

The Impact of Online Reviews and Ratings on Consumer Purchasing Decisions on E-commerce Platforms

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Abstract

This study aims to analyze the impact of online reviews (Online et al.) and product ratings on consumer purchasing decisions on e-commerce platforms. In the digital era, OCR and product ratings have become key elements in building consumer trust, reducing perceived risk, and influencing purchasing behaviour. This study uses a quantitative approach with an online survey as a data collection method, involving 180 respondents selected by purposive sampling. Respondents are active consumers on e-commerce platforms such as Tokopedia, Shopee, and Bukalapak, with the criteria of having a shopping experience at least once in the last six months. Data analysis used descriptive and inferential statistics, including Pearson correlation tests and linear regression, to identify the relationship between reviews, ratings, and purchasing decisions. The results showed that positive reviews significantly increase consumer trust ($\beta = 0.52$, $p < 0.05$), while negative reviews are stronger in building risk perceptions that reduce purchase intentions ($\beta = -0.48$, $p < 0.05$). In addition, product ratings play an important role as a quality signal; Highly rated products tend to increase consumer trust ($r = 0.65$, $p < 0.05$) and influence purchase decisions simultaneously with reviews, with a coefficient of determination of 0.62. This study confirms that product reviews and ratings are significant social proof in online shopping. These findings provide strategic implications for e-commerce players to encourage positive reviews, respond to negative reviews professionally, and improve product ratings through consistent quality. Thus, strategies focusing on managing reviews and ratings can improve product competitiveness in the competitive e-commerce market. This study also recommends further exploration of moderating variables such as brand image and service quality to understand consumer behaviour dynamics holistically.

Keywords:

Online Reviews; Product Ratings; Purchase Decisions; E-commerce; Consumer Trust.

1. INTRODUCTION

Online reviews and product ratings have become important elements influencing consumer purchasing decisions on e-commerce platforms. These two factors provide information that helps consumers evaluate the quality and reliability of products amidst limited direct interaction with physical products. Online reviews provide information allowing consumers to understand other users' experiences, including advantages, disadvantages, and satisfaction levels with the product. Positive reviews often increase consumer trust and strengthen purchase intentions, while negative reviews tend to trigger doubts and form risk perceptions. Product ratings, usually expressed in numbers or stars, are indicators that provide a collective assessment of product quality. Consumers tend to choose highly-rated products because they are associated with reliability and consistent user satisfaction. Products with high ratings and many reviews are considered more credible, thus increasing consumer confidence.

Conversely, products with low ratings or a limited number of reviews are often avoided because they are perceived as less trustworthy. The influence of reviews and ratings on purchasing decisions is also supported by advances in digital technology that make consumers increasingly rely on community-based information. Social proof shown through reviews and ratings provides additional validation for consumers to reduce risk in online transactions. In the increasingly competitive e-commerce market, review and rating management is an important strategy for business actors to improve product reputation and attract consumer trust. This shows the critical role of online reviews and ratings in shaping the dynamics of purchasing behaviour in the digital era (Gunawan et al., 2024). In the digital era, online reviews and product ratings are increasingly important in influencing consumer purchasing decisions on e-commerce platforms. This study shows that online customer reviews (OCR) and product ratings significantly impact consumer purchase intentions and decisions. Mulyati and Gesitera (2020) identified that OCR influences consumer purchase intentions through trust as an intervening variable. In other words, positive reviews increase consumer trust in a product, encouraging them to purchase. This finding is supported by recent research by Priyatin (2023), which highlights that reviews and ratings play a crucial role in building consumer trust. High product ratings and supportive reviews are social proof that provides quality assurance based on previous user experiences. Consumers feel more confident purchasing products verified by positive reviews, especially in e-commerce transactions where direct interaction with the product is impossible. Positive reviews help create the perception that a product is reliable, as described, and able to meet buyer expectations. Conversely, negative reviews provide information about potential weaknesses or risks of a product, which can raise doubts for consumers. Priyatin (2023) also noted that negative reviews have a greater impact than positive reviews because consumers are more likely to pay attention to information that indicates potential problems. In addition to reviews, product ratings also serve as a key indicator in the consumer evaluation process. High product ratings give the impression that the product has met certain standards in the eyes of many consumers. This directly increases consumer trust and influences their purchase intentions. Conversely, products with low ratings tend to be ignored despite having more competitive prices or attractive promotions. This study confirms the importance of reviews and ratings in shaping consumer behaviour on e-commerce platforms. Business actors must ensure their products get authentic reviews and ratings that reflect their quality. With the right strategies, such as encouraging consumers to provide reviews after purchase and responding to negative reviews quickly, companies can leverage reviews and ratings to increase consumer trust and drive sales.

