

## Building Trust and Convenience: How Online Reviews, Ratings, and Ease of Use Drive Fashion Purchase Decisions

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### ABSTRACT

**Submitted:** 12-17,2025 **Purpose of the study** — *This study aims to analyze the influence of Online Customer Review (X1), Online Customer Rating (X2), and Perceived Ease of Use (X3) on Purchasing Decisions (Y) among Henea.id.*

**Accepted:** 01-11, 2026 **Research method**—*The research method used is a quantitative approach with a survey technique on 100 respondents selected purposively. The data obtained were tested through normality tests, heteroscedasticity tests, multiple linear regression tests, partial tests (t), and simultaneous tests (F).*

**Published:** 01-31, 2026 **Result**— *The results of the study indicate that the three independent variables have a positive and significant effect on purchasing decisions. Online customer reviews have been shown to increase consumer trust in products. Online customer ratings play an important role in providing an overview of product quality and credibility. Meanwhile, Perceived Ease of Use is a dominant factor that encourages consumer comfort in making bold transactions. Simultaneously, these three variables have a strong contribution to influencing consumer purchasing decisions.*

**Conclusion**— *This study emphasizes the importance of the role of consumer reviews, rating systems, and perceived ease of use in forming purchasing decisions in the digital era. The practical implications of this study can be a reference for business actors in designing more effective digital marketing strategies.*

**Keywords:** Online Customer Reviews, Online Customer Ratings, Ease of Use, Purchase Decisions, E-commerce.



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### INTRODUCTION

The fashion industry is one of the sectors experiencing rapid growth in the digital era. With the rise of e-commerce, consumers now have easy access to purchase fashion products online. This growth is driven by various factors, such as ease of transactions, a wide selection of

products, and the hassle of comparing prices. However, the increasing number of product choices and available information presents consumers with challenges in making informed purchasing decisions. Therefore, elements such as online customer reviews, product ratings, and perceived ease of use (EoU) are important factors that can influence consumer purchasing decisions.

Online customer reviews provide information from previous consumers who have purchased and used the product (Maulida and Sunarjo, 2024). Positive reviews tend to build a favorable perception among potential buyers, while negative reviews can dampen their interest. According to Anggraini et al. (2023), online reviews are a platform that allows consumers to more freely and easily share their opinions and thoughts online regarding various products and services. Furthermore, online customer ratings also play a role in purchasing decisions, as high ratings are often interpreted as an indicator of better quality, which can influence potential consumers' perceptions and trust in the product.

On the other hand, perceived ease of use (Perceived Ease of Use) on an e-commerce platform also impacts the consumer experience. According to Kurnia et al. (2023), perceived ease of use can be defined as the extent to which a person believes that using a particular information system and technology will relieve them of effort (Zaeni, Sunarjo, and Shofiyuddin, 2023). An easily accessible and understandable platform will make the search and purchase process more efficient and enjoyable, ultimately potentially increasing purchasing decisions.

In this study, four indicators adapted from Davis (1989) and Venkatesh et al. (2003) were used to measure perceived ease of use. First, ease of learning: Users can easily learn new technological information. Second, ease of understanding: Users perceive a new technology as easy to understand. Third, effortless: Users perceive that using a new technology can be done concisely, quickly, and without consuming energy. And finally, ease of use: Users perceive that technology is easy to use, which increases their trust in it (Kurnia et al., 2023).

According to Tyas et al. (2019), the ease of use experienced by users of an information system has a positive impact on the continued increase in usage of that information system. In other words, users of an information system no longer simply evaluate and compare it with other information systems; instead, they view the information system they use as a tool that can help them complete their tasks and work.

Online shopping is now replacing traditional shopping methods, allowing customers to purchase goods quickly and easily without having to visit a store. With just a few clicks, items can be ordered and delivered directly to their homes. Data shows that between 2022 and early 2023, approximately 178.9 million people in Indonesia shopped online, demonstrating the popularity of this method (Yogi, 2023). Online shopping allows customers to purchase goods anytime and anywhere, according to research conducted by Sapitri et al. (2024). The convenience of online shopping has led more people to turn to digital platforms over traditional shopping methods. Online shopping allows them to fulfill their needs without leaving home. However, this convenience often leads people to buy items they don't actually need, leading to increased waste. They tend to buy more based on wants rather than needs, a behavior known as consumerism (Melinda et al., 2022).

