



The Influence of *Social Influence* and *Online Customer Reviews* on Consumers' Repurchase Interest with Trust as a Mediation Variable on the Tokopedia Marketplace (Study on Students of the Faculty of Business Economics, Harapan University of Medan)

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ABSTRACT

This study aims to analyze *social influence* and *online customer reviews* on repurchase interest through consumer trust in the Tokopedia Marketplace. The type of research used in this study is associative research. The population in this study is students of the Faculty of Business Economics, Harapan University of Medan with a sample taken in this study of 105 respondents. The withdrawal of the sample size was carried out by *non-probability sampling* using *the purposive sampling* method. The data used are primary data and secondary data obtained through a list of statements and documentation studies. The data analysis technique uses *structural equation modeling* (SEM) with the Smart PLS analysis tool version 3.0. The results of the study directly show that *social influence* has a positive and insignificant effect on repurchase interest, *online customer reviews* have a positive and significant effect on repurchase interest, *social influence* has a negative and insignificant effect on trust, *online customer reviews* has a positive and significant effect on trust, and trust has a positive and significant effect on repurchase interest. Then the results of the test that were carried out indirectly showed that trust was not able to mediate the relationship between *social influence* and repurchase interest, but trust was able to mediate the relationship between *online customer reviews* and repurchase interest.

INTRODUCTION

In today's digital era, the development of information and communication technology has driven major changes in people's consumption patterns. Shopping activities that were once dominated by face-to-face systems are now shifting towards online shopping through e-commerce platforms. These changes are driven by ease of access, time flexibility, and wider product variety. E-commerce is not only an alternative, but has become a new lifestyle necessity, especially for the younger generation who are growing up in the digital ecosystem.

Tokopedia as one of the largest marketplaces in Indonesia plays an important role in this digital transformation. The platform offers a variety of features to support purchase decisions, such as customer reviews, rating systems, and integration with social media. These features not only help new consumers in making product choices, but also encourage existing consumers to make repeat purchases. Repurchase *interest or repurchase intention* is an important indicator of the platform's success in building long-term relationships with its consumers.

One of the factors that affect repurchase interest is social influence. In the digital ecosystem, social influence is not limited to face-to-face interactions, but extends to the virtual realm, such as friend recommendations on social media, online communities, and reviews from influencers. Consumers, especially Generation Z, show a strong tendency to trust other people's opinions online before making a purchase. However, this form of social influence can vary in intensity depending on the closeness of the relationship or the perception of the credibility of the information source.

Meanwhile, customer reviews or *online customer reviews* are one of the forms of indirect social influence that is very dominant in the world of e-commerce. Consumers tend to refer to previous user experiences as the basis for assessing the quality of the seller's products and services. Honest, detailed reviews and are complemented by visual evidence (such as product photos) will increase positive perception and increase the chances of a repeat purchase. Nevertheless, reviews that are too extreme, both positive and negative, can fuel doubt and reduce trust.

Although social influence and customer reviews are often considered strong drivers of repurchase interest, previous studies have shown inconsistent results. Susanti (2021) found that social influence had a significant positive effect on the repurchase interest of Shopee users, while Pratiwi (2020) stated that social influence did not have a direct impact without trust as a mediator. This difference raises the question of the extent of the power of social influence across different e-commerce platforms that have different user bases and interaction algorithms. On the other hand, Wulandari (2022) stated that customer reviews have a great influence on repurchase interest, especially when the information conveyed is relevant and reliable. However, Santoso (2020) argues that reviews only serve as an initial stimulant with no long-term impact on repurchase decisions. This suggests that customer reviews don't necessarily guarantee loyalty unless the information manages to build consumer trust on an ongoing basis.

Consumer trust is an important psychological factor in the digital purchasing process. Trust is formed not only in the product and the seller, but also in the platform system as a whole (e.g., the security of transactions and the return policy). Consumers who feel confident tend to have a higher tolerance for risk and are more loyal to the platform. However, research on the role of trust as a mediator also varies. Rahmawati (2021) found that trust mediated significantly the relationship between reviews and repurchase interest, while Anggraini (2020) reported that the role of trust was only partial, depending on the intensity of platform use.