Online Customer Reviews (OCR) and product ratings have influenced consumer purchasing decisions in the digital marketplace ecosystem. Wulandari (2024) highlighted that OCR is a highly relevant product and service quality evaluation tool, especially in e-commerce transactions. Consumers who do not have the opportunity to assess products directly use OCR as the main source of information to understand product characteristics, benefits, and potential drawbacks. Thus, OCR is important in driving consumer trust, especially when dealing with products they have never known. OCR helps consumers identify product advantages and provides an overview of other users' experiences, which serves as social validation. When most reviews positively evaluate a product, consumers are likelier to believe the product is reliable and meets expectations. Conversely, negative reviews can warn early about potential risks, such as poor quality or inadequate after-sales service. The influence of OCR is even more significant when reviews include specific details, such as the product's condition when received, the timeliness of delivery, and the product's conformity to the description. This information becomes an important element in influencing the level of consumer confidence. Utomo's (2023) research strengthens this argument by highlighting that product ratings also play a crucial role in building consumer trust. Ratings, which are usually displayed in the form of stars or numbers, provide a quick summary of product quality based on the collective experience of users. Products with high ratings are more likely to be chosen by consumers because they are considered more trustworthy. Utomo's findings show that product ratings directly influence purchasing decisions and serve as an initial filter for consumers when filtering products available in the marketplace. Consumers must pay more attention to products with low ratings, even with lower prices or attractive promotions. These findings provide valuable insights for business actors on e-commerce platforms. To increase competitiveness, sellers must ensure that their products get positive reviews and high ratings. Strategies such as incentivising buyers to provide reviews, responding quickly to consumer complaints, and maintaining product quality can help build a good reputation. Overall, OCR and product ratings serve as evaluation tools for consumers and as key factors in building trust and driving purchasing decisions in a competitive marketplace environment.

In addition to Online Customer Reviews (OCR) and product ratings, factors such as brand image and service quality also play an important role in influencing consumer purchasing decisions in e-commerce. Research by Hajriyanti and Zahra (2024) highlighted that brand image influences initial purchasing decisions and significantly impacts repeat purchase decisions. A strong brand image adds value to a product, increasing consumer perceptions of the reliability and quality of the product offered. This is especially important in a competitive e-commerce market, where many similar products are available from different brands. Service quality is also an important element that influences consumer experience. Service quality, including speed of delivery, customer service response, and accuracy of product descriptions, can increase overall consumer

satisfaction. Consumers who are satisfied with the service they receive tend to give positive reviews and consider repeat purchases. This supports the findings of Hajriyanti and Zahra (2024), which show that consumer satisfaction acts as a moderating variable between brand image and repeat purchase decisions. In other words, a good brand image will further strengthen repeat purchase decisions if supported by adequate service quality. In addition to strengthening repeat purchase decisions, brand image and service quality are relevant in attracting new consumers. For example, well-known brands tend to gain higher trust than new or unknown brands. Consistent service quality and positive reviews from previous consumers strengthen the brand's reputation, influencing potential buyers to choose products from that brand. Sellers who can combine brand image enhancement strategies with superior service have a greater chance of maintaining consumer loyalty and attracting a wider market. Although OCR and rankings significantly influence purchasing decisions, brand image and service quality are important factors influencing consumer behaviour. E-commerce business players need to pay attention to these factors to create a satisfying shopping experience and build consumer trust, which can ultimately increase repeat purchases and expand market share. Electronic Word of Mouth (eWOM) has become increasingly relevant in influencing consumer purchasing decisions, especially in the digital era. Julianti and Junaidi (2020) emphasized that traditional word of mouth (WOM) strongly influences purchasing decisions because it involves recommendations from trusted individuals. In e-commerce, eWOM is a digital form of WOM that allows consumers to share their experiences about a product or service through an online platform. Reviews written by consumers are a major component of eWOM, significantly influencing other consumers' preferences and purchasing decisions. Nur and Octavia's (2022) research strengthens this argument by finding that eWOM significantly influences purchasing decisions, with consumer trust as a mediator. EWOM influences consumers directly and builds trust in a product or brand. Widespread positive reviews can improve brand image and make consumers more confident purchasing a product. Conversely, negative eWOM can raise doubts and even hinder purchasing decisions. Consumer trust strengthened through eWOM is important in decision-making, especially on e-commerce platforms. Consumers often rely on reviews and ratings for objective information about never-purchased products. In this case, eWOM is a source of information that can help reduce uncertainty, especially when physical interaction with the product is impossible. In addition, eWOM also has a ripple effect. Satisfied consumers tend to leave positive reviews, influencing other potential consumers. This phenomenon creates a cycle of increasing trust. On the other hand, negative reviews also spread quickly and can damage a brand's reputation, highlighting the importance of maintaining the quality of products and services. Businesses need to be aware of the importance of eWOM in building and maintaining their reputation in the digital marketplace. Strategies such as encouraging positive reviews, responding quickly to negative reviews, and creating memorable consumer experiences can maximize the positive impact of eWOM. By managing eWOM effectively, companies can strengthen consumer trust and drive more consistent purchasing decisions.

Consumer purchasing decisions on e-commerce platforms are influenced by various factors, from online reviews and product ratings to platform trust and ease of use. Research by Dwidienawati et al. (2020) highlights that customer reviews have a stronger influence on forming purchase intentions than influencer endorsements. This finding suggests that consumers are more likely to trust other users' first-hand experiences than influencer recommendations, which are often considered to have a commercial bias. Online reviews, especially those written by consumers who have purchased the product, provide an objective picture of the product's quality and user experience. Consumers view these reviews as tangible evidence that helps them make more informed decisions. Product ratings, usually in the form of star or number scores, also indicate overall quality. Products with high ratings are more likely to be chosen because they give the impression that the product meets the expectations of many previous consumers. Trust plays an important link between reviews, ratings, and purchasing decisions. Consumers are more likely to purchase products from reputable sellers or platforms. This trust is based on product quality and services like shipping speed, return policies, and customer support. E-commerce platforms that provide transparent and authentic reviews are more trusted, increasing the chances of transactions. In addition to reviews and ratings, the platform's ease of use also influences purchasing decisions. Features like intuitive navigation, clear product descriptions, and secure payment procedures help create a comfortable shopping experience. Consumers who find a platform easy to use are more likely to shop again, creating loyalty to the platform. Integrating these factors forms a competitive e-commerce ecosystem, where online reviews and product ratings are key elements that influence consumer decisions. However, success does not depend on these aspects alone. Businesses must also ensure that the consumer experience meets expectations, from product quality to after-sales service. With a comprehensive strategy, e-commerce platforms can maximize the potential of consumer purchasing decisions. Corporate image, trust, and ease of use of e-commerce platforms are important elements that influence consumer purchasing decisions. Research by Putri and Iriani (2019) shows that consumers who feel comfortable and trust platforms such as Shopee are more likely to make purchases. A positive corporate image creates a perception of quality and reliability, thus building consumer trust in transacting on the platform. Consumer trust depends not only on the platform's reputation but also on the features that support the shopping experience. Features such as payment security, consumer protection, and transparency of user reviews strengthen consumer confidence in the platform. Research by Arbaini (2020)

