

The Influence of Customer Reviews, Seller Ratings, and Responsiveness on Shopee Purchase Interest with Trust as a Mediating Variable in the Fashion Product in Surabaya



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ABSTRACT: Marketplace serves as a pivotal model in e-commerce, acting as an intermediary between buyers and sellers, exemplified by platforms such as Shopee, Lazada, Tokopedia, among others. Contrary to being a transactional entity, marketplaces facilitate online interactions between sellers and buyers. Meanwhile, e-commerce manifests as a form of online store, either in the form of a website or application owned by a brand, company, or home-based business. The objective of this study is to analyze the direct and indirect influences of customer reviews, seller ratings, and responsiveness on online purchase interests, with trust as a mediating variable in the context of fashion products. The population for this research consists of females aged 16-30 residing in Surabaya, who have not previously purchased products from the brand "femme." The sample comprises 100 respondents, and the data analysis employs the Partial Least Square (PLS) method.

KEYWORDS: Customer review, seller rating, responsiveness, trust, and purchase interest

INTRODUCTION

The rapid advancement of technology stands as a primary catalyst for the observed shift in consumer behavior, wherein individuals are transitioning from offline to online shopping. This phenomenon is underscored by the growing convenience experienced by consumers in acquiring goods through online platforms. E-commerce, as a pivotal medium, provides consumers in Indonesia with the means to procure desired items through online channels. The prevalence of e-commerce in the country witnessed a significant upswing following the advent of the pandemic. In the initial months of 2020, online business transactions exhibited a noteworthy increase of approximately 33%, accompanied by a substantial monetary value escalation from 253 trillion rupiahs to 337 trillion rupiahs. Projections indicate a sustained growth trajectory in e-commerce transactions in the subsequent years, influenced, in part, by government initiatives supporting technological advancements and digital banking.

Contributing to the expansion of e-commerce are factors such as the expanding population, a rising number of smartphone users, and the proliferation of internet and social media users. Government endeavors aimed at fostering technological development and promoting the adoption of digital banking play a pivotal role in shaping the e-commerce landscape in the country. The multifaceted growth of e-commerce underscores its significance in the contemporary marketplace, reflecting a broader societal shift towards online retail channels.

Online shopping can give rise to various risks, such as receiving items that do not match the order, non-delivery of orders, or receiving orders in damaged conditions, among others. Hence, it is essential for consumers to exhibit certain behaviors before engaging in online purchases. Consumer behavior refers to the activities undertaken by consumers that lead to decisions regarding the purchase and use of specific products or services. Within consumer behavior, customers engage in evaluations that can influence decisions related to the purchase and utilization of a particular product or service. One influential factor in shaping consumer behavior is through experiences. If a consumer's experience in evaluating a product is satisfactory, they are likely to adopt a positive attitude, increasing the probability of future repeat purchases when the need arises (Syauqi, 2023).

Consumer experience stands as a pivotal factor in establishing trust in a brand, as it involves a learning process that shapes the relationship, thoughts, and conclusions aligned with the consumer's personality (Ferrinadewi, 2008: 150). Therefore, understanding consumer shopping experiences is crucial for enhancing trust. Another influencing factor on consumer behavior is the environment. Environmental factors, such as other people and other products, impact consumer behavior in the purchasing

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process. Prior to making a purchase, consumers typically seek information about a product, often through customer reviews (Syauqi, 2023).

LITERATURE REVIEW

Consumer Behavior

According to Setiadi (2008), in order to comprehend consumers and develop appropriate marketing strategies, it is imperative to understand what they think (cognition) and feel (affect), what they do (behavior), and where (surrounding events) they are influenced by and influence what they think, feel, and do. The American Marketing Association (1995), as cited by Peter and Olson (2010:5), defines consumer behavior as "The dynamic interaction of affect and cognition, behavior and environmental events by which human beings conduct the exchange aspect of their lives," signifying that consumer behavior is defined as a dynamic interaction involving affect, cognition, behavior, and their environment, wherein individuals engage in exchange activities in their lives. Additionally, Engel (2016), as referenced in the research by Nofri & Hafifah (2018), describes consumer behavior as actions directly involved in acquiring, consuming, and expending products and services, encompassing processes preceding and succeeding these actions. Furthermore, according to Kotler and Keller (2009), factors influencing consumer behavior include cultural, social, personal, and psychological factors, as well as purchase decisions (Kotler & Keller, 2016).

