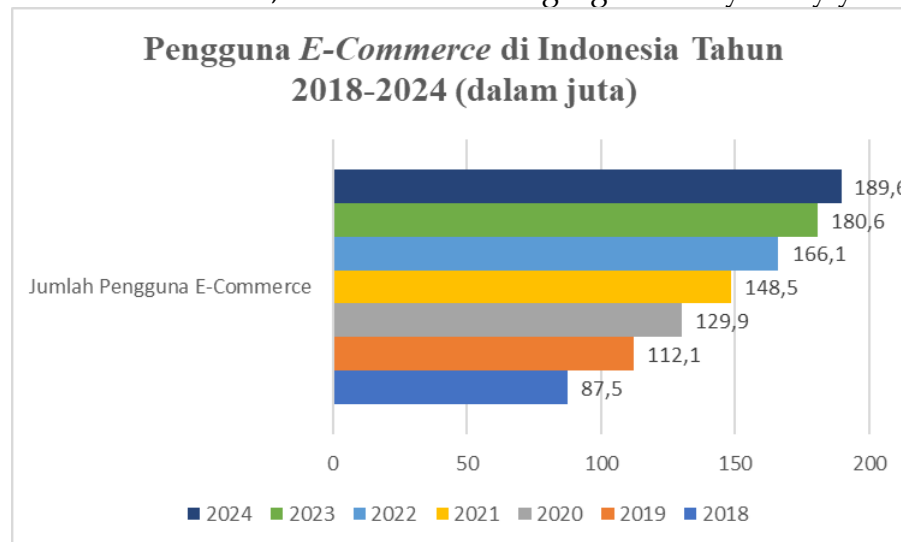


Figure 1. E-Commerce User Figures 2024

Source: rumahmedia.com, 2024

From the data in Figure 1, it can be concluded that e-commerce users in Indonesia have continued to increase from 2018 to 2024 and are predicted to continue to increase annually. E-commerce itself is an abbreviation of electronic commerce, based on this meaning, e-commerce can be defined as services regarding the purchasing process, sales process, and marketing carried out digitally through electronic systems. The activity of promoting, selling, buying, and marketing goods or services using electronic systems, such as television and the internet, constitutes e-commerce. The existence of online shops greatly helps people in meeting their daily needs. Not only are they tempted by the convenience of online shopping, the many innovations, promotions, advertisements, brands, and diverse product choices make online shops more popular among everyone from teenagers to adults. Online shops continue to develop along with the times, now better known as e-commerce or online marketplaces. A marketplace is a virtual market where sellers and buyers meet and conduct various types of transactions. Here, people conduct transactions by exchanging goods and services to make money. Transactions in the internet world are defined as e-commerce (Turban, E., 2012). Marketplace consists of various sellers in a website, examples of marketplaces are Lazada.co.id and Shopee.co.id.

Lazada is an online marketplace that offers a wide variety of products ranging from electronics, fashion, household items, health & beauty products, automotive goods, hobbies, and much more. In addition to its official website,

Lazada can also be accessed and downloaded via a smartphone application. In line with the tagline quoted from Lazada Indonesia, “Yakin Dari Hati” (which means “Truly from the Heart”), the company aims to provide a comprehensive and trustworthy online shopping experience that prioritizes customer comfort. Lazada guarantees customer convenience and ensures secure payment options. Lazada's payment methods include credit cards, cash on delivery (COD), bank transfers or mobile banking, pay later options, and others.

However, Lazada has yet to become the primary choice for online shopping among the Indonesian public. This is due to a number of issues and disruptions experienced by customers or users of Lazada itself. This is evident from the many negative reviews and low ratings given by Lazada customers regarding various problems that may reduce consumer trust, directly affecting purchase decisions on the Lazada marketplace.

Online customer reviews and ratings are important not only for future customers and business actors but also for Lazada's management. Customer feedback can be used as a tool to optimize the platform, marketing strategies, and meet the needs of both sellers and buyers on Lazada. Therefore, delivering excellent service is both a strategy and an obligation for every business actor, especially the Lazada app, which is the subject of this research.

Online customer reviews and ratings allow users to express their complaints to Lazada. With this input, Lazada can improve its performance and use the feedback as a reference to regain consumer trust and boost purchase decisions.

