

Customer Purchasing Decision That Are Influenced by Online Customer Reviews, Online Customer Ratings, And Customer Trust in The Shopee E-Commerce in Pekanbaru

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Article Info	Abstract
Received : 2024-11-20 Accepted : 2026-02-09 Published : 2026-02-09	<i>This study aims to test and analyze test and analyze the influence of online customer reviews, online customer ratings, and customer trust on customer purchasing decisions on Shopee e-commerce. In the e-commerce system, buyers cannot try the product directly, so the existence of online customer reviews and online customer ratings will be a tool to measure product quality, delivery time, service, and others. Seeing the opportunity to develop this study, the researcher added a customer trust variable as a moderating variable that was not found in previous studies, the researcher believes that customer trust can strengthen or weaken online customer reviews and online customer ratings both directly and indirectly on purchasing decisions. The population in this study were Pekanbaru city residents who actively used the e-commerce shopee and were 20-40 years old because they were considered mature in purchasing decisions. The sample in this study was 166 people. The sample method used the purposive sampling method. The data used in this study were primary data and secondary data, while the data collection technique used a questionnaire. The model used in this study is a causality model or influence relationship. To test the hypothesis that will be proposed in this study, the analysis technique used is SEM or Structural Equation Modeling which is operated through the SmartPLS 3.2.8 program. The results of the study indicate that online customer reviews have an effect on purchasing decisions. Online customer ratings have an effect on purchasing decisions. This shows that online customer ratings have an important role in increasing purchasing decisions. Customer trust moderates the effect of online customer reviews on purchasing decisions. This shows that trust has an important role in strengthening the effect of online customer reviews on purchasing decisions. Customer trust moderates the effect of online customer ratings on purchasing decisions. This shows that trust has an important role in strengthening the effect of online customer ratings on purchasing decisions.</i>
Keywords: online customer review; online customer rating; customer trust; customer purchasing decision	

Introduction

The development of technology that is expanding rapidly makes businesses compete with each other and provide an approach to their customers with ease, so that customers have a connection to the product. The development of information technology, especially the internet, is a driving

factor in the development of e-commerce. The internet has developed into a lifestyle for society. In the development of increasingly rapid and sophisticated technology, the internet has created many e-commerce sites with various advantages and attractions. Technology never seems to stop producing countless technological products. Various types of technology products are intended to provide benefits and convenience for each individual, ranging from educational benefits, knowledge, health, or even to find goods needed. With the presence of the internet, many benefits can be applied in our daily lives. In addition, there is also a variety of information that is increasingly easy to access, making it easier to interact and communicate through a wider range.

Table 1: Internet Users in Indonesia in 2022 – 2024

Years	Number of Internet Users	Percentage
2024	221.56 million	79,50%
2023	215.62 million	78,19%
2022	210.02 million	77,01%

Source: <https://www.inilah.com/> (accessed 2024)

According to a survey by the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia in 2024 will reach 221,563,479 out of a total population of 278,696,200 at the end of 2023. This result shows that 79.5 percent of Indonesia's population is connected to the internet. Increased 1.4 percent compared to the previous year, which was at 78.19 percent, and increased 2.5 percent compared to 2022, which was at 77.01 percent.

Based on a recent survey conducted by Hootsuite in early 2024, there are 353.3 million mobile device connections in Indonesia. This number is 26.7 percent greater than the total population of Indonesia, which indicates that there are residents who have more than 1 mobile device. While in Riau Province there are 4.4 million active internet users, the percentage of internet users by population in Pekanbaru City in 2023-2024 is 80%.

The increasing number of internet users affects the development of e-commerce in Indonesia, especially online buying and selling activities. According to GWI (Global Web Index), the high number of e-commerce usage can be seen from the percentage of buyers in online stores in the age range 16-64 years, which reached 87.1%, and 85.4% of these internet users are e-commerce users, Lidwina (2021). The number of e-commerce users is also proven by the intense competition of e-commerce companies in Indonesia, such as Tokopedia, Lazada, Blibli, Shopee, Bukalapak, JD.ID, and global e-commerce companies such as Aliexpress, Amazon, and E-bay.