Marketing Strategy

According to Assauri (2011) as cited in the research by Antasari (2016), marketing strategy is fundamentally a comprehensive, integrated, and cohesive plan in the marketing domain. It provides guidance on the activities to be executed to achieve the marketing objectives of a company. In other words, marketing strategy comprises a set of goals and targets, policies, and rules that guide the marketing efforts of a company over time, at each level, and in terms of reference and allocation. This is particularly crucial as a company responds to the ever-changing competitive environment.

Therefore, the determination of marketing strategy should be based on an analysis of the external and internal environment of the company, incorporating an assessment of the strengths and weaknesses of the company, as well as opportunities and threats it faces in its surroundings. The environmental factors analyzed in the formulation of marketing strategy include market conditions or competition, technological developments, economic conditions, government regulations and policies, and socio-cultural and political conditions.

Purchase Interest

According to Kotler (2005), interest is depicted as a situation in which consumers have not yet taken a specific action. Interest is a behavior that emerges in response to an object, indicating the customer's desire to make a purchase (Kotler et al., 1997). According to Kurnia (2010) as cited in the research by Muhajjir & Susanti (2019), purchase interest is the emergence of a desire within the consumer towards a product as a result of the consumer's observation and learning process about the product.

Purchase interest is the tendency to feel interested or compelled to engage in activities to obtain and possess goods and services. It reflects the consumer's mental statement outlining plans to purchase a specific product with a particular brand. According to Kinnear & Taylor (1996), purchase interest is the stage of consumer inclination to act before the actual purchase decision is implemented. In line with Howaes (1994), who suggests that purchase interest is related to a consumer's plan to buy a specific product and how many units of the product are needed in a specific period.

Customer Review

Online customer reviews have a significant impact on consumer behavior and have become a crucial source of information for consumers, influencing as much as 20-50% of all online purchase decisions (Thakur, 2016). The increasing prevalence of online intermediary platforms, such as e-commerce, allows buyers or online consumers to place reviews in the product description, enabling buyers to obtain additional information about the product, form opinions about it, and cultivate purchase interest. This practice is also beneficial for sellers in acquiring consumer data and receiving feedback regarding the available products.

Seller Rating

Positive ratings can significantly enhance the reputation of a product or service. They act as testimonials from satisfied customers, building trust and credibility in the minds of potential buyers. Consumers tend to be drawn to products and services with high ratings, which serve as social proof of their quality and reliability. Online ratings place direct power in the hands of consumers. By sharing their experiences through ratings and reviews, consumers can influence the decisions of others and contribute to an informed shopping community (Ichsan et al., 2018, as cited in the research by Saleh et al., 2022).

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Responsiveness

According to an article on the Shopee platform, chat performance is measured based on the percentage of responded chats and the speed of chat responses. Shopee evaluates these two aspects by considering when and how frequently sellers respond to chats and make product offers to consumers. A chat sequence involves communication between two individuals within a 12-hour period. Sellers can maintain a good percentage of responded chats by consistently responding to buyer chats, leading to an improvement in the percentage of speed of chat responses for that store.

E-Service Quality encompasses the entire transaction process from initiation to completion, including aspects such as information search, privacy policies, website navigation, ordering processes, customer service interactions, delivery, return policies, and satisfaction with the ordered products (Blut, 2016). The distinction between traditional service quality and electronic service quality lies in the absence of direct interactions between sellers and buyers. Virtual two-way communication occurs, and buyers perform self-service, as indicated by Lee and Lin in (Nasser et al., 2015). E-service quality represents the overall opinions and evaluations of customers related to online delivery and how companies handle service failures, according to Santos in (Nasser, et al., 2015) (Putri Queenszya De Fritz, 2020).