Online customer review is a form of electronic word of mouth (eWOM). It can be understood as a medium for consumers to view the opinions of other consumers regarding a product, a company's service, or the performance of a producer (Khammash, 2008). Meanwhile, rating refers to a user's evaluation of a product based on their experience, influenced by the psychological and emotional state they experience while interacting with the virtual product in a mediated environment (Li, N & Zhang, P, 2002).

All the evaluations and considerations made by consumers eventually lead to a purchase decision, which is a part of consumer behavior – the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires (Kotler & Keller, 2016).

Consumer trust in a product or company can influence purchase decisions. Trust is a valuable asset for every business. When consumers trust a brand, they tend to be more loyal, offer positive recommendations, and are more forgiving of minor mistakes. Consumer trust includes all the knowledge a consumer possesses and the conclusions they make about the object, attributes, and benefits of a product (Mowen & Minor, 2013). Based on the experts' statements above, it can be concluded that a purchase decision occurs when a consumer selects a product or service that either satisfies or does not satisfy their needs.

LITERATURE REVIEW

Online Customer Review and Consumer Trust

The relationship between online customer reviews and consumer trust lies in how customer reviews function as a bridge connecting information from past consumers' experiences to the perceptions and beliefs of potential buyers, thereby influencing their trust in a product, service, or seller.

According to Agesti et al. (2021), online customer reviews serve as a medium through which consumers view feedback from others regarding a product, company service, or how a manufacturer operates. Mowen & Minor (2013) define consumer trust as all the knowledge a consumer has and all the conclusions they make about the object, its attributes, and benefits.

This relationship has been studied by Hijriyatunnisa & Widodo, U. (2024), whose research shows that online customer reviews have a positive and significant effect on consumer trust. These results are supported by research from Pardede, Erwin, S. M. (2022). Based on this information, the following hypothesis is proposed:

H1: There is an effect of online customer reviews on consumer trust.

Ratings and Consumer Trust

The relationship between ratings and consumer trust lies in the function of the rating system itself. High and consistent ratings, supported by sufficient quantity, effectively communicate quality, reduce perceived risks, and build credibility—all of which are crucial in influencing consumer purchasing decisions.

According to Li & Zhang et al. (2021), a rating is an assessment made by users based on their product preference and experience, reflecting the psychological and emotional states they undergo while using the product. According to Mowen & Minor (2013), consumer trust comprises all the knowledge a consumer has and the conclusions they form regarding a product's objects, attributes, and benefits.

This relationship has been studied by Pardede, Erwin, S. M. (2022), who found that ratings have a positive and significant effect on consumer trust. These findings are also supported by research conducted by Hijriyatunnisa & Widodo, U. (2024). Based on this information, the following hypothesis is proposed:

H2: There is an effect of ratings on consumer trust.

Consumer Trust and Purchase Decision

The relationship between consumer trust and purchase decisions is one of the fundamental concepts in marketing and consumer behavior. Simply put, the higher a consumer's trust in a product, service, brand, or seller, the more likely they are to make a purchase decision.

Mowen & Minor (2013) define consumer trust as the knowledge and conclusions consumers form about an object, its attributes, and benefits. According to Tjiptono (2016), a purchase decision is a decision-making process that can generally be categorized into three stages: pre-purchase, consumption, and evaluation.

This relationship has been studied by Ika, M. C. et al. (2023), whose research found that consumer trust has a positive and significant effect on purchase decisions. These findings are also supported by research by Auliyah, A.

N. et al. (2023). Based on this information, the following hypothesis is proposed:

H3: There is an effect of consumer trust on purchase decisions.

Online Customer Review and Purchase Decision

The relationship between online customer reviews and purchase decisions is substantial and fundamental. Online customer reviews serve as crucial information that shapes consumer perceptions, reduces uncertainty, and ultimately either encourages or discourages purchase decisions.

According to Agesti et al. (2021), online customer reviews can be understood as a medium through which consumers view reviews from other consumers regarding a product, a company's service, and how a manufacturing company operates. According to Tjiptono (2016), a purchase decision is a decision-making process that can be broadly categorized into three stages: pre-purchase, consumption, and post-purchase evaluation.

The relationship between online customer reviews and purchase decisions has been studied by Hindun D. et al. (2023), whose findings indicate that online customer reviews significantly influence consumers' purchase decisions. These results are also supported by research from Sukirman, R. et al. (2023). Based on this information, the following hypothesis is proposed:

H4: There is an effect of Online Customer Reviews on Purchase Decisions.

Rating and Purchase Decision

The relationship between rating and purchase decision lies in the idea that high ratings indicate quality, reduce perceived risk, build trust, and directly encourage purchase intent.

