



The Influence of Ratings and Electronic Word of Mouth (EWOM) on Online Shop Customer Trust (Shopee)

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ABSTRACT

This research was conducted on student of the Faculty of Economics, Department of Management, PASIM national university who use an online shop (shopee). The purpose of this study was to determine how much contribution the influence of ratings and electronic word of mouth (EWOM) has on customer trust both partially and simultaneously at shopee. The research methods used in this research are descriptive methods and associative methods. In this study, the unit of analysis is the Faculty of Economics, Department of Management, Regular Morning Class, Pasim National University. The sample in this study were 110 respondents. Proportional sampling is the sampling technique used in this study. The analysis method uses multiple linear regression analysis, in addition, validity and reliability testing and research instruments are also carried out. Based on the results of calculations using SPSS Version 25, it shows the influence of rating variables on customer trust by 2.4% and electronic word of mouth variables on customer trust by 42.9%. Simultaneously, the rating and electronic word of mouth variables contribute or influence customer trust by 0.453 or 45.3%. This value shows that good rating and electronic word of mouth (EWOM) variables will increase customer trust

INTRODUCTION

Commercial Code No. 7 of 2014 regulates all matters related to offline and online transactions. As far as online businesses are concerned, Article 65 of the Commercial Code regulates data/information provided by online businesses.

The article states that data provided by an online business must be complete and accurate. The data referred to here are the identity and legitimacy of the economic operator as producer and seller, the technical requirements of the goods provided, the technical requirements or qualifications of the services provided, the prices and methods of payment for goods and/or services and the method of delivery of goods.

Based on the image from the data above, Tokopedia and Shopee still lead the Indonesian e-commerce market. The competition between the two is getting tighter when viewed based on the average number of visitors per month, the average monthly visitors to the Tokopedia page reached 157.2 million in the first quarter of 2022. This figure is up 5.1% from the fourth quarter of 2021 which recorded 149.6 million visits.

Meanwhile, Shopee was in second place with an average monthly visitor of 132.77 million in the first quarter of 2022, up 0.6% from 131.9 million in the previous quarter. Lazada then moved up to third place, beating Bukalapak for the first three months of the year. The average monthly visitors of the two e-commerce reached 24.68 million and 23.1 million respectively. Meanwhile, Orami rose to fifth place, Blibli fell to sixth, Ralali rose to seventh, and Zalora rose to eighth. JD.ID dropped to the ninth position and Bhinneka dropped to the tenth position with the details of the number of monthly visitors as shown in the chart.

Previous research by Wala Erpurini (2022) entitled "The Effect of Online Shopping Transaction Satisfaction and Consumer Trust on E-commerce Consumer Attitudes (Case Study: Purchase of Shopee.co.id Products on Borma Toserba Bandung Employees)" with the results of his research revealing that consumer confidence has a significant positive effect on E-commerce, this shows the effect of consumer confidence on consumer attitudes in E-commerce (case study of purchasing shopee.co.id products on borma toserba bandung employees) The existence of a significant influence shows that the more people believe in E-commerce Shopee, the higher consumer buying interest.

THEORETICAL REVIEW

The Influence of Rating on Customer Trust

Ahmadi (2018: 4) Rating is an assessment of users on a product of their experience psychologically and emotionally in the media environment.

Sourced from the results of research in the journal Tiara Ramadhani, Budimansyah, Vicky F Sanjaya (2021) entitled "The Effect Of Online Customer Evaluation and Assessment on Purchase Intention with Trust as an intermediary for Marketplace buyers from an Islamic Economic Perspective" it is explained that rating has an effect on purchase interest. Significantly affects consumer confidence in the shopee market place, with the variable rating (X1) on trust (Y), with a significance value of $0.000 < \alpha = 0.05$ and the regression coefficient (a) = 0.703 is stated to be influential, the rating is considered to have a significant effect on shopee marketplace trust.

H1: There is a rating effect on customer trust.

The Influence of Electronic Word of Mouth on Customer Trust

According to Syafarudin Z (2016; 65) EWOM communication that occurs between one consumer and another if it goes well, the information conveyed between one consumer and another consumer leads to positive things that will affect consumer confidence to make purchases.