One of the interesting consumer groups to study further is Generation Z, which is a generation that was born and grew up in the midst of the development of digital technology. They have unique characteristics in decision-making, such as a reliance on digital communities, a preference for visual content, as well as a tendency to seek social validation before making a transaction. Unfortunately, most previous studies, such as Fitriani (2022), have only examined Generation Z behavior in terms of convenience and price, not many have explored the relationship between social influence, customer reviews, trust, and repurchase interest simultaneously.

Most previous studies have also not designed integrative models that test the relationships between these variables thoroughly within a single theoretical framework. Some only test for direct influence, others focus on one or two variables only. This poses limitations in understanding the actual dynamics that occur in online shopping behavior, especially in the context of active Tokopedia users from Generation Z. Lestari (2023) emphasizes the importance of a holistic approach to capture the complex relationships between psychological and social factors in e-commerce.

LITERATURE REVIEW

Concept of Social Influence

Social influence is the extent to which an individual's perception of other people's opinions, suggestions, and behavior – both from the immediate social environment and the online community – can influence an individual's decision to use a particular product, service, or technology (Kurniawan & Subhi, 2021; Haryono et al., 2015; Hoffmann & Broekhuizen, 2009).

Based on *component informational* theory (Bearden et al., 1992; Hoffmann & Broekhuizen, 2009), social influence can be measured through several indicators, namely: the individual's tendency to seek information from others before purchasing a product; the habit of observing the experiences of others in shopping or using similar products; consider suggestions or recommendations from social environments such as friends, family, or online communities; consult with others before deciding to buy a product; and consider the information provided by others as a valid and credible reference in making purchase decisions.

Concept of Online Customer Review

Online customer reviews are reviews or ratings given by consumers to products or services after making a purchase on an online platform, which serves as a source of information for other potential consumers (Park et al., 2019).

Indicators of online customer reviews include the credibility of the source of the review, the quality of the argument presented, the usefulness of the review in decision-making, and the valence or positive/negative tone of the review.

Concept of Trust

Consumer trust is consumer confidence in the integrity, goodwill, and ability of the product or service provider to meet their expectations and needs (McKnight et al., 2016), which is measured through the indicators of benevolence (the seller's goodwill in serving), integrity (the seller's honesty in fulfilling promises), competence (the seller's ability to provide the service or product expected), willingness to depend (the willingness of consumers to depend on the seller), and subjective probability of depending (consumer belief that dependence on the seller will provide positive results).

Concept of Interest in Repurchase

Repurchase interest is the tendency of consumers to make a repurchase of a product or service based on previous positive experiences (Kotler & Keller, 2021), which is measured through transactional interest (desire to buy back and how often to buy), preferential interest (tendency to choose a brand as the main choice and liking for the brand), and exploratory interest (desire to seek more information and try new products from the brand).

RESEARCH METHOD

This study uses an associative quantitative approach with the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis technique. The purpose of the study was to analyze the influence of Online Customer Reviews, Consumer Trust, and Social Influence on Repurchase Interest among students of Universitas Harapan Medan. The population in this study is all students of Universitas Harapan Medan who have made online purchases. The sampling technique used was *purposive sampling*, with a sample of 105 respondents. This number is determined based on the PLS-SEM guidelines, which is at least five times the number of indicators (21 indicators). Data collection was carried out through the distribution of questionnaires compiled using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The data collected is primary data.

RESULTS

Research Results

This study analysis was carried out using a quantitative method approach with descriptive analysis and hypothesis testing using SEM-PLS.