According to Li & Zhang et al. (2021), rating is defined as a user's evaluation of product preferences based on their experience, referring to the psychological and emotional state consumers undergo while interacting with a product. According to Tjiptono (2016), a purchase decision is a process that can generally be divided into three stages: pre-purchase, consumption, and evaluation.

The relationship between rating and purchase decisions has been examined by Aini, N. et al. (2022), whose research showed that rating positively influences consumer purchase decisions. This is further supported by a study by Arbaini P. et al. (2020). Based on this information, the following hypothesis is proposed:

H5: There is an effect of Rating on Purchase Decisions.

Online Customer Review on Purchase Decision through Consumer Trust

The relationship between online customer reviews (both text and rating) significantly affects consumer trust. The trust built from reviews then acts as a critical mediator that drives purchase decisions. Without an adequate level of trust, even positive reviews may not be sufficient to convince consumers to make a purchase.

According to Agesti et al. (2021), online customer reviews serve as a platform for consumers to see feedback from others regarding products, company services, and manufacturer performance. According to Tjiptono (2016), purchase decisions are decision-making processes categorized into three stages:

pre-purchase, consumption, and evaluation. Mowen & Minor (2013) define consumer trust as all the knowledge a consumer holds and all conclusions made about the object, its attributes, and its benefits.

The relationship between online customer reviews and purchase decisions through consumer trust has been studied by Hijriyatunnisa & Widodo, U. (2024). Their research shows that online customer reviews positively and significantly influence purchase decisions through consumer trust. This is also supported by research from Pratama, D. P. et al. (2021). Based on this information, the following hypothesis is proposed:

H6: There is an effect of Online Customer Reviews on Purchase Decisions through Consumer Trust.

Rating on Purchase Decision through Consumer Trust

Ratings (usually in a 1 to 5-star scale) serve as a key indicator that directly influences consumer trust, which in turn either promotes or inhibits the purchase decision.

According to Li & Zhang et al. (2021), rating refers to user evaluations of a product based on their preferences and experiences, influenced by their psychological and emotional state during interaction with the product. According to Tjiptono (2016), purchase decisions consist of three stages: pre-purchase, consumption, and evaluation. According to Mowen & Minor (2013), consumer trust is defined as all the knowledge and conclusions consumers have regarding an object, its attributes, and its benefits.

The relationship between rating and purchase decisions through consumer trust has been studied by Pratama, D. P. et al. (2021), with findings showing that rating has a positive and significant effect on purchase decisions through consumer trust. These findings are also supported by research from Pardede, Erwin, S. M. (2022). Based on this information, the following hypothesis is proposed:

H7: There is an effect of Rating on Purchase Decisions through Consumer Trust.

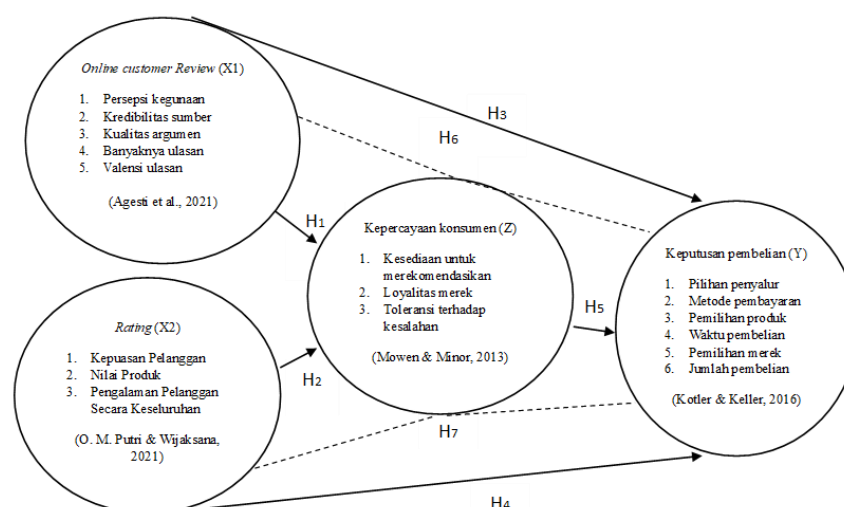


Figure 2. Conceptual Framework for Thought

METHODOLOGY

This research employs a descriptive and verificative design with a quantitative approach, aiming to analyze the relationships between the existing variables through path analysis and to test the role of intervening variables using the Sobel test. The unit of analysis in this study is the Lazada marketplace, while the research population includes residents of Bogor City who have prior experience transacting on Lazada.

