

The Influence of Review Quality and Review Quantity on Purchase Intention with Review Credibility as a Moderating Variable

*Moderating Effect of
Review Credibility on
Purchase Intention*

Nanda Nazzha Meilani^{1*}, Febzi Fiona²

^{1,2}Department of Management, Faculty of Economics and Business, Universitas Bengkulu;
Bengkulu, Indonesia

2229

*Corresponding Author E-Mail: nandanazzha@gmail.com

ABSTRACT

The accelerated advancement of digital technology has reshaped consumer behavior, particularly in how purchasing decisions are made within e-commerce environments. In this landscape, online customer reviews serve as a crucial information source that shapes consumers' purchase intentions. This study seeks to examine the effects of review quality and review quantity on purchase intention, moderated by review credibility. A quantitative approach with a causal explanatory design was employed, focusing on Indonesian e-commerce users across. Data were obtained through stratified random sampling, resulting in 260 qualified respondents who actively engage in online transactions and consistently read reviews prior to purchase. The data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The findings reveal that review quantity and review quality have positive and significant effects on both review credibility and purchase intention. However, review helpfulness and review credibility do not show a significant direct influence on purchase intention. Furthermore, review credibility significantly moderates the relationships between review quantity and purchase intention. The findings are anticipated to broaden the application of ELM within Indonesia's e-commerce setting and offer managerial insights for practitioners seeking to strengthen consumer trust and purchase intention through the effective management of credible and informative online reviews.

Keywords: E-Commerce, Purchase Intention, Review Credibility, Review Helpfulness, Review Quality, Review Quantity.

INTRODUCTION

Advancements in information and communication technology, especially the widespread use of the internet, have significantly influenced consumer behavior globally, including in Indonesia. This digital shift has reshaped not only how individuals communicate and interact, but also how they approach consumption and make purchasing decisions. The shift from face-to-face transactions to online purchases has driven the rapid growth of the e-commerce sector, which has now become an integral part of people's daily lives, where consumers now rely on e-commerce platforms as the main means of searching for information, comparing products, and making purchases practically without any space or time constraints (Nuraeni & Irawati, 2021; Kang & Ramizo, 2022). This change has intensified since the COVID-19 pandemic, when restrictions on physical activities have made consumers increasingly rely on online shopping platforms to meet their needs (Utomo et al., 2023). This condition has made e-commerce not only an alternative to modern transactions but also an integral part of the increasingly digitally connected lifestyle of Indonesian society.

In online shopping, consumers cannot directly evaluate products, making Online Customer Reviews (OCR) a crucial source of information in purchase decision-making

Submitted:
January 14, 2026

Revised:
March 5, 2026

Accepted:
March 28, 2026

Published Online:
March 31, 2026

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 14 No. 2, 2026
pp. 2229-2238
IBI Kesatuan
ISSN 2337 – 7860
E-ISSN 2721 – 169X
DOI: 10.37641/jimkes.v14i2.5144

(Guo et al., 2020; Wang et al., 2022). Reviews provide evaluations and insights that help potential buyers assess the credibility and relevance of product information. However, a large volume of reviews does not always increase purchase intention, as excessive information may lead to confusion or reduce trust. In Indonesia, e-commerce usage has grown rapidly alongside a population exceeding 270 million. Data from SimilarWeb (2023) show that Shopee leads the market with about 2.3 billion visits, followed by Tokopedia with around 1.2 billion visits and Lazada with 762.4 million visits. This intense competition and the increasing number of online transactions make Indonesian consumers an important context for examining how online reviews are evaluated and used in purchase decisions.

This phenomenon can be understood through the Elaboration Likelihood Model (ELM), which explains that consumers process persuasive messages through two main routes: the central route and the peripheral route. The central route occurs when individuals have adequate motivation and cognitive ability to thoughtfully evaluate information, for example, by assessing the strength, clarity, and logic of arguments presented in reviews. In contrast, the peripheral route occurs when individuals rely on simple cues, such as the volume of reviews or the reputation of the information source, to make quick judgments (Chou et al., 2022). Within the e-commerce environment, these two processing routes may operate concurrently, leading to conditions in which a high number of reviews and strong review quality do not always produce a consistent increase in consumers' purchase intentions.

