

THE INFLUENCE OF ONLINE CUSTOMER REVIEW AND ONLINE CUSTOMER RATING ON INTEREST TO REPURCHASE IN THE SHOPEE MARKETPLACE WITH TRUST AS AN INTERVENING VARIABLE

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ABSTRACT

This study aims to analyze the effect of online customer reviews and online customer ratings on repurchase intention in the shopee marketplace with trust as an intervening variable. This research was conducted throughout Indonesia, involving 150 Shopee marketplace users as a sample selected through purposive sampling. Data were analyzed using Structural Equation Modeling (SEM) using Partial Least Squares 3.0 (PLS) as an alternative. The results of this study indicate that there is no positive and significant effect of online customer reviews and online customer ratings on repurchase intention. However, there is a positive and significant influence of online customer reviews and online customer ratings on trust. Furthermore, trust has a positive and significant influence on repurchase intention. Besides that, both online customer reviews and online customer ratings have a positive and significant effect on repurchase intention when trust is considered as an intervening variable. These findings provide valuable insights for academics and practitioners in understanding the factors that influence repurchase intention in online marketplaces such as Shopee, by emphasizing the importance of trust-building strategies to increase consumer loyalty and repurchase intention.

Keywords: Online customer review, Online customer rating, Repurchase intention, Trust, Online shopping.

INTRODUCTION

Changes in the lifestyle of people who were originally used to shopping offline to online resulted in a significant increase in the e-commerce market and continue to increase every year. With the current conditions, people are given convenience, especially in shopping, ordering food, ordering public transportation, paying credit, paying electricity tokens, and paying BPJS only using personal smartphones. Without realizing it, the emergence of this e-commerce development has changed the lifestyle and behavior of consumers (Farki et al., 2016).

In the past, everyone had to go somewhere to get the product they wanted. By providing this kind of convenience, online shopping is increasingly popular because it is considered to save time and is more flexible in choosing what to buy. (Farki et al., 2016). People generally take the time to go to shopping places not only to look for the goods they want and also to find information on goods that are currently trending, but with increasingly sophisticated technological developments people do not have to go far to shop because with smartphones they can shop. done anytime and anywhere, thus making shopping more efficient and saving time. In 2018, internet penetration in Indonesia reached 64.8% and its level rose to 73.7% in 2019-2020, then in 2021-2022 internet penetration in Indonesia reached 77.02%. This figure is the result of a survey conducted by APJII (Association of Indonesian Internet Service Providers).

Several marketplaces, such as Shopee, are starting to offer various conveniences that meet people's online shopping needs. The biggest difference between online stores and offline stores is that in online stores, prospective buyers cannot directly check the products to be purchased, but are usually only supported by pictures or descriptions provided by the seller, while in offline stores, consumers can see product specifics, choose what they like, ask questions directly to the seller and pay cash on the spot (Ningsih, 2019). In online stores, the payment process can be problematic because most online stores require consumers to transfer a certain amount of money before the goods can be delivered to their homes. The marketplace allows potential buyers to shop at home using an on-site payment system.

Figure 1. Online Store Competition in Indonesia

iprice insights PRODUK KUPON TREND View in English Unduh Laporan

Telusuri Persaingan Toko Online di Indonesia

Filter berdasarkan Model Bisnis Store Type Asal Toko Pilih Data per Kuartal Q2 2022

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Tokopedia	158,346,667	#2	#5	1,000,000	5,263,104	6,517,950	7,976
2 Shopee	131,296,667	#1	#1	842,900	8,727,742	25,778,184	6,781
3 Lazada	26,640,000	#3	#2	475,900	3,156,231	32,137,440	1,506
4 Bukalapak	21,303,333	#7	#6	252,500	2,110,525	2,505,675	2,962
5 Blibli	19,736,667	#5	#3	613,700	2,258,064	8,689,266	2,952
6 Orami	16,176,667	#NA	#NA	5,685	20,085	350,042	251
7 Ralali	10,830,000	#24	#NA	3,736	50,778	90,396	204
8 Zalora	2,990,000	#4	#9	69,400	772,558	8,021,418	258

Source: <https://iprice.co.id/insights/mapofecommerce/>

Based on the data above, Shopee is in second place after Tokopedia with 131,296,667 monthly web visitors. Shopee ranks first on the AppStore and Playstore and has 6,781 employees (iprice.co.id, 2022). This shows that Shopee is an online shop marketplace that is in great demand or liked by many people and has very satisfying quality so many people use Shopee. Of course, this cannot be separated from the convenience provided, one of which is in finding information about products. This information can be seen on the online application site where some reviews or responses have been given by other consumers who have purchased the product. Existing reviews become one of the triggers for sales (Novitasari, 2022).

Before consumers buy products on online shopping sites, consumers are used to looking for information that can be sought in various ways, one of which is by looking at information that can be accessed such as reviews from blogs, reviews from YouTube, reviews from favorite influencers or writings provided by website owner about a product, which provides a review column for the application. starting with the specifications, advantages, and disadvantages of the product and the price of the product (Mulyati & Gesitera, 2020). In every online shopping activity, consumers need to find more information about the product they are going to buy to minimize negative impacts. An easy way to get information is to look at reviews/ratings.