Table 1. Characteristics of Respondents

Data	f	(%)	Data	f	(%)
Gender			Age		
Man	38	36,2	18-20	4	3,9
Woman	67	63,8	21-23	7	6,2
			24-26	5	4,3
Work			>27		6
Student	92	87,6			
Private Employees	6	5,7	Shopping Frequency		
Entrepreneurial	7	6,7	1 - 2 Times	27	25,7
			3 - 4 Times	59	56,2
			≥ 5 times	19	18,1
Average Income					
≤ IDR 500,000 -	23	21,9			
1,000,000	52	49,5			
IDR 1,000,001 -	19	18,6			
2,000,000	11	10			
IDR 2,000,001 -					
3,000,000					
≥ Rp. 3,000,001					
Note: n=105					

From Table 1 it can be seen that the majority of respondents in this study are women (63.8%), showing the dominance of female respondents which is in line with The American Consumer's findings that women shop more often. Most respondents aged 18-23 (77.1%), reflecting the characteristics of Gen Z who actively use online shopping platforms. Most of the respondents are students/students (87.6%) who use Tokopedia when they have free time. The highest frequency of Tokopedia use was 3-4 times (56.2%), indicating that students feel that online shopping is more practical than shopping directly at physical stores.

Evaluation of Measurement Model

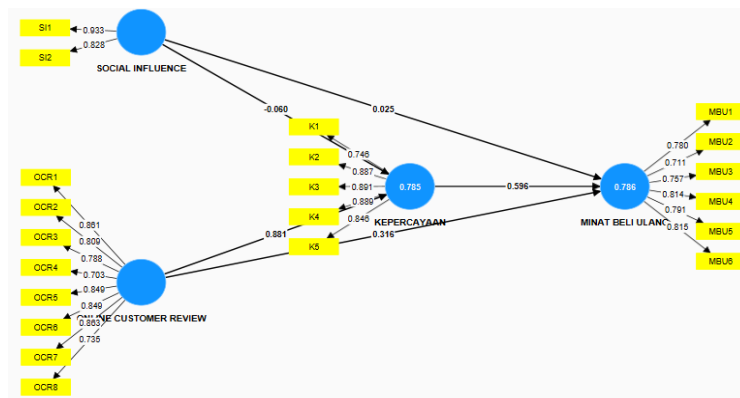


Figure 1. Measurement Model Results

Based on the results of the analysis carried out, the results of the loading factor, Composite Reliability, Cronbach's Alpha and Average Variance Extracted (AVE) are known as follows:

Table 2. Outer Loading

	<i>Social influence</i>	<i>Online customer reviews</i>	Trust	Interest in Repurchase
SI1	0,933			
SI2	0,828			
OCR1		0,861		
OCR2		0,809		
OCR3		0,788		
OCR4		0,703		
OCR5		0,849		
OCR6		0,849		
OCR7		0,863		
OCR8		0,735		
K1			0,746	
K2			0,887	
K3			0,891	
K4			0,889	
K5			0,846	
MBU1				0,780
MBU2				0,711
MBU3				0,757
MBU4				0,814
MBU5				0,791
MBU6				0,815

Source: Smartpls 4 processed data, (2025)

Based on Table 2. It is known that each of the indicators of many research variables has an *outer loading* value of > 0.5 . According to Ghozali (2016), an *outer loading* value between 0.5 - 0.6 is considered sufficient to meet *the convergent validity* requirements. The data shows that the indicators are declared feasible or valid for research use and can be used for further analysis.

Table 3. Composite Reliability

	Composite Reliability
<i>Social influence</i>	0,931
<i>Online customer reviews</i>	0,902
Trust	0,938
Interest in Repurchase	0,875

Source: Smartpls 4 processed data, (2025)

Table 3. Showing that the category is quite good, each construct has met the criteria for assessing *the reliability of the outer model* with a *composite reliability* value of > 0.7 . Thus, the *analysis of the outer model* is continued to the stage of *outer model validity*.

Table 4. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
<i>Social influence</i>	0,729
<i>Online customer reviews</i>	0,606
Trust	0,655
Interest in Repurchase	0,778

Source: Smartpls 4 processed data, (2025)

Table 4. indicates that the AVE value of each construct in the final model has reached a value of > 0.5 . Thus, the proposed structural equation model meets the criteria convergent validity.