Previous studies by Pooja and Upadhyaya (2024) have shown that review quality plays an important role in increasing the credibility of reviews and consumers' desire to purchase products. On the other hand, review quantity serves as a social signal that indicates the popularity of a product (Parulian & Tannady, 2023). However, when the number of reviews is too large and the information is inconsistent, consumers may find it difficult to assess the authenticity and relevance of the messages (Iqbal et al., 2023). This condition creates a new dilemma, where review credibility and review helpfulness become important factors in determining whether the information in reviews is considered convincing or not. Credible and helpful reviews help consumers process information more efficiently, reduce uncertainty, and strengthen their intention to purchase a product (Perez et al., 2022; Qiu & Zhang, 2024).

Previous studies on online customer reviews in Indonesia have mainly focused on their positive effects on customer satisfaction and purchase decisions, leaving theoretical inconsistencies regarding why higher review quantity and better review quality do not always lead to stronger purchase intentions. Most research has examined the direct effects of review attributes without considering the role of review credibility in shaping these relationships. Addressing this gap, the study investigates how review quantity and review quality influence purchase intention among Indonesian e-commerce users by positioning review credibility as a moderating factor that may strengthen or weaken these effects.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Influence of Review Quantity and Review Quality on Review Credibility

Review quantity is a peripheral indicator that affects consumers' views of review credibility. According to Thomas et al. (2019a), the more reviews available about a product, the easier it is for consumers to verify the reliability of the information, thereby increasing the perceived credibility of the reviews. This occurs because the large number of reviews reflects consistency in opinion, which strengthens consumers' confidence in the authenticity of the information received. Additionally, Tran and Can (2020) discovered that among Vietnamese users of the TIKI e-commerce site, review quantity has a favorable and significant impact on review credibility. When evaluating the accuracy of information and lowering consumer uncertainty, a high number of reviews is a crucial indicator. Similar findings were reported by Utz et al. (2012) and Iqbal et al. (2023), showing that the more reviews available, the greater the level of consumer trust and legitimacy in review information.

The credibility of online reviews is strongly influenced by their quality. Reviews that present clear, relevant, and informative content, and that reflect genuine user experiences, are generally perceived by consumers as more reliable and trustworthy. Research shows that the relationship between review quality and review credibility is crucial in shaping the persuasive power of online reviews (Mackiewicz & Yeats, 2014; Iqbal et al., 2023). Consumers generally regard reviews that present detailed, authentic, and relevant information as more credible than those that are superficial or highly emotional. Earlier studies by Dellarocas (2003) and Mudambi and Schuff (2010) also show that comprehensive and in-depth reviews strengthen credibility perceptions because they signal the reviewer's knowledge and experience. Consequently, reviews with greater quality, characterized by clear, relevant, and complete information, are more likely to be perceived as credible by consumers.

H1: Review quantity has a positive effect on review credibility.

H2: Review quality has a positive effect on review credibility.

The Effect on Purchase Intention

Review quantity and review quality represent the overall quality of online reviews or comments posted by users about a product on digital platforms. A larger number of reviews tends to have a stronger influence on consumers' purchasing decisions, as it signals popularity and collective consumer experience (Iqbal et al., 2022; Sembiring & Nisa, 2023). High review volume not only reflects shared opinions but can also motivate potential buyers to try a product when searching for specific brands or items (Ramadhan et al., 2022). Chen et al. (2018) indicate that review quantity works alongside factors such as information quality and media richness in shaping purchase intention. Experience created through highly qualified online reviews of previous consumers has a significant effect on mitigating consumers' risk perception while increasing their purchase intentions. Research by Pham et al. (2024) shows that review quality has a significant effect on purchase intention.

Review helpfulness is defined as the extent to which online reviews are considered useful by consumers in helping them make purchasing decisions. Furthermore, the results of the study by Anggraini and Sobari (2023) show that review helpfulness positively influences purchase intention, which means that the effect is positive even though it is not yet statistically significant. Helpful reviews create the perception that the information is trustworthy, while also shaping the behavioral intention to purchase. Review credibility refers to consumers' perceptions of the reliability, integrity, and authenticity of online reviews. It often functions as an intermediary between the quality of review arguments and purchase intention, strengthening consumer confidence in product information (Thomas et al., 2019b). Previous studies show that credible reviews can significantly influence purchase intention (Arora & Mail, 2018). Similarly, Ammad and Siddiqui (2024) found that credible reviews enhance consumer trust in the offered product.

H3: Review quantity has a positive effect on purchase intention.

H4: Review quality has a positive effect on purchase intention.

H5: Review helpfulness has a positive effect on purchase intention.

H6: Review credibility has a positive effect on purchase intention.