There were several issues encountered during the interviews: the achievement of sales targets for goods has not been running well, indicating a mismatch between the set targets and realized achievements, which is a major problem for the company. These problems affect online customer ratings, causing Butik Henea. Id. to experience a decline in ratings on digital platforms. This shows the impact of negative reviews on reputation on digital platforms. Some complained about purchasing goods through live streaming discounts that were less than satisfactory because the streamer's performance did not master the field. This created a negative experience when purchasing via live streaming, which can reduce customer trust and affect subsequent purchasing decisions (Sunarjo and Nurhayati, 2025).

In line with the Theory of Planned Behavior (TPB), this theory states that behavior is influenced by two factors: subjective standards and behavioral attitudes (Fishbein & Ajzen, 1977). Ajzen and Fishbein (1988) later added elements of the Theory of Reasoned Action (TRA), thus transforming theoretical action into behavior in accordance with a theoretical plan. This theory was later modified and adopted by Icek Ajzen and Martin Fishbein. This theory is based on the perspective that beliefs can influence a person to perform a particular action. Prospective beliefs are created by a combination of many characteristics, qualities, and attributes of specific information, which then result in behavioral intentions (Maula and Sunarjo, 2023).

Shopee is one of the largest e-commerce platforms in Southeast Asia, offering various features to facilitate online shopping. Features such as live streaming, customer reviews, product ratings, and attractive promotions make Shopee popular among various groups. Consumers who want to shop on Shopee can do so through the website or app. In 2019, Shopee was among the 10 most visited websites. This is because Shopee successfully attracted attention through major shopping events like 11.11 and 12.12, which increased the number of visits to its site. Based on monthly visit data, Shopee recorded 61,669,392 visits to its website (Widaningsih & Amalia, 2022).

## **METHOD**

This type of research is causal associative, quantitative research. Quantitative research is a research method based on the philosophy of positivism, used to examine specific populations or samples, and is more systematic, planned, structured, and clear from beginning to end, and unaffected by conditions in the field (Pradana & Sunarsi, 2021).

The research object was consumers who purchased fashion products at the Henea.Id Boutique. The consumer criteria were those who purchased fashion products at the Henea.Id Boutique online (Telegram, WhatsApp, Instagram, Shopee) through Henea.Id account or offline at the Henea.Id store.

The sampling technique used was purposive sampling, a non-probability technique in which respondents are selected based on specific criteria relevant to the research objectives. Respondent inclusion criteria: (1) Having purchased the Henea.Id Boutique through Shopee in the last 6 months, (2) Willing to complete the questionnaire honestly and completely, (3) At least 17 years old (having the ability to understand the questionnaire). The questionnaire was

distributed online via a Google Form link shared with active customers via Shopee chat (transaction follow-up) and through the Telegram and WhatsApp groups @henea.id via personal chat with existing customers in the group. Next, the results of the respondents' answers were analyzed using SPSS software version 26.

While the purposive sampling technique employed in this study was effective for targeting a specific group of consumers who had experience with purchasing fashion products from Henea.id, it is important to acknowledge its limitations. Purposive sampling is a non-probability sampling method that selects participants based on specific characteristics relevant to the research, which can introduce certain biases. One of the key limitations is the potential for selection bias. Since participants were selected based on their engagement with Henea.id, the sample may not represent the broader population of online shoppers who purchase fashion products across various e-commerce platforms. This could lead to overrepresentation of certain consumer groups, such as loyal customers or those with more favorable experiences, and underrepresentation of other segments who may have had less satisfactory experiences or who shop less frequently.

Additionally, the reliance on self-reporting through online surveys introduces the possibility of response bias. Respondents may provide answers that they believe are socially desirable, rather than what they truly think or have experienced, especially when asked about behaviors such as purchasing decisions influenced by online reviews or ease of use. This type of bias could skew the results toward an overly positive view of the factors being studied.

Furthermore, the limited sample size of 100 respondents restricts the ability to generalize the findings to other populations or industries. While the sample size is sufficient for this study's scope, future research with a larger and more diverse sample would be beneficial to improve the external validity of the results and enhance the generalizability of the findings across different consumer groups and geographical regions. It is also recommended that future studies incorporate a random sampling method to mitigate potential selection bias and enhance the robustness of the results.

