



The Effect of Online Customer Reviews on Purchase Intention with Customer Trust as a Variable in Purchase Decision on Sociolla Consumers

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Abstract

Purpose: This study aims to analyze the effect of Online Customer Reviews on purchase intention with customer trust as a purchasing decision variable for Sociolla consumers.

Method: This research is using the Non Probability Sampling method with Purposive Sampling. The sample used in this study was 250 respondents with characteristics; Men and women aged 17 years and over, know and have an account on the Sociolla website, and have also shopped at Sociolla in the last 3 months. Data was collected by distributing questionnaires and using the SEM-PLS Software 4.0 analysis technique for analysis.

Results: The results of this study indicate that Online Customer Reviews has a positive influence on customer trust on the Sociolla website, customer trust has a positive influence on consumer buying interest to shop online, and Online Customer Reviews has a positive influence on consumer buying interest through customer trust to shop on line.

INTRODUCTION

The Covid-19 Pandemic that has occurred in Indonesia has had positive and negative impacts on every activity in Indonesian society. Under these circumstances, in an effort to prevent and suppress transmission of Covid-19, the government has imposed PSBB (Large-Scale Social Restrictions), lockdowns and quarantines in certain areas in order to suppress the spread of the virus (Junaedi & Salistia, 2020). According to (Saleh, 2020) the existence of the Covid-19 Pandemic phenomenon, has had an impact on society by changing mindsets and changing daily habits for example doing all activities that are usually done outside the home must be done inside the house for example work and study, virtual communication, carry out shopping activities on e-commerce platforms using sophisticated cellphone technology called smartphones. This, of course, indirectly forces people to be able to assimilate themselves with technological developments, because almost every activity such as work and study is required to master technology. Even traders have to come up with creative ideas and are forced to be aware of the importance of the influence of technology used as a place to sell or offer goods and understand the internet. According to Annur (2022) in the report in We Are Social

which was updated on 15 February 2022, Indonesia is one of the countries in the world that uses the largest internet, with approximately 204,700,000 internet users in Indonesia in January 2022 experiencing an increase of 1.03 percent compared to early January 2021, there were approximately 202,600,000 internet users recorded.

With the rapid development of technology in this era, changing many things is of course very helpful for every job and community activity to become easier, including in terms of shopping to meet daily needs and desires for an item or product. This makes people tend to be consumptive towards the use of advanced technology to fulfill their needs and desires (Christy, 2020). Likewise, more and more Indonesian women always want to be beautiful and stunning, so that this consumptive behavior makes sales of beauty products increase rapidly every year. With this opportunity, the Indonesian Cosmetics Market seeks to develop its business and innovate by expanding into online e-commerce in order to attract enthusiasts so that it will increase over time (Angelia, 2021). This is evidenced in the data obtained by the Central Statistics Agency (BPS) for 2020 which states that the cosmetics industry has increased by 5.59 percent and throughout 2021 it is projected to increase by 7 percent.

The cosmetic industry which runs the beauty business including skin care is a very promising business in Indonesia. Even after Indonesia went through the Pandemic, the cosmetics industry experienced a major rebound because skyrocketing demand gave rise to domestic and foreign products and gave birth to new products, which are growing rapidly in various regions, not just big cities (Firdaus, 2022). And also with the increasing number of young population or millennial generation, cosmetics are a primary need for women, who are the main target of the cosmetic industry (Ekarina, 2019). Now, with the convenience of technology providing benefits for consumers, they don't have to bother going to conventional stores to get the beauty products they want. Through online e-commerce, one of them is Sociolla which is the best beauty e-commerce in Indonesia (Nofalia, 2019). According to Annur (2020), on the Katadata.co.id website, Sociolla stated that since its launch in 2015, Sociolla now has five business units and is expected to reach around 30 million users by the end of 2020. The five business lines include e-commerce (website:Sociolla.com), a consumer review platform (SOCO), online beauty media (Beauty Journal), e-commerce specifically for mothers (Lilla by Sociolla), and end-to-end distributor services (Brand Development).

The Sociolla website displays a variety of products that are neatly organized, simple, clear and provide a variety of interesting features and tools. One of them is available Beauty Assistant who also acts as a Beauty Advisor with an online chat feature with a Beauty Assistant who has a wide range of knowledge about beauty and various brands, who will provide answers to questions asked or help customers choose the right product for their skin type, color or shade, as well as providing brief and informative consulting sessions for its customers. With this in mind, it will provide a memorable shopping experience to customers and potential customers (Mareta, 2021).