The Effect of Review Credibility as a Moderator Variable

Review credibility functions as a moderating factor in the link between review quantity and purchase intention. Ammad and Siddiqui (2024) found that review credibility significantly strengthens the influence of review quantity on consumers' purchase intentions. Credibility functions as an information filter that helps consumers distinguish between trustworthy and unreliable reviews when faced with a large volume of online reviews. Credibility becomes increasingly important in environments with abundant online reviews, as consumers rely on trusted and unbiased sources when evaluating

products (Lo & Yao, 2019). Accordingly, the influence of review quantity on purchase intention becomes more pronounced when the reviews are considered trustworthy. In contrast, a high volume of reviews may have little impact if their credibility is doubted.

Review credibility serves as a key moderating factor in the relationship between review quality and purchase intention. Even though high-quality reviews offer accurate, informative, and relevant content, their impact on consumers' purchasing decisions largely depends on the extent to which they are perceived as trustworthy. Empirical evidence shows that review credibility strengthens the effect of review quality on purchase intention, meaning that high-quality reviews are more persuasive when consumers trust the authenticity of the information (Ammad & Siddiqui, 2024). Credible reviews are more likely to be viewed as honest and reliable, helping consumers better understand product attributes and reducing uncertainty in decision-making. This finding is consistent with Thomas et al. (2019a), who identified review credibility as a key factor that reinforces the influence of review quality on purchase intention. Iqbal et al. (2023) highlight credibility as an essential indicator of information quality in online reviews that contributes to stronger consumer purchase intentions. Therefore, high-quality reviews are more effective in shaping purchase intentions when they are perceived as trustworthy and authentic.

H7: Review credibility moderates the relationship between review quantity and purchase intention.

H8: Review credibility moderates the relationship between review quality and purchase intention.

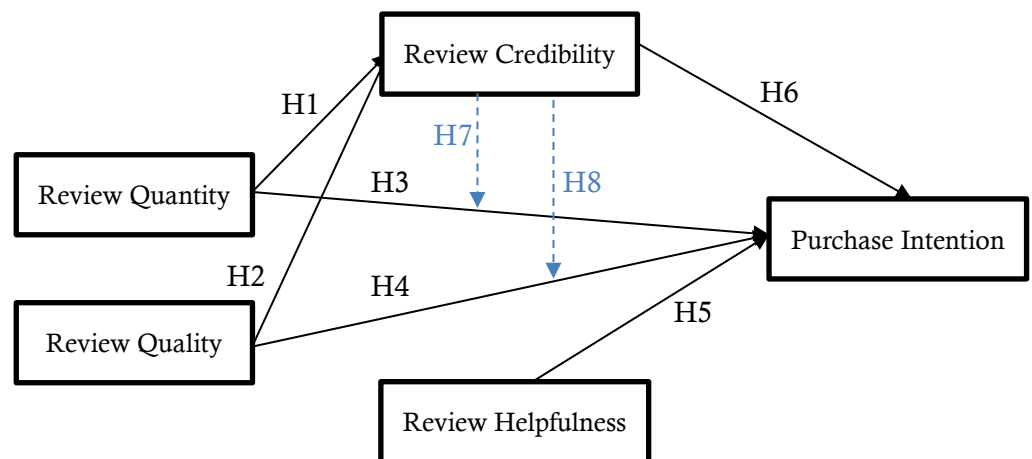


Figure 1. Conceptual Framework

Figure 1 examines how review characteristics influence purchase intention, with review credibility playing both a mediating and moderating role. Review quantity and review quality are hypothesized to positively affect review credibility, which in turn enhances purchase intention. In addition to this indirect effect, review quantity, review quality, and review helpfulness are also expected to directly increase purchase intention. Furthermore, review credibility is proposed to strengthen the relationships between review quantity and purchase intention as well as between review quality and purchase intention, indicating its role as a moderator that amplifies the impact of review information on consumer decision-making.

RESEARCH METHODS

This research employs a quantitative method with a causal explanatory design. The chosen approach is intended to clarify cause-and-effect relationships among latent variables, including both direct influences and indirect effects through moderation. A quantitative framework is appropriate for hypothesis testing based on numerical evidence, allowing findings to be presented in an objective, structured, and generalizable manner (Hair et al., 2019; Bougie & Sekaran, 2019). The explanatory causal design facilitates

examination of the influence mechanisms linking review quality, review quantity, review credibility, review helpfulness, and purchase intention, while incorporating gender as a control variable. Through this design, the study is able to comprehensively assess direct effects, indirect relationships, and moderating roles in shaping consumer behavior within the Indonesian e-commerce setting (Indrawati, 2015).