Repurchase interest arises after an evaluation process for consumers. Repurchase intention is influenced by the value of the product being evaluated, if the perceived benefits are greater than the sacrifice to get them, then the urge to buy them again is higher. Conversely, if the benefits are smaller than the sacrifices, then usually the buyer will refuse to repurchase and will switch to another product.

Repurchase intention can be interpreted as an evaluation from consumers to repurchase the same product by considering the current situation and possibilities in the future. When the consumer gets the product as expected, the response in the form of a positive review and rating will be given to the product so that in the future they will make a repurchase at the same place. Factors that influence repurchase intention are online customer reviews and ratings.

Online customer review is a feature that has attracted a lot of attention from academics and the public as one of the most influential factors in determining consumer purchasing decisions (Farki et al., 2016). Online customer reviews are an important factor because consumers buy the desired product or service on e-commerce based on the opinions of consumers who have already purchased the product because they feel that the information is far more honest (Hidayati, 2018).

People can take the number of reviews as an indicator of the popularity of a product or the value of a product which will affect the willingness to buy a product. However, it is not certain that more and more reviews mean that the product will be purchased by customers because other factors can be reasons or considerations for consumers. By knowing the factors that influence consumer purchases or transactions, companies gain insight to implement better marketing strategies, especially in online media (Farki et al., 2016).

Several studies say that what moves consumers to look for online reviews is uneven information, lack of information, increasing awareness, loyalty behavior, product features, product discount offers, and others. Online customer reviews provide consumers with perceptions of shopping sites and products that enhance consumers' ability to determine better purchase intentions (Prakash et al., 2017).

Online customer ratings are a collection of buyer ratings on a particular product after an order is placed. Online product ratings are used to measure buyer satisfaction with purchases and their shopping experience on the marketplace. Online product ratings provide an important reference for potential buyers who want to know whether the product meets their expectations, usually, the rating applied by online shops is in the form of stars where more stars indicate a better value (Lackermair et al., 2013).

In addition, another important factor in repurchasing interest is trust. In the world of e-commerce, it is found that there are sellers who promise goods with the original brand, even though sometimes they sell counterfeit goods with well-known brands. Some of these counterfeit products are of good quality at high prices and some sell ordinary quality at relatively cheap prices with appearances that are like the original brand, so that sometimes customers think that the goods are genuine. For this reason, conducting online transactions requires trust between the seller and the buyer. Because of this trust, will affect someone's repurchase intention (Wife et al., 2018). Trust is a key factor in every online buying and selling transaction. With trust, consumers will make repeat purchases, because online purchases are very different from in-person or traditional purchases. In online purchases, consumers cannot see the product directly and can only see it according to the photos displayed.

Online trust is a strong foundation to determine the success or failure of e-commerce in the future. To attract consumers to visit and interact with their websites, e-commerce companies must build high trust between sellers and buyers (Peres, 2021). When someone wants to make an online transaction, the most important thing is to see the online shop's reputation and whether it can be trusted or not. This can be done by checking the testimonials of buyers who have shopped on the site through online customer reviews and online customer ratings. Shopee as a marketplace creates a special sign for *pelapak* whose goods are often purchased by giving the name star seller in the form of a checkmark on the product being sold.

Marketplaces are one of the providers of internet-based online media as a place to carry out business activities and transactions between sellers and buyers. Buyers can find as many suppliers as possible with the desired criteria so that they get according to market prices (Ginting et al., 2023). A marketplace is a virtual market where sellers and buyers meet and carry out various types of transactions just like a real market, this marketplace provides a place or place for sellers to market their products and services to make money. The number of marketplaces that have sprung up in Indonesia with a fairly high number of visitors shows interest in several existing marketplaces.

As one of the largest online buying and selling sites in the world, Shopee was founded in 2015 which was founded by Christ Fang. Shopee is a marketplace with very diverse and complete offers. The diversity of products offered by Shopee has various categories including men's and women's clothing, cellphones and accessories, beauty, computers and accessories, home appliances, baby and child fashion, mother and baby, men's and women's shoes, men's and women's bags, watches, Muslim fashion, electronics, fashion accessories, health, hobbies and collections, photography, food and beverages, sports and outdoor, automotive, vouchers, books and stationery, sundries, souvenirs, and parties.

According to (Lestari et al., 2022) that consumers do not agree to recommend others to buy Lazada online shop products, considering that there are so many marketplaces in Indonesia, this can be used as an alternative for Shopee to improve quality and be able to compete with other marketplaces, so that consumers feel that Shopee is one The only marketplace for the best choice for online shopping. From the explanation above, the researchers conducted a study entitled "The Influence of Online Customer Reviews and Online Customer Ratings on Repurchase Interests on the Shopee Marketplace with Trust as an Intervening Variable".

THEORETICAL FRAMEWORK

Online customer reviews are reviews, and summaries of several good sources from books, movies, news, and others. This review functions as one of the things that review the work to find out the quality, strengths, and weaknesses that the work has. This review also provides information to readers more curious about the work (Zulaiha & Yulianto, 2023).

Reviews are an important source of information for online transactions. To indicate the importance of online customer reviews, use the following indicators (Hamdan & Yuliantini, 2021): (a) awareness, users are aware of views and reappraisals and use information intentionally in their selection process, (b) frequency, online shoppers often use reviews as a source of information, (c) comparison, interest is shown if consumers read reviews carefully and comparing it with the opinions of other users, (d) effects, reviews can be considered important if they influence product selection.

