

THE INFLUENCE OF ONLINE CUSTOMER REVIEW AND RATING ON PURCHASE DECISION WITH PURCHASE INTENTION AS A MEDIATING VARIABLE

(Study on MSME Consumers of Geprek Chicken in Indonesia)

Doni Suwandoyo¹, Monica Rosiana^{1*}, Lusi Suwandari¹, Wahju Indah Anggraeni²

^{1*}monicarosiana@unsoed.ac.id, Universitas Jenderal Soedirman, Indonesia

*corresponding author

ABSTRACT

Research titled "The Influence Of Online Customer Review And Rating On Purchase Decision With Purchase Intention As A Mediating Variable". aims to determine the effect *online customer review* and *rating* on purchasing decisions with purchase intention as a mediating variable for geprek chicken consumers in Indonesia. The sample in this study amounted to 121 respondents with a sampling technique using *purposive sampling*. Based on the results of research conducted using analysis *Structural Equation Modeling* (SEM) processed with *software* AMOS shows that: (1) *Online Customer Review* positive effect on Purchase Decision (2) *Online Customer Rating* does not influence the Purchase Decision (3) *Online Customer Review* influential positive towards Purchase Interest (4) *Online Customer Rating* does not affect Purchase Intention (5) Purchase Intention has a positive effect on Purchase Decision (6) Purchase Intention can mediate *Online Customer Review* on Purchase Decision (7) Buying Interest cannot mediate *Online Customer Rating* to the Purchase Decision.

Keywords: *Online Customer Review, Online Customer Rating, Purchase Interest, Purchase Decision.*

1. INTRODUCTION

The increase in internet usage in Indonesia from year to year also influences the shopping phenomenon *online*. In the past, conventional shopping was done by visiting stores or shopping *mall* to buy the desired item. However, with the presence of the platform *ecommerce shopping online* getting easier. Since 2009, the business phenomenon *online* began to mushroom because of the ease of internet access through social media platforms. platform *ecommerce* the first in Indonesia was introduced by Toko Bagus.com which became the pioneer of buying and selling *online* on a large scale (Palinggi & Limbongan, 2020). This business opportunity has also been used by MSME actors as an opportunity to develop their business. However, this can be a threat to MSME actors because of the increasingly tight competition in influencing the purchasing decisions of prospective customers.

Djatnika (2006) suggests that purchasing decisions are a psychological process that is passed by consumers or buyers. In a purchasing decision there are several roles of the consumer,

namely initiator, *influencer*, *decider*, *buyer*, *user*. Companies need to know these roles because all roles have implications for designing products, determining messages and allocating promotional budget costs and creating marketing programs that suit buyers (Swastha and Handoko, 2011). There are four factors that influence consumer purchasing decision behavior, namely cultural, social, personal and psychological (Kotler, 2003:202). Another factor that consumers consider in making purchasing decisions is *online customer review* that can provide information about products and services that are valuable to consumers in making purchasing decisions (Siering et al., 2018). *Online customer review*, which is one form *electronic word of mouth* (eWOM) in sales *online*, enabling potential buyers to obtain information through analysis or comments posted by consumers who have used the product (Filiari & McLeay, 2014). Besides *online customer review*, *online customer rating* It is also one of the factors considered by consumers in making purchasing decisions. *Online customer rating* is *feedback* given by customers using a certain scale such as stars and numbers. This rating reflects product preferences based on customer experience, and can affect psychological and emotional states when making digital transactions (Farki et al., 2016).

Previous studies that showed different results (Wang et al., 2015) where *online customer review* does not have a significant influence on purchasing decisions in the marketplace. This is due to differences in one's perception at the time *see review* first and *review* second or subsequent, resulting in consumers unable to make a purchase decision. Likewise, different research results were found by (Mufidah & Istiqomah, 2021) where *online customer rating* does not have a significant effect on purchasing decisions due to features *rating* that exist in online applications are not so visible that in making purchasing decisions, consumers do not pay attention *online customer rating*. To overcome the gap in the results of the research above, the researcher added the buying interest factor as a mediating variable. Meanwhile, the reason the researchers chose the MSME Ayam Geprek as the object of research was because this product is one of the best-selling menu choices for customers on the Gofood application (Gojek.com, 2022).