reinforces this by stating that product reviews and ratings significantly influence purchasing decisions. Consumers rely on this information to reduce uncertainty, especially when buying products they have never used. Ease of use of the platform is an equally important supporting factor. E-commerce platforms that have an intuitive user interface and easy navigation help consumers find the products they are looking for without difficulty. Effective search features, clear product descriptions, and a fast checkout create an efficient and enjoyable shopping experience. These factors collectively motivate consumers to purchase and increase platform loyalty. The quality of information on the platform, including customer reviews, product descriptions, and ratings, is important in building purchasing decisions. Positive reviews give consumers confidence in the product's quality, while negative reviews provide warnings and encourage further evaluation. Arbaini (2020) also highlighted that high ratings are often associated with quality products, thus attracting consumer attention and increasing the likelihood of purchase. Purchasing decisions on e-commerce platforms are influenced by corporate image, trust, ease of use, and the availability of relevant information. E-commerce business actors must focus on providing reliable and transparent services to increase consumer trust and create a positive shopping experience. Strategies that include improving platform features, managing customer reviews, and promoting a good corporate image will help drive business growth and success in the digital era.

Ease of use of an e-commerce platform is a crucial factor in influencing consumer purchasing decisions. In a study conducted by Syaiful and Lubis (2021), it was found that service quality, competitive prices, and attractive product designs contribute greatly to consumer decisions to make purchases. Consumers prefer platforms that provide a simple, fast, and convenient shopping experience. Features such as intuitive navigation, a clean and easy-to-understand interface, and an efficient payment system speed up the transaction process and increase consumer satisfaction. This ease of use, in turn, influences consumers' decisions to make further purchases, creating loyalty to e-commerce platforms that offer the best experience. Furthermore, Rahayu (2021) emphasized that trust in product quality also plays a significant role in consumer purchasing decisions. Consumers tend to prefer products that they believe are of high quality, which is obtained through transparent information and reviews from previous consumers. Guaranteed product quality provides a sense of security for consumers, reduces the risk of dissatisfaction, and strengthens purchase intentions. Therefore, e-commerce platforms must maintain the products' quality and ensure that product information is conveyed clearly and accurately through product descriptions and customer reviews. Price is another factor that is no less important in purchasing decisions. Consumers often compare product prices on various e-commerce platforms before making a transaction. Therefore, competitive prices are a determining factor in attracting consumer attention and encouraging purchases. In this case, promotions or discounts offered by e-commerce platforms can also increase product appeal and accelerate purchasing decisions. The quality of service offered by e-commerce platforms also strengthens the above factors. Responsive and friendly customer service, easy return process, and fast and reliable delivery increase consumer trust in the platform. Consumers who feel appreciated and well-served are more likely to make repeat purchases on the same platform. Purchasing decisions on e-commerce platforms are influenced by a combination of factors, including ease of use, service quality, price, product design, and trust in product quality. Building and maintaining all of these factors together will create an optimal shopping experience for consumers, encouraging them to make their first and repeat purchases. Business actors in e-commerce must pay attention to each aspect to ensure consumer satisfaction, strengthen loyalty, and increase their market share.

The electronic word of mouth (eWOM) phenomenon has become one of the important factors in influencing consumer purchasing decisions in this digital era. According to Rusiana et al. (2023), eWOM plays a significant role in influencing purchasing interest, with celebrity endorsement and brand image as variables that play a role. This study shows that social interactions on digital media can strengthen consumer purchasing decisions. When consumers see positive reviews, recommendations, or testimonials from other users, either organic or well-known endorsers, they feel more confident and trustworthy in the product or brand. This interaction, usually through social media platforms, online forums, or e-commerce applications, creates a huge social effect, strengthening the influence of reviews on purchase intentions. The importance of eWOM in purchasing decisions is also related to consumer trust in the information obtained. Reviews or recommendations from fellow consumers are often considered more objective and trustworthy than company or influencer promotions. Therefore, eWOM shapes consumer perceptions of product and brand quality. With reviews or testimonials from previous users, consumers feel more informed and secure in their purchasing decisions. In addition, eWOM can create more realistic expectations of a product so that consumers can more easily assess whether it meets their needs and expectations. Research by Putra (2023) also highlights the importance of technological advances in facilitating online transactions, further strengthening consumer purchasing decisions. Technological advances provide convenience and ease for consumers to buy products anytime and anywhere. Features such as fast and secure payment systems, trackable shipping, and ease of searching and comparing products on various platforms make it easier for consumers to make purchasing decisions. In addition, with the increasing number of e-commerce platforms offering various promos and discounts, consumers feel increasingly pampered, increasing their tendency to make more frequent purchases. Consumer purchasing decisions are now influenced by traditional factors such as price and product quality and elements that emerge from digital developments. eWOM and technological advances are

the main factors supporting consumer purchasing decisions in e-commerce. Companies must take advantage of both factors to build a positive brand image and maximize consumer shopping experiences to increase sales conversions. Leveraging technology to provide an easier, safer, and more enjoyable shopping experience and driving eWOM through positive reviews and recommendations can be an effective strategy for attracting purchasing interest and increasing consumer loyalty.