These limitations should be considered when interpreting the findings of this study, and future research should aim to address these potential biases by expanding the sample size, employing more rigorous sampling techniques, and exploring different consumer segments across multiple platforms.

## **RESULTS AND DISCUSSION**

### **Results**

The majority of respondents in this study were female, accounting for 85%. The age distribution of respondents showed a predominance of the age group >35 years old, with a proportion of 50%, indicating the dominance of demographic maturity in the study population. Regarding the respondents' occupations, the self-employed category was the dominant contingent, with a frequency of 35%.

## Analysis Results

### A. Validity Testing

The validity test results show that all statement items have calculated *r* values that exceed the table *r* value (0.1723), so that each indicator is declared empirically valid. This finding indicates that the research instrument has valid measurement capacity and is able to represent the operationalized theoretical construct, making it suitable for use as a measuring tool in further analysis.

**Table 1.** Validity Testing

Indicator	R count	R table	Result
X1.1	0.694	0,1723	Valid
X1.2	0.760	0,1723	Valid
X1.3	0.752	0,1723	Valid
X1.4	0.728	0,1723	Valid
X1.5	0.648	0,1723	Valid
X1.6	0.706	0,1723	Valid
X2.1	0.785	0,1723	Valid
X2.2	0.712	0,1723	Valid
X2.3	0.775	0,1723	Valid
X2.4	0.830	0,1723	Valid
X2.5	0.785	0,1723	Valid
X2.6	0.797	0,1723	Valid
X3.1	0.827	0,1723	Valid
X3.2	0.823	0,1723	Valid
X3.3	0.75	0,1723	Valid
X3.4	0.705	0,1723	Valid
Y1.1	0.696	0,1723	Valid
Y1.2	0.618	0,1723	Valid
Y1.3	0.604	0,1723	Valid
Y1.4	0.624	0,1723	Valid
Y1.5	0.697	0,1723	Valid
Y1.6	0.620	0,1723	Valid
Y1.7	0.713	0,1723	Valid
Y1.8	0.475	0,1723	Valid
Y1.9	0.699	0,1723	Valid
Y1.10	0.662	0,1723	Valid

### B. Reliability Testing

A reliability coefficient obtained using Cronbach's Alpha  $>0.7$  indicates that the four-item instrument has a very adequate level of internal consistency. This value indicates that the instrument can still be used for further analysis, although improving item quality could further optimize measurement reliability.

**Table 2. Reliability Testing**

Variable	Cronbach's Alpha	Criteria	Result
Online Customer Review (X1)	0.876	> 0,70	Reliable
Online Customer Rating (X2)	0.856	> 0,70	Reliable
Perceived Ease of Use (X3)	0.852	> 0,70	Reliable
Buying decision (Y)	0.799	> 0,70	Reliable

### C. Classical Assumption Test

#### 1. Normality Testing

The results of the normality test using the Kolmogorov-Smirnov method on 100 residual data showed a significance value of 0.342, which is greater than the threshold of  $\alpha = 0.05$ . This indicates that the residual data is normally distributed, so the normality assumption in the regression model is met. The Kolmogorov-Smirnov Z value of 0.938 with an absolute extreme difference of 0.094 also supports the conclusion that there is no substantial deviation from the normal distribution. Thus, the regression model used can be continued to the next stage of analysis without violating the normality prerequisites.

**Table 3. Normality Testing**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	1.99511047
	Absolute	.094
Most Extreme Differences	Positive	.094
	Negative	-.072
Kolmogorov-Smirnov Z		.938
Asymp. Sig. (2-tailed)		.342

a. Test distribution is Normal.

b. Calculated from data.

#### 2. Multicollinearity Testing

Based on the regression output, the constant ( $\alpha$ ) was obtained at 5.074 with a significance of 0.025 ( $<0.05$ ), which means the model has a statistically significant constant value. Variable X1 (Online Customer Review) shows a regression coefficient of 0.428 with a calculated t value of 3.519 and a significance of 0.001, so X1 has a positive and significant effect on Y (Purchase Decision). Variable X2 (Online Customer Rating) has a coefficient of 0.437, a calculated t value of 2.939, and a significance of 0.004, which also indicates a positive and significant effect on purchasing decisions. Furthermore, variable X3 (Perceived Ease of Use) shows the strongest influence with a coefficient of 0.883, a calculated t value of 4.930, and a significance of 0.000, so it can be concluded



that X3 makes a dominant contribution to purchasing decisions. From the multicollinearity aspect, the Tolerance value ( $0.292-0.424 > 0.10$ ) and VIF ( $2.360-3.420 < 10$ ) indicate that there are no symptoms of multicollinearity in the model. Thus, the three independent variables (X1, X2, X3) are proven to have a positive and significant effect on purchasing decisions (Y), with X3 as the most determinative variable.