2. LITERATURE REVIEW

Purchase Decision

Aaker (2008), purchasing decisions are the process of selecting from various alternatives available by consumers to meet their needs and desires. Purchasing decisions involve assessing information about products, brands, prices, and other features in order to achieve satisfaction in purchase. Schiffman & Kanuk (2008) also explained that purchasing decisions involve choosing between two or more alternative purchasing decision choices, so that one can make decisions based on the available choices.

There are four indicators according to Ferdinand in Schiffman & Kanuk (2008), namely making purchasing decisions quickly, purchases based on personal desires, purchasing decisions taken based on product superiority, and high confidence to buy.

Online Customer Review

Online Customer Review is a diverse source of product information that website visitors want when they consider buying a product (Rinaja et al., 2022). According to Putri & Wandebori (2016), *Online customer review* refers to the opinions or reviews left by customers about a product

or service that they use, which can be found on certain websites or online platforms. There are five indicators according to (Zhao et al., 2015) & Putri & Wandebori (2016) namely awareness, frequency, comparison, influence and *Source Credibility*.

Online Customer Rating

Farki et al. (2016) *Online customer rating* is part of the review that uses the star symbol form rather than text form in expressing opinions from customers, and as a judgment from users on the preference of a product for their experience referring to the psychological and emotional state they experience when interacting with virtual products. Auliya et al., (2017) *Online customer rating* is the opinion of customers on a certain scale, a popular rating scheme for in-store ratings *online* is to give a star. The more stars, the better the seller's rating. There are four indicators according to (Auliya et al., 2017) & (Simamora & Maryana, 2023), namely the number of ratings, product quality assessment, perceived usefulness and feasibility.

Purchase intention

Purchase intention is consumer interest in a product or service that is influenced by internal and external factors. According to (Rosdiana et al., 2019), these factors include attitudes outside and inside consumers. According to Mirabi et al., (2015), purchase intention is a complex process related to consumer behavior, perceptions, and attitudes, and is an effective tool for predicting the buying process. There are five indicators according to (Schiffman, 2007), namely interested in finding information about the product, considering buying, consumers interested in trying, wanting to know about the product and wanting to own the product.

3. HYPOTHESIS DEVELOPMENT

Influence Online Customer Review to the Purchase Decision

Research on *online customer review* been done several times. Haniscara & Saino (2021) stated that variables *online customer review* influence purchasing decisions positively and significantly. *Online customer review* also known to increase purchase decision, the better *online customer review* given by the consumer, the higher the possibility for the individual to make a purchase decision (Puspita et al., 2021).

H1: *Online customer review* positive effect on purchasing decisions.

Influence Online Customer Rating to the Purchase Decision

Ardianti & Widiartanto (2019) state that online customer ratings have a positive and significant effect on purchasing decisions. Laeli & Prabowo (2022) also concluded that there was a positive and significant influence on purchasing decisions. Respondents' assessment of *online customer rating* the average opinion between agree with strongly agree. Where is the feature *rating* used as search guidelines in selecting and deciding on quality products and services.

H2: *online customer rating* positive effect on purchasing decisions.

Influence Online Customer Review against Buying Interest

In the research of Farki et al., (2016), buying interest is positively and significantly influenced by *online customer review*. Reviews from customers can provide a more accurate and emotional assessment because they are given by fellow customers so they have a higher trust value. Darmawan & Laily, (2022) found *online customer review* positive and significant effect on purchase intention. This means that if *online customer review* experience an increase, then buying interest will also increase.

H3: Online customer review positive effect on purchase intention.

