



Digital Commerce in Semi-Rural Indonesia: Examining Trust, Price, and Online Review as Drivers of Purchase Intention in Grobogan Regency

Salsabila Kusumaningrum ^{1*}, Rini Handayani ²

^{1, 2} Management Study Program, STIE Atma Bhakti, Surakarta, Indonesia

* Corresponding Author: Salsabila Kusumaningrum

Article Info

ISSN (online): 2583-6641

Volume: 04

Issue: 03

May-June 2025

Received: 13-04-2025

Accepted: 16-05-2025

Page No: 132-138

Abstract

This study examines how price, trust, and online reviews affect online shopping purchase intention. This research uses quantitative methods. Accidental sampling is used for nonprobability sampling. The population in this study is unknown, hence the Lemeshow formula was used to choose a sample of 100 respondents for questionnaire data collecting. This research employs classical assumption tests, model adequacy tests, and multiple linear regression analysis for data evaluation, along with validity and reliability tests for the instruments. The results demonstrated that price and trust positively and significantly affect online shopping interest, whereas online reviews do not.

DOI: <https://doi.org/10.54660/IJMOR.2025.4.3.132-138>

Keywords: Price, Trust, Online Reviews, Purchase Intention

Introduction

In the development and advancement of technology today, especially the internet, it has experienced a rapid increase. Humans are the only type of living things that have needs other than primary (main) needs in their lives, these other needs are secondary needs and tertiary needs. Secondary needs will be fulfilled after primary needs are met. Primary needs that are easily obtained for free are sun, air, and water. However, to provide shelter and clothing, one must strive to earn them. Clothing is one of the primary human needs in today's modern era. Clothing or fashion models in Indonesia are increasingly developing following the flow of modernization. This has made many economic actors begin to aggressively make the Internet one of the supports for their business activities. In addition to being able to establish business relationships with customers more broadly and efficiently, they can also cut costs that would otherwise be incurred. Marketplace e-commerce is growing rapidly in Indonesia. E-commerce helps people meet their daily demands. Many customers visiting the e-commerce site might boost sales.

Young consumers generally shop online because they use online services to suit their demands. A customer's response to an object that shows their intention to purchase is known as purchase interest. Consumer trust increases buying interest. The high and low prices that the seller sets can affect the interest of the buyer. When a seller sets a price on a product, the price must be in accordance with the benefits that will be received by consumers. For consumers, comparing the same product at different prices will be a consideration when deciding whether to purchase a product.

In addition, the trust factor is key in any online purchasing process. Only customers who have high trust will make purchases online. Low consumer confidence in online buying and selling sites causes consumers to be afraid and hesitate to purchase the items they want online. Based on Nathani & Budiono (2021) ^[18]. Trust has two main factors, namely the ability of one party to trust the trust of the other party and the ability to lose the trust of the other party due to possible losses

In e-commerce, online reviews help consumers decide to buy. According to Bahari & Dermawan (2022) ^[4], Online reviews from customers have a favorable and significant influence on consumers in making web purchases. These reviews help consumers make purchasing decisions because they provide an overview of the product or service from the perspective of other buyers.

Although consumer purchase intention in online shopping has been widely investigated, most existing studies predominantly focus on urban settings or developed countries with advanced digital infrastructures. Conversely, empirical research addressing consumer behavior in rural or semi-rural areas, such as the Grobogan Regency in Indonesia, remains scarce. This gap is significant because consumer attitudes and behaviors in these regions may diverge markedly due to differences in digital literacy, trust, and market exposure.

Moreover, prior research often examines factors such as trust and price independently, with insufficient attention to the influence of consumer reviews—an increasingly pivotal element in online buying decisions. Research conducted by Wang *et al.*, (2022) ^[26]. This study concluded that trust plays a crucial and powerful role in shaping consumer purchase intentions on social commerce platforms. It was found that trust consistently drives purchase intentions, with a high average correlation. According to Duong *et al.*, (2024) ^[9] trust in the product has an influence in influencing repurchase intentions. The practical implication of these findings is the significance of establishing and preserving customer confidence in streamers through authentic and consistent interactions, as well as ensuring the quality of the products offered matches consumer expectations. However, in research, Wardoyo & Andini (2017) ^[27] rejected that trust does not influence purchasing decisions. This means that there is no correlation between the trust variable and online purchasing decisions. In other words, trust is no longer a major factor in deciding to make an online purchase.