Due to the Covid-19 Pandemic which has already happened in Indonesia, consumer interest in buying an item has changed in lifestyle, one of which is with an interest in making purchases using Online Customer Reviews because of the impact of the Pandemic which requires people to stay at home and Online Customer Reviews has an important role to play in building customer trust in buying interest to shop online (Daulay, 2020). With the availability of Online Customer Reviews on Sociolla and providing an interesting shopping experience, Sociolla is popular among Indonesian people, especially the store provides products that are guaranteed to be authentic. Referring to reference journals, I, as a researcher, am interested in using Sociolla as a research object with the title "The Influence of Online Customer Reviews on Purchase Intentions with Customer Trust as a Purchasing Decision Variable for Sociolla Consumers".

Referring to Elwalda et al. (2016), perceived usefulness and perceived ease of use in online customer reviews has been shown in the TAM (Technology Acceptance Model) method that stating that perceived usefulness and perceived ease of use are the main determinants of system use and information adoption. Perceived usefulness is defined as the extent to which a person believes that using a particular system will improve his job performance. Meanwhile, perceived ease of use is

defined as the extent to which a person believes that using a particular system will be effortless. Online customer reviews in Sociolla contains various product information that customers want to know about and provides benefits and convenience when using online customer reviews to find information and experiences of other customers who have previously decided to buy the product, thereby influencing the trust of potential consumers. . Likewise, statements from the results of research researched by Fiandy (2020) and Rohmatulloh & Sari (2021) which show that Perceived Usefulness and Perceived Ease of Use in Online Customer Reviews significantly influence trust because consumers feel helped by Online Customer Reviews to find something desired product. On the basis of this previous research, this study proposes the following hypothesis:

H1: Perceived usefulness in online customer reviews has a positive effect on customer trust in Sociolla.

H2: Perceived ease of use in online customer reviews has a positive effect on customer trust in Sociolla.

Referring to Elwalda et al. (2016) perceived enjoyment in online customer reviews has been shown in the TAM (Technology Acceptance Model) method stating that perceived enjoyment is one of the main drivers of acceptance. Perceived enjoyment is defined as the degree to which the activity of using a particular system is perceived as pleasurable by itself, apart from the performance consequences that result from using the system. Online customer reviews at Sociolla provide the pleasure felt by customers when they find out about positive pleasant experiences with Sociolla which are expected to increase customer trust in their stores through the attractiveness of the Sociolla website. In previous research conducted by Rohmatulloh & Sari (2021) which showed that perceived enjoyment significantly influences trust because consumers feel comfortable when searching for product information on e-commerce websites with online customer reviews which provide experience reviews from other customers. With this, this study has the following hypotheses:

H3: Perceived enjoyment in online customer reviews has a positive effect on customer trust in Sociolla.

Referring to Elwalda et al. (2016) perceived control in online customer reviews has been demonstrated in the TPB (Theory of Planned Behavior) method stating that perceived control refers to the level of control that individuals have over their environment and actions. By being defined as a sense of control that is felt is a belief that one has the ability to make a difference in the course or consequences of some events or experiences. The tools included in online customer reviews at Sociolla may be able to increase a customer's sense of control as often they are looking for information that is easy to find, additional sources and offers evaluation information that can be trusted. In a previous study conducted by Elwalda et al. (2016) show the results that perceived control in online customer Reviews shows that a high level of control over the online shopping process tends to generate online trust and perceived control significantly affects customer trust in service providers. And it is hoped that such a sense of control that results from online customer reviews, can increase customer trust in online shopping, especially in Sociolla as control which is felt to be influential as a factor in regulating online trust. With this, this study has the following hypotheses:

H4: Perceived control in online customer reviews has a positive effect on customer trust in Sociolla.