**Table 4. Multicollinearity Testing**

Model		Coefficients <sup>a</sup>			t	Sig.	Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
		B	Std. Error					
1	(Constant)	5.074	2.227		2.279	.025		
	X1	.428	.122	.292	3.519	.001	.378	2.645
	X2	.437	.149	.278	2.939	.004	.292	3.420
	X3	.883	.179	.387	4.930	.000	.424	2.360

a. Dependent Variable: Y

### 3. Heteroscedasticity Testing

The results of the heteroscedasticity test using the Glejser Test method show that all independent variables have a significance value above the threshold of  $\alpha = 0.05$ . Variable X1 (Online Customer Reviews) has a Sig. value of 0.159, variable X2 (Online Customer Rating) of 0.325, and variable X3 (Perceived Ease of Use) of 0.093. Since all three values are  $> 0.05$ , it can be concluded that there is no significant influence between the independent variables on the absolute value of the residual (ABS\_RES). Thus, this regression model is free from heteroscedasticity symptoms, so that the classical assumption regarding homoscedasticity is met.

**Table 5. Heteroscedasticity Testing**

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.654	1.468		-1.127	.263		
	X1	-.114	.080	-.226	-1.420	.159	.378	2.645
	X2	.097	.098	.179	.989	.325	.292	3.420
	X3	.200	.118	.255	1.696	.093	.424	2.360

a. Dependent Variable: ABS\_RES

### 4. Multiple Linear Regression Testing

The results show that the three independent variables (X1, X2, and X3) have a positive effect on purchasing decisions (Y), indicated by a positive regression coefficient. The Perceived Ease of Shopping variable (X3) has the most dominant influence with a coefficient of 0.883, followed by Online Customer Rating (0.437) and Online Customer Review (0.428). Thus, an

increase in these three variables will simultaneously increase consumer purchasing decisions at Butik Henea.Id.

#### D. Model Fit Testing

A goodness-of-fit model test was applied to evaluate the precision of the regression function in representing the estimated population values inferentially. Decision-making indicators were based on the probability of significance, where a p-value <0.05 implied that the regression model was deemed suitable for use in this study..

**Table 6 Model Fit Testing**

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	241.931 <sup>a</sup>	90	.000
Likelihood Ratio	152.726	90	.000
Linear-by-Linear Association	61.457	1	.000
N of Valid Cases	100		

a. 110 cells (98.2%) have expected count less than 5. The minimum expected count is .01.

The Chi-Square test results in the table above show that all research variables (Y, X1, X2, and X3) have a significance value (Asymp. Sig.) <0.05. This indicates that the empirical data distribution differs significantly from the expected theoretical distribution, so it can be concluded that the measurement instrument used is able to capture the variation in respondents' answers significantly. Thus, the model analysis is declared to have statistical feasibility to continue to the hypothesis testing stage.

#### E. Hypothesis Testing

##### 1. T Testing

Based on the results of the t-test, it was found that the Online Customer Review variable (X1) has a positive and significant influence on Purchasing Decisions with a calculated t value of 3.519 > t table 1.985 and sig. 0.001 < 0.05. Furthermore, the Online Customer Rating variable (X2) was also proven to have a positive and significant influence because the calculated t value was 2.939 > 1.985 and significant. 0.004 < 0.05. Similarly, the Perceived Ease of Use variable (X3) provided the most dominant positive and significant influence on purchasing decisions with a calculated t value of 4.930 > 1.985 and sig. 0.000 < 0.05.

**Table 7. Hypothesis Testing**

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	



(Constant)	5.074	2.227		2.279.025
X1	.428	.122	.292	3.519.001
X2	.437	.149	.278	2.939.004
X3	.883	.179	.387	4.930.000

## 2. F Testing

Based on the results of the F test, the calculated F value is  $95.695 > F_{table} 2.70$  with a significance value of  $0.000 < 0.05$ . This shows that the variables Online Customer Reviews (X1), Online Customer Ratings (X2), and Perceived Convenience (X3) simultaneously have a significant influence on Purchasing Decisions.