Trust

Sharma et al. (2017) asserted that trust has a positive and significant impact on purchase intention. In their study, Sharma et al. (2017) explained that the trust and sense of security provided by a company to its customers can stimulate an increase in purchase intention towards the company's products. According to Hendrawan and Zorigoo (2019), there is a significant influence of trust in a product on the purchasing interest of young consumers, particularly in online peer-to-peer businesses.

Consumer trust, as defined by Mowen (2012), encompasses all the knowledge and conclusions consumers have about the object, attributes, and benefits. According to Mowen (2012), trust indicators can be measured by factors such as consistency in quality, understanding consumer desires, alignment of information with product quality, consumer confidence, and product reliability.

METHODOLOGY

Research Design

The approach utilized in this research is a quantitative approach. The quantitative approach emphasizes numerical data processed through statistical methods. Statistical techniques are employed in this study to analyze sample data. The quantitative approach is applied within the framework of causal research, aiming to identify cause-and-effect relationships. In this context, when something causes an effect (independent variable), it signifies bringing about or causing something to happen (dependent variable) (Zikmund et al., 2012). This is based on determinant factors, which constitute dimensions of SMM (entertainment, customization, interaction, EWOM, and trendiness), influencing brand awareness and purchase intention, as identified in the research conducted by Muhajjir & Susanti (2019).

The research methodology employed is the survey research method, which is a research approach where data and information are obtained from respondents serving as a sample from a population. The data collection instrument utilized in this study is a questionnaire. The survey involves gathering data and information directly from respondents through the administration of a questionnaire.

Population and Sample

The population for this study is unknown due to access limitations: Direct identification and tracking of buyers within the research population may be challenging due to the researcher's limited access to users' personal information. Shopee, as an e-commerce platform, has privacy policies that must be respected. The criteria sought in this study are women who have the Shopee application, have made purchases through the Shopee application, and are familiar with the Femme brand's products.

The sample size for this study is calculated using the formula developed by Lemeshow et al. (1997). This is done because the population under study is unknown.

$$n = Z^2 \frac{p(1-p)}{d^2}$$

Explanation:

n = sample size

$Z_{21-\alpha/2}$ = Z score at $1-\alpha/2$ confidence level p = estimated proportion d = precision

The determination of the proportion is done subjectively because the estimated proportion in an unknown population, so the specified estimated proportion is 50% or 0.5. This is considered a value that can provide an adequate sample size and represent

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the population in general. The confidence level used in this study is 95%, and the specified value for precision (d) is 10%. Based on the formula above, the calculated sample size is:

$$n = Z^2 \cdot p \cdot (1 - p) / d^2$$

$$n = 1,96^2 \cdot 0,5(1 - 0,5) / 0,1^2$$

$$n = 3,8416 \cdot 0,25 / 0,01$$

$$n = 96,04$$

Based on the above, the number of respondents selected for this study is 100 respondents, which is the rounded result of the previous calculation.

Data Collection Procedures and Instrumentation

The data collection instrument utilized in this study is a questionnaire distributed through Google Form to Shopee users who are already aware of the fashion products under the Femme brand. The questionnaire comprises general information about the respondents, including gender, age, occupation, and average monthly income. The second section consists of questions aimed at obtaining research data related to the study variables, particularly those associated with the purchase interest in fashion products and its connection to the Femme brand.

Data Analysis Techniques

The statistical method employed in this study is Structural Equation Model (SEM). SEM is a statistical technique that allows researchers to conduct a series of simultaneous tests on a set of regression equations. In this research, SEM is utilized involving not just one independent variable, but 5 independent variables, and the correlations among these independent variables as well as between the independent variables and the dependent variable will be examined.

RESEARCH RESULTS

Outer Model Evaluation

The first evaluation for the outer model is convergent validity. To measure convergent validity, outer loading values are utilized. An indicator is considered to meet convergent validity if it has an outer loading value for each indicator in the research variable.