Referring to Elwalda et al. (2016) online customer trust alone has a significant value in influencing customer purchase intention. Customer trust according to Riadi (2021) is important as the key to business success by building a relationship of trust or customer loyalty. After building customer trust on online sales websites, especially at Sociolla, it is hoped that this will form trust that will generate consumer buying interest to shop online. This is supported by research by Handi et al. (2018) and Rohmatulloh & Sari (2021) which show that trust has a significant influence on consumer buying interest in deciding to shop online. Online sales websites that can provide a promise that can be kept,

can be recommended for making purchases, because they can be trusted. With this, this study has the following hypotheses:

H5: Customer trust in online sales websites has a positive effect on consumer buying interest to shop online.

Referring to Elwalda et al. (2016) perceived usefulness and perceived ease of use in online customer reviews has been shown in the TAM (Technology Acceptance Model) method stating that perceived usefulness and perceived ease of use are the main drivers involving usability, perceived, and perceived ease of use when customers and potential consumers read online customer reviews. When customers and potential consumers feel the benefits and ease of use when using online customer reviews, it will generate customer trust, so that customers and potential customers will have a positive attitude towards it and will eventually be interested in buying the product. This is supported by research by Elwalda et al. (2016) and Mulyati & Gesitera (2020) state that the presence of Perceived Usefulness and perceived ease of use in online customer reviews makes it easier for potential consumers to shop online and influences consumer buying interest to shop online because they can see online customer reviews from other consumers through trust. customer. With this, this study has the following hypotheses:

H6: Perceived usefulness in online customer reviews has a positive effect on consumer buying interest through customer trust to shop online.

H7: Perceived ease of use in online customer reviews has a positive effect on consumer buying interest through customer trust to shop online.

Referring to Elwalda et al. (2016) perceived enjoyment in online customer reviews has been shown in the TAM (Technology Acceptance Model) method stating that perceived enjoyment is one of the main drivers for customer participation in virtual communities and eWOM. Which can provide a high percentage of the possibility of consumer acceptance of something that is felt to provide pleasant enjoyment. With the pleasant pleasure that is felt when using online customer reviews will have a significant impact. Previous research by Rohmatulloh & Sari (2021) shows that perceived enjoyment significantly influences trust because consumers feel comfortable when searching for product information on e-commerce websites with online customer reviews which provide experience reviews from other customers, and trust will increase purchase intention consumer. With this, this study has the following hypotheses:

H8: Perceived enjoyment in online customer reviews has a positive effect on consumer purchase intention through customer trust to shop online.

Referring to Elwalda et al. (2016) Perceived Enjoyment in online customer reviews has been shown in the TAM (Technology Acceptance Model) method stating that perceived enjoyment is one of the main drivers for customer participation in virtual communities and eWOM. Which can provide a high percentage of the possibility of consumer acceptance of something that is felt to provide pleasant enjoyment. With the pleasant pleasure that is felt when using online customer reviews will have a significant impact. Previous research by Rohmatulloh & Sari (2021) shows that perceived enjoyment significantly influences trust because consumers feel comfortable when searching for product information on e-commerce websites with online customer Reviews which provide experience reviews from other customers, and trust will increase purchase intention consumer. With this, this study has the following hypotheses:

Referring to Elwalda et al. (2016) perceived control in online customer reviews has been shown in the TPB (Theory of Planned Behavior) method stating that control (perceived control) refers to the resources and opportunities needed to complete tasks. The more resources and support their customers believe they have, the more control they have over their behavior. When customers believe they have a high degree of control over achieving a behavior, due to available resources, their ability to perform

that behavior increases. In this case, Online Customer Reviews as a reliable source of additional information will increase the sense of control (Perceived Control) of customers and potential consumers over the online shopping process which creates trust so that it will increase consumer buying interest to decide to shop online at Sociolla. This is supported by the statement by Elwalda et al. (2016), Mulyati & Gesitera (2020) and Rohmatulloh & Sari (2021) which as a whole, these results show that the perceived control of Online Customer Reviews on consumer and potential consumer buying interest to shop online through customer trust has a significant influence. Thus put forward the following hypothesis:

H9: Perceived Control in Online Customer Reviews has a positive effect on consumer buying interest through customer trust to shop online.