According by Zhao *et al.*, (2021) ^[30]. The price of the product and the information provided on its packaging have a major impact on consumer purchasing decisions. These findings suggest that a competitive pricing strategy and clear presentation of product information on packaging can increase customer satisfaction, which in turn drives purchasing decisions. However, Hsu *et al.*, (2020) ^[11]. The availability of price does not notably affect this interest. This finding indicates that while price can influence purchase decisions, social and health factors play a greater role in generating consumers' initial interest in sustainable food.

Similarly, J. Zhang *et al.*, (2020) ^[28] Positive reviews increase purchase intention, especially for experiential products, while negative reviews decrease purchase intention. These results highlight the significance of considering context and product type in assessing the impact of online reviews, as well as the need for a comprehensive methodological approach to more accurately understand the dynamics of consumer behavior. However, Lestari *et al.*, (2023) ^[13] found That online customer reviews do not have a substantial impact on purchasing choices. This suggests that consumer online reviews do not always enhance purchasing decisions or help boost product sales.

These differences in results indicate inconsistencies in empirical findings, which may be caused by various factors, such as differences in respondent characteristics, geographical context, and changing consumer preferences. Most of these studies are concentrated in major urban areas such as Jakarta, Bandung, or Surabaya, where internet access and digital literacy levels are relatively high. There remains a shortage of studies that concentrate on semi-rural regions, such as Grobogan Regency, where consumer behavior may differ significantly from metropolitan areas.

Hence, this research is crucial to fill this gap by reassessing the relationship between trust, price, and consumer reviews on purchase intent, particularly among the population in Grobogan Regency. By considering the local context and consumer dynamics in the region, this study is expected to provide more relevant theoretical and practical contributions and explain the causes of the inconsistencies in previous research findings.

Literature review

The Effect of Price on Purchase Intention in Online

Shopping

Price influences online purchase intention on e-commerce platforms. This means that price will affect online buying behavior in e-commerce. This is by the decision according to Japariato & Adelia (2020) ^[12], research indicates that price and trust boost buying interest. Price shows a meaningful and positive influence on online buying interest. This means that every time the price indicator increases, buying interest also increases at Bukalapak. Conversely, a decrease in price indicators is expected to reduce buying interest in Bukalapak, according to Nikmatulloh & Wijayanto (2019) ^[19]. The results of another study by Mulyati & Gesitera (2020) ^[16] indicate that purchasing intention is significantly impacted by price. This suggests that consumers' propensity to buy a good or service can be influenced by the price, whether it is high or cheap.

H₁: Price has a significant influence on purchase interest in online shopping.

The Effect of Trust on Buying Interest in Online Shopping

Trust affects e-commerce purchase intent. Customers think it will affect their e-commerce purchases. According to Sutedjo (2021) ^[25], trust influences consumer purchase. This suggests that online shopping interest increases with trust. In another study, by Chairunnisa *et al.*, (2022) ^[6] consumer trust affects online fashion shopping. This is reinforced by the research of Cincin Rohmatulloh (2022) ^[8], their research found a substantial relationship between trust and purchasing interest.

H₂: Trust has a significant influence on buying interest in online shopping.

The Effect of Online Reviews on Buying Interest in Online Shopping

This is by the decision of Setiawan & Sukardi (2022) ^[23] online customer reviews boost online shopping interest significantly. As well as research by Chen *et al.*, (2022) ^[7] Online reviews have a significant impact on consumer purchasing decisions, highlighting their importance in shaping buying behavior. Therefore, companies must focus on ensuring the quality and authenticity of reviews to foster consumer trust.