Structural Model Evaluation

Table 5. Path Coefficient Significance Test

	Original Sample (O)	P Values	Conclusion
<i>Direct Effect</i>			
<i>Social Influence</i> → Interest in Repurchase	0,025	0,630	Rejected
<i>Online customer reviews</i> → Interest in Repurchase	0,316	0,008	Accepted
<i>Social influence</i> → Trust	-0,060	0,147	Rejected
<i>Online customer reviews</i> → Trust	0,881	0,000	Accepted
Trust → Interest in Repurchase	0,596	0,000	Accepted

<i>Indirect Effect</i>			
Social Influence → Trust → Interest in Repurchase	-0,036	0,152	Rejected
Online customer reviews → Trust → Interest in Repurchase	0,525	0,000	Accepted

Source: Smartpls 4 processed data, (2025)

Table 5. explain The evaluation indicate the structural model is acceptable.

The hypothesis tests show are:

H1 has been “rejected”

H2 has been “accepted”

H3 has been “rejected”

H4 has been “accepted”

H5 has been “accepted”

H6 has been “rejected”

H7 has been “accepted”

Evaluation of Model Fit and Goodness Of Fit

Table 6. R Square

	R Square
Trust	0,785
Interest in Repurchase	0,786

Source: Smartpls 4 processed data, (2025)

Based on Table 6, known R value² of confidence is 0.785. This value can be interpreted as the variable social influence (X1) and Online Customer Reviews (X2) is able to affect confidence (Z) by 78.5%, the remaining 21.5% is influenced by other factors. Known R value² of the repurchase interest (Y) is 0.786. This value can be interpreted as a variable social influence (X1), Online Customer Reviews (X2), and trust (Z) was able to influence repurchase interest (Y) by 78.6%, the remaining 21.4% was influenced by other factors.

DISCUSSION

The Influence of Social Influence on Repurchase Interest

The results of the hypothesis test showed that *social influence* had a positive but insignificant influence on consumer repurchase interest on Tokopedia, with a path coefficient of 0.025 and a significance of 0.630 (> 0.05). This means that social influences are not strong enough to influence repurchase decisions statistically. E-commerce consumers in Indonesia, especially among students, tend to rely on personal experience, quality of service, and objective information such as product reviews and ratings, rather than external influences. This is in line with the theory of *the Consumer Decision-Making Model* (Engel, Blackwell, & Miniard, 1995), which emphasizes the importance of personal evaluation in post-purchase decisions.

However, social influence in the form of observation remains, as shown by 41.9% of respondents who strongly agree that they pay attention to the products or brands used by others. However, many respondents also rely more

on searching for independent information through digital media. These findings are in line with the view of Schiffman and Kanuk (2008), that the influence of reference groups varies depending on the context and consumer experience. Previous research by Susanti et al. (2020) and Handayani et al. (2019) also confirmed that internal factors such as product quality and trust are more dominant in repurchases. However, according to *UTAUT*'s theory (Venkatesh et al., 2012), *social influence* remains relevant in the early stages of technology use, so it can be used to attract new users through positive reviews and testimonials.

The Influence of Online Customer Reviews on Repurchase Interest

The results of the hypothesis test show that *online customer reviews* have a positive and significant effect on consumer repurchase interest on Tokopedia, with a coefficient value of 0.316 and a significance of 0.008 (< 0.05). This signifies that customer reviews, especially quality and positive ones, play an important role in building trust as well as encouraging consumers to make repeat purchases. In the context of online shopping with minimal physical interaction, reviews are the main source of information. Most respondents rely on the author's reputation, clarity of comment content, and the number and consistency of reviews as the main considerations. These findings are in line with various theories such as *e-WOM*, *Information Adoption Model (IAM)*, and *Heuristic-Systematic Model (HSM)* which explain how the quality and quantity of reviews affect consumer perception and decision-making.