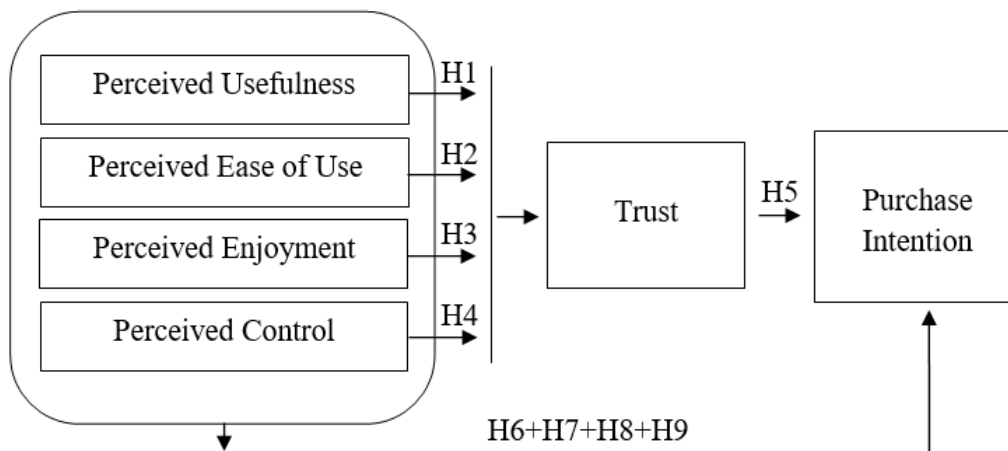


Figure 1.
Research Model

RESEARCH METHODS

This research uses quantitative research methods and descriptive approaches. The population in this study are Sociolla customers and the results obtained are a sample of 250 respondents. The sampling technique in this study used Non-Probability Sampling with Purposive Sampling technique. With the specified criteria: Consumers aged 17-46 years and over, know and have visited the Sociolla website, have a Sociolla account, consumers have made purchases at Sociolla in the last 3 months. The data analysis technique used in this study was PLS (Partial Least Square) SMART PLS 4.0 program. The data source for this study used primary data sources obtained by researchers from original sources, the primary data in this study were obtained from distributing questionnaires to Sociolla consumers. Data from the results of responses or respondents' answers regarding the questionnaire, will then be given an assessment in the form of numbers and processed into statistical data using a Likert Scale. With four independent variables: Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Perceived Control. The dependent variable is Purchase Intention (Consumer Purchase Intention). And the Mediation Variable is Trust (Customer Trust).

RESULTS & DISCUSSION

The four attribute indicators generated by Online Customer Reviews: Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, and Perceived Control each have 4 statement items. From the research results shown in Table 1, the Perceived Usefulness variable has an average value of 4,021 in the agree category. This shows that respondents are aware of the perceived benefits from the results of the availability of information in Online Customer Reviews which is needed and considered important. The Perceived Ease of Use variable has an average value of 4,096 in the agree category. This shows that respondents are aware of the perceived ease of use of Online Customer Reviews which

is needed and considered important. Meanwhile, the Perceived Enjoyment variable has an average value of 3,967 in the agree category. This shows that respondents are aware of the enjoyment that is felt by Online Customer Reviews which is an interesting and important thing. And the Perceived Control Variable has an average value of 4,088 in the agree category. This shows that respondents are aware of the level of control that individuals have over their actions from the availability of Online Customer Reviews which can control their online shopping activities and are considered important.

Table 1.
Descriptive statistics

No.	Variable	Mean
1.	Perceived Usefulness	4.012
2.	Perceived Ease of Use	4.096
3.	Perceived Enjoyment	3.967
4.	Perceived Control	4.088
5.	Purchase Intention	4.090
6.	Trust	3.998

The Purchase Intention Variable has an average value of 4,090 in the agree category. This shows that respondents are aware of the interest in this matter which raises the interest in buying consumers who are felt to be important. The Trust Variable has an average value of 3,998 in the agree category. This shows that respondents are aware that digging up information and evaluating these products can build customer trust and feel important.