H₃: Online reviews have a significant effect on buying interest in online shopping

Framework of research

The framework of this research is as follows:

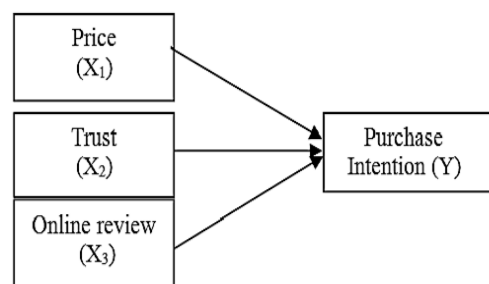


Fig 1: Framework of research

Hypothesis Development

1. The Effect of Price on Buying Interest in Online Shopping

Price impacts e-commerce buying interest. Price impacts

online e-commerce purchases. Consumers compare pricing when buying the same product. Consumers worry most about prices before buying online. According to research conducted by Arnaud & Stephen (2021) ^[3] this supports the second hypothesis that Price (X) positively and significantly affects Purchase Intention (Y2). Additionally Zhang *et al.*, (2017) ^[29] research, our findings suggest that discounts and special offers strongly influence consumer buying intentions. This is supported by Zhao *et al.*, (2021) ^[30], research demonstrates that the pricing of the product plays a significant role impact on consumer purchasing behavior. This research confirms that price variables have a dominant influence on purchase intention, beyond initial sensory preferences and product attributes, and that the consumer decision-making process involves complex interactions between sensory responses, cognitive awareness, and emotional mechanisms Levrini & Dos Santos (2021) ^[14]

H1: Price has a significant effect on buying interest in online shopping

2. The Effect of Trust on Purchase Intention in Online Shopping

Purchase intention in online purchasing is influenced by trust. Trust makes consumers believe that the seller is capable of conducting business well, for example delivering products on time and as promised. In addition, trust builds stronger and more positive relationships between consumers and sellers, increasing the likelihood of repeat purchases and customer loyalty. This means that customer trust has an impact on their willingness to buy online in e-commerce. This corresponds to the findings of Sombultawee & Wattanatorn (2022) ^[24]. Studies that validate trust have a strong impact on purchase intention. This is reinforced by Nosi *et al.*, (2022) ^[20] which found that offline and online brand Trust positively influences purchase intention. Trust in online brands is formed through various touch points such as user reviews, social media content, and influencer recommendations. These results are supported by Aloqool & Alsmairat (2022) ^[2] research demonstrating that trust has a significant mediating role in increasing consumer purchase intentions on social platforms. Trust functions as a mediating factor between purchase intention and the social commerce construct, indicating that greater trust is primarily responsible for the social commerce construct's impact on consumers' purchase intentions.

H2: Trust has a significant effect on buying interest in online shopping

3. The effect of Online Reviews on Purchase Intention in Online Shopping

Online reviews inform and build buyer trust. Positive ratings can wow shoppers and increase purchases. The conclusions of a study by Bo *et al.*, (2023) chinese customers discovered that inconsistent internet reviews hurt online buying choices. This finding is backed by J. Zhang *et al.*, (2020) ^[28] research, in an online purchasing behavior simulation, internet reviews did not consistently affect purchase intentions, especially for search products with explicit descriptions: Consumers trust such product reviews less. Group similarity in online evaluations does not affect consumers' purchasing intentions, according to this study. Reviews affect self-construal (the view of oneself as an individual or part of a group) Ahn &

Lee, (2024) ^[1]

H3: Online reviews have a significant effect on purchase intention in online shopping

Research Methods

Samples and methods This study's population is unknown and its size is undetermined, so researchers must calculate the sample size. This study has 100 responses because the Lemeshow algorithm calculated the sample size. Google Forms surveys were distributed to respondents for this study. Accidental sampling was used for non-probability sampling. Likert scales with five answers were used for measurement.

Results and Discussion

Respondent Characteristics

Female responses outnumber male respondents out of 100 according to questionnaire distribution. Women made up 90% of the respondents, while men made up 10%. The poll found that 53% of respondents were 24-29 years old, followed by 17-23 years old. 32 individuals or 32%, 13 people or 13%, and 2 persons or 2% above 35. Finally, 46 responders (46%), 7 (7%) and 47 (47%) graduated from SMA/SMK, DIPLOMA, and SARJANA, respectively.