The online customer rating is part of a review that uses a star symbol to express opinions from customers. The rating can be interpreted as an assessment from users on the reference of a product to their experience referring to the psychological and emotional state that they live with a product (Nofrialdi, 2021). The online customer rating is one of the ways for potential consumers to provide information about sellers, so having a rating in online buying and selling becomes a logical thing if consumers consider that rating is a benchmark for the quality of a product. This online rating plays a role in influencing readers toward a product (Cheung et al., 2009).

According to Flanagan & Metzger (2013), online customer rating consists of 3 indicators namely; (a) credible, consisting of being trustworthy and honest, (b) expertise, consisting of professional and useful, (c) fun, consisting of pleasurable and interesting) as well as the possibility to buy from the website (likely to buy from this website).

Repurchase intention is a purchase activity that is carried out more than once or several times (Peter & Olson, 2014: 289 in Aisyah et al., 2022). The satisfaction obtained by a customer can encourage someone to repurchase, become loyal to the product, or be loyal to the store where he bought the item so that consumers can tell good things to others.

According to Basrah & Sarah (2019) in Maulana (2021) repurchase intention can be identified through the following indicators; (a) transactional interest, namely the tendency of a person to buy a product, (b) referential interest, namely the tendency of consumers to recommend products they have consumed to others, (c) preferential interest, namely consumer behavior that makes the product they have consumed as the main choice, these preferences can only be replaced if something happens to their preferred

product, (d) explorative interest, namely the desire of consumers to always seek information about the product they are interested in.

Belief is a description that someone has about something. Trust can be in the form of knowledge, opinion, or just belief (Ginting et al., 2023). Consumer trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits.

According to Zahedi & Song (2008), Trust indicators include the following: (a) privacy, believing in privacy refers to the belief that the other party will keep its promises, (b) reliability, believing in reliability is one belief that the other party has the knowledge and expertise to fulfill certain tasks (c) information can be trusted, Believing in information means that one party believes that the other party will pay attention to the welfare of the other.

RESEARCH METHODS

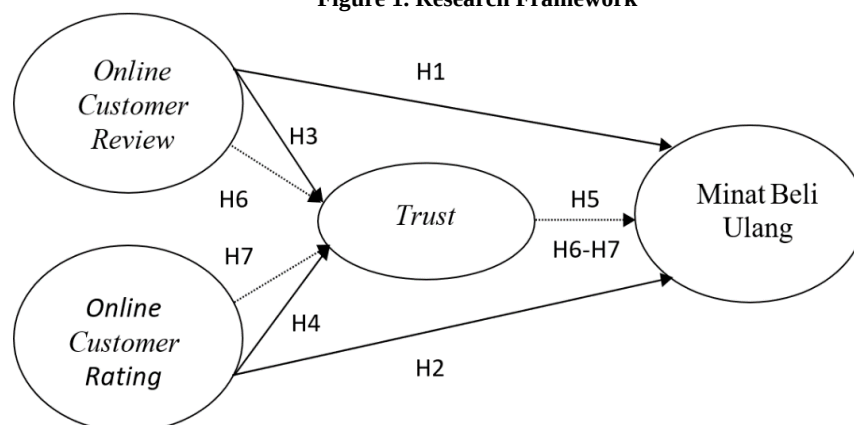
This type of research uses quantitative research methods with a causality approach. Causality research is used to determine the effect or relationship of two or more variables (Ghozali in Chandra, 2022). This research was conducted on users or consumers in the Shopee marketplace.

The population used in this study is all Indonesian people who use the Shopee application at a certain age. Because the population size is unknown, the determination of the sample is based on the guidelines put forward by Hair that, using SEM analysis requires a sample of 100-200 samples for the maximum likelihood estimation technique (Kasmir 2022:192), thus the number of samples used in this study is as many as 150. Therefore the sampling method uses non-probability sampling with a purposive sampling technique, where the sample is selected subjectively with special criteria, namely Indonesians born in 1995 to 2010 (Generation Z) who use the Shopee marketplace and have done online purchase transactions.

The data collection method used in this study was a questionnaire. The data analysis method in this study uses a structural equation model (SEM) with an alternative partial least square 3.0 (PLS).

The following is a model in this study, the researcher formulates the research framework as follows:

Figure 1. Research Framework



Based on the framework above, the hypothesis used in this study is as follows:

- H1: Online Customer Reviews have a positive and significant effect on Repurchase Intention
- H2: Online Customer Rating has a positive and significant effect on Repurchase Intention
- H3: Online Customer Reviews Have a Positive and significant effect on Trust
- H4: Online Customer Rating has a positive and significant effect on Trust
- H5: Trust has a positive and significant effect on Repurchase Intention
- H6: Online Customer Reviews have a positive and significant effect on Repurchase Intention with Trust as an intervening variable
- H7: Online Customer Rating has a positive and significant effect on Repurchase Intention with Trust as the intervening variable

