

# The Influence of Customer Generated Reviews on Purchase Intentions among Business Students in the Philippine E-Commerce Market

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customer-generated reviews, purchase intention, e-commerce, online reviews, business students

**Abstract.** This study examined the impact of customer-generated reviews on the purchase intentions of business students in the Philippine e-commerce market, specifically at Eastern Samar State University Guiuan Campus. A quantitative descriptive-correlational research design was employed. Data were gathered through a structured questionnaire distributed to 267 business students during the first semester of the 2025–2026 academic year. The rapid expansion of e-commerce in the Philippines has increased reliance on customer-generated reviews (CGRs) in consumer decision-making. This study examined the influence of CGRs—accuracy, completeness, and timeliness—on purchase intentions among business students at Eastern Samar State University–Guiuan Campus. Guided by the Theory of Planned Behavior, a quantitative descriptive-correlational design was employed. Using proportionate stratified random sampling, 267 business students were surveyed through an adapted questionnaire. Data were analyzed using weighted mean and Pearson’s *r*. Results revealed that students perceived reviews as accurate ( $M=3.66$ ), complete ( $M=3.76$ ), and timely ( $M=3.75$ ), with an overall moderate purchase intention ( $M=3.95$ ). Significant positive relationships were found between accuracy ( $r=.553$ ), completeness ( $r=.589$ ), timeliness ( $r=.610$ ), and purchase intention ( $p<.001$ ). Timeliness emerged as the strongest predictor. The study concludes that credible and recent reviews significantly influence online purchasing decisions. E-commerce platforms should prioritize authentic, detailed, and updated review systems to enhance consumer trust. The findings revealed that students generally perceived customer reviews as accurate, complete, and timely. A significant positive relationship was found between each of these review dimensions and purchase intention, with timeliness showing the strongest influence, followed by completeness and accuracy. These results underscore the critical role of customer-generated reviews in shaping consumer trust and purchase decisions in digital marketplaces.

## Introduction

The rapid expansion of e-commerce in the Philippines has transformed consumer purchasing behaviors, particularly among students. A significant factor influencing these behaviors is customer-generated content, especially online reviews. These reviews serve as a form of electronic word-of-mouth (eWOM), providing potential buyers with insights into product quality and user experiences. In the context of Eastern Samar State University Guiuan Campus, where students are active online shoppers, understanding the impact of such reviews on their purchase intentions is crucial (Cuong, 2024).

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Among these consumers, business students represent a unique demographic. They are not only active online shoppers but also future entrepreneurs and marketing professionals who will one day manage or participate in digital marketplaces. Understanding how they are influenced by customer-generated reviews (CGRs) offers insight into both consumer behavior and future marketing strategies. Customer-generated reviews—comments, ratings, or feedback written by previous buyers—serve as a crucial form of electronic word of mouth (eWOM) that influences trust, risk perception, and ultimately purchase decisions. Previous studies (e.g., Cuong, 2024; Sharma & Kumar, 2023) have shown that reviews' accuracy, completeness, and timeliness directly shape a consumer's decision-making confidence. However, limited research has focused on these effects among Filipino business students in provincial settings such as Eastern Samar, where exposure to online commerce continues to grow. This study aimed to assess the influence of customer-generated reviews on the purchase intentions of business students at Eastern Samar State University Guiuan Campus. By focusing on this demographic, the research sought to provide insights into how online reviews affect purchasing decisions in a localized e-commerce context.

Online customer reviews are a tool or media enabling consumers to examine reviews provided by other customers regarding experiences in purchasing or using items, services at the company, according to Jamil & Purwanto (2022). Meanwhile, according to Rahmawati (2021) online customer review is an assessment of a product or company given by consumers which can be positive or negative, the assessment is made according to the experience of the person doing the review. This study identifies four main types of online review platforms: retail websites, independent reviewing platforms, video-sharing platforms and personal blogs. These platforms present product reviews in different formats with accent on various review function characteristics. According to Von Helversena (2018), results show not only that ratings and reviews play different roles in purchasing decisions, but also that the importance of reviews and ratings varies between younger and older adults. Whereas students were strongly influenced by average consumer ratings and positive affect-rich reviews, the older adults in our sample gave little importance to these types of consumer information.