Sourced from the results of the analysis of Muhammad Rizal Yulianto, Harry Soesanto (2019) in his journal, that electronic word of mouth has the most significant influence on consumer trust. Based on the research conducted, Electronic Word of Mouth has the most significant influence on Lazada.co.id Consumer Trust. This can be seen from the standardized regression weight that the largest estimated value is the performance of sales force behavior on sales force performance (0.67). The Electronic Word of Mouth variable is measured through 6 indicators. The effect of knowing the product that has a good impression on others is the highest compared to other indicators, which is (1.04). Other indicators of Electronic Word of Mouth, namely ensuring that buying the right product or brand has an influence of (0.85), helping to choose the right product or brand (0.96), gathering information from reviews before buying a product (0.98), eliminating worries about their own decisions when buying a product (0.98), growing confidence in buying a product (1.00). Based on this analysis, the indicator of the performance of salesperson behavior is the most influential because it has the highest value.

H2: There is an influence of electronic word of mouth on customer trust.

The Influence of Rating and Electronic Word of Mouth on Customer Trust

The above two findings show that ratings and e-reviews influence customer trust. This is consistent with the theory that ratings and electronic word-of-mouth are factors influencing customer trust (Mayer 2015:53).

In the journal Halila Titin Hariyanto and Lantip Trisunarno, (2020) entitled "Analysis of the Influence of Online Customer Review, Online Customer Rating, and Star Seller on Customer Trust to Purchase Decisions at Online Stores at Shopee" proves that if there is a Rating (X1) relationship to customer trust (Y) Shopee Online Store, with a significant that trust is influenced by customer rating of 26.9%, and there is also a relationship electronic word of mouth (Customer Review) (X2) to customer trust (Y) online shop at shopee, with a significant value of 39.4%. Thus the rating and electronic word of mouth both have an effect on customer trust in online stores in shopee. So it can be concluded that together the independent variables affect the dependent variable.

H3: The influence of ratings and electronic word of mouth on customer trust.

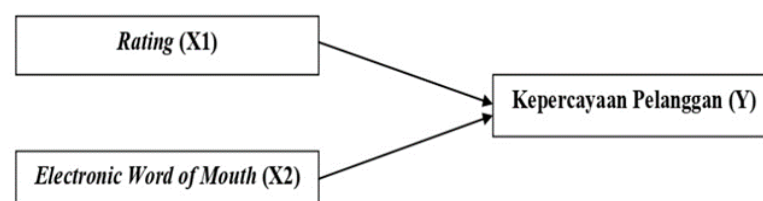


Figure 1. Research Paradigm

METHODOLOGY

Research Design

The research method use in this research is descriptive and associative method.

Population and Sampling Techniques

Population

The population in this study were 153 students of the Faculty of Economics, Department of Management at Pasim National University.

Sample

The proportional sampling technique is a sample that is calculated based on comparison. This technique is used if the population has members or elements that are not homogeneous and proportionally stratified. To calculate the minimum sample size to be taken using the slovin formula proposed by Lemeshow as a sample size of 153 Management Students of the Faculty of Economics at PASIM National University, the sample calculation is as follows:

$$n = 153 / (1 + (153 \times 0,05^2))$$

$$n = 153 / (1 + (153 \times 0,0025))$$

$$n = 153 / (1 + 0,38)$$

$$n = 153 / 1,38$$

$$n = 110$$

Based on the results of the above calculations, the number of samples in this study obtained a sample result of $n = 110$, namely the minimum sample required in this study was 110 people.

Operational Research Variables

Table 1. Operational Variable

Variable	Defenition	Dimensions	Indicator	Scale	Item
Rating (X1)	According to Luckermair (2013:1) Ratings are customer opinions of some size. A popular rating system for online shop reviews is the star rating. The more stars, the higher the seller's rating.	Helpfulness	Quality evaluation	Ordinal	1
			Assessment service	Ordinal	2
		Representative	Consumer opinion	Ordinal	3
			Review	Ordinal	4
Electronic Word Of Mouth (X2)	Electronic word of mouth (EWOM) according to Goyette et, al. (2012: 11) is an informal, non-		Interaction	Ordinal	1
			Accessing Information	Ordinal	2
		Positive valence	Positive Comments	Ordinal	3

	commercial online communication about the opinion of a service or item, which occurs directly, by telephone, e-mail, or other communication methods.		User Recommendations	Ordinal	4
		Negative valence	Negative Comments	Ordinal	5
			Product Components	Ordinal	6
		Content	Product Variety Information	Ordinal	7
			Product Quality Information		8
Customer Trust (Y)	According to Kotler (2016:225) Trust is a company's willingness to rely on its business partners. Trust is determined by many interpersonal and inter-organizational factors, including Competence, Integrity, Honesty, and Kindness of the Company.	Benevolence	Trust	Ordinal	1
			Good Behavior	Ordinal	2
		Ability	Security	Ordinal	3
			Satisfaction	Ordinal	4
		Integrity	Confidence	Ordinal	5
			Honesty	Ordinal	6
		Willingness to depend	Risk	Ordinal	7
			Willingness	Ordinal	8