2. RESEARCH METHOD

This study uses a quantitative approach to analyze the influence of online reviews and product ratings on consumer purchasing decisions on e-commerce platforms. The quantitative method was chosen because it provides the opportunity to measure variables objectively and allows hypothesis testing through statistical analysis. This approach is considered relevant to obtain measurable and generalizable data. The study aims to understand how reviews and ratings on e-commerce platforms such as Tokopedia, Shopee, and Bukalapak influence consumer purchasing decisions (Fahmi et al., 2024). The research design uses a survey as the main data collection method, with an online questionnaire. The questionnaire was designed to reach active consumers on e-commerce platforms who have experience reading product reviews and ratings before shopping. Respondents were selected using a purposive sampling technique, a sample selection method based on certain criteria. The main criteria include users who have shopped on e-commerce platforms at least once in the last six months, have experience reading reviews and ratings, and understand the importance of both factors in making purchasing decisions. The research instrument was systematically arranged to ensure relevant and measurable data coverage. The questionnaire is divided into two main parts. The first section includes demographic questions to collect basic information such as age, gender, income level, and online shopping frequency. These demographic data are important to understand the overall profile of the respondents. The second section is designed to explore the main variables of the study, namely the influence of reviews and ratings on purchasing decisions. The indicators used include the frequency of reading reviews, the level of trust in reviews and ratings, the influence of positive and negative reviews, and the final purchase decision. Measurements were carried out using a 5-point Likert scale, where respondents can provide assessments that reflect their attitudes and preferences. This study involves two types of variables: independent and dependent. The independent variables include online reviews and product ratings, measured through indicators such as the frequency of reading reviews, the level of trust in reviews, the impact of positive and negative reviews on product perceptions, and the influence of product ratings on consumer trust. Meanwhile, the dependent variable is consumer purchasing decisions, including purchase intention, interest in repurchasing, and the likelihood of recommending the product to others. These variables are selected to reflect the dynamics of purchasing decisions. Data collection was conducted online through a survey platform that is easily accessible to respondents. Questionnaires were distributed through social media, online discussion groups, and shopping forums to reach consumers actively using e-commerce platforms. The data collection process lasted for two weeks, with the expectation that respondents would have enough time to complete the survey carefully. This step was also designed to minimize data collection bias. The collected data were analyzed using descriptive and inferential statistical methods. Descriptive analysis was used to describe the characteristics of respondents, including their demographic profiles and shopping behaviour patterns. Meanwhile, inferential analysis involved correlation and linear regression tests to identify the relationship between product review ratings and purchasing decisions. The Pearson correlation test was used to measure the strength of the relationship between reviews and purchasing decisions. In contrast, linear regression was used to evaluate the simultaneous influence of independent variables on the dependent variable. The significance level used was 0.05, the standard in social research to determine the significance of the relationship between variables. The validity and reliability of the instrument were thoroughly tested to ensure the quality of the data collected. Validity testing was conducted to assess the extent to which the instrument could measure the intended variables using content and construct validity. In addition, reliability was tested using Cronbach's Alpha coefficient with a threshold of ≥ 0.7 . This value indicates that the research instrument has a high level of consistency in measuring the relevant variables (Ahmad et al., 2024). This testing process was carried out to ensure the research results were accurate and reliable for interpretation and further analysis. With a structured method and comprehensive analysis, this study aims to provide a clear picture of the influence of online reviews and product ratings on consumer purchasing behaviour on e-commerce platforms. The findings obtained are expected to significantly contribute to understanding the dynamics of consumer behaviour in the digital era.

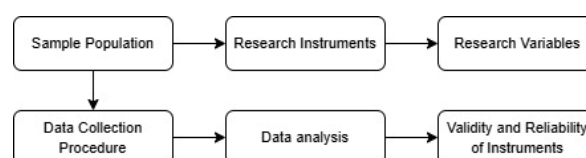


Figure 1. Research Design

The figure above illustrates the systematic flow of a quantitative study. The process begins with identifying the sample population and developing research instruments to measure the research variables. Next, the data collection procedure is conducted on respondents who meet the criteria. The data obtained are analyzed using statistical methods after ensuring the instrument meets the validity and reliability criteria. This approach ensures that the research results are objective, accurate, and generalizable, thus supporting valid interpretations of the relationships between research variables. The diagram reflects the importance of the interrelationships between stages in producing structured and reliable research.