Influence Online Customer Rating against Buying Interest

The results of Mawa & Cahyadi's research (2021), show *online customer rating* influence on buying interest positively and significantly. This is also in line with research by Fauzi & Lina (2021) on *ecommerce shopee* where *online customer rating* positive and significant effect on purchase intention, the high *rating* obtained, the quality of the product is considered to be better.

H4: Online customer rating positive effect on purchase intention.

The Influence of Purchase Interest on Purchase Decisions

In Hanapi & Sriyanto's research (2018), it resulted in the discovery that buying interest has a positive and significant influence on product purchasing decisions on *online marketplace*. Because buying interest is one of the factors considered by consumers to make purchasing decisions. In addition, Nulufi & Murwartiningsih (2015) showed that there was a positive and significant influence on buying interest on consumer purchasing decisions. This is supported by the research of Mahendrayasa et al., (2014) which found that there is a positive and significant influence of buying interest on purchasing decisions.

H5: buying interest has a positive effect on purchasing decisions.

Influence Online Customer Review on Purchase Decision with Buying Interest as Mediation Variable

Haniscara & Saino's research (2021) shows that *online customer review* has a positive and significant relationship with purchasing decisions through purchase intention. There are several factors that can influence consumers to reach the purchasing decision stage, one of which is buying interest. Buying interest of consumers themselves can be influenced by *online customer review* (Laeli & Prabowo, 2022). Research by Puspita et al., (2021) shows that purchasing decisions are influenced by *online customer review* through buying interest as a mediator.

H6: Purchase intention mediates influence online customer review to the purchase decision.

Influence Online Customer Rating on Purchase Decision with Buying Interest as Mediation Variable

Ardianti & Widiartanto's research (2019) found a positive and significant effect of *online customer rating* against the purchase decision, where *rating* High indicates good product and service quality in a marketplace. Mawa & Cahyadi, (2021) explained that there was a positive and significant influence from *online customer rating* to interest buy. Meanwhile, research by Septifani et al., (2014) shows that there is a positive and significant effect of buying interest on purchasing

decisions. The higher the purchase intention, the higher the purchase decision. Purchase intention is an important factor in consumer purchasing decisions, and this can be influenced by *online customer rating*. Therefore, indirectly, *online customer rating* influence on purchasing decisions through buying interest as mediation.

H7: Purchase intention mediates influence *online customer rating* to the purchase decision.

Based on the hypothesis statement, the research model is formulated as follows:

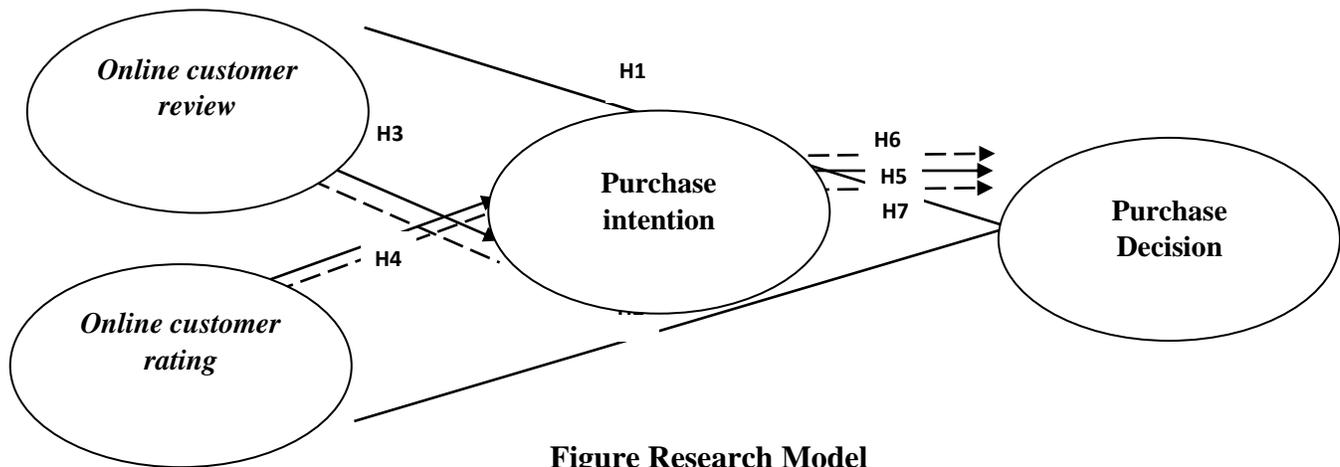


Figure Research Model

4. Research Methods

This research is a type of survey research and uses a quantitative approach. The object of this research is purchasing decisions that are influenced by online customer reviews, online customer ratings and buying interest as a mediator. The population of this research is consumers who have bought geprek chicken. The sample used is *purposive sampling* with certain criteria, that is, aged 17-65 years and have bought chicken geprek products in the past month. Measurement of the instrument using a *scale likert* with a score of 5 points. In this study the data analysis technique used is analysis Structural Equation Modelling (SEM) by using software AMOS version 24. This study tested the data using the normality test, test outlier, suitability test & statistical test, validity test, and reliability test, causality test full model, hypothesis testing, and mediation testing using sobel test.

5. Results and Discussion

Normality test

Normality test is done by seeing test. If the total value of C.R Multivariate $\pm 2,58$ then the research data is normally distributed.

Table 1. Normality Test Results

Variable	min	max	skew	c.r.	kurtosis	c.r.
KP_4	1,000	5,000	-,803	-3,515	1,148	2,512

Variable	min	max	skew	c.r.	kurtosis	c.r.
KP_3	1,000	5,000	-,823	-3,604	,674	1,474
KP_2	1,000	5,000	-1,296	-5,674	,995	2,177
KP_1	1,000	5,000	-,377	-1,652	-,453	-,992
MB_1	1,000	5,000	-,343	-1,503	,292	,639
MB_2	2,000	5,000	-,371	-1,626	-,878	-1,923
MB_4	1,000	5,000	-,492	-2,156	-,235	-,514
MB_5	1,000	5,000	-,816	-3,572	,212	,465
Rt_1	2,000	5,000	-,979	-4,288	1,080	2,364
Rt_3	1,000	5,000	-1,308	-5,725	2,902	6,354
Rt_2	2,000	5,000	-,970	-4,246	,389	,852
Rv_2	1,000	5,000	-1,039	-4,549	,425	,930
Rv_3	1,000	5,000	-,782	-3,424	,080	,175
Rv_4	1,000	5,000	-1,210	-5,297	,755	1,653
Rv_5	1,000	5,000	-1,527	-6,685	2,523	5,523
Multivariate					17,180	4,079

Based on table 1, it shows the output results of the normality test through the multivariate total value in this study data are not normally distributed, because the multivariate value is > 2.58, which is equal to 17,180.

Outlier Test

Outlier test is done by looking at the value *mahalanobis d-square* and $p < 0.01$. If the p value < 0.01 then there are no outliers that interfere with the calculation results.

Table 2. Test Results Outlier

Observation number	Mahalanobis d-squared	p1	p2
59	61,131	0	0
68	44,383	0,001	0,002
64	40,875	0,002	0,001
12	39,842	0,002	0
11	37,85	0,004	0
52	37,557	0,004	0

Based on the test results in table 2, it shows that there are six respondent data that has value *Mahalanobis d-squared* very high. However, these three respondents did not affect the processed data and it can be concluded that the outlier test is not needed because the existing data produces good values.

Conformity Test and Statistical Test

Test the suitability or fit of the SEM model using the Chi square, CFI, TLI, CMIN/DF,

and RMSEA tests, which have the range of expected values.