Table 4.1 Outer Model Value

Indicator	Outer Value	Loading	Determinat
CR01	0.837		0,500
CR02	0.734		0,500
CR03	0.757		0,500
CR04	0.825		0,500
CR05	0.809		0,500
CR06	0.772		0,500
SR01	0.840		0,500
SR02	0.874		0,500
SR03	0.854		0,500
SR04	0.829		0,500
KM01	0.918		0,500
KM02	0.905		0,500
KP01	0.710		0,500
KP02	0.791		0,500
KP03	0.856		0,500
KP04	0.837		0,500
KP05	0.846		0,500
KP06	0.793		0,500
KP07	0.844		0,500

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KP08	0.798	0,500
MB01	0.808	0,500
MB02	0.851	0,500
MB03	0.876	0,500
MB04	0.851	0,500
MB05	0.808	0,500
MB06	0.774	0,500
MB07	0.820	0,500
MB08	0.738	0,500

Based on Table 4.1, it is known that the outer loading values for each indicator in the variables customer review, seller rating, responsiveness, trust, and online purchase interest are all >0.50. Therefore, it is concluded that the indicators used in this study have satisfied convergent validity, and the validity of each indicator variable can accurately measure the intended constructs. The second evaluation for the outer model is discriminant validity. To measure discriminant validity, cross-loading values are employed. Discriminant validity is considered met if the cross-loading values for indicators within their respective variables are >0.5 and dominant. The following are the cross-loading values for each indicator.

Table 4.2 Cross Loading Value

Indicator	CR	KM	KP	MB	SR
CR 1	0.837	0.501	0.500	0.534	0.569
CR 2	0.734	0.418	0.469	0.446	0.488
CR 3	0.757	0.541	0.580	0.472	0.437
CR 4	0.825	0.452	0.639	0.524	0.479
CR 5	0.809	0.442	0.538	0.431	0.508
CR 6	0.772	0.346	0.580	0.466	0.575
KM 1	0.546	0.918	0.707	0.701	0.586
KM 2	0.491	0.905	0.680	0.629	0.638
KP 1	0.543	0.474	0.710	0.475	0.676
KP 2	0.520	0.473	0.791	0.600	0.527
KP 3	0.628	0.624	0.856	0.733	0.557
KP 4	0.548	0.679	0.837	0.723	0.746
KP 5	0.576	0.760	0.846	0.736	0.647
KP 6	0.535	0.571	0.793	0.639	0.626
KP 7	0.579	0.656	0.844	0.600	0.569
KP 8	0.624	0.647	0.798	0.607	0.594
MB 1	0.525	0.585	0.703	0.808	0.471
MB 2	0.424	0.588	0.584	0.851	0.531
MB 3	0.596	0.665	0.767	0.876	0.643
MB 4	0.583	0.655	0.735	0.851	0.566
MB 5	0.502	0.466	0.551	0.808	0.499
MB 6	0.387	0.570	0.646	0.774	0.637
MB 7	0.490	0.626	0.577	0.820	0.588
MB 8	0.435	0.588	0.585	0.738	0.500
SR 1	0.581	0.510	0.640	0.628	0.840
SR 2	0.537	0.508	0.647	0.591	0.874
SR 3	0.494	0.668	0.661	0.563	0.854
SR 4	0.574	0.594	0.642	0.529	0.829

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Based on Table 4.2, it is observed that each indicator in the variables customer review, seller rating, responsiveness, trust, and online purchase interest has the highest loading factor value within its respective variable compared to other variables. This suggests that the indicators used in this study have good discriminant validity within their respective variables. Furthermore, discriminant validity also measures the extent to which these indicators differ from other indicators in different variables.

Composite Reliability

The composite reliability (reliability test) of indicators measuring a construct can be evaluated using two methods: internal consistency and Cronbach's Alpha. Composite reliability is employed to measure internal consistency and is considered good if it has a value above 0.6. The following are the composite reliability values for each indicator in the research variables.

Table 4.3 Composite Reliability Value

Indikator	Cronbach's Alpha	Composite Reliability Value
CR	0.879	0.882
SR	0.797	0.800
KM	0.925	0.930
KP	0.928	0.933
MB	0.871	872

Based on Table 4.3, it is known that the composite reliability values for each indicator in the variables customer review, seller rating, responsiveness, trust, and online purchase interest are all >0.6. In other words, these indicators are consistent in their measurements. Therefore, it can be concluded that the indicators used in this study have satisfied composite reliability.