Online customer reviews, in the perspective of Ruwaida & Aqilah (2023), play a significant role in influencing consumer decisions, hence Lazada needs to be more cognizant of how the review function would affect both store valuation and consumer choices. Then in addition to online customer reviews, to attract consumers to visit and make transactions on Lazada e-commerce, companies must build high trust or trust in potential customers. The trust factor is a key factor in every online buying and selling. This study also claims that online customer reviews play a significant role in influencing purchasing decisions. According to research by Sitinjak & Silvia (2022), Shoppe customers' shopping decisions are significantly influenced by online customer reviews. Online consumer reviews have a positive and large impact on online shopping decisions at Tokopedia, according to research by Nurhidayat & Marsudi (2022).

Purchasing decisions are the last stage in purchases made by consumers. At this stage, consumers are faced with several choices so that consumers will make decisions to choose products that are in accordance with what consumers need (Napitupulu & Supriyono, 2023). Then according to Nurhidayat & Marsudi (2022) purchasing decisions mean choosing two or more alternative choices according to certain interests and making choices that are considered profitable. According to Amin & Hendra (2020) there are 4 indicators in purchasing decisions, namely: (1) According to needs; (2) Has benefits; (3) Accuracy in buying a product; (4) Repeat purchases.

This study aimed to assess the generated reviews of customer on the purchase intention of business students in the e-commerce market in the Philippines to enhance consumer trust and increase sales in the e-commerce platform.

Specifically, the study sought to answer the following questions:

1. What is the perception of the business students on the customer-generated reviews in the e-commerce market in the Philippines, in terms of:
  - 1.1 accuracy,
  - 1.2 completeness, and
  - 1.3 timeliness?
2. What is the level of purchase intentions of business students in the e-commerce market?
3. Is there a significant relationship between customer-generated reviews and the purchase intention of business students in the e-commerce market?

## Methodology

### Research Design

For this study "The influence of customer-generated reviews (CGRs) on purchase intentions among business students in the Philippine e-commerce market", a quantitative research design was employed. A descriptive-correlational research design was used to investigate the relationships between the customer-generated reviews in terms of accuracy, completeness, and timeliness and the purchase intention. The descriptive approach allowed the researcher to gather data

on the recent state of students' perceptions and behaviors regarding online customer reviews and their intention to purchase. The correlational approach helped determine the degree and nature of the relationship between the characteristics of CGRs and students' purchase intentions.

#### *Locale of the Study*

This study was conducted at Eastern Samar State University (ESSU), Guiuan Campus, College of Business Management and Accountancy located in the municipality of Guiuan, Eastern Samar, Philippines. The students at ESSU Guiuan Campus were the primary target population for this study, as they were expected to have experience with online shopping and customer-generated reviews (CGRs) in the context of e-commerce.

#### *Sampling Procedure*

The respondents of this study were two hundred sixty-seven (267) business students enrolled at Eastern Samar State University – Guiuan Campus (ESSU Guiuan) during the First Semester of Academic Year 2025–2026. The total population of these programs was 804 students. The required sample size was computed using Slovin's Formula, which is the computed minimum sample size was 267 respondents was adopted for the study.

#### *Instrumentation*

The study applied quantitative design and descriptive - correlational approach where questionnaire - checklist was utilized and distributed in gathering the data to the respondents. The questionnaire contained two parts: 1) the influence of customer generated reviews, in terms of accuracy, completeness, and timeliness; and 2) purchase intentions of consumers. This instrument was adapted in the study of Andoy (2022), "The Effects of Online Reviews on Purchase Intention in the Shopee Fashion Industry" exploring the of role costumer's product reviews in consumer purchasing behaviors.

#### *Data Gathering Procedure*

The researchers prepared a communication letter addressed to the Head of the BS Business Administration program and the College Dean asking approval for the conduct of the study. The researchers then asked permission from the respondents. When the request to conduct the study was approved, the researchers administered the answering of the questionnaires, to ensure that the respondents answered the questionnaire correctly; the researchers gave instructions and humbly accepted clarifications. The respondents were given ample time to analyze and answer carefully the survey questionnaire. Once the respondents were done answering the research questions, the researchers retrieved the questionnaire, and reviewed all the items to ensure that all items were answered by the respondents. For the sake of confidentiality, the name of the respondents were omitted from the questionnaire. Furthermore, they were assured that the information given were strictly confidential and only meant for research purposes. Data collected were used only for the purpose of the study.

#### *Data Analysis*

The data gathered from the respondents were encoded, tabulated, and analysed using **descriptive and inferential statistics**. Descriptive statistics such as **frequency, percentage, and weighted mean** were used to describe the respondents' perceptions of customer-generated reviews (CGRs). To determine the **strength and direction of relationships** between customer-generated reviews and purchase intentions, the study used **Pearson's Product-Moment Correlation Coefficient (r)**. To facilitate the computation of data, the following **interpretive scales** were used to classify the level of perception and purchase intention according to the computed mean scores.