Furthermore, the tone of the language in the review, the fit between the rating, the comment, and the image, and the compelling reason underlying the rating are also important factors in improving the effectiveness of online reviews. Most respondents stated that they read reviews to understand how the product works in real life, but there are still concerns about the biases and authenticity of the content. This shows that consumers are selective in processing information and value informative, objective, and visually evidence-supported reviews. Therefore, platforms like Tokopedia need to ensure a transparent and credible review system to maintain consumer trust and increase repurchase interest.

The Influence of Social Influence on Consumer Trust

The results of the hypothesis test showed that *social influence* did not have a significant effect on consumer confidence in making online purchases through Tokopedia, with a coefficient value of -0.060 and a significance of 0.147 (> 0.05). These findings indicate that consumer trust, particularly among Gen Z and millennials, is more shaped by personal considerations and objective information than by influences from friends, family, or the social environment. In the context of online shopping, consumers rely more on product reviews, ratings, and first-hand experiences, rather than solely the opinions of others. This is in line with Kelman's (1958) theory of Social Influence, which explains that the internalized form of experience and information that is believed to be more dominant than simply following or imitating others.

Support for these findings can also be seen from the responses of respondents, where most admitted that they do not always consult others before buying and prefer to do their own research through online reviews or digital

media. Although some respondents pay attention to the products used by others, others consider information from digital platforms to be more objective and credible. This is in accordance with *the Theory of Reasoned Action* (Fishbein & Ajzen, 1975) which states that personal beliefs are more dominant in shaping behavior. Overall, the younger generation is now showing a more independent and selective attitude in forming trust in products or services in e-commerce such as Tokopedia.

The Influence of Online Customer Reviews on Consumer Trust

The results of the study show that *online customer reviews* have a positive and significant influence on consumer trust in Tokopedia, with a path coefficient value of 0.881 and a significance of 0.000. This shows that quality and credible reviews play a big role in forming trust, especially among Gen Z and millennial students who are used to looking for information before buying. Factors such as the reputation of the review author, clarity of the content of the comment, and the logical reason for submitting the review are important elements in building trust. Theories such as *the Source Credibility Theory*, *Information Adoption Model* (IAM), and *Elaboration Likelihood Model* (ELM) support these findings by explaining that the credibility of the source, the relevance of the content, and the strength of the argument strongly determine the level of consumer trust in information.

That said, not all online reviews are always trustworthy. Some respondents expressed doubts about reviews that were subjective, unaccompanied by visual evidence, or came from suspicious accounts. This shows that despite the significant influence of reviews, the quality of the content remains a crucial factor. Students as critical digital consumers continue to judge selectively, even on popular reviews. Although *social proof*, like many reviews, also influences the perception of quality, they still evaluate the content and tone of the language in the review. These findings reinforce the view that consumer trust in the digital age is more determined by information literacy and self-verification capabilities than simply following majority opinion.

The Influence of Consumer Confidence on Repurchase Interest

The results of the study showed that consumer confidence had a positive and significant effect on repurchase interest on Tokopedia, with a path coefficient of 0.596 and a significance of 0.000. This trust provides a sense of security and reduces uncertainty in transactions, thus encouraging consumers, especially students, to return to shopping. These findings are in line with *the Theory of Planned Behavior*, which states that belief in an action encourages the formation of an intention to repeat it. Factors such as service quality (reliability and responsiveness), platform responsibility in handling problems, and structure and ease of navigation also shape this trust. Most respondents assessed Tokopedia's service as good, but there were also those who complained about slow customer service and unclear information, which can reduce trust even though it has been generally formed.

Consumer trust can also be seen from the extent to which they rely on information and communication from the platform, as well as the perception of Tokopedia's response in solving problems. Although the majority of respondents

considered Tokopedia to be quite responsive and informative, others felt that the response and information provided were inadequate. This is in line with *Customer Satisfaction Theory* and *Information Integration Theory*, which emphasize the importance of speed, clarity, and relevance of information in maintaining consumer loyalty. Thus, even though trust has been proven to increase repurchase interest, e-commerce platforms still need to maintain consistency in providing services and information so that consumer trust can be maintained and improved.