Source: Created by Research, 2023

RESULTS

Research Result

Descriptive Analysis Results

Table 2. Research Category

Weight Value	Category
110 - 197	Very unfavorable
198 - 285	Not Good
286 - 373	Fairly Good
378 - 461	Good
462 - 550	Very Good

Source: Processed by Research, 2023

Table 3. Descriptive Analysis of Rating (X1)

Statement	Alternative Answer, Frequency, and Actual Weight										Actual Weight	Category
	SS (5)		S(4)		RR(3)		TS(2)		STS(1)			
	F	B	F	B	F	B	F	B	F	B		
Helpfulness dimension												
Online shop (Shopee) users evaluate quality by giving a rating value	21	105	68	272	7	21	12	24	2	2	424	Good
Online shop users (Shopee) use the rating service to give a form of star symbol 1-5	34	170	61	244	4	12	7	14	4	4	444	Good
Representative												
Online shop (shopee) users present the good and bad	26	130	60	240	13	39	10	20	1	1	430	Good

Statement	Alternative Answer, Frequency, and Actual Weight										Actual Weight	Category	
	SS (5)		S(4)		RR(3)		TS(2)		STS(1)				
	F	B	F	B	F	B	F	B	F	B			
opinions of consumers by giving stars contained in the rating.													
Online store users (Shopee) rated 1 star for weak ratings and 5 stars for the best ratings	32	160	58	232	8	24	9	18	3	3	437	Good	
Average Variable Rating											434	Good	

Information :

SS = Strongly Agree, S = Agree, RR = Doubtful, TS = Disagree, STS = Strongly Disagree, F = Frequency, B = Weight

Source: Processed by Research, 2023

From the frequency distribution above, it can be concluded that the classification variables consist of 4 sets with an average weight value of 434. This value is also considered good because it ranges from 378 to 461. The result above has the lowest actual weight in the "Online shop (Shopee) user rating quality by rating" table with an actual weight of 424. In addition, the statement with the rating is "Online shop (Shopee) users use the rating service by giving a 1-5 star icon" with a current rating of 444.

Table 4. Descriptive Analysis of Electronic Word Of Mouth (X2)

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S(4)		RR (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Intensity dimension												
Reviews written by online shop users (Shopee) facilitate interaction between other users	23	115	75	300	5	15	4	8	3	3	441	Good
Reviews written by online shop users (Shopee) make it easier to access information	29	145	58	232	4	12	14	28	5	5	422	Good
Positive valence dimension												
Online shop (Shopee) users will give positive comments on products, services or brands if they are as expected	37	185	54	216	8	24	9	18	2	2	445	Good
Online shop (Shopee) users will recommend other users if the product is quality	39	195	53	212	9	27	6	12	3	3	449	Good
Negative valence dimension												
Online shop (Shopee) users will	40	200	46	184	14	42	8	16	2	2	444	Good

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category	
	SS (5)		S(4)		RR (3)		TS (2)		STS (1)				
	F	B	F	B	F	B	F	B	F	B			
give negative comments on products, services, or brands if they are not what is expected													
Online shop (Shopee) users distinguish the desired product by looking at the product components	40	200	40	160	7	21	18	36	5	5	422	Good	
Content dimension													
Online shop (Shopee) users before choosing the desired product will compare information on product variati	40	200	45	180	8	24	12	24	5	5	433	Good	
Online shop (Shopee) users before buying will compare information from product quality	40	200	47	188	11	33	8	16	4	4	441	Good	
Average Electronic Word Of Mouth Variable											437	Good	

Information:

SS = Strongly Agree, S = Agree, RR = Doubtful, TS = Disagree, STS = Strongly Disagree, F = Frequency, B = Weight

Source: Processed by Research, 2023

From the frequency distribution table above, it can be concluded that the electronic word of mouth variable consist of 8 statements with an average number of of 437 correct. This is considered good because it is between 378 and 461. The results above have the lowest actual weight values in the two statements, namely "Online shop users (Shopee) distinguish the desired product by looking at the product components" and "Online shop users (Shopee) make it easy to access information." There is also the statement "Online shop users (Shopee) will recommend other users if the product is of high quality" with the current weight value of 449.