For customer generated reviews, the following mean ranges and its verbal description were used in analysing the result of the study.

Scale	Range	Description	Interpretation
5	4.21–5.00	Strongly Agree	Highly Perceived
4	3.41–4.20	Agree	Perceived
3	2.61–3.40	Moderately Agree	Moderately Perceived
2	1.81–2.60	Disagree	Not Perceived
1	1.00–1.80	Strongly Disagree	Highly Not Perceived

For purchase intentions, the following mean ranges and its verbal description were used in analysing the result of the study.

Scale	Range	Description	Interpretation
5	4.21–5.00	Strongly Agree	<b>High Intention</b>
4	3.41–4.20	Agree	<b>Moderate Intention</b>
3	2.61–3.40	Moderately Agree	<b>Neutral Intention</b>
2	1.81–2.60	Disagree	<b>Low Intention</b>
1	1.00–1.80	Strongly Disagree	<b>Highly Not Intention</b>

## Results and Discussion

### *Customer Generated Reviews in terms of Accuracy*

The results in Table 1 indicate that customer-generated reviews are generally perceived as accurate by respondents, with a grand mean of 3.66. This suggests that consumers tend to trust the reliability of online reviews when making purchasing decisions. Among the indicators, the statement “online reviews found on online shops are accurate” obtained the highest mean (3.82), implying that respondents strongly believe in the overall truthfulness of the reviews they encounter. Meanwhile, the items related to reviews being thoroughly written (3.62), precisely formulated (3.62), and correct (3.59) also received positive evaluations, although slightly lower. This indicates that while respondents perceive reviews as accurate, there may be some reservations regarding their completeness and level of detail.

According to Campos and Campos (2024), the perceived credibility and accuracy of customer reviews significantly influence consumer behavior in the digital marketplace. Their study found that reviews deemed accurate and well-written are more likely to be trusted, especially by educated consumers such as university students, leading to increased purchase intention. Further, Jalumin et al. (2024) identified that accuracy and clarity are central to the **persuasive power** of electronic word-of-mouth (eWOM) content. They found that when consumers perceive online reviews as precise and correct, it enhances their confidence in making purchasing decisions, particularly in high-involvement product categories often browsed by business students.

Items	Mean	Interpretation
Online reviews found on online shops are accurate.	3.82	Perceived
Online reviews on online shops are thoroughly written.	3.62	Perceived
Online reviews on online shops are correct.	3.59	Perceived
Online reviews on online shops are precisely formulated.	3.62	Perceived
<b>Grand Mean</b>	<b>3.66</b>	<b>Perceived</b>

*Table 1: Influence of Customer Generated Reviews in terms of Accuracy*

### Customer Generated Reviews in terms of Completeness

The results in Table 2 show that customer-generated reviews are perceived as complete, with a grand mean of 3.76. This indicates that respondents generally believe that online reviews provide sufficient and relevant information to guide their purchasing decisions. Among the indicators, the statement “online reviews contain a variety of information” obtained the highest mean (3.82), followed closely by “contain all the information needed” (3.81). These results suggest that respondents view online reviews as diverse and informative, covering multiple aspects of a product or service. On the other hand, the items related to reviews being comprehensive (3.72) and very detailed (3.68) received slightly lower mean scores. This implies that while reviews are seen as informative, there may still be some gaps in terms of depth and detail.

These findings are consistent with existing literature which highlights the significance of review completeness as a factor in influencing purchase intentions. According to Cuong (2024), consumers are more likely to perceive reviews as useful and trustworthy when they contain detailed and relevant information. In an e-commerce setting where physical evaluation is not possible, this completeness mitigates uncertainties and builds confidence in the consumer decision-making process. Moreover, Campos and Campos (2024) emphasized that the quality of online product reviews, particularly in terms of comprehensiveness and informativeness, plays a pivotal role in enhancing consumer trust and increasing the likelihood of purchase. Their findings are especially relevant in the Philippine e-commerce market, where customer trust in online platforms is still developing. Reviews that present thorough descriptions and multiple perspectives become important substitutes for firsthand product inspection. A recent meta-analysis by Data and Information Management (2023) also supports these observations, showing that **review content quality—including completeness—was among the**

**strongest predictors of purchase intention** across various consumer demographics and product types. This aligns with the current study's results, where business students showed a strong tendency to rely on well-rounded reviews as a basis for purchase decisions.