The target population consists of e-commerce users in Indonesia who engage with the Shopee, Tokopedia, and Lazada platforms. A stratified random sampling technique was applied, with respondents required to meet the following criteria: having completed a transaction on one of the platforms within the past six months, having read online reviews prior to making a purchase, and being at least 17 years of age. Following SEM-PLS guidelines, the minimum sample size was determined by multiplying the number of indicators by five to ten, resulting in a required minimum of 220 participants. The final dataset includes 260 respondents, thereby exceeding the recommended threshold and strengthening the statistical power of the analysis.

Data collection was conducted through an online questionnaire employing a five-point Likert scale, where responses ranged from strongly disagree (1) to strongly agree (5). The measurement indicators were adapted from earlier studies that had established satisfactory levels of validity and reliability. The data were analyzed using Partial Least Squares Structural Equation Modeling (SEM-PLS) with SmartPLS software. The analysis involved two main steps: first, assessing the measurement model to verify construct validity and reliability, and second, evaluating the structural model to test the proposed hypotheses using path coefficients, t-statistics, p-values, and R² values. Moderation effects were examined through interaction terms, while gender was incorporated into the structural model as a control variable.

RESULTS

This section reports the findings of the empirical analysis using SEM-PLS to assess both the measurement and structural models. The analysis begins with testing validity and reliability to confirm that the constructs applied in this study satisfy the required measurement criteria. As shown in Table 1, all constructs meet the recommended standards for validity and reliability. The factor loading values indicate that all measurement indicators demonstrate strong convergent validity, as they exceed the recommended threshold of 0.70.

Table 1. Validity and Reliability Test Results

Variable	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE
Purchase Intention	0.88 – 0.95	0.945	0.960	0.858
Review Credibility	0.85 – 0.93	0.934	0.953	0.835
Review Helpfulness	0.80 – 0.90	0.931	0.946	0.779
Review Quality	0.70 – 0.82	0.837	0.885	0.605
Review Quantity	0.82 – 0.92	0.916	0.941	0.799

The Cronbach's alpha values for each variable exceed the minimum threshold of 0.70, indicating adequate internal consistency. Among the variables, purchase intention exhibits the highest reliability with a coefficient of 0.945, while review quality records the lowest value at 0.837, which still falls within the acceptable reliability level. Furthermore, the composite reliability values for all constructs surpass the recommended threshold of 0.70, indicating that each construct consistently represents its corresponding latent variable. The Average Variance Extracted (AVE) values for all variables are also greater than 0.50, demonstrating sufficient convergent validity since each construct accounts for more than half of the variance in its indicators. Based on these results, the measurement model (outer model) is considered both valid and reliable, allowing the study to proceed with the assessment of the structural model.

Table 2. R-Square Values

Variable	R-Square	Adjusted R-Square
Purchase Intention	0.215	0.193
Review Credibility	0.312	0.304

As presented in Table 2, the purchase intention construct shows an R-square value of 0.215 and an adjusted R-square of 0.193. This indicates that the exogenous variables included in the model account for 21.5% of the variance in consumers' purchase intention, while the remaining variance is explained by other factors beyond the scope of this study. Similarly, the review credibility construct records an R-square value of 0.312 with an adjusted R-square of 0.304, suggesting that the variables in the research model explain 31.2% of the variation in review credibility. These R-square results indicate that the structural model possesses a reasonable level of predictive capability in explaining the relationships among the studied variables, allowing the analysis to proceed with hypothesis testing and examination of the causal links within the model.

Table 3. Direct Effect Test Results

Path Coefficient	Original Sample	t-statistics	p-values	Hypothesis
Review Quantity -> Review Credibility	0.323	6.383	0.000	Accepted
Review Quality -> Review Credibility	0.351	6.987	0.000	Accepted
Review Quantity -> Purchasing Intention	0.160	2.852	0.005	Accepted
Review Quality -> Purchasing Intention	0.190	3.20	0.002	Accepted
Review Helpfulness -> Purchase Intention	-0.055	0.952	0.341	Rejected
Review Credibility -> Purchase Intention	-0.085	1.060	0.289	Rejected

As presented in Table 3, the results show that review quantity has a positive and statistically significant impact on review credibility ($\beta = 0.323$; $t = 6.383$; $p < 0.05$). This finding indicates that a higher number of reviews enhances consumers' perceptions of credibility, reinforcing the idea that review volume functions as a form of social proof in e-commerce environments. Likewise, review quality also exerts a significant positive effect on review credibility ($\beta = 0.351$; $t = 6.987$; $p < 0.05$). Reviews that are clear, informative, and detailed tend to strengthen consumer trust, highlighting the importance of high-quality information in electronic word-of-mouth communication.