Test Research Instruments

Validity Testing Results

The indicator is declared valid if the r_{count} is greater than the r_{table} and is positive. If $r_{\text{count}} > r_{\text{table}}$ (at a significance level of 5%), then the statement is declared valid.

Table 1: Validity Testing Results

No	Variable	Item	r-count	r-table
1	Price	X1.1	0,708	0,195
		X1.2	0,692	0,195
		X1.3	0,623	0,195
		X1.4	0,699	0,195
2	Trust	X2.1	0,700	0,195
		X2.2	0,763	0,195
		X2.3	0,707	0,195
		X2.4	0,651	0,195
3	Online Review	X3.1	0,712	0,195
		X3.2	0,734	0,195
		X3.3	0,692	0,195
		X3.4	0,672	0,195
		X3.5	0,625	0,195
4	Purchase Intention	Y1	0,732	0,195
		Y2	0,637	0,195
		Y3	0,724	0,195
		Y4	0,622	0,195

Source: Data Proceed, 2025

From each statement item obtained $r_{\text{count}} > r_{\text{table}} = 0,195$, then the aforementioned research statement items are valid, and thus the data is suitable for further analysis.

Reliability Testing Results

This study employed the Cronbach's Alpha analysis method. A questionnaire is considered reliable if the Cronbach's Alpha value exceeds 0.60. The results of the reliability test are presented in the table below:

Table 2: Reliability Testing Results

Variable	Cronbach's Alpha	Value of the t_{table}
Price(X_1)	0,614	0,6
Trust(X_2)	0,656	0,6
Online Review (X_3)	0,721	0,6
Purchase Intention (Y)	0,609	0,6

Source: Data Proceed, 2025

Classical Assumption Test

Normality Test (Kolmogorov-Smirnov)

The results of the normality test conducted using the Kolmogorov-Smirnov method are presented in the following table:

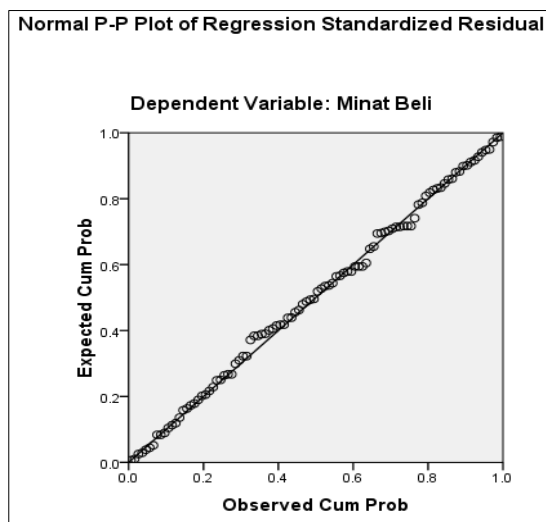
Table 3: Normality Test Results (Kolmogorov-Smirnov)

Classical Assumption Test	Test Results	Conclusion
Normality Test	$p\text{-value}$ (0,947) > 0,05	Normally Distributed

Source: Data Proceed, 2025

P-P Plot Graph Analysis

The normality test is performed using the P-P plot-plot test to test the residuals of the regression model, as shown in the following table:

Table 4: Normality Test Results (Probability Plot)

Source: Data Proceed, 2025

The graph shows that the diagonal line is followed by the points, which are dispersed around it. Thus, the graph analysis of the P-P plot suggests that the data follows a normal distribution.

Multicollinearity Test

Multicollinearity test with SPSS is done with a regression test, with VIF (Variance Inflation Factor) value benchmark and correlation coefficient between independent variables. A regression model is said to pass the multicollinearity test (in the sense that there is no multicollinearity) if the tolerance value > 0.1 and the Variance Inflation Factor (VIF) value < 10. The multicollinearity test results can be shown in the following table:

Table 5: Multicollinearity Test Results

Model	Collinearity Statistic	
	Tolerance	VIF
Price	0,589	1,697
Trust	0,571	1,751
Online Review	0,583	1,716

Source: Data Proceed, 2025

Table IV.11 reveals that the multicollinearity test demonstrates that the VIF (Variance Inflation Factor) of all pricing independent variables is 1.697, trust is 1.751, and online review is 1.716, all of which are less than 10. The tolerance values of all price-independent variables are 0.589, trust is 0.571, and online review is 0.583, indicating no multicollinearity symptoms.