**Table 8. F Testing**

ANOVA <sup>a</sup>				
Model	Sum of Squares	df	Mean Square	F
Regression	1178.444	3	392.815	95.695
Residual	394.066	96	4.105	
Total	1572.510	99		

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

## 3. Coefficient of Determination Testing

The coefficient of determination (R Square = 0.749) shows that 74.9% of the variability of Y is explained by X1, X2, and X3, while 25.1% is influenced by external factors outside the model. The correlation value of  $R = 0.866$  indicates a very strong relationship, so this regression model has high explanatory power and is accurate in projecting changes in the dependent variable.

**Table 9. Coefficient of Determination Testing**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866 <sup>a</sup>	.749	.742	2.02604

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

To further support the global relevance of this study, it is important to consider international examples that demonstrate the universal nature of the findings across different regions and industries. For instance, in the United States, a study by Chen et al. (2022) highlighted that online reviews and ratings significantly influence consumer trust and purchase decisions on platforms like Amazon and eBay. In these markets, positive reviews act as a social validation mechanism, greatly enhancing product credibility, while ratings serve as a quick decision-making tool, just as observed in the context of Indonesian e-commerce platforms.

Similarly, in China, the influence of online reviews and ratings is even more pronounced, with JD.com and TaoBao implementing sophisticated rating and review systems that significantly impact consumer confidence. Wu et al. (2023) found that Chinese consumers are particularly

sensitive to product ratings, as they use these ratings to judge not only product quality but also the trustworthiness of sellers. In contrast, consumer behavior in Europe demonstrates a different yet equally significant pattern. For example, Germany's e-commerce platforms like Zalando show that a combination of ease of use and customer feedback drives repeat purchasing behaviors, especially in the fashion industry, where return rates are high. German consumers value clear product descriptions, user-friendly navigation, and transparent customer reviews, reflecting the growing importance of ease of use in diverse global markets.

These international cases reinforce the findings of this study, highlighting that while cultural differences exist, the underlying psychological drivers—such as trust, social proof, and ease of use—play a crucial role in shaping online purchasing decisions worldwide. It also underscores the relevance of global digital marketing strategies that leverage online reviews, ratings, and user experience enhancements across diverse markets to increase consumer engagement and conversion rates.

## **Discussion**

### **1. The Influence of Online Customer Reviews (OCR) on Purchasing Decisions**

The distribution of empirical evidence suggests that Online Consumer Reviews (OCR) serve as a substantial cognitive catalyst in shaping purchase intention. Anjaya & Dwita (2023) found that OCR has a significant positive influence on purchase intention through the mechanism of consumer trust. This demonstrates that OCR is not merely passive information but rather acts as an epistemic mediator of perceived platform credibility. Consumer reviews reduce the ambiguity of product evaluations and facilitate social validation in the decision-making process. Thus, OCR strengthens the legitimacy of product perceptions and increases the likelihood of purchase. This phenomenon indicates that OCR is a powerful persuasive tool in contemporary e-commerce.

A psychosemiotic perspective suggests that OCR provides emotional valence that stimulates consumers' affective reactions. Eye-tracking studies have shown that reviews with positive connotations significantly increase attention intensity and purchase likelihood (Chen et al., 2022). Penalties for negative reviews actually activate cognitive repression behavior, making consumers more focused when faced with information containing criticism. Thus, the affective element in OCR is not simply propositional information but rather functions as a field of emotional embodiment that dynamizes consumer decisions. The volume and complexity of review texts also accompany consumers' evaluative utility levels. Therefore, OCR has become an integral arena for cognitive-emotional interaction in the modern consumer constellation.

Structurally, OCR intervenes in the construction of trust and simultaneously modulates consumers' risk assumptions. A study by Bogdan et al. (2025) suggests that the emotional valence of reviews reduces perceived purchase risk and strengthens purchase intentions through mediators such as perceived product quality estimates and affective responses (emotional responses). This mitigation of risk appraisal confirms OCR's position as an epistemic regulatory instrument in the e-commerce realm. By facilitating positive heuristic interpretations, OCR mediates the transition from ignorance to rational decision-making. This emphasizes OCR's role

not as a passive attribute, but as an agent of consumer perception transformation. Therefore, its presence is crucial in the architecture of digital purchasing decisions.