Additionally, review quantity is found to have a positive and significant influence on purchase intention ($\beta = 0.160$; $t = 2.852$; $p < 0.05$). This suggests that a larger number of reviews can increase consumers' willingness to purchase, as extensive feedback provides reassurance and reduces uncertainty during online shopping. Similarly, review quality also positively and significantly affects purchase intention ($\beta = 0.190$; $t = 3.20$; $p < 0.05$). Reviews that deliver relevant, comprehensive, and well-structured information enable consumers to evaluate products more confidently, thereby strengthening their intention to buy.

In contrast, review helpfulness does not exhibit a significant relationship with purchase intention ($\beta = -0.055$; $t = 0.952$; $p > 0.05$), indicating that although consumers may perceive reviews as useful, such perceptions do not necessarily translate into immediate buying intentions. Likewise, review credibility does not significantly affect purchase intention ($\beta = -0.085$; $t = 1.060$; $p > 0.05$), suggesting that credibility alone is insufficient to directly encourage purchasing decisions and may instead exert its influence indirectly through other variables within the model.

Table 4. Moderating Effect

Path Coefficient	Original Sample	t-statistics	p-values	Hypothesis
Review Credibility x Review Quantity -> Purchase Intention	0.215	2.680	0.007	Accepted
Review Credibility x Review Quality -> Purchase Intention	0.197	3.436	0.001	Accepted

As shown in Table 4, the interaction between review credibility and review quantity demonstrates a statistically significant influence on purchase intention, with a path coefficient of 0.215, a t-statistic of 2.680, and a p-value of 0.007. Because these values meet the required significance criteria, the moderation hypothesis is supported. This result indicates that review credibility strengthens the effect of review quantity on purchase intention. In practical terms, the presence of numerous reviews becomes more convincing in encouraging consumers to purchase when those reviews are regarded as trustworthy. Therefore, consumers tend to consider not only the number of reviews available but also their reliability before using them as a basis for purchasing decisions.

A comparable pattern emerges in the interaction between review credibility and review quality. The analysis produces a coefficient of 0.197 with a t-statistic of 3.436 and a p-value of 0.001, indicating a statistically significant moderating effect. These results suggest that review credibility strengthens the relationship between review quality and purchase intention. In other words, reviews that are informative, relevant, and well-organized are more persuasive in encouraging purchase intention when consumers consider them trustworthy. This finding underscores the role of credibility as an important contextual factor that amplifies the effect of review quality in influencing consumer decision-making.

Table 5. Control Variable Test

Path Coefficient	Original Sample	t-statistics	p-values
Gender -> Purchase Intention	0.174	1.296	0.098
Gender -> Review Credibility	-0.047	0.351	0.363

Referring to Table 5, the analysis of the control variable indicates that gender does not exert a significant influence on either purchase intention or review credibility. The association between gender and purchase intention yields a path coefficient of 0.174, with a t-statistic of 1.296 and a p-value of 0.098, which fails to satisfy the 5% significance threshold ($p > 0.05$). Likewise, the impact of gender on review credibility produces a coefficient of -0.047, accompanied by a t-statistic of 0.351 and a p-value of 0.363, also indicating a non-significant effect. These results suggest that gender differences do not directly shape purchase intention or perceptions of review credibility within the scope of this research, implying that the relationships among the primary variables remain stable and are not substantially influenced by gender.

DISCUSSION

The results indicate that both review quantity and review quality have positive and statistically significant effects on review credibility. A higher number of reviews increases consumers' perceptions of credibility, as abundant feedback signals product popularity and strengthens perceptions of information reliability (Pooja & Upadhyaya, 2024). This finding is consistent with the concept of social proof, where individuals tend to trust information supported by many others. In e-commerce contexts, a large volume of reviews also serves as a heuristic cue that helps consumers quickly evaluate the credibility of online information when facing uncertainty about product quality (Tran & Can, 2020; Hong & Pitman, 2020). In addition, review quality significantly enhances credibility, as the clarity, completeness, objectivity, and relevance of review content influence how consumers assess the trustworthiness of online feedback. Similar findings were reported by Shan (2016) and Parulian and Tannady (2023), who found that higher-quality review content leads to stronger perceptions of credibility.