Table 2.
Hypothesis testing

Hypothesis	Path Coefficients	T-statistics	P-Value	Notes
H1	PU -> T	3.039	0.002	
H2	PEU -> T	3.605	0.000	
H3	PE -> T	3.078	0.002	
H4	PC -> T	4.537	0.000	
H5	T -> PI	8.941	0.000	Supported
H6	PU -> T -> PI	2.621	0.009	
H7	PEU -> T -> PI	3.684	0.000	
H8	PE -> T -> PI	2.971	0.003	
H9	PC -> T -> PI	3.888	0.000	

Based on Table 2 above, it can be explained that perceived usefulness in online customer reviews has a positive & significant effect on trust (customer trust). It is known that the path coefficients are 0.202, the T-statistics are $3.039 \geq 1.96$, and the P-Value is $0.002 \leq 0.05$. The conclusion that can be drawn, the higher the perceived usefulness in online customer reviews, the more customer trust will increase in Sociolla. Hypothesis 1 is acceptable. Based on Table 2 above, it can be explained that perceived ease of use in online customer reviews has a positive & significant effect on trust (customer trust). It is known that the path coefficients are 0.243, the t-statistic is $3.605 \geq 1.96$, and the P-Value is $0.000 \leq 0.05$. The conclusion that can be drawn is that the higher the perceived ease of use in online customer reviews, the higher the customer's trust in Sociolla. Hypothesis 2 is accepted.

Based on Table 2 above, it can be explained that Perceived Enjoyment in Online Customer Reviews has a positive & significant effect on Trust (customer trust). It is known that the Path Coefficients are 0.296, the t-statistics are $3.078 \geq 1.96$, and the P-Value is $0.002 \leq 0.05$. The conclusion

that can be drawn, the higher the Perceived Enjoyment in Online Customer Reviews, the higher the customer's trust in Sociolla. Hypothesis 3 is acceptable. Based on Table 2 above, it can be explained that Perceived Control in Online Customer Reviews has a positive & significant effect on Trust (customer trust). It is known that the Path Coefficients are 0.286, the t-statistic is $4.537 \geq 1.96$, and the P-Value is $0.000 \leq 0.05$. The conclusion that can be drawn, the higher the Perceived Control in Online Customer Reviews, the higher the customer's trust in Sociolla. Hypothesis 4 can be accepted. Based on Table 2 above, it can be explained that Trust (customer trust) on online sales websites has a positive & significant effect on Purchase Intention (consumer buying interest). It is known that the Path Coefficients are 0.652, the t-statistics are $8.941 \geq 1.96$, and the P-Value is $0.000 \leq 0.05$. The conclusion that can be drawn is that the higher the Trust (customer trust) on a website that provides Online Customer Reviews, the higher the Purchase Intention (consumer's purchase intention) to shop online. Hypothesis 5 is acceptable.

Based on Table 2 above, it can be explained that Perceived Usefulness in Online Customer Reviews has a positive & significant effect on Purchase Intention (consumer buying interest) through Trust (customer trust). It is known that the Path Coefficients are 0.132, the t-statistics are $2.621 \geq 1.96$, and the P-Value is $0.009 \leq 0.05$. The conclusion that can be drawn, the higher the Perceived Usefulness in Online Customer Reviews, the higher the Purchase Intention (consumer buying interest) through Trust (customer trust) to shop online. Hypothesis 6 is acceptable.

Based on Table 2 above, it can be explained that Perceived Ease of Use in Online Customer Reviews has a positive & significant effect on Purchase Intention (consumer buying interest) through Trust (customer trust). It is known that the Path Coefficients are 0.158, the t-statistic is $3.684 \geq 1.96$, and the p-value is $0.000 \leq 0.05$. The conclusion that can be drawn is that the higher the Perceived Ease of Use in Online Customer Reviews, the higher the Purchase Intention (consumer's purchase intention) through Trust (customer trust) to shop online. Hypothesis 7 is acceptable. Based on Table 2 above, it can be explained that Perceived Enjoyment in Online Customer Reviews has a positive & significant effect on Purchase Intention (consumer buying interest) through Trust (customer trust). It is known that the Path Coefficients are 0.193, the t-statistics are $2.971 \geq 1.96$, and the P-Value is $0.003 \leq 0.05$. The conclusion that can be drawn, the higher the Perceived Enjoyment in Online Customer Reviews, the higher the Purchase Intention (consumer's purchase intention) through Trust (customer trust) to shop online. Hypothesis 8 is acceptable.

Based on Table 2 above, it can be explained that Perceived Control in Online Customer Reviews has a positive & significant effect on Purchase Intention (consumer buying interest) through Trust (customer trust). It is known that the Path Coefficients are 0.187, the t-statistic is $3.888 \geq 1.96$, and the P-Value is $0.000 \leq 0.05$. The conclusion that can be drawn, the higher the Perceived Control in Online Customer Reviews, the higher the Purchase Intention (consumer's purchase intention) through Trust (customer trust) to shop online. Hypothesis 9 is acceptable.