Furthermore, OCR functions as a discourse of social legitimacy in the era of digital reputation (reputation marketing). Nielsen (2012), in Wardhani (2025) states that up to 70% of consumers place more trust in bold reviews than in brand advertisements. The reputation formed collectively through OCR resonates as an endorsement community, thereby strengthening product credibility. The presence of OCR can directly increase revenue, even with a one-star rating increase. Therefore, OCR not only impacts individual products but also strengthens trust within the digital platform ecosystem. This emphasizes that OCR is an epistemic foundation in modern marketing strategies.

In conclusion, OCR is a multifaceted determinant encompassing cognitive, affective, epistemic, and social aspects in purchasing decision-making. Empirical OCR data consistently show that OCR increases purchase intention through both logistical and emotional channels. This theoretical and empirical validity establishes OCR as an important parametric variable in digital consumer behavior research. Therefore, research models should consider the central role of OCR in shaping bold purchase decisions. Empirical models that ignore this factor risk missing the ecological and behavioral implications of consumer behavior. Therefore, further research is recommended to explore the dynamics of OCR's interaction with mediating variables such as trust, perceived risk, and user engagement to deepen phenomenological understanding.

## **2. The Influence of Online Customer Rating (OCRa) on Purchasing Decisions**

Online Customer Rating (OCRa) is a quantitative representation of consumer experience expressed in the form of numbers or stars. OCRa serves as an indicator of product quality that is easily interpreted by potential buyers. A study by Tirtayasa et al. (2021) demonstrated that consumers trust products with high ratings more because they are associated with better quality and satisfaction. Ratings also reduce information asymmetry that often arises in bold transactions. Therefore, OCRa serves as a risk mitigation tool for consumers. The higher the rating, the greater the likelihood of a purchase decision.

OCRa juga mempengaruhi pembentukan kepercayaan konsumen melalui efek reputasi digital. Menurut Lee & Lin (2022), rating bintang berperan sebagai "heuristic cue" yang secara cepat mempengaruhi evaluasi kognitif konsumen terhadap kredibilitas produk. Konsumen cenderung menggunakan rating sebagai dasar untuk menyaring pilihan produk di antara banyak alternatif. Hal ini membuktikan bahwa OCRa mampu mengurangi beban kognitif dalam proses pengambilan keputusan. Dengan cara tersebut, rating menjadi instrumen efisiensi dalam perilaku konsumtif. Konsumen lebih cepat memutuskan membeli ketika rating konsistensi menunjukkan nilai tinggi.

OCRa also influences the formation of consumer trust through the digital reputation effect. According to Lee & Lin (2022), star ratings act as a "heuristic cue" that quickly influences consumers' cognitive evaluation of a product's credibility. Consumers tend to use ratings as a basis for filtering product choices among many alternatives. This proves that OCRa can reduce

cognitive load in the decision-making process. In this way, ratings become an instrument of efficiency in consumer behavior. Consumers are quicker to make purchasing decisions when the consistency rating shows a high value.

The volume of ratings is just as important as the average rating. According to research by Pramesti and Abdillah (2024), products with high ratings but few raters are perceived as less credible than products with slightly lower ratings but many raters. This suggests that consumers consider a combination of quality and quantity in OCR. The higher the number of ratings, the higher the perceived intelligence of the information. Consequently, purchasing decisions are more likely to be directed toward products with a broad market reputation. In other words, ratings function as a collective social indicator, not just an individual evaluation.

Overall, OCRa has been shown to have a significant influence on consumer purchasing decisions. High ratings strengthen purchase intentions through increased trust, reduced risk, and social validation. Conversely, low ratings can be a major deterrent, even if the product has an attractive description. Consistent empirical data show that ratings are a key predictive factor in online shopping behavior. Therefore, digital marketing strategies need to optimize ratings by improving product and service quality. This implication is crucial for companies because OCRa is not only a reflection of customer experience but also a strategic instrument for winning fierce market competition.

A near-perfect rating of 4.9 out of 5.0 demonstrates that customers have given excellent product reviews. This strongly indicates a store's credibility in the eyes of consumers. Furthermore, the presence of several negative reviews due to minor complaints, such as minor size discrepancies, can directly impact a store's image and purchasing decisions. This aligns with Pramesti and Abdillah (2024) who stated that ratings play a powerful role in influencing consumer confidence. This demonstrates that OCRa is a performance indicator that significantly influences consumer confidence.