The development of internet users and the number of online purchase transactions in e-commerce is also accompanied by widespread cases of fraud, forgery, and embezzlement of funds that occur in online shopping transactions. It is often found that fraudulent and criminal acts occur in e-commerce, and this can also occur in the Shopee marketplace. This causes Shopee to make policies and regulations to manage the merchants contained in it.

The lack of confidence that users have, especially users who have the role of buyers, in merchants or other users participating as sellers in the C2C e-commerce platform causes several efforts to be made by developers. One of the efforts made by the platform developer of C2C e-commerce is to provide a reputation system for sellers with the aim of increasing the confidence of users participating in the platform, or this can be referred to as a feedback mechanism (Kurniawan, 2018). The reputation in question is based on online customer reviews and online customer ratings. Generally, in e-commerce, buyers will first be looking at products that appear at the top of the category. Products that appear first are generally products with positive online

customer reviews and online customer ratings from the number of sales on the items sold by the merchant.

This is one of the reasons why online customer reviews and online customer ratings are so important for online businesses. Just imagine if a seller sells a product or offers a service online but is not accompanied by online reviews. Then how can potential buyers trust the products sold from the seller, and no matter how good the service or product offered, if there are no reviews from previous customers, it will be difficult to gain the trust of potential customers.

Online customer reviews and online customer ratings can help increase the trust of potential buyers. Online stores that have many positive reviews from previous buyers will be more trusted by potential new buyers. As we already know, customer testimonials are very influential on consumer trust. When potential new buyers visit a store in e-commerce, not only do they look at the products and prices but also testimonials from other customers. Testimonials really help them in deciding their next action. If the online reviews are satisfactory, then they will not think twice about buying the product or service offered.

Online customer reviews and online customer ratings can also be used as an evaluation. Responses from customers who buy products at a store can be used as evaluation material for the development of the store's business. The response can be a positive or negative response about the products sold at the store. After a customer buys a product at a store, the customer will make an honest assessment, so the seller can really know which product needs to be improved.

To get an overview of the research, the researcher conducted a pre-survey of 31 samples who were respondents in the pre-survey. Based on the pre-survey that has been conducted, it can be seen that 90.3% of respondents stated that before deciding to buy a product or item at a store in Shopee e-commerce, respondents will pay attention to reviews of the item first. Meanwhile, 87.1% of respondents stated that they would pay attention to the rating of the item first before deciding to buy. From the pre-survey results, it can also be seen that 90.3% of respondents stated that the reviews and ratings of the items to be purchased influenced the respondents in their purchasing decisions for these items. This is supported by the results of a survey from Hootsuite regarding the factors that influence a person in purchasing a product online, as follows:



Figure 1: Factors Affecting Online Product Purchases (www.hootsuite.com)

Based on a survey conducted by Hootsuite, customer review is the second largest factor with 48.2%. This illustrates that customer review is an important factor that can influence consumer purchasing decisions when shopping online.

Seeing the opportunity to develop in this study, the researchers added the variable customer trust as a moderating variable, which was not found in previous studies. Researchers believe that customer trust can bridge online customer reviews and online customer ratings either directly or indirectly to purchasing decisions. A prospective buyer must first have confidence in the reviews and ratings of a product that he will buy; that's where the role of customer trust becomes crucial in connecting online customer reviews and online customer ratings with purchasing decisions.

Trust is a strong foundation to determine the success or failure of e-commerce in the future. To increase consumer interest in visiting and interacting through its site, e-commerce companies must build high trust in potential buyers. According to Kotler and Keller (2016), trust is the company's willingness to depend on business partners. It depends on a number of interpersonal and inter-organizational factors, such as the company's perceived competence, integrity, honesty, and benevolence. Where trust is the willingness of the company to rely on business partners. E-commerce companies must provide good service quality so that they will have a positive impression and generate consumer trust in the e-commerce company.