For sampling, this study adopts a non-probability sampling method using purposive sampling technique, with the sample size determined using the Lemeshow formula, resulting in a total of 143 respondents.

The data used in this research consist of both primary and secondary data. Data collection was conducted through two main approaches:

1. Field Study, which involved interviews, questionnaire distribution, and direct observation, and
2. Literature Review, to gather supporting information from relevant academic sources.

Data analysis involved several techniques, including:

- Validity and reliability tests to ensure the quality of the measurement instruments,
- Classical assumption tests to assess model fitness,
- Correlation coefficient analysis to measure the strength of relationships between variables, and
- Hypothesis testing using the t-test and Sobel test to evaluate the significance of relationships and the role of intervening variables.

All data analysis was performed using IBM SPSS version 25.0.

RESEARCH RESULT

Consumer Characteristics

The characteristics of Lazada marketplace consumers in Bogor City, represented by the sample of 143 respondents, are summarized in the following table:

Table 1. Summary of Respondent Characteristics

No	Characteristic	Respondent Profile	Total (People)	Percentage (%)
1	Gender	Female	100	70%
2	Age	17-25 years old	88	62%
3	Education	High School/Vocational	80	56%
4	Occupation	Students	71	50%
5	Shopping Frequency	1-3 times	73	51%
6	Income	IDR 1-2 million	57	40%

No	Characteristic	Respondent Profile	Total (People)	Percentage (%)
	Total		143	100%

Source: Processed Data, 2025

Based on Table 1, it can be concluded that the majority of Lazada users in Bogor City are female, aged 17–25, high school graduates, students, with 1–3 shopping transactions, and a monthly income of IDR 1–2 million.

Instrument Testing

Validity Test

A validity test indicates the accuracy of a research instrument. An instrument is considered valid if it accurately measures what it is intended to measure. The type of validity used is construct validity, which involves analyzing the conceptual framework to ensure clarity. According to Sugiyono (2019), a valid test has high validity, whereas a less valid instrument indicates low validity. The results show that all items have *r*-count values greater than the *r*-table value (0.3), meaning all variables in this study are valid.

Reliability Test

A questionnaire is considered reliable or dependable if the answers are consistent over time (Sugiyono, 2019). An instrument is said to be reliable if the Cronbach's Alpha value is ≥ 0.6 . The results indicate that each variable has a Cronbach's Alpha value equal to or greater than 0.6, confirming that all instruments used in this study are reliable.

Classical Assumption Test

This test evaluates the feasibility of the regression model used in the study (Sugiyono, 2017). The classical assumption tests include:

1. Normality Test

Used to assess whether the data distribution is normal. A good regression model has normally distributed data. The Kolmogorov-Smirnov test is used for detection. A significance value > 0.05 indicates normal distribution.

- Equation 1: sig. (2-tailed) = 0.066
 - Equation 2: sig. (2-tailed) = 0.391
- Both values exceed 0.05, indicating normal distribution. A Normal Probability Plot (P-Plot) also showed that the data points follow the diagonal line, supporting the conclusion of normal distribution.

2. Multicollinearity Test

Used to examine whether there is correlation among independent variables. A good regression model should not show multicollinearity.

- In Equation 1: Tolerance = 0.147 (> 0.05), VIF = 6.809 (< 10)
- In Equation 2: Tolerance = 0.142, 0.129, 0.327 (> 0.05), VIF = 7.052, 7.741, 3.056 (< 10)

These results confirm that no multicollinearity is present.

3. Heteroscedasticity Test

This test checks whether there is unequal variance of residuals. It is assessed through the scatterplot of standardized predicted values (ZPRED) vs standardized residuals (SRESID).

The scatterplot shows randomly distributed points without any clear pattern, indicating no heteroscedasticity is present.

Path Analysis

This research involves five structural equation models calculated through path analysis using IBM SPSS version 25.0:

1. **First Model:** Analyzes the effect of **Online Customer Review (X1)** on **Consumer Trust (Z)**.
2. **Second Model:** Analyzes the effect of **Rating (X2)** on **Consumer Trust (Z)**.
3. **Third Model:** Analyzes the effect of **Consumer Trust (Z)** on **Purchase Decision (Y)**.
4. **Fourth Model:** Analyzes the direct effect of **Online Customer Review (X1)** on **Purchase Decision (Y)**.
5. **Fifth Model:** Analyzes the direct effect of **Rating (X2)** on **Purchase Decision (Y)**.