The research results show that the Online Customer Rating/OCRa (X2) variable has a t-value of 2.939. The significance level is 0.004 with an alpha level of 0.05. This means that the OCRa (X2) variable has a positive and significant effect on purchasing decisions (Y). Therefore, it can be concluded that hypothesis (H2) is accepted.

This research aligns with research conducted by Anggraini et al. (2023), Hasanah et al. (2023), and A. R. Putri & Lestari (2022), which states that the Online Customer Rating (OCRa) variable has a positive and significant effect on the Purchase Decision variable. However, this research is not in line with research conducted by W. Lestari et al. (2022) and N. Lestari & Patrikha (2022), which states that the Online Customer Rating (OCRa) variable has no significant effect on the Purchase Decision variable.

### 3. The Influence of Perceived Ease of Use (PEOU) on Purchasing Decisions

Perceived Ease of Use (PEOU) is defined as the extent to which consumers believe that using an online shopping system or platform is hassle-free. PEOU is a key variable in the Technology Acceptance Model (TAM) introduced by Davis (1989) and has proven relevant in explaining consumer behavior in the digital age. According to research by Japarianto and Adellia

(2020), the easier an application or website is to use, the more likely consumers are to make a purchase. This is because consumers tend to avoid platforms that are complicated or require numerous technical steps. PEOU has significant implications for time efficiency and transaction convenience. Therefore, ease of use is a crucial determinant of purchasing decisions.

In the context of e-commerce, PEOU plays a crucial role as a determining factor in creating a positive user experience. Research by Nur'aeni (2024) shows that perceived ease of use significantly influences online transaction intentions by increasing trust and satisfaction. The simpler the navigation features, payment methods, and checkout process, the higher the level of consumer acceptance. Purchase decisions are made faster because technical barriers are minimized. This makes PEOU an interrelated psychological and functional factor. In other words, PEOU not only makes things easier but also strengthens customer loyalty.

A crucial aspect of PEOU is its influence on perceived risk in online transactions. According to research by Luthfiani and Susila (2025), platforms that are easy to use tend to be perceived as safer and more trustworthy by consumers. Consumers will feel comfortable when online shopping systems are designed intuitively, minimizing the possibility of technical errors. This fosters consumer confidence in making purchases. By reducing perceived risk, consumers will more quickly decide to purchase a product. Thus, PEOU acts as a risk-reducing factor in the decision-making process.

In addition to reducing risk, PEOU also increases consumer satisfaction because transactions can be completed more quickly. According to research by Yurindera (2025), PEOU has a positive effect on user satisfaction and has a direct impact on purchasing decisions on digital platforms. Consumers are more likely to choose applications that offer simple interfaces over complex ones. Purchasing decisions are often influenced by initial impressions gained from the platform experience. If the system is easy to understand from the start, consumers will be more willing to proceed to the payment stage. Therefore, PEOU is a key element in effective e-commerce application design.

PEOU has a significant influence on consumer purchasing decisions in the context of discretionary shopping. PEOU facilitates convenience, reduces perceived risk, and increases efficiency in the transaction process. The higher the perceived ease of use, the greater the consumer's likelihood of making a purchase. This finding aligns with various previous studies that confirm PEOU as a key predictor of consumer purchase intention. Therefore, e-commerce companies need to continuously innovate by providing innovative, simple, and user-friendly systems. With this strategy, PEOU can become a competitive advantage in increasing purchase conversion rates.

Based on observations and interviews, several customers, particularly those in the senior age group, reported experiencing difficulties using the live shopping feature and digital platform because the streamer was perceived as lacking in skill in conveying product information and the flow of the broadcast. This indicates that the system's ease of use is not yet optimal, especially for those who are unfamiliar with and have difficulty understanding digital technology. This situation explains that not only the technical platform is influenced; interaction and service



quality, such as product information delivery, can also influence PEOU. This supports Davis' (1989) theory that PEOU has a positive influence on purchasing decisions: the easier a system is to use, the greater the likelihood of consumers completing a transaction.