This is supported by research from Halila Titin Hariyanto (2020), which states that online customer reviews, online customer ratings, and star sellers have a positive and significant influence on customer trust. Other previous research from M. Taufik Hidayat (2022) also shows that there is an influence of online customer review and trust on Shopee purchasing decisions in the millennial generation in Indonesia. Trust has a positive and significant influence on the desire to buy.

This study aims to test and analyze test and analyze the influence of online customer reviews, online customer ratings, and customer trust on customer purchasing decisions on Shopee e-commerce. From the explanation described above, based on the phenomenon and previous research, there are differences in research results, so researchers are interested in conducting research on "Consumer Purchasing Decisions that are Influenced by Online Customer Reviews, Online Customer Ratings, and Customer Trust in the Shopee Marketplace in Pekanbaru".

Literature Review

Purchase Decision

Setiadi (2018) states that purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors, then chooses one of them. According to Kotler and Armstrong (2016), purchasing decisions are the result of a process consisting of five stages: need recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. Furthermore, Alma (2019) states that a purchasing decision is a consumer decision that is influenced by financial economics, technology, politics, culture, product, price, location, promotion, physical evidence, people, and process so that it forms an attitude in consumers to process all information and draw conclusions in the form of a response that indicates what product will be purchased. Meanwhile, according to Morissan (2020), purchasing decisions are the next stage after the intention or desire to buy; however, purchasing decisions are not the same as actual purchases.

Marketers also need to know what considerations people make in purchasing decisions and the roles that each person takes on. In general, a decision is a selection from two or more

alternative options. It means that to make a decision, there must be an alternative choice. Conversely, if consumers do not have alternatives to choose from, it cannot be categorized as decision-making (Swastha, 2017). In addition, according to Hardiawan (2022), decision-making is an individual activity directly involved in making decisions to purchase products that will be offered by the seller.

Online Customer Review

Online customer review is an opinion or experience given by consumers about the services obtained or products from a business. According to Mo, Z., Li, Y., & Fan (2021), online customer reviews are an opinion or experience given by consumers from services that were obtained or by products from a business. Consumers generally look for quality information when deciding to buy a product. With the increasing popularity of the internet, online customer reviews have become an important source for consumers to find out the quality of a product (Zhu, 2019).

Online customer review is a form of word-of-mouth communication in online sales (Filieri 2018), where potential buyers get information about products from consumers who have benefited from these products. Where electronic word of mouth (e-WOM) is defined as both positive and criteria statements made by people who are going to buy a product, people who have bought a product, or anyone who wants to comment on a product. As a result, consumers are easier to find comparisons with similar products sold on other online sellers; this is due to the rapid use of digital marketing so that it provides benefits to consumers, namely that consumers do not have to visit different sellers directly.

Online Customer Rating

A rating is a customer's opinion on a certain scale. A popular rating scheme for rating in online stores is by giving stars. The more stars you give, the higher the seller's rating (Lackermair et al., 2021). This rating is another type of opinion given by many people and is an average evaluation of the rating buyers on the different features of the seller's product or service (Filieri, 2019) and represents consumer opinion on a specific scale (Lackermair et al., 2021).

Online customer ratings are part of reviews that use star symbols rather than text to express customer opinions. Rating can be interpreted as a judgment from users on a product's preference for their experience, referring to the psychological and emotional state they live in when interacting with virtual products in a mediated environment (Li, N., and Zhang, 2020). According to Moe, W (2022) connects the rating to the level of customer decision-making. They found that the effect of customer judgment on ratings before deciding to buy something depends on how often the rating or assessment is carried out by this customer on a product.

Customer Trust (Trust)

According to Kartika et al. (2018), trust is a factor that cannot be created overnight and is entirely dependent on the relationship between the two parties. Trust can make consumers safe to share personally. Trust is one of the social behaviors, especially regarding important decisions. Trust is the foundation of business. A business transaction between two or more parties will occur if each of them trusts the other. Trust cannot simply be recognized by other parties or business partners but must be built from scratch and can be proven (Ainur, 2017). Trust is the willingness to sensitize themselves to actions taken by those they trust based on a sense of trust and responsibility. According to Namasivaym (2019), trust is generally defined as a psychological state consisting of the intention to accept vulnerability based on positive expectations of the intentions or behavior of others.