3. RESULTS AND DISCUSSION

3.1. Results

This study identifies the influence of online reviews and product ratings on consumer purchasing decisions on e-commerce platforms through an in-depth analysis of the collected quantitative data. Of the 200 questionnaires distributed, 180 respondents returned the questionnaires with complete answers worthy of further analysis. The following is a detailed presentation of the research findings and their discussion:

3.1.1. Respondent Profile

The respondents' profile in this study describes the demographic characteristics and shopping behaviours relevant to analyzing the influence of online reviews and product ratings on purchasing decisions on e-commerce platforms. The data shows that most respondents are from the productive age group, with 75% in the 20-35 age range. This group is known as an active user of digital technology, including e-commerce platforms, thus contributing significantly to the dynamics of online shopping. In addition, 20% of respondents are in the 36-50 age group, which is also an important segment because they tend to have higher purchasing power. The remaining 5% are respondents aged over 50 years, which, although fewer, shows that online shopping has spread to various age groups. In terms of gender, the composition of respondents is relatively balanced, with 52% female and 48% male. This reflects gender diversity in online shopping activities in Indonesia. Women, traditionally more active in shopping activities, appear to be dominant but not too different from men. These two groups provide diverse perspectives on reviewing and ratings as part of their purchasing decisions. Regarding income, 55% of respondents have a monthly income above IDR 5 million, indicating relatively high purchasing power. Meanwhile, the remaining 45% are in the lower middle-income category, indicating variations in spending ability. Respondents with higher incomes tend to be more selective in choosing products and often use reviews and ratings as a source of information before purchasing. On the other hand, respondents with lower incomes may focus more on reviews and ratings to ensure the best value for their money. Online shopping behaviour was also analyzed to provide an overview of the frequency and experience of respondents in using e-commerce platforms. As many as 60% of respondents reported shopping online more than thrice a month. This figure shows that most respondents are active users who often interact with product reviews and ratings before purchasing. In addition, 25% of respondents shop one to two times a month, indicating a significant level of e-commerce usage. Only 15% of respondents stated that they shop less than once a month, indicating that most of the study sample has sufficient experience in online shopping. These shopping habits are important for the analysis because they show that most respondents are active users familiar with the review and rating features on e-commerce platforms. Their experience reading and using reviews and ratings as a consideration for purchasing provides a strong basis for evaluating the influence of these factors on their decisions. Respondents who frequently shop online also tend to be more critical and selective, making the results of this study more relevant to describing digital consumer behaviour in Indonesia. These demographic data show that the productive age group and consumers with higher purchasing power are important in determining online shopping trends. The large proportion of respondents who are active shoppers shows that e-commerce platforms have become an integral part of consumers' daily lives, especially in the digital era. This is relevant to understanding how business actors can utilize elements such as reviews and ratings to increase the competitiveness of their products. This profile provides an overview of the research respondents, representing active e-commerce users with diverse demographic backgrounds and shopping behaviours. This information supports the validity of the data obtained and provides a basis for further analysis of the influence of online reviews and ratings on consumer purchasing decisions.

Table 1. Respondent Profile

Category	Information	Percentage (%)
Age	20-35 years	75%
	36-50 years	25%0%
	> 50 years	
Gender	Female	52%
	Male	48%

Monthly Income	> Rp5 million	55%
	≤ Rp5 million	45%
Online Shopping Frequency	> 3 times/month	60%
	1-2 times/month	25%
	< 1 time/month	15%

The table above provides an overview of the profile of research respondents covering aspects of age, gender, monthly income, and frequency of online shopping. Most respondents are in the productive age range (20-35 years), with a balanced gender composition, namely 52% female and 48% male. Regarding income, 55% of respondents have a monthly income of more than IDR 5 million, indicating high purchasing power. As many as 60% of respondents are active users who shop more than three times a month, while only 15% shop less than once. This data shows that respondents are relevant to identifying the influence of product reviews and ratings on purchasing decisions.

3.1.2. Frequency of Reading Reviews Before Purchase

This study found that reading online reviews is one of the most common habits of consumers before deciding to buy a product on an e-commerce platform. As many as 85% of respondents said they always read online reviews before purchasing. This figure shows that most consumers need additional information about a product before making a purchase decision, especially in a digital environment where products cannot be observed or tested directly. Of the respondents who always read reviews, 60% stated that reviews greatly influence their purchasing decisions. Consumers tend to pay great attention to reviews because they consider reviews as a source of information that can help them evaluate the quality and performance of a product. Reviews submitted by other buyers are considered more authentic and relevant than information sellers or manufacturers provide. This confirms the important role of reviews as a form of collective evaluation from consumers who have had direct experience with the product. As many as 45% of all respondents stated that the number of reviews is one of the main factors influencing their trust in a product. The more reviews available, the more likely consumers are to trust the authenticity and accuracy of information about the product. This is because of the assumption that many reviews provide a more objective picture and represent the experiences of various consumers. Consumers tend to view reviews with a small number as less convincing or at risk of bias. In addition, reviews are also considered important because they help reduce uncertainty in online transactions. Compared to direct purchases in physical stores, e-commerce consumers do not have the opportunity to see, touch, or try the product directly before purchasing. Therefore, reviews are an important element that helps consumers build confidence in their decisions. Respondents considered reviews that include information about the experience of using the product and the advantages and disadvantages of the product to be very useful in determining whether a product is suitable for their needs. Review reviews are also evident in consumer behaviour patterns when choosing products. Most respondents reported that they read not only positive reviews but also negative reviews. Positive reviews provide confidence in the quality of the product, while negative reviews are often used as evaluation material to consider risks or potential problems that may arise after purchase. Consumers who frequently read reviews tend to be more selective in choosing products, indicating that reviews help them make more informed decisions. This study shows that reviews with detailed photos or descriptions tend to be in demand by consumers more. These reviews are considered more credible because they visually depict the actual product, which helps consumers validate the seller's claims. Consumers also pay more attention to reviews that cover long-term product usage experiences, as these reviews provide a more comprehensive perspective on the product's durability and reliability. These data underscore the importance of online reviews in consumers' decision-making process on e-commerce platforms. The habit of reading reviews reflects consumers' need for additional information and indicates their trust in input from other users. Reviews that are available in large numbers and have good quality information can increase consumer trust in a product, ultimately driving purchasing decisions. Conversely, consumers prefer products with more positive reviews. This study has important implications for e-commerce businesses. Platform managers and sellers must encourage consumers to provide reviews after purchase through loyalty programs, discounts, or other incentives. In addition, ensuring that consumer reviews remain honest and authentic and include relevant information is essential to maintaining consumer trust. By understanding the role of reviews in shaping purchasing decisions, companies can leverage this strategy to increase their product appeal and compete more effectively in the increasingly competitive e-commerce market.