Table 3. Results of the Fit Model Statistical Test

Index Measurement	Cut off Value	Value	value statement
<i>Chi Square</i>	(<141,029)	119,002	Good
<i>Probability</i>	≥0,05	0,007	Marginal
<i>RMSEA</i>	≤0,08	0,060	Good
GFI	≥0,90	0,888	Marginal
AGFI	≥0,90	0,840	Marginal
TLI	≥0,95	0,947	Marginal
CFI	≥0,94	0,957	Good

Measurement index chi-Square, Probability, RMSEA, and CFI is in the expected value range (fit) and several other indices such as Probability, AGFI, GFI, and TLI are declared marginal. According to Segoro (2017), this model can still be continued for further analysis because it is close to the good fit criteria. Therefore, it can be concluded that the model in this study is said to be marginal fit.

Validity Test

This validity test is carried out by referring to the criterion value of the significance level above or more than 0.50. Based on the calculation, it can be seen that all existing indicators can be used, because they meet the minimum yield requirements of 0.50.

Reliability Test

This test can be seen from the results issued on the value *cronbach alpha* with a minimum value of 0.5

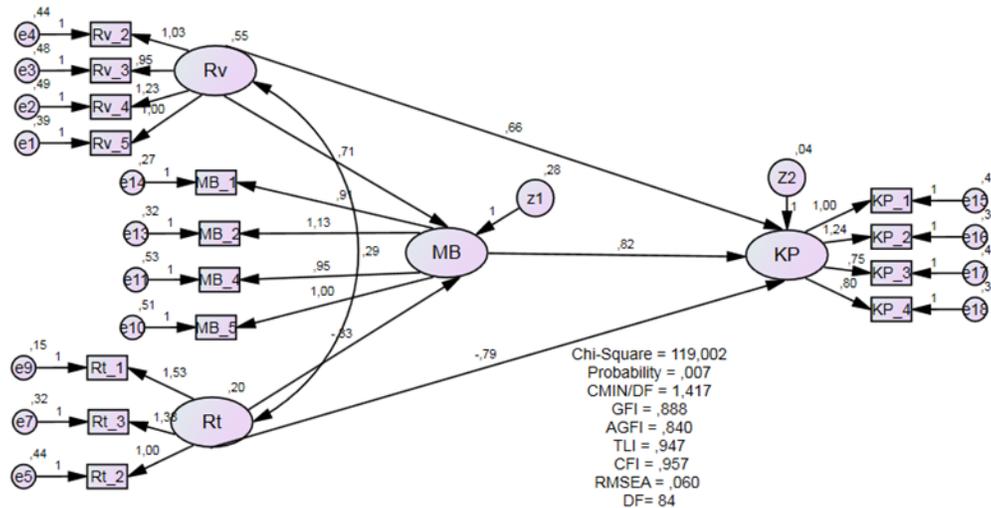
Table 4. Value Cronbach Alpha

Variable	Value Cronbach Alpha
Online Customer Review	.627
Online Customer Rating	.770
Purchase Intention	.870
Purchase Decision	.792

The test results in table 8 can be seen that all variables have passed the minimum value, which is above 0.5 or can be said to be reliable.

Hypothesis testing

This test was conducted to determine whether the independent variables affect the dependent variable. If the value of $C.R > t$ table and $P \leq 0.05$, it can be stated that the independent variable has an effect on the dependent variable.



Full Model Image

Tabel 5. Full Model SEM Hypothesis Test

	Estimate	S.E.	C.R.	P	Label	Result
MB <--- Rv	,712	,309	2,309	,021	par_14	Accepted
MB <--- Rt	-,326	,497	-,656	,512	par_15	Rejected
KP <--- Rv	,658	,293	2,244	,025	par_12	Accepted
KP <--- Rt	-,786	,446	-1,764	,078	par_13	Rejected
KP <--- MB	,817	,165	4,965	***	par_16	Accepted

a. First Hypothesis Testing

Based on table 9, the online customer review variable has a P value of $0.025 < 0.05$, with $C.R 2.244 > t$ table 1.9812. Thus it can be interpreted that online customer reviews have a positive effect on purchasing decisions, hence the first hypothesis **accepted**.