Based on the definitions above, it can be concluded that trust is a result that is built from two or more parties that require long interactions with each other, openness, and maintaining each other to carry out a social activity, business, and so on. According to Izogo (2018), the trust factor is one of the critical factors in e-commerce, especially regarding competency trust and goodwill trust. Competency trust is related to belief in the ability or capability of business partners to carry out tasks or obligations in accordance with their role, while goodwill trust concerns belief in the goodwill or willingness of business partners to carry out their obligations in order to foster mutually beneficial relationships. Internet transactions cannot work without the trust factor. Therefore, three main factors are needed in order to build and maintain trust, namely customer satisfaction, reputation and goodwill of suppliers, and recognition from third parties.

Conceptual Framework And Hypothesis Development

The Effect of Online Customer Reviews on Consumer Purchasing Decisions in the Shopee Marketplace in Pekanbaru

Reviews are one of several factors that determine a person's purchasing decision (Lee, E.-J. & Shin, 2018). Online customer review is a form of electronic word of mouth (eWOM) that refers to user-generated content posted on online sites and third-party websites (Mudambi, S. M., & Schuff, 2020). The number of marketing strategies in the marketplace may be the main consideration for consumers and potential consumers to transact online.

One of them is the online customer review feature, which has attracted a lot of attention from academics and the public as one of the most influential factors in determining purchasing decisions. The quality of the information contained in the reviews provided by consumers has an effect on perceptions of credibility. In fact, the quality of information is believed to be one of the signals of truth in online customer reviews (Filieri, 2019). When shopping online, consumers are facing many choices; on the other hand, consumers have little direct information about the product because consumers are unable to touch or feel the product. Based on the description above, the hypothesis is as follows:

H₁: Online Customer Reviews affects the Consumer Purchasing Decisions in the Shopee Marketplace In Pekanbaru

The Effect of Online Customer Ratings on Consumer Purchasing Decisions in the Shopee Marketplace in Pekanbaru

Rating online products is one way consumers argue about the quality of online products. Although sometimes there is a bias that occurs in its measurement, this is mainly due to product ratings by consumers that reflect global consumer satisfaction, not only on the product but also on how consumers are served by online sellers. Engler et al. (2019). The number of stars can be associated with the quality of an item sold online (Mukhopadhyay & Chung, 2018). This is because ratings are one way for potential buyers to get information about sellers, so the existence of ratings in online buying and selling is a logical thing if consumers consider that ratings are a measure of quality. Ratings from consumers are very crucial recommendations in e-commerce systems that show how product quality is recommended personally (Guo et al., 2021).

Generally, in the rating or star scale there are one to five stars that will be determined by consumers; if the stars given reach five or full stars, the goods or services in the marketplace are very good and according to expectations. If the stars given by consumers are less than five, of course there are things that are lacking and need to be considered again from the product. Based on the description above, the hypothesis is as follows:

H₂: Online Customer Ratings affects the Consumer Purchasing Decisions in the Shopee Marketplace In Pekanbaru

The Effect of Customer Trust Moderates the Online Customer Reviews on Consumer Purchasing Decisions in The Shopee Marketplace in Pekanbaru

According to Martinez & Bosque (2013), trust is defined as a consumer's confidence in a product or service provider to meet his or her long-term needs. In any type of business, building trust is the key to success. For example, by building consumer trust, they will be more satisfied to use the products or services offered. Trust is one of the most important factors in conducting online transactions. This is because before the product is purchased by the customer, the producer or company must be able to create customer trust in the product offered in order to attract attention and generate customer interest and confidence in the marketed product (Iswara, 2016). Based on the description above, the hypothesis is as follows:

H₃: Customer Trust Moderates the Online Customer Reviews affects the Consumer Purchasing Decisions in the Shopee Marketplace In Pekanbaru

The Effect of Customer Trust Moderates the Online Customer Ratings on Consumer Purchasing Decisions in The Shopee Marketplace in Pekanbaru