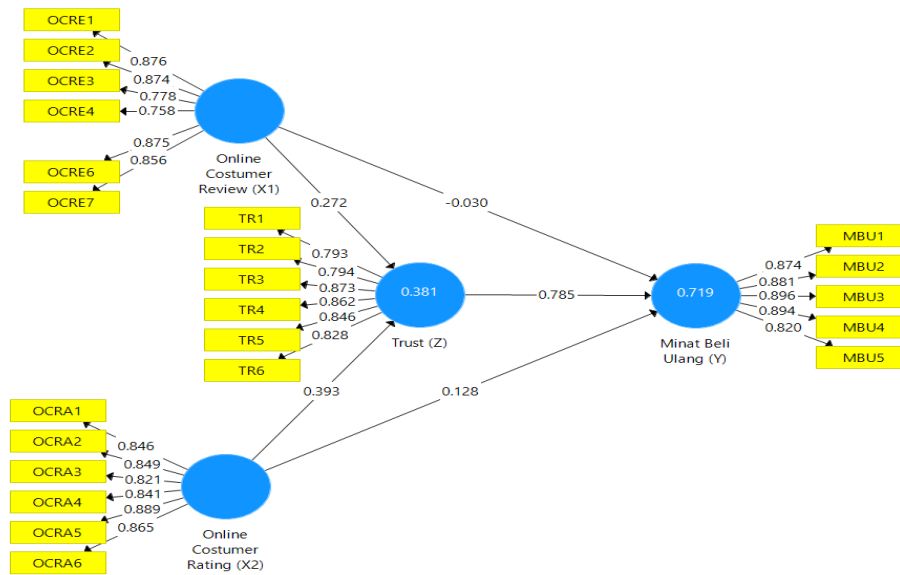
RESULTS AND DISCUSSION

This study uses SEM (Structural Equation Model) data analysis with PLS (Partial Least Square) using Smart-PLS 3.0 software tools. PLS is a multivariate analysis method that is often used to model the relationship between independent and dependent variables. PLS testing is divided into two, namely the Outer model (outer model) and the Inner model (inner model). The tests can be explained below:

Outer Model Measurement

(Atmikasari et al., 2020) explains that the outer model is testing validity and reliability. The validity test in the PLS application tests convergent validity and discriminant validity as follows:

Figure 1. Outer Model



Based on the results of testing the outer model, you can see in Figure 1 above, namely to explain the valid indicators of this study.

Convergent Validity

Convergent Validity begins by looking at item reliability (validity indicator) indicated by the loading factor value. By standard rules (rule of growth), the loading factor indicator value ≥ 0.7 is said to be valid because all indicators have a loading factor value ≥ 0.7 , so these indicators are declared fit (Haryono, 2017). The loading factor values to explain all values for each variable can be seen in Table 1 below:

Table 1. Factor Loading

	Repurchase Interest (Y)	Online Customer Ratings (X 2)	Online Customer Reviews (X1)	Trust (Z)	Information
MBU1	0.874				Valid
MBU2	0.881				Valid
MBU3	0.896				Valid
MBU4	0.894				Valid
MBU5	0.820				Valid
OCRA 1		0.846			Valid
OCRA 2		0.849			Valid
OCRA 3		0.821			Valid
OCRA 4		0.841			Valid
OCRA 5		0.889			Valid
OCRA 6		0.865			Valid
OCRE 1			0.876		Valid
OCRE 2			0.874		Valid
OCRE 3			0.778		Valid
OCRE 4			0.758		Valid

OCRE 6	0.875	Valid
OCRE 7	0.856	Valid
TR1	0.793	Valid
TR2	0.794	Valid
TR3	0.873	Valid
TR4	0.862	Valid
TR5	0.846	Valid
TR6	0.828	Valid

Source: Primary Data Output

Based on the results of data processing in this study, it can be seen in Table 1 above, revealing that all variable indicators can be declared valid because the outer loading value is > 0.70 .

Discriminant Validity

The discriminant validity method can be seen in the cross-loading value compared to the criterion value > 0.7 for each variable in the measurement must be greater than the other variables. The discriminant validity results can be explained below:

Table 2. Cross Loading

	Repurchase Interest (Y)	Online Customer Ratings (X 2)	Online Customer Reviews (X1)	Trust (Z)
MBU1	0.874	0.484	0.447	0.753
MBU2	0.881	0.524	0.457	0.825
MBU3	0.896	0.505	0.46	0.717
MBU4	0.894	0.545	0.499	0.723
MBU5	0.820	0.41	0.283	0.647
OCRA1	0.493	0.846	0.624	0.509
OCRA2	0.422	0.849	0.619	0.409
OCRA3	0.459	0.821	0.568	0.465
OCRA4	0.511	0.841	0.587	0.529
OCRA5	0.515	0.889	0.627	0.528
OCRA6	0.487	0.865	0.636	0.544
OCRE1	0.459	0.569	0.876	0.499
OCRE2	0.513	0.619	0.874	0.519
OCRE3	0.325	0.601	0.778	0.366
OCRE4	0.260	0.561	0.758	0.339
OCRE6	0.444	0.633	0.875	0.520
OCRE7	0.418	0.631	0.856	0.483
TR1	0.623	0.416	0.546	0.793
TR2	0.648	0.623	0.565	0.794
TR3	0.713	0.516	0.418	0.873
TR4	0.657	0.476	0.551	0.862
TR5	0.785	0.451	0.363	0.846
TR6	0.778	0.444	0.332	0.828

Source: Primary Data Output

Based on the results of discriminant validity in Table 2 above, it can be seen in the cross-loading value that the variable online customer review (X1), online customer rating (X2), repurchase intention (Y), and trust (Z) have a greater value > 0.7 and it can be stated that this research variable is valid.