The Influence of Social Influence on Repurchase Interest through Consumer Trust

The results showed that social influence had a negative and insignificant effect on repurchase interest through consumer trust, with a path coefficient of -0.036 and a significance of 0.152 (> 0.05). This means that consumer confidence is unable to mediate the relationship between social influence and repurchase intent, so the hypothesis is rejected. Students as consumers tend not to be influenced by social opinions from friends, family, or influencers in forming trust in Tokopedia or in deciding to shop again. They rely more on personal judgment and first-hand experience.

These findings are in line with UTAUT's theory (Venkatesh et al., 2012) which states that social influences tend to be stronger in the early stages of technology use. However, when users already have experience and trust in the platform, such as students who are used to online shopping, social influence becomes less relevant. They trust product reviews and personal experience more in forming trust and repurchase decisions, rather than from the pressures or social influences around them.

The Influence of Online Customer Reviews on Repurchase Interest through Consumer Trust

The results showed that online customer reviews had a positive and significant effect on repurchase interest through consumer trust, with a path coefficient of 0.525 and a significance value of 0.000 (< 0.05). This means that consumer trust is able to mediate the relationship between customer reviews and repurchase interest on Tokopedia. Positive, informative, and honest reviews have been proven to be able to build consumer trust, especially among students who rely heavily on digital information before making transactions. This trust then encourages consumers to return to making purchases.

These findings are in line with previous research, such as by Wijaya and Paramita (2023) and Susanti and Nugroho (2022), which stated that online reviews are able to form trust and influence repurchase intentions. However, the quality and credibility of the reviews are key factors. Ramadhani and Siregar (2021) remind that the effectiveness of reviews can decrease if they are considered not credible or fake. Therefore, although online customer reviews have proven to be effective, their influence still depends heavily on the authenticity and consistency of the information conveyed.

CONCLUSSION

This study confirms that consumer trust is a key factor that is able to encourage interest in re-buying on e-commerce platforms such as Tokopedia, especially among Gen Z and millennial students. These findings are reinforced by the acceptance of the hypothesis that consumer trust directly affects repurchase interest, which suggests that the greater the trust in the platform, the greater the tendency of consumers to make a repurchase. Trust is formed from positive experiences, service reliability, platform responsibility in handling problems, and the quality of the information presented.

Furthermore, the hypothesis that online customer reviews influence repurchase interest through trust is also accepted, which indicates that reviews from fellow users play an important role in shaping consumer perception of Tokopedia's credibility. Informative and credible reviews increase the sense of security and confidence to return to transactions. On the other hand, the hypothesis that social influence affects trust or interest in repurchase through trust is rejected, which shows that the influence of friends, family, or social figures is not strong enough to form trust or encourage repurchase on Tokopedia. This indicates that students as digital consumers tend to be independent, rely more on objective data such as reviews and personal experiences, and are not easily influenced by social opinion. Therefore, Tokopedia needs to focus on improving the quality of user reviews, information transparency, and service quality to maintain the loyalty of young consumers who are increasingly intelligent and selective.

Based on the findings of the research, it is suggested that Tokopedia increase user loyalty, especially students, by providing incentives such as cashback, flash sales, and regular giveaways to encourage interest in repurchases. Tokopedia also needs to simplify the appearance of the application, improve the navigation and product search system, and provide interactive guides to make the user experience more efficient. Since students rely more on online reviews than social influence, Tokopedia should develop community features and improve the review system through inconsistency detection technology between ratings and reviews to maintain credibility. Focusing on improving customer service, information transparency, and managing the quality of digital services such as transaction speed and responsiveness are very important in building trust and making Tokopedia the main shopping platform for students. The researcher is also advised to explore other factors such as e-service quality that affect repurchase interest.

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