The influence of online customer ratings on purchase decisions has become an important topic in digital marketing, especially in an era where consumers increasingly rely on online ratings to make purchase decisions. When online ratings are moderated by trust factors, their influence on purchase decisions can be different. High trust can speed up the decision-making process. If consumers feel confident in reviews and platforms, they may make a purchase immediately without the need to seek additional sources of information. Trust can reduce risk perception. Trusted ratings can make consumers feel more secure in making a decision, reducing their concerns over possible purchase regrets. Trust acts as a filter that determines how much influence online ratings have on purchasing decisions. Without trust, online customer ratings may not have a significant influence or may even be ignored completely. Based on the description above, the hypothesis is as follows:

H₄: Customer Trust Moderates the Online Customer Ratings affects the Consumer Purchasing Decisions in the Shopee Marketplace In Pekanbaru

Based on the problems and the theoretical basis that have been described, the authors can formulate the framework in this study as follows:

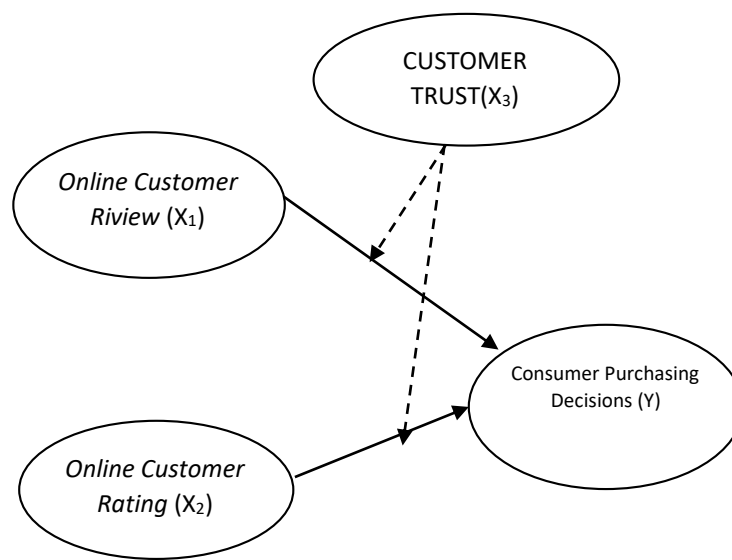


Figure 2: Research Model

Method

Type and Source of Data

This type of research is explanatory research. Explanatory research is to explain the position of the variables studied and the relationship between variables. The population in this study were residents of Pekanbaru, active internet users, and users of the Shopee e-commerce application from December 2023 to completion. The samples for this study were 166 respondents who met the specified criteria. The model used in this study is a causality model or influence relationship. To test the hypothesis to be proposed in this study, the analytical technique used is SEM or Structural Equation Modeling which is operated through the SmartPLS program. The type of data in this study was subject data, namely data in the form of a questionnaire containing responses to written statements submitted by researchers. The data source used in this research is primary data. Primary data is a source of research data obtained directly from the original source (not through intermediary media). In this study, data was obtained directly from respondents by distributing questionnaires to respondents. This data is used to define the characteristics of the research area, the respondents studied, and the distribution of items from each variable. The data that has been collected is then tabulated, processed, calculated percentages, and presented in tabular form.

Results And Discussion

Results

Partial Least Square SEM Output Results

In this study, data analysis used the partial least squares (PLS) approach using Smart PLS 3.2.8 software. Partial Least Square (PLS) is a structural equation model (SEM) based on variance components. The PLS approach is distribution-free (does not use certain distributed data; can be nominal, categorical, ordinal, interval, or ratio). In addition, PLS can also be used to measure small samples.