Table 5. Descriptive Analysis of Customer Trust (Y)

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S(4)		RR (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Dimension of Seriousness/Sincerity (Benevolence)												
Customers believe that online shop shopping (Shopee) is safe and reliable	32	160	56	224	10	30	8	16	4	4	434	Good
Customers believe that sellers in online shops (Shopee) prioritize friendly attitudes and behave well	27	135	58	232	12	36	11	22	2	2	427	Good
Ability dimension												
Customers believe that sellers in online shops (Shopee) provide security guarantees to consumers	41	205	50	200	4	12	12	24	3	3	444	Good
Customers believe that sellers in online shops	33	165	52	208	8	24	12	24	5	5	426	Good

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category	
	SS (5)		S(4)		RR (3)		TS (2)		STS (1)				
	F	B	F	B	F	B	F	B	F	B			
(Shopee) provide satisfaction guarantes to consumers													
Integrity dimension													
Customers trust and believe that shopping at an online shop (Shopee) is guaranteed product quality	37	185	43	172	12	36	13	26	5	5	424	Good	
Customers believe that sellers in online shops (Shopee) prioritize honesty	36	180	49	196	10	30	10	20	5	5	431	Good	
Dimensions Willingness to depend													
Customers believe there is a risk to the product when buying at an online shop (Shopee)	41	205	45	180	8	24	10	20	6	6	435	Good	
Customers believe that the seller in the online shop (Shopee) if they experience damage to	42	210	41	164	9	27	10	20	8	8	429	Good	

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S(4)		RR (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
the product that has been purchased will be willing to take responsibility												
Average Customer Trust Variable											431	Good

SS = Strongly Agree, S = Agree, RR = Doubtful, TS = Disagree, STS = Strongly Disagree, F = Frequency, B = Weight

Source: Processed by Research, 2023

From the frequency distribution above, we can conclude that the Customer Reliability variable consists of 8 sets, with a current mean value of 431. This score ranges from 378 to 461, so it is included in the "good" category.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis

<u>Coefficients^a</u>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.650	3.265		1.118	.266
	Rating	.178	.170	.080	1.045	.298
	Electronic Word Of Mouth	.784	.093	.641	8.398	.000

a. Dependent Variable: Customer Trust

Source: Data Processed by SPSS, 2023

Based on the results of the analysis in the table above, the following results of the regression were obtained:

$$Y = 3.650 + 0.178 X1 + 0.784 X2$$

From the analysis of the regressed and multiple segments, it is possible to deduce that the constant value (a) of 3,650 indicates that the variable value (Y) of customer trust at the online store Shopee is also 3,650. The regression coefficient value for the electronic word of mouth variable (X2) is 0.784, and the coefficient value for the rating variable (X1) is 0.178.

According to the results of the analysis shown above, it can be concluded that the two variables, rating and electronic word of mouth, when taken together,

have a positive impact on the variable measuring customer satisfaction (Y) for the online store Shopee.

T test

Table 7. T test

Coefficients ^a			
Model		t	Sig.
1	(Constant)	1.118	.266
	Rating	1.045	.298
	Electronic Word Of Mouth	8.398	.000
a. Dependent Variable: Customer Trust			

Source: Processed by SPSS, 2023

The t test with a level of 5% is understood to be 110 with a df of 1.981. Based on the analytical results from the study, the significance of the rating (X1) for the relationship between the trustworthiness of the customer (Y) was determined by the ratio of 1.045 to 1.981 and the significance of the rating (X1) at the threshold of 0,298. According to the criteria, if the significance level is more than 0.05, Ho can be rewritten and Ha is tolled. Accordingly, there isn't a statistically significant link between the variable label rating (X1) and customer satisfaction with an online store (Y) at the Student Faculty of Economics and Management at the National University of Pasim.

The t test with a level of 5% is understood to be 110 with a df value of 1.981. The results of the t test partially influence e-word-of-mouth (X2) on customer trust (Y) with a t-count value of 8.398 > t-table value of 1.981 with a significance probability of e-word-of-mouth (X2) at the 0.000 level. Ho is rejected and Ha is accepted if the significance value is 0.05, in accordance with the criteria. Accordingly, in a purely theoretical sense, electronic word of mouth has a significant impact on the degree of trust that customers of online shops (shopee) have for students of the Faculty of Economics, Department of Management at National Universities of Pasim.