Composite Reliability

A reliable instrument is an instrument that, when used several times to measure the same object, will produce the same data (Sugiyono, 2012). The criteria for determining construct reliability are:

- 1) Composite reliability, data that has composite reliability > 0.6 has high reliability.
- 2) Cronbach Alpha, the reliability test is strengthened by Cronbach alpha. Expected value > 0.7 for all constructs.
- 3) The result of $\rho_A > 0.7$.
- 4) Average Variance Extracted (AVE). Expected AVE value > 0.5

Table 3. Composite Reliability

Variable	Cronbach's Alpha	ρ_A	Composite Reliability	Average Variance Extracted (AVE)
Repurchase Interest (Y)	0.922	0.927	0.942	0.764
Online Customer Rating (X2)	0.925	0.927	0.941	0.726
Online Customer Review (X1)	0.915	0.931	0.934	0.702
Trust (Z)	0.912	0.912	0.932	0.694

Source: Primary Data Output

Based on the results of Convergent Validity in Table 3 above, it can be explained below, among others, as follows:

- 1) Value of Cronbach's Alpha > 0.6

Based on the value of Cronbach's Alpha it has a value of more than 0.6. Judging from the Repurchase Interest variable, it has a greater Cronbach's Alpha value ($0.922 > 0.6$), the Online Customer Rating variable has a greater Cronbach's Alpha value ($0.925 > 0.6$), the Online Customer Review variable has a greater Cronbach's Alpha value ($0.915 > 0.6$) and the Trust variable has a greater Cronbach's Alpha value ($0.912 > 0.6$). So it can be concluded that all variables can be declared reliable based on the value of Cronbach's Alpha.

- 2) The value of $\rho_A > 0.7$

Based on the value of ρ_A it has a value of more than 0.7. Judging from the Repurchase Interest variable, it has a greater ρ_A value ($0.927 > 0.7$), the Online Customer Rating variable has a greater ρ_A value ($0.927 > 0.7$), the Online Customer Review variable has a greater ρ_A value ($0.931 > 0.7$) and the Trust variable has a greater ρ_A value ($0.912 > 0.7$). So it can be concluded that all variables can be declared reliable based on the value of ρ_A .

- 3) The value of Composite Reliability > 0.6

Based on the value of composite reliability has a value of more than 0.6. Judging from the Repurchase Interest variable, it has a greater Composite reliability value ($0.942 > 0.6$), the Online Customer Rating variable has a greater Composite reliability value ($0.941 > 0.6$), the Online Customer Review variable has a greater Composite reliability value ($0.934 > 0.6$) and also the Trust variable has a greater Composite reliability value ($0.932 > 0.6$). So it can be concluded that based on the Composite reliability value, all variables can be declared reliable.

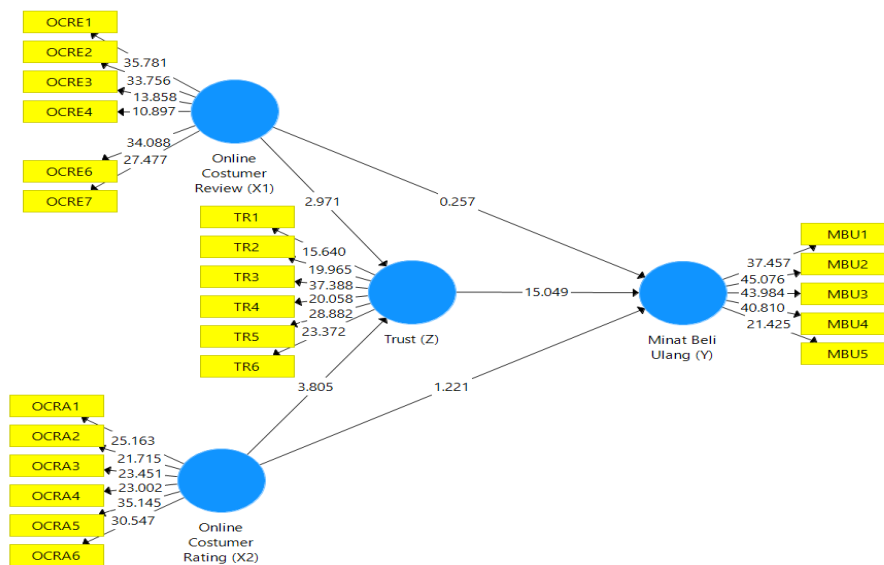
- 4) Value of average Variance Extracted (AVE) > 0.5

Based on the value of AVEs have a value of more than 0.6. Judging from the variable Repurchase Interest has a greater AVE value ($0.764 > 0.5$), Judging from the Online Customer Rating variable it has a greater AVE value ($0.726 > 0.5$), Judging from the Online Customer Review variable it has an AVE value is greater ($0.702 > 0.5$) and the Trust variable has a greater AVE value ($0.694 > 0.5$). So it can be concluded that based on the Average Variance Extracted (AVE) value it can be declared good because it meets the requirements.

Inner Model Measurement

This linear model was obtained after analyzing the validity and reliability, the structural equation model was used to assess the strength of the model proposed in this study, namely for criteria R2, Effect Size, Path Coefficient Estimation, and Estimation Stability which were tested using the t statistic through the Resampling Bootstrapping Method (Almusaddar, et al., 2018). The explanation of the inner model process can be seen in Figure 2 below:

Figure 2. Inner Model



Coefcinet of Determination (R2)

The coefficient of Determination (R2) is to measure how much the independent variable contributes to the dependent variable (Ghozali, 2001). The analysis criteria include the following:

- 1) If the value of R2 = 0.75 means substantial (big/strong)
- 2) If the value of R2 = 0.50 means moderate (moderate)
- 3) If the value of R2 = 0.25 means weak (small).