Assessing the Outer Model

The measurement model, or outer model, defines how each indicator block relates to its latent variable. The following is an image of the PLS algorithm used in this study:

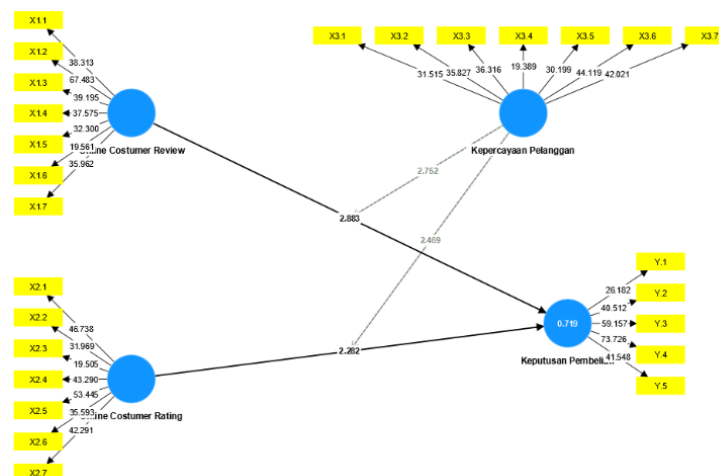


Figure 3: Outer Model Analysis

The PLS algorithm criteria in Figure 3 above can be explained as follows:

Convergent Validity

Convergent validity of the measurement model with reflexive indicators is assessed based on the correlation between item score and component score estimated with Smart PLS software. According to Ghazali (2018), for research in the early stages of the development of the measurement scale, a loading value of 0.50 to 0.60 is considered sufficient and 0.70 is considered high. In this study, a loading factor limit of 0.60 will be used. In this test, if the loading factor value is above 0.7, then the variable is said to be valid. This study shows that all variables show good convergent validity because they are above 0.7. Since there are no problems with convergent validity, the discriminant validity test is carried out.

Construct Reliability

The composite reliability value for all constructs is above 0.7, which indicates that all constructs in the estimated model meet the reliability criteria. The lowest composite reliability value is 0.961 in the Purchase Decision variable, and the highest composite reliability value is 0.969 in the online customer rating variable. The recommended Cronbach's alpha value is above 0.6, and the results show that the Cronbach's alpha value for all constructs is above 0.6. The lowest value is 0.949 in purchasing decisions, and the highest value is 0.962 in the online customer rating variable. So it can be concluded that the Cronbach alpha value for all variables is above 0.6, which indicates that all constructs in the estimated model meet the criteria.

Structural Model Evaluation (Inner Model)

Tests on the structural model are evaluated by looking at the percentage of variance explained, namely looking at the R² value for the dependent latent variable using the predictive relevance value (Q²). The amount of Q² with a range of $0 < Q^2 < 1$, the closer to the value 1, means the better the model. Vice versa, if it is below zero, then the research results show that the model lacks predictive relevance.

The design of the structural model of the relationship between latent variables in PLS is based on the formulation of the problem or research hypothesis. The design of the measurement model (outer model) in PLS is very important because it is related to whether the indicator is reflective or formative. The following is the structural model and measurement model in PLS used in this study:

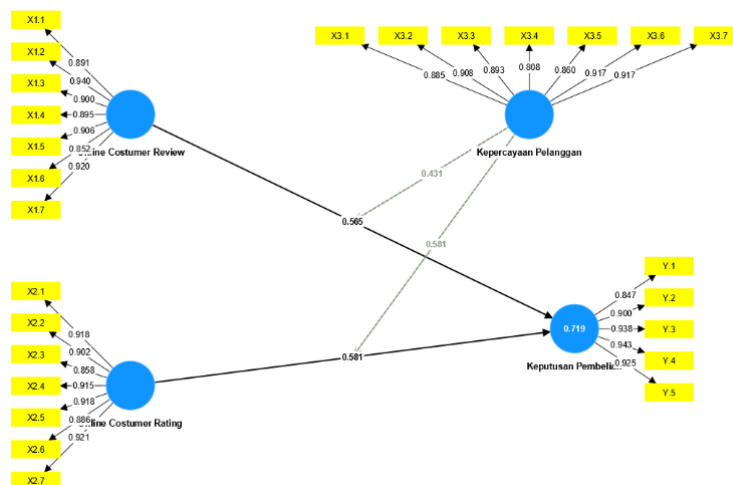


Figure 4: Structural Model (Inner Model)

Estimation

The parameter estimation method in PLS is the least squares method. The calculation process is carried out by literacy, where literacy will stop if a convergent condition has been reached. The coefficient of determination uses R-squared, which shows what percentage of variation in endogenous or criterion constructs can be explained by the constructs hypothesized to affect them (exogenous or predictors).