Items	Mean	Interpretation
Online reviews on online shops contain all the information needed about the reviewed product or service.	3.81	<b>Perceived</b>
Online reviews on online shops contain very detailed information about the reviewed product or service.	3.68	<b>Perceived</b>
Online reviews on online shops contain a variety of information about the reviewed product or service.	3.82	<b>Perceived</b>
Online reviews on online shops are comprehensive.	3.72	<b>Perceived</b>
<b>Grand Mean</b>	<b>3.76</b>	<b>Perceived</b>

*Table 2: Influence of Customer Generated Reviews in terms of Completeness*

*Customer Generated Reviews in terms of Timeliness*

The result in Table 3 shows that the grand mean of 3.75, interpreted as perceived, indicates that participants generally consider the reviews they encounter to be current, regularly updated, and easily accessible. The highest mean, 3.89, for availability suggests that respondents believe online reviews are reliably present when needed. The item regarding how updated reviews are with a mean of 3.79 reinforces that students perceive review platforms as actively maintained and frequently refreshed. The slightly lower ratings on the currency (3.68) and timeliness (3.65) of reviews still reflect positive perceptions, suggesting modest concerns that reviews may occasionally lag behind real-time or recent experiences. In a 2025 empirical study by Nguyen and Tang using the Elaboration Likelihood Model (ELM), timeliness was found to significantly influence consumer attitudes, which in turn mediated purchase intention in mobile e-commerce settings for fresh food in Vietnam. This emphasizes that timely review updates help reinforce positive attitudes, especially in contexts where product conditions and expectations change rapidly. Moreover, Eftimov's narrative review (2023) highlighted that textual attributes and source credibility, including timing of reviews, play a pivotal role in shaping consumer decision-making across e-commerce environments. The perception that reviews are up-to-date and easily accessible strengthens users' trust in them as reliable decision-support tools.

Items	Mean	Interpretation
Online reviews on online shops are current.	3.68	<b>Perceived</b>
Online reviews on online shops are timely.	3.65	<b>Perceived</b>
Online reviews on online shops are updated.	3.79	<b>Perceived</b>
Online reviews on online shops are readily available.	3.89	<b>Perceived</b>
<b>Grand Mean</b>	<b>3.75</b>	<b>Perceived</b>

*Table 3: Influence of Customer Generated Reviews in terms of Timeliness*

*Purchase Intentions of Business Students in the Philippine E-Commerce Market*

The results in Table 4 indicate that business students exhibit a moderate level of purchase intention in the Philippine e-commerce market, as reflected by the grand mean of 3.95. This suggests that while students are generally inclined to engage in online shopping, their intentions are not yet at a highly committed level. Among the indicators, the statement "I intend to buy products from online shops" obtained the highest mean (4.16), showing that students are personally willing to make online purchases. This is followed by the likelihood of purchasing products (3.99), further reinforcing their positive disposition toward e-commerce. Meanwhile, recommending online shopping to others (3.87), frequently buying products (3.90), and encouraging the use of online shops (3.81) received slightly lower mean scores. These results imply that although students are open to online shopping, they may still have certain reservations when it comes to consistent usage or actively promoting it to others.

The current findings align with prior research that highlights electronic word-of-mouth (eWOM) as a key factor of purchase intention. According to Campos and Campos (2024), positive and credible customer-generated reviews increase the probability of consumers completing a purchase. Their findings affirm that individuals, especially those with academic or professional exposure to business, are more likely to act on online reviews due to their analytical nature and risk awareness. Nguyen and Tang (2025) support this view, showing that purchase intention increases when consumers perceive eWOM content as trustworthy and timely. Their research, grounded in the Elaboration Likelihood Model (ELM), posits that when customers are cognitively involved, as students of business often are, they are more persuaded by logical, credible arguments like informative online reviews.

Items	Mean	Interpretation
I intend to buy products from online shops.	4.16	<b>Moderate Intention</b>
I will recommend others to use online shopping platform.	3.87	<b>Moderate Intention</b>
It is probable that I am going to buy products from online shops.	3.99	<b>Moderate Intention</b>
I will frequently buy products from online shops.	3.90	<b>Moderate Intention</b>
I think that the use of online shops should be encouraged by all people.	3.81	<b>Moderate Intention</b>
<b>Grand Mean</b>	<b>3.95</b>	<b>Moderate Intention</b>

*Table 4: Purchase Intentions of Business Students in the Philippine E-Commerce Market*

*The Influence of Customer Generated Reviews on Purchases Intentions among Business Students in the Philippine E-Commerce Market*