The results indicate that review quantity and review quality have a positive and statistically significant effect on purchase intention. Moreover, review quantity functions as an important peripheral cue in evaluating online information, alongside aspects such as reviewer reputation, expertise, product ratings, and website credibility (Thomas et al., 2019b). When consumers encounter a large volume of reviews, they are more likely to perceive the product as widely used and evaluated by other buyers, which helps reduce uncertainty in online purchasing decisions (Osman & Ying, 2022; Anubha, 2023). This

finding is consistent with previous studies indicating that review quantity influences consumer behavior by providing social signals related to product acceptance and reliability (Septia & Surianto, 2024). In addition to review quantity, review quality also plays a significant role in shaping purchase intention, as detailed, relevant, and informative reviews enable consumers to understand product attributes better and evaluate alternatives more effectively (Arora & Mail, 2018). High-quality reviews support more rational decision-making by offering credible and comprehensive information, thereby increasing consumers' confidence in their purchase decisions.

The results show that review helpfulness does not have a statistically significant effect on purchase intention, indicating that although consumers may perceive reviews as useful or informative, this perception does not necessarily lead to stronger buying intentions. This finding is consistent with Santos (2021), who found that review helpfulness does not always directly influence purchase intention but often functions as an intermediary factor. Review credibility does not significantly affect purchase intention. This outcome aligns with Li and Liang (2022), who reported that higher perceived credibility does not always translate into stronger purchase intention, especially when consumers encounter negative reviews and focus more on the content and tone of the information rather than credibility alone.

The moderation analysis demonstrates that review credibility significantly strengthens the review credibility moderates the influence of both review quantity and review quality on purchase intention, acting as a contextual factor that determines how strongly review attributes affect consumer decisions (Santos, 2021). A larger number of reviews has a stronger impact on purchase intention when those reviews are perceived as trustworthy, as the persuasive effect of review volume increases when consumers believe the information is credible (Su et al., 2022; Wang et al., 2022; Pooja & Upadhyaya, 2024). Similarly, credibility strengthens the influence of review quality, meaning that well-written and informative reviews are more effective in encouraging purchase intentions when consumers trust the source and content.

The results of this study indicate that gender does not have a significant effect on purchase intention or review credibility, so that gender differences are not a determining factor in explaining consumer behavior in this research model. These findings indicate that male and female respondents have relatively similar patterns in processing online review information and forming purchase intentions. These results are in line with previous studies that empirically show that gender as a control variable does not have a significant effect on purchase intention, as found by Samuel and Widjaja, (2025), who states that gender differences do not have a significant effect in explaining consumer purchase intention.

CONCLUSION

The findings show that both the quantity and quality of online reviews positively influence review credibility and purchase intention, suggesting that consumers depend on these attributes when determining whether review information is reliable. The analysis also reveals that review credibility plays a significant moderating role in the relationships between review quantity and purchase intention, as well as between review quality and purchase intention. From a theoretical perspective, this study extends the application of the Elaboration Likelihood Model in the Indonesian e-commerce context by emphasizing the role of review credibility as a mechanism that strengthens the impact of review attributes on consumers' purchase intentions. The results suggest that e-commerce platforms should not only promote a higher number of reviews but also ensure that review content remains credible, objective, and informative to enhance consumer trust. While the research model demonstrates moderate explanatory capability, purchase intention may also be shaped by additional factors not included in this study, such as platform trust, price considerations, and brand reputation.

This study also has several limitations. The use of cross-sectional survey data from Indonesian e-commerce users may restrict the generalizability of the results to other

countries or digital commerce environments. Moreover, the reliance on self-reported questionnaire responses may introduce potential bias in capturing consumers' perceptions and intentions. Therefore, future studies are encouraged to incorporate additional variables and broaden the scope of respondents and geographical coverage in order to provide a more comprehensive understanding of digital consumer behavior in Indonesia.

FUNDING STATEMENT: This research did not receive any specific grant from funding agencies in the public, commercial, or not - for - profit sectors.

CONFLICTS OF INTEREST: The author declares no conflict of interest.

DECLARATION OF GENERATIVE AI STATEMENT: During the preparation of this work, the author(s) used ChatGPT, Grammarly, and Turnitin in order to assist with language refinement, grammar checking, and originality verification. After using this tool/service, the author(s) reviewed and edited the content as needed and take full responsibility for the content of the publication.