Heteroscedasticity Test

At the 5% confidence level, heteroscedasticity is governed by probability. If the p-value is > 0.05, heteroscedasticity is absent; otherwise, it is present.

Table 6: Heteroscedasticity Test Results

Model	Collinearity Statistic
	Sig
Price	0,481
Trust	0,586
Online Review	0,415

Source: Data Proceed, 2025

According to the findings of the Glejser test and the heteroscedasticity test, the price, trust, and online review variables obtained a p-value of > 0.05. There is therefore no heteroscedasticity.

Model Feasibility Test

F Test (Simultaneous)

Based on the calculation results obtained, $F_{count} = 27.276$ while $F_{table} = 2.70$. This shows that $F_{count} > F_{table}$ ($27,276 > 2,70$), then H_0 rejected, meaning that the independent variables of price, trust, and online reviews (X_1 , X_2 , and X_3) simultaneously and significantly affect the dependent variable of online buying interest (Y).

Coefficient of Determination (R^2)

The coefficient of determination measures how much price, trust, and online review changes explain purchasing decisions (Y). The coefficient of determination analysis (Adjusted R^2) of 0.443 shows that the price variable (X_1), trust (X_2), and online reviews (X_3) influence consumer buying interest online by 44.3%, while the remaining 55.7% is influenced by other variables not included in this research model.

Hypothesis Test

T-tests evaluate whether the independent variable (X) partially affects the dependent variable (Y).

Testing criteria

H_a accepted H_0 rejected if $t_{count} > t_{table}$

H_a rejected H_0 accepted if $t_{count} < t_{table}$

The results of the t-test of the data that has been processed

from each variable are as follows:

Table 7: Hypothesis Test Results

Model	t	Sig
Price	4,322	0,000
Trust	2,674	0,009
Online Review	0,956	0,341

Source: Data Proceed, 2025

Comparing the degrees of freedom ($df = n - k - 1 = 100 - 3 - 1 = 96$) with the t-count value from the previous table at a significance level of 0,05 is how the t-test is performed. This determination resulted in a t-table of 1.984. The conclusions from the calculation results are as follows:

a. Price (X_1)

The aforementioned table indicates that the price's value (X_1) t_{count} value of 4,322 is greater than 1,984 ($t_{count} > t_{table}$) with a Sig value of 0,000 < 0,05. Then H_a is accepted, and H_o is rejected. This means that when purchasing online, price influences interest in making a purchase. The better the price given, the higher the interest in buying online.

b. Trust (X_2)

Based on the table above, it can be seen that the t_{count} value of the trust (X_2) of 2,674 is greater than 1,984 ($t_{count} > t_{table}$) with a Sig value of 0,009 < 0,05. Then H_a is accepted and H_o is rejected. This means that trust influences the interest in buying online. The higher the consumer's trust, the greater their interest in buying.

c. Online review (X_3)

The aforementioned table indicates that the online review (X_3) t_{count} value of -0,956 is smaller than 1,984 ($t_{count} < t_{table}$) with a Sig value of 0,341 > 0,05. Then H_a is rejected and H_o is accepted. This means that online reviews do not affect online buying interest. This is because most respondents tend not to trust reviews, and some consumers may focus more on other factors such as price or product quality.

Multiple Linear Regression Analysis

The relationship between the independent variable (X) and the dependent variable (Y) is tested using multiple linear analysis.