F test

Table 8. F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2020.904	2	1010.452	44.228	.000 ^b
	Residual	2444.550	107	22.846		
	Total	4465.455	109			
a. Dependent Variable: Customer Trust						
b. Predictors: (Constant), Electronic Word Of Mouth, Rating						

Source: Processed by SPSS, 2023

Based on the table above, we can see that the calculated F-value rating and electronic word of mouth is 44.228, the signification is 0.000, and the table position is 3.08 for df1 2 and df2 110 Ftable. After statistical calculations, we can concluded that the value of Fcount is $44.228 > F_{table} 3.08$, which corresponds to a significance value of $0.000 < 0,05$, then Ho is rejected H1 is accepted, meaning that the variable rating and electronic word of mouth simultaneously have a significant effect on the variable customer trust online shop (shopee) at Mahasiwa Faculty of Economics, Department of Management, Pasim National University.

Coefficient of Determination

Table 9. Coefficient of Determination (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673 ^a	.453	.442	4.780

a. Predictors: (Constant), Electronic Word Of Mouth, Rating

Source: Processed by SPSS, 2023

Based on the table above, it is obtained that the R-Square is 0.453 or 45.3%, this value shows which means that the independent variables of rating and electronic word of mouth simultaneously or together are able to influence online shop (shopee) customer trust by 45.3%. While the rest, namely 54.7% (100% - 45.3%) is the influence of variables not examined.

To see the magnitude of the effect of each independent variable on the dependent variable, perform a calculation using the formula $\beta \times \text{zeroth order} \times 100\%$. The betas are the standardized regression coefficients and the zeroth order is the partial correlation for each independent and dependent variable. Using SPSS, the beta x zeroth order value is determined as follows:

Table 10. Partial Determination Coefficient (r²)

Coefficients ^a			
Model		Standardized	Correlatio
		Coefficients	ns
		Beta	Zero-order
1	(Constant)		
	Rating	.080	.303
	Electronic Word Of Mouth	.641	.669
a. Dependent Variable: Customer Trust			

According to the above table, calculations can be made to obtain the partial effect of each variable as follows:

Rating (X1) : $0.080 \times 0.303 \times 100\% = 0,024$ atau 2,4%

Electronic Word Of Mouth (X2) : $0.641 \times 0.669 \times 100\% = 0,429$ atau 42,9%

Based on the above calculations, we find that the e-wom of mouth variable (X2) has the largest impact with a contribution of 42,9%, and the rating variable (X1) with a contribution of 2.4%.

DISCUSSION

The Influence of Rating on Customer Trust

Based on the results of the research analysis on the relationship between the rating (X1) and the subject's customer trust (Y) the numbers 1.045, 1.981, and 1.045 are used, with a significance probability for the rating (X1) of 0.298. According to the criteria, if the significance level is more than 0.05, Ho can be rewritten and Ha is topped.

This means that there is no significant partial effect of the rating variable (X1) on customer trust (Y) online shop (shopee) on Students of the Faculty of Economics, Department of Management, Pasim National University. The rating variable contributes or influences customer trust by 2.4%.

Rating is an assessment of users on a product on their experience psychologically and emotionally in the media environment (Ahmadi (2018: 4).

The results of previous research conducted by Tiara Ramadhani, Budimansyah, Vicky F Sanjaya (2021) entitled "The Effect of Rating and Online Consumer review on Purchase Intention with trust as a Mediator on Market place shopee in the Islamic Economic Perspective" show the results that rating has a significant effect on consumer trust marketplace shopee.

Based on the results of the research conducted, it can be concluded that the rating partially affects the trust of online shop customers (shopee) on students of the Faculty of Economics, Department of Management, Pasim National University. If the rating assessment on shopee is getting better, it will be able to increase customer trust.

The Influence of Electronic Word of Mouth on Customer Trust

Based on the results of a statistical analysis of the impact of electronic word of mouth (X2) on customer satisfaction (Y) with a value of 8.398 > a value of 1.981 and the probability of electronic word of mouth (X2) reaching significance at a threshold of 0.000. According to the criteria if the significance level is less than 0.05, then H_0 is rejected and H_a is accepted, meaning that electronic word of mouth partially has a significant effect on online shop (shopee) customer trust in students of the Faculty of Economics, Department of Management, Pasim National University. This means that if the electronic word of mouth is getting better, customer trust will increase. The electronic word of mouth variable contributed or had an influence of 42.9%.