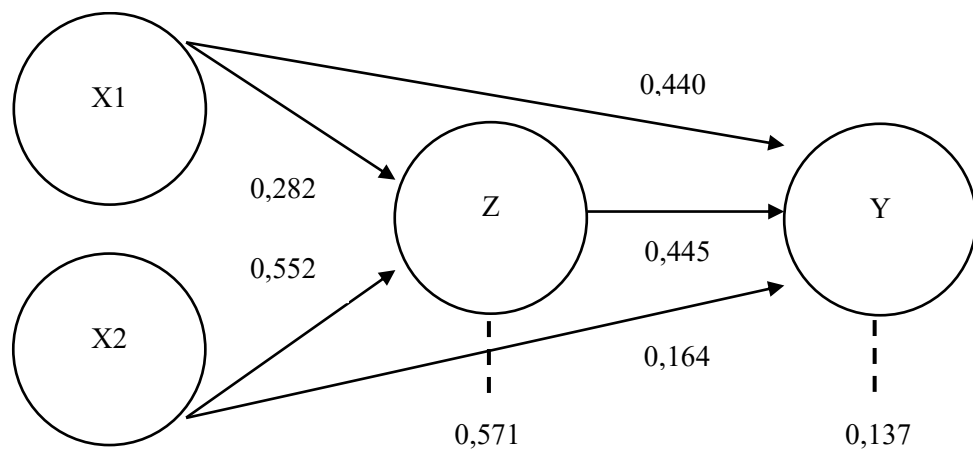


Figure 3. Path Diagram Results

Source: Processed Data, 2025

Path Diagram Results

Based on Figure 3 (Path Diagram), the summary of the calculations for direct, indirect, and total effects of exogenous variables on endogenous variables can be described in the following table:

Table 2. Summary of Coefficient Effects

Variable Effect	Direct Effect	Indirect Effect via Consumer Trust	Total Effect
X1 - Z	0.282	-	0.282
X2 - Z	0.552	-	0.552
Z - Y	0.445	-	0.445
X1 - Y	0.440	0.195	0.477
X2 - Y	0.164	0.072	0.624

Source: Processed Data, 2025

Interpretation:

1. Online Customer Review has a direct effect on purchase decision of 0.440 (44%), and an indirect effect through consumer trust of 0.195 (19.5%), leading to a total effect of 0.477 (47.7%).
2. Rating has a direct effect on purchase decision of 0.164 (16.4%), and an indirect effect through consumer trust of 0.072 (7.2%), with a total effect of 0.624 (62.4%).
3. The analysis indicates that Online Customer Review has a greater indirect influence on purchase decisions via consumer trust compared to rating. Therefore, companies should pay more attention to consumer feedback and enhance their brand image to improve consumer trust, which will lead to increased purchase intentions.

Hypothesis Testing Results

Hypothesis testing was conducted to examine the direct effects of the exogenous variables (online customer review and rating) on the endogenous variable (purchase decision) using the t-test, and to assess the mediating effect of the consumer trust variable using the Sobel test.

Table 3. Summary of Hypothesis Testing Results

No	Hypothesis	Statistical Value	Decision	Conclusion
1	Online customer review has a positive and significant effect on consumer trust	2.238 > 1.656	H ₀ rejected, H _a accepted	Online customer review directly affects consumer trust
2	Rating has a positive and significant effect on consumer trust	4.378 > 1.656	H ₀ rejected, H _a accepted	Rating directly affects consumer trust
3	Online customer review has a positive and significant effect on purchase decision	14.214 > 1.656	H ₀ rejected, H _a accepted	Online customer review directly affects purchase decision
4	Rating has a positive and significant effect on purchase decision	5.060 > 1.656	H ₀ rejected, H _a accepted	Rating directly affects purchase decision
5	Consumer trust has a positive and significant effect on purchase decision	21.847 > 1.656	H ₀ rejected, H _a accepted	Consumer trust directly affects purchase decision
6	Consumer trust significantly mediates the relationship between online customer review and purchase decision	4.30 > 1.96	H ₀ rejected, H _a accepted	Consumer trust mediates the effect of online customer review on purchase decision

No	Hypothesis	Statistical Value	Decision	Conclusion
7	Consumer trust significantly mediates the relationship between rating and purchase decision	2.24 > 1.96	H ₀ rejected, H _a accepted	Consumer trust mediates the effect of rating on purchase decision

Source: Processed Data, 2025

Based on the summary, all seven alternative hypotheses are accepted, indicating that purchase decisions are significantly influenced by consumer trust, which is built and strengthened through online customer reviews and product ratings.