Table 8: Multiple Linear Regression Analysis Results

Model	Regression coefficient	T	Sig.	Description
Constant	5,681	4,900	0,000	Influential and significant Influential and significant Does not have a significant effect
Price	0,380	4,322	0,000	
Trust	0,216	2,674	0,009	
Online Review	0,057	0,956	0,341	

Source: Data Processed 2025

The results of the hypothesis tests led to the following model of the regression equation for the interaction.

$$Y = 5,681 + 0,380X_1 + 0,216X_2 + -0,057X_3 + e$$

The equation can be interpreted as follows:

α = The constant value of 5.681 means that if the price factor (X_1), trust (X_2), and online review (X_3) are 0, then the interest in buying online remains at 5.681.

b_1 = The price variable coefficient is 0.380 (positive), meaning that there is a positive relationship between price and online buying interest. Therefore, it may be said that pricing influences online buyers' interest in making a purchase.

b_2 = The coefficient of the trust variable is 0.216 (positive), meaning that there is a positive relationship between trust and online buying interest. Therefore, It is possible to argue that trust positively influences interest in online purchasing.

b_3 = The coefficient of the online review variable is -0.057 (negative), meaning that there is a negative relationship between online reviews and online buying interest. Based on the results of research analysis and discussion, This leads to the conclusion that online reviews are detrimental to buying interest on the Internet.

Discussion

The Influence of Price on Online Shopping Purchase Intention

Results demonstrate price affects online shopping interest. This means price affects e-commerce transactions. Consumers will contemplate buying the same goods at different prices. Before buying online, shoppers will focus on pricing. This is by the decision of Sari *et al.*, (2022) [22] discovered that consumers' purchasing intentions are positively impacted by price. The study results suggest that high buying interest is influenced by the pricing strategies of product providers. Generally, when prices decrease, consumer demand tends to rise, and vice versa. Additionally, The findings of this study align with those of Saputra (2017) [21] who reported that price significantly affects buying interest. Therefore, it can be concluded that price is a key determinant of consumer interest. Competitive pricing that aligns with the perceived value of consumers can enhance their interest in choosing a company's products or services.

The Influence of Trust on Online Shopping Purchase Intention

The calculations suggest that trust increases online purchase interest significantly. This means that client trust affects e-commerce site purchases. Sellers that create great relationships and deliver products on time and as promised can persuade consumers and increase client loyalty. These findings Liu *et al.*, (2022) [15] trust is shown to have a significant intermediary role in the connection between live streaming features and consumer purchase intention. These results enhance the theoretical insights into consumer behavior in the realm of e-commerce live streaming tourism, offering practical guidance for industry stakeholders to develop more effective marketing strategies.

The results of this inquiry are corroborated by studies by Wang *et al.*, (2022) [26]. This study concluded that trust has a significant and strong influence on consumer purchase intentions on social commerce platforms. It was found that trust consistently drives purchase intentions, with a high average correlation.

The Influence of Online Reviews on Online Shopping Purchase Intention

The calculations suggest that online reviews do not affect

online buying interest. Potential customers from unknown sources may be suspicious of excessively glowing evaluations. Consumers may reject irrational reviews. The findings of the investigation are supported by the study's rejection of the third hypothesis by Nabila & Abadi (2024)^[17], which asserts that consumer reviews do not affect purchases. This is because online consumer reviews do not drive purchases. The results in the research of Firdaus *et al.*, (2023)^[10] say Customer Review doesn't affect purchase interest. The more online customer reviews a potential customer sees, the less it affects their buying interest.

Conclusion

According to research analysis and discussion, pricing strongly influences online shopping interest. Stronger consumer prices increase buying interest. Potential buyers also think that cheaper items are more appealing. Online shopping interest is heavily influenced by trust. Lack of product or service confidence makes buyers hesitant to buy. Online buying interest increases with consumer confidence in online shopping sites, while online reviews do not. Reviews and ratings on an e-commerce site might generate uncertainties and lower customer buying enthusiasm because reviews can be swapped and consumers are likely to have enough knowledge before buying.

Suggestion

The author's data research shows that price and trust affect online purchasing interest. Online shopping reviews do not alter purchase intent. Price-wise, the goods must be more suitable for the buyer. Can boost online shopping interest by strengthening trust and eliminating weak points. Positive and negative online reviews can be utilized to make online purchases and do not alter consumer buying interest. This research should be expanded to include promotion and risk perception, which can affect online customer purchase interest. Further research should benefit researchers and companies.