The results in Table 5 reveal that customer-generated reviews have a significant influence on the purchase intentions of business students in the Philippine e-commerce market. All variables—accuracy, completeness, and timeliness—show positive correlations with purchase intentions, indicating that as the quality of reviews improves, students are more likely to engage in online purchasing. Among the variables, timeliness exhibits the strongest relationship ( $r = 0.610$ ), interpreted as a strong correlation. This suggests that up-to-date and recent reviews play a crucial role in shaping consumers' decisions, as students tend to rely more on current information when evaluating products or services. Meanwhile, completeness ( $r = 0.589$ ) and accuracy ( $r = 0.553$ ) both demonstrate moderate correlations with purchase intentions. This implies that when reviews are detailed and reliable, they positively influence buying behavior, although their impact is slightly less pronounced compared to timeliness. Furthermore, all variables have a p-value of 0.000, which indicates that the relationships are highly significant. This means that the observed correlations are not due to chance, and customer-generated reviews are indeed important predictors of purchase intentions.

Variable 1	Variable 2	r-value	Interpretation	P-value	Interpretation
Accuracy	Purchase Intentions	0.553	Moderate Correlation	0.000	Highly Significant
Completeness	Purchase Intentions	0.589	Moderate Correlation	0.000	Highly Significant
Timeliness	Purchase Intentions	0.610	Strong Correlation	0.000	Highly Significant

*Table 5: The Influence of Customer Generated Reviews on Purchase Intentions among Business Students in the Philippine E-Commerce Market*

*Discussion*

This study examined the influence of customer-generated reviews on the purchase intentions of business students in the Philippine e-commerce market, focusing on three key dimensions: accuracy, completeness, and timeliness. The findings reveal that all three dimensions are positively perceived by respondents, with completeness (3.76) receiving the highest evaluation, followed by timeliness (3.75) and accuracy (3.66). This indicates that students generally consider online reviews to be reliable, informative, and sufficiently updated to support their purchasing decisions. Despite these positive perceptions, purchase intention among respondents was found to be at a moderate level (3.95). This suggests that while students are receptive to online shopping and influenced by reviews, their engagement is still shaped by certain reservations, such as trust concerns, perceived risks, or inconsistencies in review quality. Correlation analysis further demonstrated that customer-generated reviews significantly influence purchase intentions. Timeliness showed the strongest relationship ( $r = 0.610$ ), followed by completeness ( $r = 0.589$ ) and accuracy ( $r = 0.553$ ), with all variables yielding highly significant results ( $p = 0.000$ ). These findings highlight that up-to-date and relevant information plays a critical role in shaping consumer behavior, particularly among analytically inclined individuals such as business students.

The implications of this study extend beyond the local context, emphasizing the growing importance of electronic word-of-mouth (eWOM) in global e-commerce environments. For businesses and online platforms, ensuring that reviews are accurate, comprehensive, and timely can enhance consumer trust, reduce perceived risk, and ultimately increase purchase intention. Moreover, the results underscore the need for platforms to implement mechanisms that encourage high-quality and regularly updated reviews.

From a broader perspective, this study contributes to the understanding of digital consumer behavior by reinforcing the role of information quality in decision-making processes. As e-commerce continues to expand globally, the credibility and usefulness of customer-generated content will remain a critical factor in influencing purchasing patterns across diverse markets.

## Conclusion and Implications

The findings of the study lead to several important conclusions regarding the role of customer-generated reviews in shaping the purchase intentions of business students at Eastern Samar State University – Guiuan Campus. Overall, respondents perceive online reviews as accurate, complete, and timely, indicating a high level of trust in these sources of information when engaging in e-commerce activities. These perceptions suggest that customer-generated reviews function as credible and useful tools that help reduce uncertainty and guide decision-making in an online shopping environment.

Furthermore, the results reveal that business students demonstrate a moderate to strong level of purchase intention. This reflects their general willingness to participate in online shopping, influenced in part by the availability and quality of online reviews. While they are inclined to make purchases, their level of engagement suggests that certain factors—such as trust, consistency of review quality, and perceived risk—may still affect the extent of their participation in e-commerce platforms. Most importantly, the study establishes a significant positive relationship between customer-generated reviews and purchase intentions. Among the three dimensions examined, timeliness emerged as the most influential factor, indicating that up-to-date and readily available reviews play a crucial role in shaping consumer decisions. This is followed by completeness and accuracy, which also contribute meaningfully to purchase intention, though to a slightly lesser extent. These findings underscore the importance of maintaining relevant, detailed, and credible review systems to effectively influence consumer behavior in the digital marketplace.

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## Competing Interests Statement

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this article.

## Data Availability Statement

Data sharing is only available upon sending a formal request letter to the authors of the study

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## Appendices

No appendices are included in this article