EWOM communication that occurs between one consumer and another if it goes well, the information conveyed between one consumer and another consumer leads to positive things that will affect consumer confidence to make purchases (Syafarudin Z, 2016; 65).

The results of this study are consistent with a previous study by Muhammad Rizal Yuliant and Harry Soesanto titled Analyzing the impact of e-word of mouth on trust and brand image and its impact on purchase decisions (Study on Lazada.Co.Id consumers in Semarang), showing that e-word of mouth has the greatest impact on consumer trust.

Based on the results of the above research, it can be concluded that, electronic word of mouth partially has a significant effect on online shop (shopee) customer trust in students of the Faculty of Economics, Department of Management, Pasim National University, if the information conveyed by others is reliable, it will increase shopee customer trust.

The Influence of Rating and Electronic Word of Mouth on Customer Trust

H_0 is rejected H_1 is accepted, meaning that the rating variable and electronic word of mouth simultaneously have a significant effect on the online shop (shopee) customer trust variable, Faculty of Economics, Management Department Student, Pasim National University. Word of mouth and electronic rating variables together influence customer trust by around 0.453 to 45.3 percent.

The two research results that have been described previously, that there is an influence of rating and electronic word of mouth on customer trust. This is also in accordance with the theory that ratings and electronic word of mouth are factors that influence customer trust (Mayer 2015: 53).

The results of this study are consistent with a previous study by Halila Titin Hariyanto and Lantip Trisunarno, "An analysis of the impact of online customer reviews, online customer ratings, and star sellers on customer trust in purchasing decisions in Shopee's online store." Therefore, both online customer reviews and electronic reviews (online customer reviews) influence customers' trust in Shopee's online shops.

Based on the results of the above research, it can be concluded that, simutan rating and electronic word of mouth have a significant effect on online shop (shopee) customer trust at the Faculty of Economics, Department of Management, Pasim National University. This shows that giving an assessment of the rating and information conveyed through electronic word of mouth is able to influence customer trust to increase.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

1. Rating is included in the "good" category, this is based on the results of the frequency distribution and weighting that has been described, the overall average value obtained is 434.
2. Electronic word of mouth is in the "good" category, this is based on the results of the frequency distribution and weighting that have been described, the overall average value obtained is 437.
3. Customer trust is in the "good" category, this is based on the results of the frequency distribution and weighting that has been described, the overall average value obtained is 431.
4. Rating partially, although quite small, has a significant positive effect on online shop (shopee) customer trust. From the results obtained, the rating contributes or influences customer trust by 2.4%.
5. Electronic word of mouth partially has a significant positive effect on online shop (shopee) customer trust. From the results obtained, electronic word of mouth contributes or influences 42.9%.
6. From the results obtained, the Fcount value is $44,228 > F_{table} 3.08$ with a significance value of $0.000 < 0.05$, then H_0 is rejected H_1 is accepted. Rating variables and electronic word of mouth simultaneously contribute or influence customer trust by 0.453 or 45.3%. Which means that giving an assessment of the rating and information conveyed through electronic word of mouth is able to influence customer trust to increase.

Recommendations

1. Shopee users should evaluate quality according to their quality, so that other users can see whether the rating on the online shop is good or not, because rating is one of the factors that can affect customer trust.
2. Shopee users should provide appropriate information in providing reviews, and provide details about product components so as not to confuse customers.
3. Shopee is expected to prioritize honesty in selling and take action against sellers who are not responsible for selling, so that customers do not move to other online shops.
4. The effect of rating on customer trust, the contribution or influence obtained is 2.4%, which is quite small. So online shop users (shopee) should do and give value to the rating according to the results obtained. although in this case the effect is quite small, if the rating assessment on shopee is getting better, it will be able to increase customer trust.
5. The effect of electronic word of mouth on trust contributes or has an effect of 42.9%. We recommend that shopee and online shop users (shopee) when shopping at shopee provide information that is in accordance with the quality and results obtained so that other users get accurate information. If the information conveyed by others is reliable, it will increase shopee customer trust.

6. The influence of rating variables and electronic word of mouth simultaneously contributes or influences customer trust by 0.453 or 45.3%. This means that online shops (shopee) and shopee users should provide a rating value according to the quality obtained and provide appropriate and accurate information to increase customer trust.

FURTHER STUDY

This study still has many flaws potentially low-impact impacts. Therefore, further research is needed on the impact of rating and e-word of mouth on customer trust.

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