b. Second Hypothesis Testing

Based on table 9, the online customer rating variable has a P value of $0.078 > 0.05$, with $C.R -1.764 < t$ table 1.9812. Thus it can be interpreted that online customer ratings have no influence on purchasing decisions, hence the second hypothesis **rejected**.

c. Third Hypothesis Testing

Based on table 9, the online customer review variable has a P value of 0.021 < 0.05, with C.R 2.309 > t table 1.9812. Thus it can be interpreted that online customer reviews have a positive effect on purchase intention, hence the third hypothesis **accepted**.

d. Fourth Hypothesis Testing

Based on table 9, the online customer rating variable has a P value of 0.512 > 0.05, with C.R -.656 < t table 1.9812. Thus it can be interpreted that online customer ratings have no influence on purchase intention, hence the fourth hypothesis **rejected**.

e. Fifth Hypothesis Testing

Based on table 9, the purchase intention variable has a P value of 0.000 < 0.05, with CR 4.965 > t table 1.9812. Thus it can be interpreted that buying interest has a positive effect on purchasing decisions, then the fifth hypothesis **accepted**.

Mediation Test (Sobel Test)

This test was carried out with a minimum value of 1.96 assisted by calculations using a Sobel calculator with the variable customer satisfaction as a mediator between the dependent variable and the independent variable.

Table 6. Mediation Test Results

Variabel	Sobel Test
Online customer review	2.09
Online customer rating	-0.65

Based on table 10, It can be concluded that buying interest can mediate between the online customer review variables on purchasing decisions with the Sobel test results of 2.09 > 1.96 while the online customer rating variable buying interest does not have an effect as a mediator with the Sobel test results of -0.65 < 1.96.

Discussion

a. Influence *Online Customer Review* Against Purchase Decisions

This research concludes *online customer review* has a significant positive impact on purchasing decisions, the higher *online customer review* then it can increase consumer purchasing decisions for geprek chicken. These results also support the TPB theory, where in the TPB theory (Theory of Planned Behavior), subjective norms refer to a person's perception of what is considered important by others in certain behaviors. These norms include the views and expectations of others about how we should behave in certain situations. *Online customer review* is one of the factors that can affect subjective norms in the context of buying or consuming a product. *Online customer review* refers to customer comments, ratings or experiences expressed online, such as on websites, forums or social media platforms.

The findings of this study are also in line with Puspita et al., (2021) the better *online customer review* given by the consumer, the higher the possibility of the individual to make a purchase decision. Buyer inside *marketplace* can see features *review* as true information or in accordance with the actual condition of the product. This is supported by the same results of Laeli

& Prabowo (2022) in their research at *marketplace* shopee explains that *online customer review* positive and significant effect on purchasing decisions.

b. Influence *Online Customer Rating* Against Purchase Decisions

The results of this study provide rejection of the second hypothesis, namely *online customer rating* positive effect on purchasing decisions. At the beginning of this study, researchers used the basic assumption that *online customer rating* influences purchasing decisions by referring to previous research according to Ardianti & Widiartanto (2019) and Laeli & Prabowo (2022) that *online customer rating* can improve purchasing decisions where features *rating* used as search guidelines in selecting and deciding on quality products and services. However, this research is not in line with these expectations, the results of statistical calculations in this study produce conclusions if the variable *online customer rating* does not affect the purchase decision. Judging from the answers to the open questionnaire, most respondents prefer geprek chicken before buying *online customer review* rather than a rating because the review itself contains detailed reviews regarding geprek chicken products from other consumers who have already purchased it and rarely do customers give a rating when buying geprek chicken.

The research findings are also in line with Mufidah & Istiqomah, (2021) where *online customer rating* did not have a significant effect on the decision which explained that the feature *rating* that exist in online applications are not so visible that in making purchasing decisions, consumers do not pay attention *online customer rating*.

c. Influence *Online Customer Review* Against Buying Interest

In this study, it was concluded that *online customer review* has a significant influence on purchase intention. Better *online customer review* will be followed by a high consumer buying interest. This can be seen from the variable indicators *online customer review* fifth which is quite high, where the respondent agrees with other consumer reviews that can be trusted, when the reviews given by other consumers are good then there is a sense of interest in buying geprek chicken, besides that the respondent agree that there are indicators that reviews influence purchasing decisions before buying geprek chicken, when consumers decide to buy geprek chicken of course a sense of interest arises first (Djatnika, 2006).