References

- Ahn Y, Lee J. The Impact of Online Reviews on Consumers' Purchase Intentions: Examining the Social Influence of Online Reviews, Group Similarity, and Self-Construct. *J Theor Appl Electron Commer Res*. 2024;19(2):1060-78. doi:10.3390/jtaer19020055.
- Aloqool A, Alsmairat MAK. The impact of social commerce on online purchase intention: The mediation role of trust in social network sites. *Int J Data Netw Sci*. 2022;6(2):509-16. doi:10.5267/j.ijdns.2021.12.003.
- Arnaud C, Stephen M. Price Effect On Consumer Buying Interest With Customer Satisfaction As Intervening Variables (Case Study Of Community Users Of Health Facilities In The United States). *Medalion J Med Res Nurs Health Midwife Particip*. 2021;2(3):86-108.
- Bahari MF, Dermawan R. Pengaruh Online Customer Review dan Online Customer Rating Terhadap Keputusan Pembelian Pada Aplikasi Tokopedia di Kecamatan Tanjunganom Kabupaten Nganjuk. *J Manag Bus*. 2022;6(1):666-80. doi:10.37531/sejaman.v5i2.2109.
- Bo L, Chen Y, Yang X. The Impact of Contradictory Online Reviews on Consumer Online Purchase Decision: Experimental Evidence From China. *Sage Open*. 2023;13(2).
- Chairunnisa S, Juanna A, Ismail YL. Pengaruh Kepercayaan Dan Harga Terhadap Minat Beli Fashion Secara Online (Studi Kasus Pada Mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Gorontalo). *J Ilm Manaj Bisnis*. 2022;5(2):825-33.
- Chen T, Samaranayake P, Cen XY, Qi M, Lan YC. The Impact of Online Reviews on Consumers' Purchasing Decisions: Evidence From an Eye-Tracking Study. *Front Psychol*. 2022;13. doi:10.3389/fpsyg.2022.865702.
- Cincin Rohmatulloh DS. Pengaruh Online Customer Review Terhadap Minat Beli Dengan Kepercayaan Sebagai Variabel Intervening Pada Shopee [dissertation]. Bandung: Universitas Telkom; 2022.
- Duong NT, Lin HH, Wu TL, Wang YS. Understanding Consumer Trust Dynamics and Purchase Intentions in a Multichannel Live Streaming E-Commerce Context: A Trust Transfer Perspective. *Int J Hum Comput Interact*. 2024;1-14. doi:10.1080/10447318.2024.2423332.
- Firdaus M, Aisyah S, Farida E. Pengaruh customer review, customer rating, dan celebrity endorser terhadap minat beli melalui kepercayaan di online shop Shopee. *Entrep Bisnis Manaj Akunt*. 2023;4(1):67-83. doi:10.37631/ebisma.v4i1.874.
- Hsu SY, Wang HC, Ho JL, Chen HC. Exploring Consumers' Interest in Choosing Sustainable Food. *Front Psychol*. 2020;11:1-9. doi:10.3389/fpsyg.2020.00489.
- Japariato E, Adelia S. Pengaruh Tampilan Web Dan Harga Terhadap Minat Beli Dengan Kepercayaan Sebagai Intervening Variable Pada E-Commerce Shopee. *J Manaj Pemasaran*. 2020;14(1):35-43. doi:10.9744/pemasaran.14.1.35-43.
- Lestari W, Lukitaningsih A, Hutami LTH. Pengaruh Online Customer Review, Online Customer Rating, dan Price Consciousness terhadap Keputusan Pembelian: Studi Pada Pelanggan TikTok Shop di Kota Yogyakarta. *Al-Kharaj J Ekon Keuangan Bisnis Syariah*. 2023;5(6):2358-68. doi:10.47467/alkharaj.v5i6.2306.
- Levrini GRD, Dos Santos MJ. The influence of price on purchase intentions: Comparative study between cognitive, sensory, and neurophysiological experiments. *Behav Sci*. 2021;11(2). doi:10.3390/bs11020016.
- Liu X, Zhang L, Chen Q. The effects of tourism e-commerce live streaming features on consumer purchase intention: The mediating roles of flow experience and trust. *Front Psychol*. 2022;13:1-14. doi:10.3389/fpsyg.2022.995129.
- Mulyati Y, Gesitera G. Pengaruh Online Customer Review terhadap Purchase Intention dengan Trust sebagai Intervening pada Toko Online Bukalapak di Kota Padang. *J Maksipreneur Manaj Koper Entrep*. 2020;9(2):173. doi:10.30588/jmp.v9i2.538.
- Nabila, Abadi F. Pengaruh Online Customer Review, Online Customer Rating Dan Kepercayaan Terhadap Minat Beli Pada Produk Kosmetik Barenbliss. *J Mahasiswa Tek Ind*. 2024;7(2):270-5.
- Nathani D, Budiono H. Pengaruh Kepercayaan, Popularitas, Dan Citra Merek Terhadap Minat Beli Produk Kamera Sony. *J Manaj Kewirausahaan*. 2021;3(4):953. doi:10.24912/jmk.v3i4.13437.
- Nikmatulloh AA, Wijayanto A. Pengaruh Kesadaran Merek, Kepercayaan, dan Harga Terhadap Minat Beli Online Pada Marketplace Bukalapak (Studi Pada Pengguna Bukalapak di Kota Semarang). *Adm Bisnis*.