Table 2. Frequency of Reading Reviews Before Purchase

Category		Information	Percentage (%)
Respondents	Who	Always Read online reviews before purchasing	85%
Read Reviews			
The Impact of	Reviews on	Reviews greatly influence purchasing decisions	60%
Decisions			

The Influence of the Number of Reviews	More likely to choose a product with more reviews	45%
Trust in Positive Reviews	Helps build confidence in product quality	Tall
Trust in Negative Reviews	Used to consider potential risks	Tall
Preference for Visual Reviews	Reviews with photos or detailed descriptions are considered more credible.	Dominant
Reasons to Read Reviews	Reducing uncertainty in online transactions, evaluating product quality, and building trust	-

The table above shows the main findings related to reading online reviews before purchasing on e-commerce platforms. As many as 85% of respondents regularly read reviews, with 60% stating that reviews greatly influence their decisions. Many reviews provide an objective picture of product quality, with 45% of respondents more likely to choose products with more reviews. Respondents also use positive reviews to build confidence in a product and use negative reviews to weigh risks. Reviews with photos and detailed descriptions are considered more credible, indicating the importance of information transparency in consumer decision-making.

3.1.3. The Influence of Product Ratings on Consumer Trust

This study revealed that product ratings have a significant influence on consumer trust in making purchasing decisions. As many as 70% of respondents stated that they highly consider product ratings as the main indicator in assessing the reliability and quality of a product. Ratings are considered an easily accessible source of information that immediately provides an overview of other consumers' experiences with a particular product. In an e-commerce environment, where consumers cannot interact directly with the product, ratings become an important element that helps reduce uncertainty and increase trust in a product. The statistical analysis results through Pearson correlation show a significant positive relationship between high product ratings and consumer trust levels $r = 0.65$, $p < 0.05$. This correlation illustrates that the higher the rating of a product, the greater the consumer's trust in its quality. This fairly strong correlation emphasizes that ratings act as a signal of quality (trust signal) in the eyes of consumers. High ratings are often associated with reliable products that perform well and meet consumer expectations. This makes ratings one of the important factors consumers use to quickly evaluate products before deciding to buy. High ratings have also been shown to be relevant in reducing consumer risk perceptions towards online purchases. Risk perception theory states that one of the main barriers to online shopping is uncertainty regarding the quality and reliability of products that cannot be physically inspected before purchase. In this case, high product ratings provide a sense of security for consumers by reducing perceived risk. Consumers perceive products with high ratings as the result of consistent positive experiences from previous buyers, thus validating purchasing decisions. In addition, research data shows that product ratings are often the main differentiating factor when consumers are faced with several choices of similar products. When two products have almost the same specifications, consumers tend to choose the product with the higher rating, even though the price of the product is slightly more expensive. This phenomenon shows consumers prioritize pricing and consider the trust built through ratings. In other words, ratings not only serve as an indicator of quality but also as a factor that influences the perception of product value. The impact of ratings on consumer trust can also be seen in the preference for products with perfect or near-perfect ratings. Products with a rating of 4.5 or higher on a scale of 5 tend to have a much greater level of trust than those with ratings below 4. Consumers perceive that perfect ratings reflect consistent customer satisfaction. However, consumers tend to doubt their validity if the ratings are too few. Thus, consumers not only pay attention to the rating value but also consider the number of reviews that support the rating to ensure that the rating reflects the extensive experience of various buyers. This study shows that ratings also affect consumers' perceptions of seller credibility. Sellers who have products with high ratings are considered more trustworthy and professional in providing quality services and products. This confirms that ratings affect consumers' evaluations of products and the seller's overall reputation. The results of this study have significant practical implications for business actors on e-commerce platforms. Sellers need to pay attention to strategies to improve their product ratings, such as ensuring product quality, providing good customer service, and actively encouraging buyers to provide reviews and ratings after the transaction. E-commerce platforms can also adopt mechanisms to validate ratings and reviews so that consumers can have more confidence in the accuracy of the information available (Novita et al., 2024). Product ratings play a key role in influencing consumer trust in e-commerce. High ratings serve as a quality signal that reduces perceived risk and increases consumer confidence in products and sellers. These findings support the importance of a strategy focusing on ratings to improve product competitiveness in an increasingly competitive digital market.