Table 4. R – Square

	R Square	Information
Repurchase Interest	0.719	Big
Trusts	0.381	Small

Source: Primary Data Output

Based on the results of R – Square in Table 4 above, it can be explained below the value of the variable R – Square. Repurchase interest has a value of 0.719 meaning that variable change variations in interest in buying online can be explained by online customer reviews and online customer rating of 71.9%, the remaining 28.1% is explained by other variables not examined by researchers.

The R – Square value of the trust variable has a value of 0.381 means that variations in changes in the trust variable can be explained by online customer reviews and online customer rating of 38.1%, the remaining 61.9% is explained by other variables not examined by the researchers.

Effect size f2 (F- Square)

The effect size f2 (f-square) is used to analyze how strong the built variable is, namely the independent variable against the dependent variable. Size. The effect size f2 has several criteria, including the following:

- 1) If the value of f2 = 0.02 means small (bad)
- 2) If the value of f2 = 0.15 means moderate (moderate)
- 3) If the value of f2 = 0.35 means big (good).

Table 5. F – Square

	Repurchase Interest	Online Customer Rating	Online Customer Reviews	Trusts
Repurchase Interest				
Online Customer Rating	0.025			0.121
Online Customer Reviews	0.002			0.058
Trusts	1.358			

Source: Primary Data Output

Based on the results of F - Square in Table 4.6 above, it can be explained below the relationship *between online customer ratings* to repurchase interest there is a small (bad) relationship because the value is below 0.15. Variable relationship *between online*

customer reviews to repurchase interest there is a small (bad) relationship because the value is below 0.15. The trust relationship with repurchasing interest also has a small (bad) relationship because the value is below 0.15. The relationship between online customer rating and trust has a small (bad) relationship because the value is below 0.15. Finally, the online customer review relationship with trust has a small (bad) relationship because the value is below 0.15, which is 0.05.

Hypothesis Development and Testing

Based on the results of the analysis used to answer the hypothesis in this study. Hypothesis testing can be seen by comparing the t-statistic value and the P value. The hypothesis test is declared accepted if the P value < 0.05 . As for this research, there is a direct influence variable test and an indirect influence variable. The results of hypothesis testing using the Smart-PLS program and can be seen through the Path Coefficient of the Bootstrapping technique are as follows:

Testing the Direct Effects (Direct Effects)

Hypothesis testing uses bootstrapping analysis techniques. Through the results of the t-statistics obtained, it can be seen that there is a significant influence between the independent variables on the dependent variable. It can be seen from the P value and t-statistic, if the t-statistic value is > 1.96 then there is an influence, or if the P value < 0.05 then there is a significant influence. The Path Coefficient test can be explained below:

Table 6. Path Coefficient

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
Online Customer Rating (X2) -> Repurchase Intention (Y)	0.128	1,246	0.213	The hypothesis is rejected
Online Customer Rating (X2) -> Trust (Z)	0.393	3,821	0.000	Hypothesis accepted
Online Customer Review (X1) -> Repurchase Intention (Y)	-0.030	0.261	0.794	The hypothesis is rejected
Online Customer Review (X1) -> Trust (Z)	0.272	2,928	0.003	Hypothesis accepted
Trust (Z) -> Rebuy Interest (Y)	0.785	14,849	0.000	Hypothesis accepted

Source: Primary Data Output

Based on the results of the Path Coefficient in Table 6 above, it can be explained below, among others, as follows:

- 1) Online Customer Reviews have a positive and significant effect on Repurchase Intention (H1)**
The results show the hypothesis is rejected. Because the table above shows that online customer review has no positive and significant effect on repurchase intention with a t-statistic of $0.261 > 1.96$, and a p-value of $0.794 < 0.05$ so it can be said that it has no positive and significant effect. This is because the reviews given by other consumers are less credible and tend to be manipulated so that they are inaccurate when used as an assessment by potential customers. A good online customer review does not guarantee that the product will be sold or purchased by consumers.
- 2) Online Customer Rating has a positive and significant effect on Repurchase Intention (H2)**
The results show the hypothesis is rejected. Because in the table above shows that online customer rating has no positive and significant effect on repurchase intention with a t-statistic of $1.246 > 1.96$, and a p-value of $0.213 < 0.05$ so it can be said to have no positive and significant effect. This is because the rating is not the only factor that causes consumers to buy products in a marketplace.
- 3) Online Customer Reviews have a positive and significant effect on Trust (H3)**
The results show that the hypothesis is accepted. Because the table above shows that online customer reviews have a positive and significant effect on trust with a t-statistic result of $2.928 > 1.96$, and a p-value of $0.003 < 0.05$ so that it can be said to have a positive and significant effect.
- 4) Online Customer Rating has a positive and significant effect on Trust (H4)**
The results show that the hypothesis is accepted. Because the table above shows that online customer rating has a positive and significant effect on trust with a t-statistic result of $3.821 > 1.96$, and a p-value of $0.000 < 0.05$ so that it can be said to have a positive and significant effect.
- 5) Trust has a positive and significant effect on Repurchase Intention (H5)**
The results show that the hypothesis is accepted. Because the table above shows that trust has a positive and significant effect on repurchase intention with a t-statistic of $14.849 > 1.96$, and a p-value of $0.000 < 0.05$ so it can be said to have a positive and significant effect.