DISCUSSION

Direct Effect of Online Customer Review on Consumer Trust

Based on data analysis, the result $t_{hitung} > t_{tabel}$ ($2.238 > 1.656$) with significance value $0.00 < 0.05$, indicates that online customer review directly has a positive and significant effect on consumer trust in the Lazada marketplace. Lazada successfully builds trust through the quality and availability of customer reviews, which provide valuable insights on shopping experiences, product quality, and seller reliability.

This is supported by Hijriyatunnisa & Widodo (2024), who found that online customer review positively affects consumer trust—meaning higher-quality reviews lead to higher trust.

Direct Effect of Rating on Consumer Trust

The analysis shows $t_{hitung} > t_{tabel}$ ($4.378 > 1.656$) with significance $0.00 < 0.05$, indicating that rating has a positive direct effect on consumer trust. Ratings reflect overall satisfaction and product performance. Lazada's reliable rating system enhances consumer confidence.

This is supported by Pardede, Erwin S.M. (2022), who concluded that rating significantly increases consumer trust.

Direct Effect of Online Customer Review on Purchase Decision

The analysis result $t_{hitung} > t_{tabel}$ ($14.214 > 1.656$) with significance $0.00 < 0.05$, demonstrates a positive direct effect of online customer review on purchase decision. Reviews are crucial in online marketplaces due to the absence of physical interaction. Reviews reduce perceived risks, offer product assurance, and influence social norms.

This finding aligns with Hindun D. et al. (2023), confirming that online reviews significantly influence purchase decisions.

Direct Effect of Rating on Purchase Decision

The analysis shows $t_{hitung} > t_{tabel}$ ($5.060 > 1.656$) with significance $0.00 < 0.05$, which confirms a positive direct impact of rating on purchase decisions. Ratings serve as consumer benchmarks for quality and satisfaction. For Lazada, encouraging accurate ratings contributes to better decision-making.

This result is in line with Aini, N. et al. (2022), which supports that higher ratings increase the likelihood of purchase.

Direct Effect of Consumer Trust on Purchase Decision

The result $t_{hitung} > t_{tabel}$ ($21.847 > 1.656$) with significance $0.00 < 0.05$ confirms that consumer trust significantly and positively affects purchase decision. Trust enhances consumer confidence, especially in online environments. Lazada has established a secure and trustworthy transaction environment that reinforces customer loyalty.

Supported by Ika M.C. et al. (2023), who found that consumer trust directly increases purchase intention.

Indirect Effect of Online Customer Review on Purchase Decision via Consumer Trust

The Sobel test result $Z_{hitung} > Z_{tabel}$ ($4.30 > 1.96$) and significance $0.00 < 0.05$ indicates a significant indirect effect of online customer review on purchase decision through consumer trust. Reviews not only inform but also shape perception, helping consumers make informed and confident purchasing decisions.

This is supported by Pratama, D. et al. (2021), reinforcing the importance of trustworthy reviews in purchase behavior.

Indirect Effect of Rating on Purchase Decision via Consumer Trust

The result $Z_{hitung} > Z_{tabel}$ ($2.24 > 1.96$) with significance $0.00 < 0.05$ shows a positive indirect effect of rating on purchase decision via consumer trust. Higher ratings reflect higher customer satisfaction, which builds trust and supports the purchase decision.

This is consistent with Pardede, Erwin S.M. (2022), confirming that ratings influence trust and consequently, buying decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study regarding the influence of online customer review and rating on purchasing decisions through consumer trust as an intervening variable in the Lazada marketplace, several conclusions were drawn as follows:

1. Based on consumer responses regarding online customer review, rating, consumer trust, and purchasing decisions in the Lazada marketplace:
2. Online customer review on the Lazada marketplace is categorized as good. The indicators with the highest average values are perceived usefulness and the number of reviews, while the indicator with the lowest average value is source credibility.
3. Rating on the Lazada marketplace is categorized as good. The highest average value indicator is customer satisfaction, while the lowest is overall customer experience.
4. Consumer trust in the Lazada marketplace is categorized as good. The highest average value indicator is tolerance for mistakes, while the lowest is brand loyalty.