- 2019;10(10):837-48.
20. Nosi C, Pucci T, Melanthiou Y, Zanni L. The influence of online and offline brand trust on consumer buying intention. *EuroMed J Bus.* 2022;17(4):550-67.
 21. Saputra H. Pengaruh Harga Dan Promosi Terhadap Minat Konsumen (Studi Pada Pt. Samudranesia Tour and Travel Pekanbaru). *E-J Profit.* 2017;14(1):1-6.
 22. Sari YR, Harliyani S, Sanjaya VF. Pengaruh Harga, Brand Image, Dan Celebrity Endorser Enzy Stora Terhadap Minat Beli Produk Erigo. *Bus Enterp J.* 2022;3(1):1-8. doi:10.57084/bej.v3i1.782.
 23. Setiawan SBSP, Sukardi. The Influence of Online Customer Reviews, Online Customer Ratings and Ease of Use on Fashion Product Purchase Decisions on the Shopee Marketplace (Case Study on the Shopee Marketplace User Community in Yogyakarta). *ICBAE.* 2022. doi:10.4108/eai.10-8-2022.2320911.
 24. Sombultawee K, Wattanatorn W. The impact of trust on purchase intention through omnichannel retailing. *J Adv Manag Res.* 2022;19(4):513-32.
 25. Sutedjo AS. Analisis Pengaruh Kepercayaan, Keamanan, Serta Persepsi Risiko Terhadap Minat Beli Konsumen Belanja Online Shopee. *J Kewirausahaan Akunt Manaj Tri Bisnis.* 2021;3(2):165-78. doi:10.59806/tribisnis.v3i2.40.
 26. Wang J, Shahzad F, Ahmad Z, Abdullah M, Hassan NM. Trust and Consumers' Purchase Intention in a Social Commerce Platform: A Meta-Analytic Approach. *SAGE Open.* 2022;12(2):1-15. doi:10.1177/21582440221091262.
 27. Wardoyo, Andini I. Faktor-Faktor Yang Berpengaruh Terhadap Keputusan Pembelian Secara Online Pada Mahasiswa Universitas Gunadarma. *J Ekon Manaj Sumber Daya.* 2017;19(1):12-26. doi:10.23917/dayasaing.v19i1.5101.
 28. Zhang J, Zheng W, Wang S. The study of the effect of online review on purchase behavior: Comparing the two research methods. *Int J Crowd Sci.* 2020;4(1):73-86. doi:10.1108/IJCS-10-2019-0027.
 29. Zhang Y, Deng J, Xu Y. The Effect of Different Price Promotion Ways on Consumers' Purchasing Intention. *Am J Ind Bus Manag.* 2017;7(10):1192-208. doi:10.4236/ajibm.2017.710085.
 30. Zhao H, Yao X, Liu Z, Yang Q. Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role. *Front Psychol.* 2021;12:1-11. doi:10.3389/fpsyg.2021.720151.