Indirect Effect Testing (Specific Indirect Effects)

Testing the effect of indirect variables aims to test whether there is an indirect effect of exogenous variables on endogenous variables through intervening variables. The intervening variables in this study are online Customer Reviews and online Customer Ratings with Trust as a mediating variable. The results of the analysis can be seen through the Indirect Effects of the bootstrapping technique. The indirect effect test can be explained below:

Table 7. Specific Indirect Effects

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Valu es	Inform ation
Online Customer Rating (X2) -> Trust (Z) -> Repurchase Intention (Y)	0.308	0.085	3,641	0.000	Positiv e signific ant
Online Customer Review (X1) -> Trust (Z) -> Repurchase Intention (Y)	0.214	0.076	2,801	0.005	Positiv e signific ant

Source: Primary Data Output

Based on the results of the Indirect Effects in Table 7 above, it can be explained below, among others, as follows:

1) **Online Customer Review has a positive and significant effect on Repurchase Intention with Trust as an intervening variable (H6)**

Based on the t value – the influence statistic online customer review of re-purchase intention with Trust as the mediating variable has a higher t-statistic value of $2.801 > 1.96$ and a smaller P value of $0.005 < 0.05$. So it can be concluded that online customer reviews of repurchasing intentions with Trust as a mediating variable have a positive and significant influence or H6 is accepted and supported by facts. This means that the intervening variable plays a role in mediating the relationship of an exogenous variable to an endogenous variable.

2) **Online Customer Rating has a positive and significant effect on Repurchase Intention with Trust as an intervening variable (H7)**

Based on the t-value – the influencing statistic online customer rating on repurchase intention with Trust as a mediating variable has a higher t-statistic value of $3.641 > 1.96$ and a smaller P value of $0.000 < 0.05$. So it can be concluded that online customer rating on repurchasing intention with Trust as a mediating variable has a positive and significant influence or H7 is accepted and supported by facts. This means that the intervening variable plays a role in mediating the relationship of an exogenous variable to an endogenous variable.

Discussion of Research Results

After testing and analyzing the results of the research, then a discussion is carried out based on the hypothesis proposed at the beginning of the study to find out the results of the hypothesis proposed. Based on the results of the discussion in this study, it can be explained below, namely:

1) **The Effect of Online Customer Reviews on Repurchasing Interests**

Based on Table 6 of the path coefficient, the influence of online customer reviews has no positive and significant effect on repurchase intention. So the first hypothesis which states that online customer reviews have a positive effect on repurchase intentions is not proven true. The results of this study are not in line with research conducted by Nugrahani (2019) and Yulianti (2021) showing the results that online customer reviews influence consumer repurchase intention. However, this research is in line with research conducted by Lestari (2020) that online customer reviews do not affect someone's repurchase intention, because reviews from buyers are inaccurate in assessing the quality of the products and services provided at the Shopee marketplace.

Online customer reviews meaningful reviews, summaries of several consumers who have used or purchased a product on the online marketplace. The definition of this review is also part of Electronic Word of Mouth (eWOM), which is a direct opinion from someone. Review information provided by consumers can sometimes be manipulated, they do not display the profile of the person giving the review. This of course can provide an inaccurate explanation for buyers who read the review. For this reason, on the Shopee marketplace, online customer reviews are not an excuse for buyers when looking for products or goods in the online shop. Due to the lack of clarity, the person providing the review cannot be accounted for and the reviews given are not credible.

Online customer reviews are not the only factor to make consumers buy again, many factors can make consumers interested in buying again, one of which is that consumers buy the same item at the same shop for the umpteenth time by seeing and experiencing firsthand the quality of the item they bought so that in this case online customer review does not have an impact on consumers to buy again.

2) **The Effect of Online Customer Rating on Repurchase Intentions**

Based on Table 6 of the path coefficient, online customer rating has no positive and significant effect on repurchase intention. So the second hypothesis which states that online customer rating has a positive effect on repurchase intention is not proven true. The results of this study are different from the results of research conducted by Riono (2020) and Damayanti (2019) which show that online customer ratings have a positive and significant influence on consumer repurchase intentions. However, this research is in line with research conducted by Hasrul, et al., (2020) which revealed that online customer ratings do not affect repurchase intention.

According to Hariyanto & Trisunarno (2021), Online customer rating is the opinion of a consumer based on an assessment of a particular product using the star symbol. Indirectly, the rating is a form of customer satisfaction or dissatisfaction. Ratings are made by customers who have made transactions online and published on the seller's website or stall so that the rating is one of the feedback that customers give to sellers.

In practice, customer ratings are used to assess purchases at Shopee, wherein the rating represents how good the quality of the product being sold is. But the reality is different where consumers can give a 1-star rating even though the error was in the shipping expedition such as an expedition delay so a stand-alone rating cannot represent all aspects of the consumer experience. The online customer rating is also not the only factor to make consumers buy again,

3) The Effect of Online Customer Reviews on Trust

Based on Table 6 of the path coefficient, online customer reviews have a positive and significant effect on trust so the third hypothesis proposed can be accepted. The results of this study are in line with research conducted by Ramadhani and Sanjaya, (2021) that the better the online customer review of a product, the higher consumer confidence will be in shopping online. However, the worse the online customer review, the lower the consumer's trust. These findings prove that empirically online customer reviews have a positive and significant effect on trust.