5. Purchasing decisions in the Lazada marketplace are categorized as good. The highest average value indicator is product choice, while the lowest is brand choice.

Based on the analysis and hypothesis testing results of the influence among research variables: online customer review, rating, consumer trust, and purchasing decisions in the Lazada marketplace, the following conclusions were made:

- a. Online customer review has a direct influence on consumer trust in the Lazada marketplace. This indicates that positive online customer reviews can increase consumer trust in the company.
- b. Rating has a direct influence on consumer trust in the Lazada marketplace. This indicates that positive ratings can increase consumer trust in the company.
- c. Online customer review has a direct influence on purchasing decisions in the Lazada marketplace. This indicates that positive and quality online customer reviews can affect consumers' decisions to make purchases.
- d. Rating has a direct influence on purchasing decisions in the Lazada marketplace. This indicates that positive and high ratings can influence consumers' purchasing decisions.
- e. Consumer trust has a direct influence on purchasing decisions in the Lazada marketplace. This indicates that the level of consumer trust in a marketplace can directly affect consumers' purchasing decisions.
- f. Consumer trust is able to mediate the influence of online customer review on purchasing decisions in the Lazada marketplace. This indicates that consumer trust can be an important factor mediating the relationship between online customer review and purchasing decisions on the Lazada marketplace.
- g. Consumer trust is able to mediate the influence of rating on purchasing decisions in the Lazada marketplace. This indicates that higher ratings can increase consumer trust, which in turn can affect purchasing decisions on the Lazada marketplace.

ADVANCED RESEARCH

- a. For future researchers, it is recommended to consider the following:
 - a. Expand the scope of research by including other variables that might influence purchasing decisions in marketplaces, relating them to current conditions such as economic environment, individual or community characteristics, social conditions, and lifestyle.
 - b. Use a more representative sample of Lazada consumers to obtain more generalizable results.
 - c. Employ more varied research methods such as case studies, experiments, or longitudinal surveys to gain deeper understanding of the relationships between variables studied.

- d. Investigate more deeply how consumer trust can be influenced by other factors besides online customer review and rating.

ACKNOWLEDGMENT / SUGGESTIONS

Suggestions given in this study aimed at improving online customer review, rating, consumer trust, and purchasing decisions in the Lazada marketplace are as follows:

- a. Since the lowest-rated instrument in online customer review is source credibility, Lazada should develop a stricter identity verification system and give more weight to detailed, specific reviews that include relevant information about product usage experience, ultimately enhancing trust in the Lazada marketplace.
- b. Since the lowest-rated instrument in rating is overall customer experience, Lazada should evaluate and optimize product quality, delivery speed, customer service, accurate product descriptions, and transaction processes to ensure a satisfying shopping experience for consumers.
- c. Since the lowest-rated instrument in consumer trust is willingness to recommend, Lazada should focus on comprehensive approaches that enhance overall consumer trust. By ensuring positive shopping experiences, transparency, and excellent customer service, Lazada can encourage consumers not only to trust but also enthusiastically recommend the marketplace to others.
- d. Since the lowest-rated instrument in purchasing decisions is brand choice, Lazada can be more proactive in highlighting reputable and leading brands or strengthen collaborations with various brands. Lazada can also optimize the display and search features for brands on the marketplace to facilitate consumers in finding their desired brands.