Inner Model Evaluation

In the inner model evaluation, testing for R-square and hypothesis testing will be conducted.

Table 4.4 R-Square Value

Variable	R-square
Customer review, seller rating, responsiveness → trust	0.735
Customer review, seller rating, responsiveness, trust → purchase interest	0.677

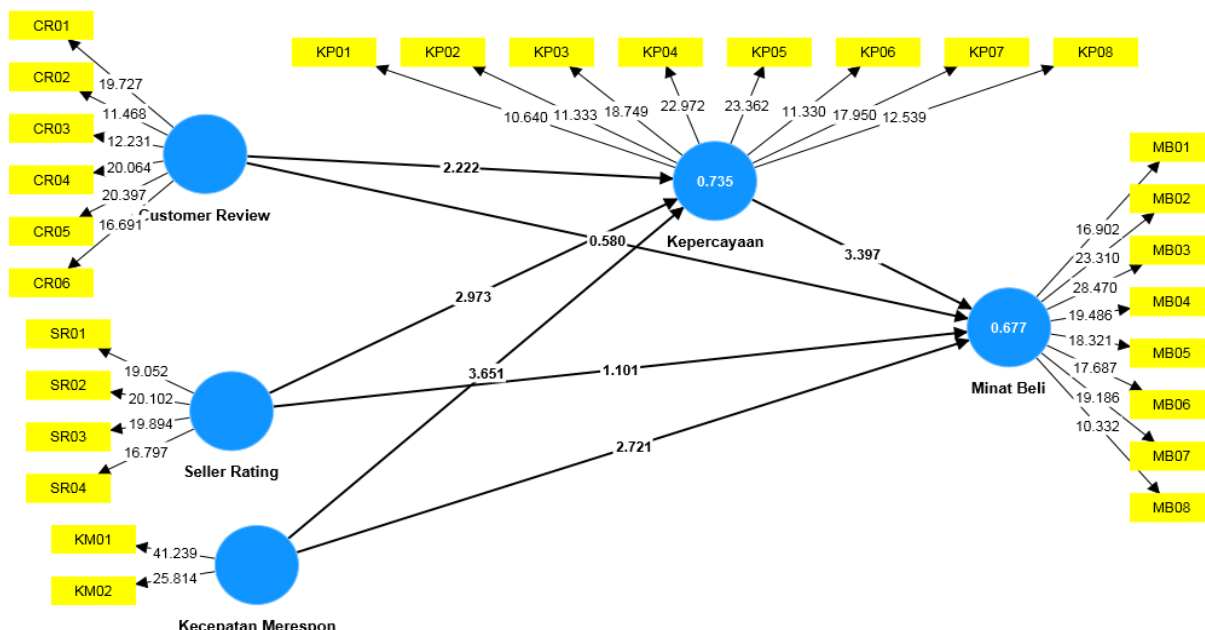


Figure 4.1 Inner Model Hypothesis Test

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In the relationship between the variables customer review, seller rating, responsiveness, and trust, an R-square value of 0.735 is obtained. This indicates that the variables customer review, seller rating, and responsiveness can collectively influence trust by 73.5%. The remaining 26.5% suggests the existence of other variables that may affect trust.

In the relationship between the variables customer review, seller rating, responsiveness, trust, and online purchase interest, an R-square value of 0.677 is obtained. This indicates that the variables customer review, seller rating, responsiveness, and trust can collectively influence online purchase interest by 67.7%. The remaining 22.3% suggests the presence of other variables that may affect online purchase interest.