2237

REFERENCES

- [1] Ammad, M., & Siddiqui, D. A. (2024). *The effect on online consumer review toward purchase intention for electronic products in Pakistan: The complementary role of review credibility*. Retrieved on December 7, 2025, from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4954260
- [2] Anggraini, L. P., & Sobari, N. (2023). The mediation role of review helpfulness, customers trust, and brand attitude towards positive e-wom and purchase intention in cosmetic shopping experience. *Journal of Theory and Applied Management*, 16(1), 38–51.
- [3] Anubha. (2023). Mediating role of attitude in halal cosmetics purchase intention: an ELM perspective. *Journal of Islamic Marketing*, 14(3), 645-679.
- [4] Arora, L., & Mail, B. K. S. (2018). Influence of review quality, review quantity and review credibility on purchase intention in context of high involvement products. *European Journal of Applied Business and Management*, 4(4), 1-15.
- [5] Bougie, R. & Sekaran, U. (2019). *Research methods for business: a skill building approach, 8th Edition* (8th ed.). New Jersey: Wiley.
- [6] Chen, C. C., & Chang, Y. C. (2018). What drives purchase intention on Airbnb? Perspectives of consumer reviews, information quality, and media richness. *Telematics and Informatics*, 35(5), 1512-1523.
- [7] Chou, Y.-C., Chuang, H. H.-C., & Liang, T.-P. (2022). Elaboration likelihood model, endogenous quality indicators, and online review helpfulness. *Decision Support Systems*, 153(1), 113-125.
- [8] Dellarocas, C. (2003). The digitization of word of mouth: Promise and challenges of online feedback mechanisms. *Management Science*, 49(10), 1407-1424.
- [9] Guo, J., Wang, X., & Wu, Y. (2020). Positive emotion bias: Role of emotional content from online customer reviews in purchase decisions. *Journal of Retailing and Consumer Services*, 52(1), 101-114.
- [10] Hair, J. F., Page, M., & Brunsveld, N. (2019). *Essentials of business research methods*. London: Routledge.
- [11] Hong, S., & Pittman, M. (2020). eWOM anatomy of online product reviews: interaction effects of review number, valence, and star ratings on perceived credibility. *International Journal of Advertising*, 39(7), 892-920.
- [12] Indrawati, P. D. (2015). *Metode penelitian manajemen dan bisnis: konvergensi teknologi komunikasi dan informasi*. Bandung: PT. Refika Aitama.
- [13] Iqbal, A., Khan, N. A., Malik, A., & Faridi, M. R. (2022). E-WOM effect through social media and shopping websites on purchase intention of smartphones in India. *Innovative Marketing*, 18(2), 13-27.
- [14] Iqbal, A., Wajidi, E., Khan, M., & Khan, M. J. (2023). Impact of review quantity, review quality, reviewer expertise, product/service rating on purchase intention: the moderating role of consumer trust. *Journal of Social & Organizational Matters*, 2(3), 11–29.
- [15] Kang, J. W., & Ramizo, D. M. (2022). Nexus of technology adoption, e-commerce, and global value chains: the case of asia. *Asian Development Review*, 39(02), 45–73.
- [16] Li, J., & Liang, X. (2022). Reviewers' identity cues in online product reviews and consumers' purchase intention. *Frontiers in Psychology*, 12(1), 1–10.
- [17] Lo, A. S., & Yao, S. S. (2019). What makes hotel online reviews credible? An investigation of the roles of reviewer expertise, review rating consistency and review valence. *International Journal of Contemporary Hospitality Management*, 31(1), 41-60.