Table 2: R Square

Variable	R-square adjusted
Consumer Purchasing Decisions	0.704

Source: Smartpls Processed Data, 2024

From Table 2, obtain the *r square* value of the Purchase Decision variable of 0.704. This means that 70.4% of the purchasing decision variable is influenced by *online customer ratings*, *online customer reviews*, and customer trust, while the rest is influenced by other variables not tested in this study.

Hypothesis Testing

Direct Effect

To predict the existence of a causal relationship in SEM-PLS using Smartpls, it can be done by looking at the T-statistics seen in the *path coefficients* table, *p-value*, *standard errors*, and *effect sizes for path coefficients*. The following will be presented in Table 2, namely the results of the direct effect hypothesis test.

Table 3: Direct Effect Hypothesis Test Results

Hypothesis	Original sample (O)	T statistics (O/STDEV)	P values
Online customer rating -> Purchase Decision	0.581	2.282	0.003
Online Costumer Review -> Purchase Decision	0.565	2.883	0.004
Customer Trust x Online Costumer Rating -> Purchase Decision	0.431	2.752	0.031
Customer Trust x Online Costumer Review -> Purchase Decision	0.581	2.469	0.014

Source: Smartpls Processed Data, 2024

Table 3, showing the significance of the estimated parameters provides very useful information about the influence between the research variables. The basis used in testing the hypothesis is the value contained in the following path coefficients output:

Discussion

The Effect of Online Customer Reviews on Consumer Purchasing Decisions in the Shopee Marketplace in Pekanbaru

Based on Table 4.2, it can be seen that the path coefficient value is 0.565, with a t statistic of 2.883 and a p value of 0.004. From this value, it shows that there is an effect between online customer reviews and purchasing decisions. Thus, this study, which states that “There is an effect of online customer review on consumer purchasing decisions in the Shopee marketplace in Pekanbaru,” is accepted.

Online customer review has a significant effect on purchasing decisions. This shows that online customer reviews are very important in determining purchasing decisions. This can be seen that the path coefficient value is 0.565, with a t statistic of 2.883 and a p value of 0.004. From this value, it shows that there is an influence between online customer reviews and

purchasing decisions. Thus, this study, which states that “There is an effect of online customer review on consumer purchasing decisions in the Shopee marketplace in Pekanbaru,” is accepted. Thus, this study, which states that “online customer review affects purchasing decisions,” is accepted.

This means that the online customer review variable affects the purchasing decisions of potential customers, where the more online customer reviews given by consumers who have bought the product, it will influence potential customers to make purchases.

The Effect of Online Customer Ratings on Consumer Purchasing Decisions in the Shopee Marketplace in Pekanbaru

Table 3 shows the path coefficient value of 0.581, with a t statistic of 2.282 and a p value of 0.003. These results show that the calculated t value is greater than 1.96 (t value), meaning that there is an effect between *online customer rating* and purchasing decisions. Thus, this study, which states that there is an effect of *online customer rating* on consumer purchasing decisions in the Shopee marketplace in Pekanbaru, is accepted.

Based on theory, a rating is a customer's opinion on a certain scale. A popular rating scheme for ratings in online stores is by giving stars. The more stars given, the better the seller's rating (Lackermair et al., 2013). Rating in online products is one way consumers argue about the quality of online products, although sometimes there is a bias that occurs in its measurement. This is mainly due to product ratings by consumers that reflect global consumer satisfaction, not only on the product but also on how consumers are served by online sellers (Engler et al., 2015).