Hypothesis Verification

Table 4.5 Path Coefficients (Mean, STDEV, T-Values)

Influence between Variables	T statistic	P value	Signification	Acceptance
Customer review → purchase interest	0.580	0.562	Not significant	Rejected
Responsiveness → purchase interest	2.721	0.007	significant	Accepted
Seller rating → purchase interest	1.101	0.271	Not significant	Rejected
Customer Review -> Trust -> purchase interest	2.211	0.027	significant	Accepted
Seller Rating -> Trust -> purchase interest	1.997	0.046	significant	Accepted
Responsiveness -> Trust -> purchase interest	2.147	0.032	significant	Accepted
Trust -> Purchase interest	3.397	0.001	significant	Accepted

In the description of Table 5.6 above, it is explained that from the variable:

1. The T-statistic test result yielded 0.580 with a minimal value (>1.96) and a P-value of 0.562 with a minimal value (<0.05), indicating that customer review has a non-significant influence on purchase interest. Therefore, Hypothesis 1 (H1) is rejected. This implies that customer reviews do not significantly affect purchase interest.
2. The T-statistic test result yielded 2.721 with a minimal value (>1.96), and the P-value is 0.007 with a minimal value (<0.05), indicating that responsiveness significantly influences purchase interest. Thus, Hypothesis 2 (H2) is accepted. This implies that responsiveness significantly influences purchase interest.
3. The T-statistic test result yielded 1.101 with a minimal value (>1.96), and the P-value is 0.271 with a minimal value (<0.05), indicating that seller rating has a non-significant influence on purchase interest. Therefore, Hypothesis 3 (H3) is rejected. This implies that seller rating has a non-significant influence on purchase interest.
4. The T-statistic test result yielded 2.211 with a minimal value (>1.96), and the P-value is 0.027 with a minimal value (<0.05), indicating that the variable customer review, through the mediating variable trust, significantly influences purchase interest. Thus, Hypothesis 4 (H4) is accepted. This implies that the variable customer review, through the mediating variable trust, significantly influences purchase interest.
5. The T-statistic test result yielded 1.997 with a minimal value (>1.96), and the P-value is 0.046 with a minimal value (<0.05), indicating that the variable seller rating, through the mediating variable trust, significantly influences purchase interest. Therefore, Hypothesis 5 (H5) is accepted. This implies that the variable seller rating, through the mediating variable trust, significantly influences purchase interest.
6. The T-statistic test result yielded 2.147 with a minimal value (>1.96), and the P-value is 0.032 with a minimal value (<0.05), indicating that the variable responsiveness, through the mediating variable trust, significantly influences purchase interest. Thus, Hypothesis 6 (H6) is accepted. This implies that the variable responsiveness, through the mediating variable trust, significantly influences purchase interest.

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7. The T-statistic test result yielded 3.397 with a minimal value (>1.96), and the P-value is 0.001 with a minimal value (<0.05), indicating that trust significantly influences purchase interest. Therefore, Hypothesis 7 (H7) is accepted. This implies that trust significantly influences purchase interest.

DISCUSSION

The first result of this study indicated that the influence of customer reviews on purchase interest is not significant, thus rejecting Hypothesis 1 (H1). Latief & Ayustira (2020) mention that online customer reviews represent a form of Word of Mouth in online sales, where potential buyers obtain information about a product from customers who have benefited from it. Therefore, consumers will find it easier to compare with similar products sold on other online stores without having to approach or meet the seller for information. In this study, the non-significant result is attributed to the fact that the examined store lacks a substantial number of customer reviews or has not yet attracted customers to make purchases.

The second result of this study indicated that the direction of the influence of responsiveness on purchase interest is significant, thus accepting Hypothesis 2 (H2). In a study conducted by Marissa (2021) on Lazada marketplace customers in Palembang, responsiveness has a positive and significant impact on customer satisfaction. Other studies by Lee and Lin (2005), Ting et al. (2016), and Chandra et al. (2015) also state that responsiveness has a positive and significant impact on consumer satisfaction. According to information from the Shopee platform, chat performance consists of the percentage of responded chats and the speed of chat responses. Shopee measures these aspects based on when and how often sellers respond to chats and make product offers to customers. A series of chats involves communication between two individuals within a 12-hour timeframe. Sellers can maintain a good percentage of responded chats by consistently responding to buyer chats, and the percentage of chat response speed for that store will increase.