The results of this study are in line with Darmawan & Laily, (2022) where *online customer review* positive and significant effect on purchase intention. It can be interpreted that if *online customer review* increases, the buying interest will also increase. This is supported by the research conducted by Ramadhani & Sanjaya (2021). *Marketplace* shopee shows a positive and significant effect *online customer review* to buying interest. Getting better *online customer review* a product, consumer buying interest will increase.

d. Influence *Online Customer Rating* Against Buying Interest

The results of this study provide rejection of the fourth hypothesis, namely *online customer rating* positive effect on purchase intention. At the beginning of this study, researchers used the basic assumption that *online customer rating* influences purchase intention by referring to previous research according to Kurniawan (2021) and Mawa & Cahyadi (2021) that *online customer rating* can increase buying interest where a high rating makes consumers more trust and feel safe to make purchases online and consumer buying interest will occur. However, this

research is not in line with these expectations, the results of statistical calculations produce conclusions if the variables *online customer rating* has no effect on purchase intention. In the open questionnaire, the respondents' answers explained that the ratings did not specifically describe the quality of the geprek chicken itself, while ratings on various applications such as gofood, grabfood, google maps ratings, and others, were mostly only in the form of the number of stars. In addition to the answers to the open questionnaire where the dominant respondent considers the review more than the rating. This is in line with research (Mufidah & Istiqomah, 2021) where *online customer rating* does not have a significant effect on purchasing decisions due to features *rating* that exist in online applications are not so visible that in making purchasing decisions, consumers do not pay attention *online customer rating*.

e. The Influence of Purchase Interest on Purchase Decisions

The results of the study explain that buying interest has a significant influence on buying interest. The higher the buying interest in geprek chicken, the higher the probability that consumers will make a purchasing decision. This is based on several indicators contained in the purchase intention variable, including respondents who are interested in seeking information on geprek chicken, after the information has been obtained, consumers are interested in buying geprek chicken as stated in the second indicator with a fairly high value. There are several reasons why respondents are interested in deciding to buy chicken geprek includes the uniqueness and taste of the geprek chicken where several respondents explained that geprek chicken is famous for its strong spicy taste and distinctive taste. Some consumers like the spicy sensation given by the chili paste which is rubbed directly on the geprek chicken. Apart from that, the crispy texture of the fried chicken is also a special attraction. Then the next reason is the existence of flavor variances such as original geprek chicken, cheese geprek chicken, egg geprek chicken, and other flavor variants. And finally, the affordable prices range from 10,000 rupiah to 25,000 rupiah.

The results of this study are in line with Hanapi & Sriyanto (2018), that purchase intention has a positive and significant influence on product purchasing decisions *online marketplace*. Because buying interest is one of the factors considered by consumers to make purchasing decisions. In addition, Nulufi & Murwartiningsih (2015) show that there is a positive and significant influence on buying interest on consumer purchasing decisions.

f. Interest in Buying Mediates *Online Customer Review* Against Purchase Decisions

The results of the mediation analysis using the Sobel test as previously described explain that buying interest mediates influence *online customer review* on purchasing decisions. Where the statistical value is greater than 1.96. Based on an open questionnaire, one of the reasons the respondents decided directly included free shipping promos on the gofood, grabfood or shopeefood applications where this promo is only available at certain times. These results support the existence of the TPB theory (*Theory of Planned Behavior*) where, purchasing decisions are influenced by three main factors: attitudes, subjective norms, and behavioral control. Attitude reflects an individual's evaluation of a product or service. Subjective norms include individual views about the approval or disapproval of other people for the purchase. Behavioral control reflects an individual's belief about his or her ability to make a purchase action.