3.1.4. The Impact of Positive and Negative Reviews on Purchasing Decisions

This study shows that positive and negative reviews have a significant but different influence on consumer purchasing decisions. As many as 80% of respondents stated that positive reviews increased their confidence in a product. The results of the regression analysis confirmed this finding, with positive reviews

having a significant influence on increasing purchasing decisions $\beta = 0.52$, $p < 0.05$. This shows that positive reviews not only create a good impression of a product but also increase the perception of product quality and reliability in the eyes of consumers. Consumers who read positive reviews tend to feel more confident and encouraged to purchase, especially if the review includes a detailed description of the product's advantages or positive experiences from previous buyers. Positive reviews are often considered a validation of the quality of the product offered. Consumers see these reviews as evidence of other users' successful or satisfying experiences. Reviews that cover aspects such as product durability, functional benefits, and good service from the seller provide a sense of security to consumers. In addition, positive reviews accompanied by original product photos or detailed testimonials increase the credibility of the information provided, strengthening consumers' confidence in choosing the product over competitors' products. This study also revealed that negative reviews have a significant negative influence on consumer purchasing decisions. As many as 65% of respondents stated that negative reviews directly reduced their interest in purchasing a particular product. Regression analysis showed a significant negative effect of negative reviews on purchasing decisions $\beta = -0.48$, $p < 0.05$. Negative reviews often provide information about product deficiencies, unsatisfactory experiences, or problems experienced by other consumers. This triggers consumer doubts about the quality and reliability of the product, so they tend to avoid products with prominent negative reviews. The impact of negative reviews on purchasing decisions is also supported by consumers' tendency to focus more on information that indicates risks or potential problems. Consumers become more cautious when negative reviews mention products that do not match the description, have low material quality, or have late delivery. Even a few negative reviews can significantly affect purchasing decisions, especially if the problems mentioned are relevant to consumer needs or expectations. This study also identified that negative reviews have a stronger influence than positive reviews in shaping consumer perceptions. Although positive reviews can increase confidence and encourage purchases, negative reviews tend to have a greater impact because they raise consumers' concerns about potential losses. This effect aligns with the theory of negativity bias, where consumers tend to be more influenced by negative than positive information. In this case, negative reviews act as an "alarm" that makes consumers think twice before purchasing (Sulistyawati & Munawir, 2024). Negative reviews also often act as evaluation material for consumers who want to compare similar products. Consumers tend to read negative reviews to ensure that they understand the potential shortcomings of the product before deciding to buy. Negative reviews that include suggestions for improvement or responses from the seller can provide additional information useful for consumers. Conversely, products with negative reviews without responses from the seller tend to give the impression that the seller is less concerned about consumer complaints, reducing purchasing interest.

The results of this study provide important implications for e-commerce businesses and platform managers. To maximize the impact of positive reviews, sellers can encourage satisfied consumers to provide testimonials and detailed reviews of their experiences. This strategy can include incentives such as discounts or loyalty points for consumers who provide positive reviews after purchase. In addition, sellers need to ensure that the reviews displayed on the product reflect authentic experiences, as consumers are more likely to trust reviews that appear honest and relevant. Negative reviews must also be taken seriously. Sellers can minimize the impact of negative reviews by responding quickly and professionally to consumer complaints. Satisfactorily resolving issues can change consumer perceptions, even making them more confident in the seller's products and services. E-commerce platforms also need to ensure that negative reviews reflect objective experiences while providing mechanisms to handle reviews that are inaccurate or intended to damage reputation. These findings suggest that positive and negative reviews play an important role in consumer purchasing decision-making (Fardanty, 2024). Positive reviews help increase consumer confidence in product quality, while negative reviews provide information influencing risk perception. Business actors must manage Both types of reviews well to build consumer trust, improve product reputation, and support sales success in the competitive e-commerce market.

3.1.5. Implications of Purchasing Decisions Based on Product Reviews and Ratings

This study shows that online reviews and product ratings influence consumer purchasing decisions on e-commerce platforms. Consumers tend to choose products with positive reviews and high ratings compared to similar products with low reviews or ratings. Product reviews and ratings are social proof that validates product quality based on previous user experiences. This aligns with modern consumer behaviour that increasingly relies on community-based information to reduce risk in decision-making, especially in the online shopping environment (Iqbal et al., 2024). Products with positive reviews that include descriptions of user experiences tend to attract more consumer attention. Research respondents revealed that they rely on these reviews to understand the benefits of the product, its reliability, and its suitability for their needs. In addition, positive reviews often strengthen consumers' beliefs that the product has met other consumers' expectations, ultimately increasing purchase intentions. In many cases, reviews that include additional information, such as real product photos or long-term experiences, are considered more credible and have a greater influence than reviews without additional details. Negative reviews influence purchasing decisions oppositely. These reviews highlight product weaknesses or problems that consumers have previously faced. Such information raises doubts about the quality or performance of the product, which can reduce purchase