The third result of this study indicated that the direction of the influence of seller rating on purchase interest is not significant, thus rejecting Hypothesis 3 (H3). Positive ratings can significantly enhance the reputation of a product or service. They act as trust indicators for satisfied customers, building trust and credibility in the minds of potential buyers. Consumers tend to be interested in products and services with high ratings, serving as social proof of their quality and reliability. Online ratings put direct power into the hands of consumers. By sharing their experiences through ratings and reviews, consumers can influence the decisions of others and contribute to an informed shopping community (Ichsan et al., 2018, in the study by Saleh et al., 2022). According to Arbaini (2020), ratings represent customer opinions on a specific scale, with the popular rating scheme in online stores being the use of stars. The more stars customers give, the better the seller's rating. Ratings can be provided by customers who have made online purchases and are published on the seller's website or online store. Ratings serve as a way for consumers to provide feedback to the seller. This type of rating is distinct from opinions given by many people and becomes an average evaluation of buyers. Ratings also represent the collective opinion of consumers on a specific scale.

The fourth result of this study indicated that the direction of the influence of customer reviews on purchase interest through trust is significant, thus accepting Hypothesis 4 (H4). According to Mowen (2012), consumer trust encompasses all the knowledge held by consumers and all the conclusions they draw about the object, attributes, and benefits. Mowen (2012) suggests that trust indicators can be measured by factors such as consistency in quality, understanding consumer desires, information composition with product quality, consumer trust, and product reliability.

The fifth result of this study indicated that the direction of the influence of seller rating on purchase interest through trust is significant, thus accepting Hypothesis 5 (H5). According to Munte et al. (2020), online consumer ratings represent the assessment of consumers regarding a product's preference based on the consumer's experience, which refers to the psychological and emotional states felt when interacting with the product. Meanwhile, online consumer ratings are used to represent customer opinions on a specific scale. Indirectly, the star ratings shared by consumers determine the product's ability to instill trust in potential or new customers when making purchasing decisions.

The sixth result of this study indicated that the direction of the influence of responsiveness on purchase interest through trust is significant, thus accepting Hypothesis 6 (H6). Latief & Ayustira (2020) mentioned that online customer reviews are one form of Word of Mouth in online sales, where potential buyers obtain information about a product from customers who have benefited from the product. Therefore, consumers can easily compare products with similar ones sold in other online stores without having to approach or meet the seller for information. Sharma et al. (2017) stated that trust has a positive and significant impact on purchase interest. Sharma et al. (2017) explained that the trust and security provided by a company to its customers can drive an increase in purchase interest in the company's products. According to Hendrawan and Zorigoo (2019), there is a significant influence of trust in a product on the purchasing interest of young consumers, especially in online peer-to-peer businesses.

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The last result of this study indicated that the direction of the influence of trust on purchase interest is significant, thus accepting Hypothesis 7 (H7). Sharma et al. (2017) asserted that trust has a positive and significant impact on purchase interest. Sharma et al. (2017) explained that the trust and security provided by a company to its customers can drive an increase in purchase interest in the company's products. According to Hendrawan and Zorigoo (2019), there is a significant influence of trust in a product on the purchasing interest of young consumers, especially in online peer-to-peer businesses.

CONCLUSION

Based on the results of the research, it can be concluded as follows:

1. The study found that customer reviews do not have a significant impact on purchase interest.
2. The study indicates that responsiveness has a significant impact on purchase interest.
3. The research findings suggest that seller rating does not have a significant effect on purchase interest.
4. The research results indicate that customer reviews have a significant impact on purchase interest through trust.
5. The research findings demonstrate that seller rating significantly influences purchase interest through trust.
6. The research results indicate that responsiveness significantly influences purchase interest through trust.
7. The study reveals that trust significantly influences purchase interest.

SUGGESTION

The findings in this study suggest that, to enhance sales performance, Femme brand should focus on improving services and product quality. This approach aims to instill confidence and trust in consumers regarding their offerings. Moving forward, Brand Femme could make efforts to attract and sustain consumer purchasing interest.

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