This is in line with Haniscara & Saino's research (2021) which shows that *online customer review* has a positive and significant relationship with purchasing decisions through purchase intention. Research by Puspita et al., (2021) shows that purchasing decisions are influenced

by *online customer review* through buying interest as a mediator. This is also in line with Aditya (2020) that *online customer review* significantly related to purchasing decisions through purchase intention.

g. Buying Intentions Mediate *Online Customer Rating* Against Purchase Decisions

Based on the results of research that has been done, using the Sobel test where the statistical value is below 1.96 this states that buying interest cannot mediate the relationship between *online customer rating* on purchasing decisions. The results of this study are consistent with the second and fourth hypotheses where *online customer rating* does not influence the purchase decision and purchase interest. Based on the answers to open questionnaires where respondents prefer to consider *online customer review* rather than a rating, where this rating does not clearly describe the quality of the geprek chicken itself. This is in line with research (Mufidah & Istiqomah, 2021) where *online customer rating* does not affect the purchase decision due to features *rating* that exist in online applications are not so visible that in making purchasing decisions, consumers do not pay attention *online customer rating*.

6. Conclusions And Implications

Conclusion

Based on the results of the research and discussion above, it can be concluded from this study as follows:

- a. Online customer review positive effect on purchasing decisions.
- b. Online customer rating does not affect the purchase decision.
- c. Online customer review positive effect on purchase intention.
- d. Online customer rating has no effect on purchase intention.
- e. Interest in buying has a positive effect on purchasing decisions.
- f. Purchase intention mediates influence *online customer review* on purchasing decisions.
- g. Purchase intention does not mediate influence *online customer rating* to the purchase decision.

Implications

Based on the results of the research conducted, the implications of this research are as follows:

Managerial Implications

The results of this study can be used as a solutive consideration to encourage how geprek chicken SMEs create positive reviews from consumers, with positive reviews it will affect buying interest and in the end decide to make a buying decision for geprek chicken, this is in line with the results of this study which proves that *online customer review* influence the purchase decision. The following are some of the managerial implications that can be carried out by SMEs ayam geprek based on several indicators with quite high values on the variable *online customer review* among them are:

- a. Awareness.
Promote positive customer reviews, take advantage of positive reviews by sharing them on various platforms, such as websites, social media or even in marketing campaigns. Effectively promoted reviews can reach more potential consumers and increase their

- awareness of the product or service.
- b. Frequency
Encouraging customers to leave reviews Actively encouraging customers to leave reviews about their experiences can help increase the number of positive reviews. Provide incentives or small prizes for those who leave reviews, such as a discount on their next purchase or participation in a prize draw.
 - c. Comparison
Manage negative reviews wisely, don't avoid negative reviews, but respond wisely to them. Providing polite responses and helping to understand and resolve customer issues can show that you care about customer satisfaction and are working to improve it.
 - d. Influence
Paying attention to the quality of products and services, make sure the products or services you offer are of high quality and meet customer expectations. Positive reviews from satisfied customers will have a positive impact on consumer awareness and influence their views on products or services.
 - e. Source Credibility
Invite food vlogger culinary savvy to submit reviews of products or services that can make a big impact on consumer awareness. People tend to trust well-known and food-savvy people, so their reviews can increase brand credibility. By taking into account these managerial implications, geprek chicken SMEs can take advantage of influence *online customer review* more effectively in directing consumer purchasing decisions.

Theoretical Implications

The results of this study are expected to be able to increase knowledge and also as a reference for further research on influence *online customer review* and rating on purchasing decisions with buying interest as a mediating variable.

Suggestions For Further Research

In this study, there are limitations such as ratings that have no effect, limited samples, and too broad research objects. Therefore, future research is expected to be able to use independent variables such as product or service quality as well as other mediating variables so as to be able to describe the overall results of research on the factors that influence purchasing decisions.

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