intention. Respondents tend to be more cautious when encountering negative reviews relevant to their needs, such as products that do not match their descriptions or slow delivery service. A highly rated product can lose appeal if negative reviews mention significant, recurring shortcomings. Product ratings were also found to influence consumer purchasing decisions significantly. Most respondents admitted they were likelier to choose a product with a high rating, especially if many reviews supported it. Ratings are considered a summary of user experiences that provide a general view of the product's quality. Products with ratings above four on a scale of 5 were significantly more attractive than those below 3. This suggests that ratings serve as a quick indicator for consumers to filter out available options, especially in markets with similar products. Statistical analysis supports this finding, with results showing that reviews and ratings have a significant simultaneous influence on consumer purchasing decisions. The coefficient of determination of 0.62 indicates that the product review and rating variables can explain about 62% of the purchasing decisions. This figure indicates that reviews and ratings are dominant factors that influence consumer behaviour. Consumers rely on these variables to reduce uncertainty and strengthen their trust in the product before purchasing. Reviews and ratings also play an important role in shaping risk perception. In the theory of risk perception, consumers try to minimize the possibility of loss by relying on reliable information. Positive reviews and high ratings help reduce this risk by providing evidence that the product has met certain standards in the eyes of other consumers. Conversely, negative reviews and low ratings increase risk perception, which makes consumers more likely to avoid the product. Respondents also showed a preference for products with consistent reviews and ratings. Products that have positive reviews but are accompanied by several negative reviews can still attract consumers, especially if the negative reviews are responded to professionally by the seller. Conversely, products with too few reviews or inconsistent high ratings are often considered less reliable. This shows that consistency in reviews and ratings is important in building consumer trust. This finding provides strategic implications for e-commerce business actors. Merchants should encourage consumers to leave reviews and ratings after purchase, as this information can increase the appeal of their products. In addition, merchants need to maintain transparency and quality of their service to ensure that the reviews and ratings received reflect positive consumer experiences. Handling negative reviews quickly and professionally can also help reduce their impact on product reputation and improve consumer perception of the merchant. This study shows that online reviews and product ratings are not only an evaluation tool for consumers but also significant determinants in purchasing decisions. With 62% of purchasing decisions influenced by these two variables, e-commerce players must understand the importance of managing reviews and ratings as part of their marketing strategy. In a competitive market, good review and rating management can increase consumer trust, drive loyalty, and ultimately increase sales.

3.2. Discussion

This study aims to understand the role of online customer reviews (OCR) and product ratings in influencing consumer purchasing decisions on e-commerce platforms. The study's findings indicate that both variables significantly influence consumer trust and behaviour, key factors in purchasing decision-making in the digital era. The results show that online reviews significantly impact building consumer trust. Positive reviews, which often include detailed descriptions of product quality and customer experience, have increased consumer confidence in the product. This finding aligns with the theory of social proof, which states that consumers tend to trust the opinions of other users with direct experience with the product. Positive reviews are also considered validation of product quality, helping to reduce doubts and uncertainties in online transactions. However, negative reviews have a more significant impact on forming risk perceptions. Consumers pay more attention to information that indicates product shortcomings, such as inadequate quality or poor service. This phenomenon is consistent with the theory of negativity bias, where consumers tend to be more influenced by negative than positive information. Therefore, managing negative reviews is crucial. Responding quickly and professionally to negative reviews can help mitigate their impact and even improve consumer perceptions of the seller. Product ratings, especially high ones, are important in consumer decision-making. The analysis results show a positive relationship between high ratings and consumer trust $r = 0.65$, $p < 0.05$. Consumers often use Ratings as a quick indicator to assess product quality, especially when faced with similar choices. Products with high ratings are considered more reliable, ultimately driving purchasing decisions. The number of reviews that support the ratings also affects consumer trust. High ratings with sufficient reviews are often considered more valid, so consumers look for products with many reviews. Therefore, business actors need to encourage consumers to provide reviews and ratings after purchase to increase the credibility of their products. The findings of this study provide important insights for business actors on e-commerce platforms. Reviews and ratings serve as evaluation tools for consumers and as determining factors in building trust and increasing consumer loyalty. Strategies such as incentivizing consumers to provide positive reviews, responding proactively to negative reviews, and maintaining product quality can improve reputation and competitiveness in the market. E-commerce platforms can also increase the transparency of reviews and ratings, for example, through a review validation system to ensure the authenticity of information consumers provide. This step will increase consumer trust in the platform and the products offered. This study has identified a significant relationship between reviews, ratings, and purchase decisions, but there is still room for further exploration. Moderating

variables such as brand image and service quality can be studied to understand more complex interactions influencing consumer behaviour. In addition, a qualitative approach can be used to explore the emotional factors underlying consumer responses to reviews and ratings. This study confirms the importance of online reviews and product ratings in shaping consumer purchase decisions while providing strategic guidance for businesses to maximize the potential of e-commerce platforms.

4. CONCLUSION

This study confirms that online reviews (Online Customer Reviews (OCR) and product ratings strategically influence consumer purchasing decisions on e-commerce platforms. The findings show that online reviews have a significant impact on consumer trust. Positive reviews validate product quality, strengthen consumer confidence, and drive purchase decisions. In contrast, negative reviews are stronger in building risk perceptions, which can inhibit purchase intentions. These results support the negativity bias theory, suggesting that consumers are more responsive to negative than positive information. Product ratings serve as a quality (trust signal) signal, providing a snapshot of the product's reliability based on consumers' collective experiences. Products with high ratings, especially when supported by a sufficient number of reviews, tend to be more trusted by consumers. The significant correlation between product ratings and consumer trust underscores the importance of this element as a key indicator in the purchase decision-making process in the online shopping environment. This study provides strategic implications for e-commerce businesses to manage reviews and ratings effectively. Strategies that include encouraging consumers to provide authentic reviews, proactively responding to negative reviews, and consistently improving product quality can increase consumer trust and competitiveness in the market. In addition, e-commerce platforms need to strengthen the transparency and validity of the review and rating system to ensure that the information provided is reliable for consumers. This study contributes to understanding consumer behaviour in the digital era. However, further exploration is needed to identify moderating variables such as brand image or service quality that can enrich the theoretical model. Qualitative research can also be used to explore the emotional factors that influence consumer responses to reviews and ratings. These findings confirm that strategically managing online reviews and product ratings is essential to increase consumer loyalty and business success in the increasingly competitive e-commerce market.

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