- [18] Mackiewicz, J., & Yeats, D. (2014). Product review users' perceptions of review quality: The role of credibility, informativeness, and readability. *IEEE Transactions on Professional Communication*, 57(4), 309-324.
- [19] Mudambi, S. M., & Schuff, D. (2010). What makes a helpful online review? A study of customer reviews on Amazon. com. *MIS Quarterly*, 34(1), 185-200.
- [20] Nuraeni, Y. S., & Irawati, D. (2021). The effect of online customer review, quality product, and promotion on purchasing decision through Shopee Marketplace (a case study of UBSI college students). *Procuratio: Scientific Journal of Management*, 9(4), 439-450.
- [21] Osman, S., & Ying, L. H. (2022). The influence of online consumer reviews on purchase intention among young adults. *Global Business and Management Research*, 14(3s), 222-237.
- [22] Parulian, N. A., & Tannady, H. (2023). The role of electronic word of mouth on customer purchase intention in social media Instagram. *JEMSI (Journal of Economics, Management, and Accounting)*, 9(2), 226-231.
- [23] Perez, D., Stockheim, I., & Baratz, G. (2022). Complimentary competition: The impact of positive competitor reviews on review credibility and consumer purchase intentions. *Journal of Retailing and Consumer Services*, 69(2), 103-117.
- [24] Pham, T. V. A., Nagy, Á., & Ngo, M. T. (2024). The effect of review quality on purchase intention in cross-border e-commerce: The case of Hungary. *Society and Economy*, 46(2), 120-146.
- [25] Pooja, K., & Upadhyaya, P. (2024). What makes an online review credible? A systematic review of the literature and future research directions. *Management Review Quarterly*, 74(2), 627-659.
- [26] Qiu, K., & Zhang, L. (2024). How online reviews affect purchase intention: A meta-analysis across contextual and cultural factors. *Data and Information Management*, 8(2), 58-71.
- [27] Ramadhan, M. A., Nugroho, I., & Wisnu, A. A. (2022). The impact of online reviews on online purchase intention in Tokopedia (Jakarta). *Jurnal Ekonomi Trisakti*, 2(2), 395-406.
- [28] Samuel, S., & Widjaja, D. (2025). Trust, online reviews, and ratings as drivers of purchase intention: evidence from generation z shopee users in Greater Jakarta. In *Proceedings of the International Conference on Entrepreneurship (IConEnt)* (Vol. 5, pp. 332-344). Tangerang: Universitas Pelita Harapan.
- [29] Santos, M. M. S. (2021). *The impact of online customer reviews on apparel purchase intention: the mediating role of review helpfulness*. Lisboa: Universidade Catolica Portuguesa.
- [30] Sembiring, T. H., & Nisa, P. C. (2023). Perceived value of online reviews, trust, risk perception, purchase intention and actual purchase. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1423-1436.
- [31] Septia, M. T., & Surianto, M. A. (2024). The impact of social media marketing, reviews and fear of missing out on purchase intention. *Jurnal Ilmiah Manajemen Kesatuan*, 12(6), 2667-2676.
- [32] Shan, Y. (2016). How credible are online product reviews? The effects of self-generated and system-generated cues on source credibility evaluation. *Computers in Human Behavior*, 55(1), 633-641.
- [33] SimilarWeb. (2023). *Top e-commerce websites in Indonesia*. SimilarWeb. Retrieved on December 3, 2025, from <https://www.similarweb.com/top-websites/indonesia/category/e-commerce-and-shopping/>
- [34] Su, L., Yang, Q., Swanson, S. R., & Chen, N. C. (2022). The impact of online reviews on destination trust and travel intention: The moderating role of online review trustworthiness. *Journal of Vacation Marketing*, 28(4), 406-423.
- [35] Thomas, M. J., Wirtz, B. W., & Weyerer, J. C. (2019a). Determinants of online review credibility and its impact on consumers' purchase intention. *Journal of Electronic Commerce Research*, 20(1), 1-20.
- [36] Thomas, M. J., Wirtz, B. W., & Weyerer, J. C. (2019b). Influencing factors of online reviews: an empirical analysis of determinants of purchase intention. *International Journal of Electronic Business*, 15(1), 43-71.
- [37] Tran, V. D., & Can, T. K. (2020). Factors affecting the credibility of online reviews on Tiki: An assessment study in Vietnam. *International Journal of Data and Network Science*, 4(2), 115-126.
- [38] Utomo, S. B., Andriani, E., & Devi, E. K. (2023). The influence of product ratings and customer testimonials on purchasing decisions on the Bukalapak e-commerce platform in Indonesia. *Sanskara Ekonomi dan Kewirausahaan*, 2(01), 26-36.
- [39] Utz, S., Kerkhof, P., & Van Den Bos, J. (2012). Consumers rule: How consumer reviews influence perceived trustworthiness of online stores. *Electronic Commerce Research and Applications*, 11(1), 49-58.
- [40] Wang, J., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N. M. (2022). Trust and consumers' purchase intention in a social commerce platform: A meta-analytic approach. *Sage Open*, 12(2), 215-232.
- [41] Wang, Q., Zhang, W., Li, J., Mai, F., & Ma, Z. (2022). Effect of online review sentiment on product sales: The moderating role of review credibility perception. *Computers in Human Behavior*, 133(2), 272-286.