If consumers have difficulty predicting the quality of a product, the information available can be one of the determinants in trusting the product (Wijayaa et al., 2021). This information is obtained from consumer reviews that have purchased or used the product.

4) The Effect of Online Customer Rating on Trust

Based on Table 6 path coefficient, online customer rating has a positive and significant effect on trust. So that the fourth hypothesis which states online customer rating has a positive and significant effect on trust is proven to be true. This is in line with research conducted by Nana Septi (2018) that buyers' trust in buying products at Shopee relies more on existing ratings such as information and trustworthy value, the credibility of information and usefulness of the information, and the ability to rate products.

According to Widiarti & Yulia (2019) Online customer rating is an assessment of users on the preference of a product for their experience which refers to their psychological and emotional state live when interacting with the product. Ratings are made by consumers who have made purchases. Usually, the rating is one way to provide feedback by consumers to sellers. With the rating, it becomes a reference for buyers to assess the quality of an item or product as well as the performance of sellers and the Shopee marketplace itself.

The main advantage of the rating itself is its convenience, the buyer only needs to see the high or low rating given by the previous buyer. Buyers perceive ratings as easy-to-use tools and can increase the effectiveness of their purchases because they easily translate the meaning of the numbers provided by other buyers. In addition, users give ratings more often than reviews because the time needed to give ratings is simpler and easier.

5) The Effect of Trust on Repurchase Intention

Based on Table 6 path coefficient, trust has a positive and significant effect on repurchase intention. So that the fifth hypothesis which states that trust has a positive and significant effect on repurchase intention is proven to be true. The results of this research are research conducted by Saripudin (2021), and Malinda (2021), that trust has a positive and significant effect on consumer repurchase intentions online. The higher the level of trust to buy online, the higher the consumer's repurchase intention.

Consumer trust is defined as a consumer's belief that other people have integrity and can be trusted, and the people they trust will fulfill all their obligations in carrying out transactions as expected. (Nurrahmanto, 2019 in Siregar et al., 2023)

6) The Effect of Online Customer Reviews on Repurchasing Interest with Trust as an Intervening Variable

Based on Table 7 Specific Indirect Effects, online customer review has a positive and significant effect on repurchase intention with trust as an intervening variable so the sixth hypothesis which states online customer review has a positive and significant effect on repurchase intention with trust as an intervening variable is proven to be true. This is in line with research conducted by Sharafaruddin (2018) that trust in online shopping is the most important thing so when there is this trust, buyers will more easily trust the existing reviews as insight or knowledge in assessing the quality of a product being sold. will be purchased.

According to Anantyasari & Hamdani (2021), Online customer reviews are one of several factors that determine a person's buying interest, indicating that people can take reviews as an indicator of the popularity of a product or the value of a product that will affect the willingness to buy a product supported by trust in good online shopping.

Online customer reviews are considered to influence consumer buying interest. When consumers see a good review, it will automatically trigger and create a positive impression of the product, and with existing trust, consumers will have a greater chance of being purchased. Reviews can be interpreted as a feature in the Shopee marketplace application to describe the strengths and weaknesses of a product.

7) The Effect of Online Customer Rating on Repurchase Intention with Trust as an Intervening Variable

Based on Table 4.8 Specific Indirect Effects, online customer rating has a positive and significant effect on repurchase intention with trust as an intervening variable so the seventh hypothesis which states online customer rating has a positive and significant effect on repurchase intention with trust as an intervening variable is proven to be true.

This research is by research conducted by Putra (2020), and Sartika (2021) that trust can mediate the influence of online customer ratings on consumer repurchase intention. The higher the rating on a product, the interest in repurchasing will increase supported by good trust from consumers. Buyers or users on the Shopee marketplace when looking for a product or item in the online shop will, of course, see how many ratings the product has, the more stars given by other buyers, the greater the chance that the product will be purchased by consumers because they believe in The existence of a high rating means that the quality of the product is also good and by the expectations of the buyer.

The role of trust in this case is of course very important as an intermediary to make consumers buy back the desired or needed products, meaning that the higher the trust given by consumers, the higher the interest that arises in consumers to make repurchases online. Consumer perceptions of the consistency and honesty of resellers or sales agents regarding the quality of their products are a strong influence on consumer trust in online shops. Trust is one of the foundations of any business, a business transaction between two or more parties will occur if each party trusts one another. This trust is not simply recognized by other parties/consumers but must be built from scratch and can be proven consistently.

CONCLUSION

The findings of this study indicate that online customer reviews and online customer ratings do not have a direct effect on repurchase intention. However, both of these factors have a positive influence on consumer confidence. Trust ultimately has a positive impact on repurchase intention. Trust also acts as a mediator between online customer reviews and repurchase intentions, as well as between online customer ratings and repurchase intentions. It is recommended to increase the credibility of customer reviews by encouraging detailed and credible feedback. In addition, transparent and trustworthy product ratings must be prioritized to assist consumers in making the right purchasing decisions. Building consumer trust can be achieved through providing excellent customer service, reliable information, and maintaining transparent business practices. These efforts will contribute to a positive consumer experience and potentially increase the likelihood of repeat purchases.

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