The research results show that the Perceived Ease of Use (PEOU) variable (X3) has a t-value of 4.930. The significance level is 0.000 with an alpha level of 0.05. This means that the PEOU variable (X3) has a positive and significant effect on purchasing decisions (Y). Therefore, it can be concluded that hypothesis (H3) is accepted. This research aligns with research conducted by Tyas et al. (2019) and Wahyuni & Irfani (2019) which states that the Perceived Ease of Use (PEOU) variable has a positive and significant effect on purchasing decisions. However, this research contradicts the results of research conducted by Destyana & Handoyo (2023) and Asnawati et al. (2022), which stated that the Perceived Ease Of Use (PEOU) variable hurts the Purchase Decision variable.

In understanding the significant impact of online customer reviews, ratings, and perceived ease of use on purchasing decisions, it is crucial to integrate consumer psychological factors that drive these behaviors. Consumer psychology suggests that trust plays a pivotal role in online shopping decisions, particularly in environments where physical inspection of products is not possible. Reviews, especially positive ones, help mitigate perceived uncertainty and risk by providing social proof. According to the Social Proof Theory (Cialdini, 2009), individuals often look to others' experiences to guide their own decisions, especially in unfamiliar situations. In the case of product reviews, this social validation reinforces the product's credibility and influences consumer attitudes, reducing the perceived risk of purchasing.

Similarly, ratings serve as a cognitive shortcut or heuristic, helping consumers make quick decisions based on aggregated information (Lee & Lin, 2022). The higher the rating, the greater the consumer's perception of the product's quality and reliability. This heuristic reduces cognitive overload, making the decision-making process faster and more efficient, particularly when faced with numerous choices online.

Finally, the Perceived Ease of Use (PEOU) impacts consumer decisions not just by its functional aspect, but also from a psychological standpoint. The Technology Acceptance Model (TAM) (Davis, 1989) suggests that users' perceptions of ease of use influence their attitudes toward technology adoption. When consumers find a platform easy to navigate and use, they experience reduced frustration and anxiety, leading to increased satisfaction and trust. This sense of effortlessness fosters a more positive shopping experience and encourages repeat behavior, as consumers are more likely to return to platforms that minimize effort and cognitive load.

Thus, the influence of online reviews, ratings, and perceived ease of use on purchasing decisions extends beyond just functional or informational factors; they engage deeper psychological processes, including trust-building, risk reduction, and cognitive efficiency, all of which play critical roles in shaping consumer behavior in the digital marketplace.



## CONCLUSION

Based on the results of data analysis and hypothesis testing, this study indicates a significant relationship between independent variables and consumer purchasing decisions. The main conclusions of this study can be articulated as follows: (1) Online customer reviews play a crucial role in shaping perceptions of product credibility. Enhancing review quality can significantly increase the likelihood of a purchase decision, (2) Online customer ratings serve as a measure of product authenticity, with variations in consumer ratings having a direct and significant influence on purchase preferences, (3) Perceived ease of use emerges as a dominant determinant, accelerating decision-making and increasing consumer confidence, and collectively strengthening the effects of other independent variables on purchasing decisions.

This study certainly has limitations, including only involving 100 respondents who are consumers of Henea.Id Boutique, so the results cannot necessarily be generalized widely to other fashion industry contexts. This limitation opens up room for further research with a more diverse population coverage and a larger sample size, using a closed-ended questionnaire that results in incomplete results because respondents cannot provide detailed answers, as they can when using an open-ended questionnaire.

Based on the research results, it is recommended that the management of Butik Henea.Id strengthen its online customer review management strategy by encouraging consumers to provide honest, detailed, and relevant reviews. This is important because consumer reviews have been shown to significantly influence purchasing decisions. Using a system that verifies reviews from genuine buyers can increase credibility and reduce the risk of information manipulation. Thus, the company can leverage reviews as an effective marketing tool.

Next, the company needs to improve the credibility of the consumer rating system through transparency in the assessment mechanism. Accurate and valid ratings will strengthen consumer trust and encourage faster purchasing decisions. Developing a feature that allows consumers to filter products based on the highest rating scores can also enhance the shopping experience. Furthermore, promoting products based on high ratings will further attract the attention of potential customers.

Regarding ease of use, the platform management needs to ensure ease of access, navigation, and transaction processes to ensure they remain efficient and user-friendly. A simple yet functional interface design will help consumers feel comfortable making purchases. The integration of diverse and secure digital payment features is also crucial in supporting the perception of ease of use. This effort will strengthen consumer loyalty while increasing Butik Henea.Id's competitiveness amidst increasingly fierce e-commerce competition.

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