Online customer rating has a greater effect on purchasing decisions; this is due to the suitability of consumer expectations with what is obtained. A situation where consumers realize the benefits of these features as expected and are well fulfilled means that there is a high level of satisfaction in Shopee e-commerce consumers, which is influenced by the online customer rating variable. The better the online customer rating or the benefits provided through Shopee e-commerce, the more satisfied consumers will be. The existence of benefits and convenience for consumers in assessing store and product performance, namely online customer ratings in conducting product assessments by consumers, which reflect global consumer satisfaction, not only with the product but also with how consumers are served by online sellers, and based on the data and observations that have been made, indicates a high level of satisfaction with Shopee e-commerce consumers, which also has a positive effect on purchasing decisions, providing benefits for potential consumers who now no longer need to worry about shopping online.

The Effect of Customer Trust Moderates the Online Customer Reviews on Consumer Purchasing Decisions in The Shopee Marketplace in Pekanbaru

Based on Table 3, it can be seen that the path coefficient value is 0.431, with a t statistic of 2.752 and a p value of 0.031. From this value, it shows that customer trust moderates the effect between *online customer reviews* and purchasing decisions. Thus, this study, which states that “customer trust moderates the effect of *online customer review* on consumer purchasing decisions in the Shopee marketplace in Pekanbaru,” is accepted.

Customer trust can also influence purchasing decisions. According to Martinez & Bosque (2013), trust is defined as consumer confidence in a product or service provider to meet their long-term needs. In any type of business, building trust is the key to success. For example, by building consumer trust, they will be satisfied to use the products or services offered.

Customer trust is one of the most important factors in conducting online transactions. This is because before the product is purchased by the customer, the producer or company must

be able to create customer trust in the product offered in order to attract attention and generate customer interest and confidence in the marketed product (Iswara, 2016).

The Effect of Customer Trust Moderates the Online Customer Ratings on Consumer Purchasing Decisions in The Shopee Marketplace in Pekanbaru

Table 3 shows the path coefficient value of 0.581, with t statistic of 2.469 and p value of 0.014. These results show that the calculated t value is greater than 1.96 (t value), meaning that trust moderates the influence between online customer ratings and purchasing decisions. Thus, this study, which states that "customer trust moderates the effect of online customer rating on consumer purchasing decisions in the Shopee marketplace in Pekanbaru," is accepted.

The influence of online customer ratings on purchase decisions has become an important topic in digital marketing, especially in an era where consumers increasingly rely on online ratings to make purchase decisions. When online ratings are moderated by trust factors, their influence on purchase decisions can be different. High trust can speed up the decision-making process. If consumers feel confident in reviews and platforms, they may make a purchase immediately without the need to seek additional sources of information. Trust can reduce risk perception. Trusted ratings can make consumers feel more secure in making a decision, reducing their concerns over possible purchase regrets. Trust acts as a filter that determines how much influence online ratings have on purchasing decisions. Without trust, online customer ratings may not have a significant influence or may even be ignored completely.

Conclusions and Suggestions

Conclusions

Based on the research results obtained and the discussion that has been stated in the previous chapters, the following conclusions can be drawn: First, *online customer review* has an effect on purchasing decisions. This shows that *online customer review* is very important in determining purchasing decisions. Second, *online customer rating* affects purchasing decisions. This shows that *online customer rating* has an important role in improving purchasing decisions. Third, customer trust moderates the effect of *online customer reviews* on purchasing decisions. This shows that trust has an important role in strengthening the influence of *online customer reviews* on purchasing decisions. Fourth, customer trust moderates has an effect of *online customer ratings* on purchasing decisions. This shows that trust has an important role in strengthening the influence of *online customer ratings* on purchasing decisions.

Suggestions

Based on the above conclusions, the following suggestions can be given: First, to increase the rating, Shopee should improve its services by always providing feedback to consumers, especially the rating of online sellers. Second, to increase reviews, is a concern for consumers, so Shopee should always monitor the rating of online sellers; if there are sellers who get low rating scores, they should be evaluated immediately. Third, to increase trust, there is a need for strengthening in the form of shopee parties should improve services by providing a certain identity for the products offered. For further research, it can be done by expanding the scope of other studies and adding variables that can influence purchasing decisions as well.

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