REFERENCES

- Agesti, N., Ridwan, M. S., & Budiarti, E. (2021). The Effect of Viral Marketing, Online Customer Review, Price Perception, Trust on Purchase Decisions with Lifestyle as Intervening Variables in the Marketplace Shopee in Surabaya City. *International Journal of Multicultural and Multireligious Understanding (IJMMU)*, 8(3), 496-507.
- Ahmad Farki, I. Baihaqi, & B. M. Wibawa. (2016). Analisis Sentimen *Online Customer Review* Pada Produk Smartphone Samsung Galaxy S6 Edge. *Jurnal Sistem Informasi*, 10(2), 117-128.
- Aini, N., & Ningsih, L. S. R. (2022). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Melalui Marketplace Shopee (Studi Kasus Pengguna Shopee di PPP Al-Istiqomah Cukir). *BIMA: Journal of Business and Innovation Management*, 5(1), 18-28.
- Almayani, R. N., & Graciafernandy, M. A. (2023). Pengaruh Online Customer Review, Online Customer Rating dan Online Promotion Terhadap Keputusan Pembelian Online Di Shopee. *POINT: Jurnal Ekonomi & Manajemen*.
- Auliyah, A. N., & Budiarti, W. (2023). Pengaruh Celebrity Endorser, Viral Marketing, Dan Electronic Word Of Mouth Terhadap Keputusan Pembelian Melalui Kepercayaan Konsumen Sebagai Variabel Intervening Pada Instagram Koko Buncit Surabaya. *Soetomo Management Review*, 2(1), 123-135.
- Chen T, Samaranayake P, Cen X, Qi M and Lan Y-C (2022) The Impact of Online Reviews on Consumers' Purchasing Decisions: Evidence From an Eye-Tracking Study. *Front. Psychol.* 13:865702. doi: 10.3389/fpsyg.2022.865702
- Denny Pratama, P., Lia, S., & Roni, K. (2021). *CELEBRITY ENDORSER, ONLINE CUSTOMER REVIEW, ONLINE CUSTOMER RATING TERHADAP KEPUTUSAN PEMBELIAN DENGAN KEPERCAYAAN SEBAGAI VARIABEL INTERVENING PADA MARKETPLACE TOKOPEDIA* (Doctoral dissertation, Universitas Maritim Raja Ali Haji).
- Diba, F., & Engkur, E. (2020). *PENGARUH CELEBRITY ENDORSER, BRAND IMAGE DAN SERTIFIKASI LABEL HALAL TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK WARDAH (Studi Kasus Warga RW. 001 Kelurahan Jatinegara Kaum, Kecamatan Pulo Gadung)*.
- Farki, A., Baihaqi, I., Wibawa, B.M., (2016). Pengaruh Online Customer Review dan Rating Terhadap Kepercayaan dan Minat Pembelian pada Online Marketplace di Indonesia, *Jurnal Teknik ITS: Vol. 5, No. 2*
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.

- Hasibuan, Malayu. (2012). *Manajemen SDM. Edisi Revisi*, Cetakan Ke Tigabelas. Jakarta: Bumi Aksara
- Hijriyatunnisa, H., & Widodo, U. (2024). Pengaruh Online Customer Rating Dan Online Customer Review Terhadap Keputusan Pembelian Ditiktok Shop Melalui Kepercayaan Konsumen Sebagai Variabel Intervening (Studi Kasus Pada Konsumen Tiktok Shop Semarang). *Jurnal Ilmiah Fokus Ekonomi, Manajemen, Bisnis & Akuntansi (EMBA)*, 3(2), 242-249.
- Hindun D, Sangadji EM, Nurhayati D. Pengaruh Online Customer Review Dan Rating Terhadap Keputusan Pembelian Secara Online Pada Marketplace Shopee Mahasiswa. *Mufaka Jurnal Ekonomi, Manajemen Dan Akuntansi*. 2023;2(5):202-11.
- Hsu, C., Chang, A., dan Luo, W. (2017). Identifying key performance factors for sustainability development of SMEs-integrating QFD and fuzzy MADM methods. *Journal of Cleaner Production*, 161, 629–645.
- Khammash, M. (2008). *Electronic Word-of-Mouth: Antecedents of Reading Customer Reviews in Online Opinion Platforms: A Quantitative Study from the UK Market*. IADIS International Conference WWW/Internet 2008, 77– 84.
- Kotler, P. (2016). *A Framework For Marketing Management*. Pearson Education Limited.
- Mowen, J. C., & Minor, M. S. (2013). *Consumer behavior* (11th ed.). Cengage Learning.
- Panjaitan, M. (2018). Pengaruh Lingkungan Kerja Terhadap Produktivitas Kerja Karyawan. *Jurnal Manajemen*, 3(2), 1-5.
- Pardede, E. S. M. (2022). *Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian Melalui Kepercayaan Konsumen pada Produk Fore Coffee di Sun Plaza Medan* (Doctoral dissertation, Universitas Sumatera Utara).
- Pramestidewi, C. A., et al. (2024). *Manajemen Pemasaran (Konsep, Strategi, Dan Implementasi)*. Bandung: Media Sains Indonesia.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: IKAPI.
- Sukirman, R., & Kumalasari, F. (2023). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Konsumen Pada Marketplace Shopee. *Journal of Trends Economics and Accounting Research*, 4(1), 152-159.
- Tjiptono, F & Diana. (2020). *Pemasaran, Edisi I*. Yogyakarta: PT Gramedia Pustaka Utama.
- Turban, E. (2012). *Electronic Commerce 2012*. Pearson 7th-Global Edition.