DISCUSSION

The Influence of Perceived Usefulness and Perceived Ease of Use in Online Customer Reviews on customer trust in Sociolla. In this study, Perceived Usefulness and Perceived Ease of Use in Online Customer Reviews have a positive & significant influence on customer trust in Sociolla. Supported by previous research by Elwalda et al. (2016) stated that perceived usefulness is defined as the extent to which a person believes that using a particular system will improve his job performance. Meanwhile, perceived ease of use is defined as the extent to which a person believes that using a particular system will be effortless. Online Customer Reviews in Sociolla contains various product information that customers want to know about and provides benefits and convenience when using Online Customer Reviews to find information and experiences of other customers who have previously decided to buy the product, thus influencing the trust of potential consumers. . Support by other researchers, by Fiandy (2020) and Rohmatulloh & Sari (2021) which shows that Perceived Usefulness and Perceived

Ease of Use in Online Customer Reviews significantly affect trust because consumers feel helped by having Online Customer Reviews for a desired product. Online Customer Reviews contains various information about a product, and this feature is well received because it does not confuse consumers because it is equipped with photos and videos of products that have been purchased, so that the information obtained by consumers can influence the trust of potential customers.

Online Customer Reviews are useful to make it easier for consumers and provide a pleasant experience when using these features, which contain various product information that can increase consumer confidence and potential consumers who will decide to buy the product. The effect of Perceived Enjoyment in Online Customer Reviews on customer trust in Sociolla. Perceived Enjoyment in Online Customer Reviews has a positive & significant influence on customer trust in Sociolla. Supported by previous research by Elwalda et al. (2016) stated that perceived enjoyment is defined as the extent to which the activity of using a particular system is perceived as pleasurable by itself, apart from the performance consequences resulting from using the system. Online Customer Reviews at Sociolla provide the pleasure felt by customers when they find out about positive pleasant experiences with Sociolla so that they can increase customer trust in their stores through the attractiveness of the Sociolla website. Support by other researchers, by Rohmatulloh & Sari (2021) which shows that Perceived Enjoyment influences trust significantly because consumers feel comfortable when searching for product information on e-commerce websites with Online Customer Reviews which provide experience reviews from other customers

The effect of Perceived Control in Online Customer Reviews on customer trust in Sociolla.

In this study, Perceived Control in Online Customer Reviews has a positive & significant influence on customer trust in Sociolla. Perceived sense of control is a belief that one has the ability to make a difference in the course or consequences of some event or experience. In the tools contained in Online Customer Reviews at Sociolla can increase the sense of control of customers as often they are looking for information that is easy to find, additional sources and offers evaluation information that can be trusted. Supported by previous research by Elwalda et al. (2016) stated that Perceived Control in Online Customer Reviews shows that a high level of control over the online shopping process tends to generate online trust and perceived control significantly affects customer trust in service providers. Such control resulting from Online Customer Reviews can increase customer trust in online shopping, especially in Sociolla as a perceived control that is considered influential as a factor in regulating online trust. Perceived Control in Online Customer Reviews leads to increased customer trust in online shopping because when individuals have a high degree of control over their actions, the level of insecurity and risk tends to decrease.

The influence of customer trust in online sales websites on consumer buying interest to shop online.

In this study, customer trust in online sales websites has a positive & significant influence on consumer buying interest in shopping online at Sociolla. Supported by previous research by Elwalda et al. (2016) stated that trust plays an important role in influencing customer actions towards online sales websites. Sociolla managed to build customer trust on its online sales website, thereby generating consumer buying interest to shop online. Research conducted by Handi et al. (2018) and Rohmatulloh & Sari (2021) show that trust has a significant influence on consumer buying interest in deciding to shop online. Online sales websites that can provide a promise that can be kept, can be recommended for making purchases, because they can be trusted.

Trust has an important influence on a person's decision to buy a product, especially on an online sales website. If customer trust in the Sociolla online sales website has been formed, then customers and potential consumers will tend to use the Sociolla online sales website to make purchases online.

The influence of Perceived Usefulness and Perceived Ease of Use in Online Customer Reviews on consumer buying interest through customer trust to shop online.

Perceived Usefulness and Perceived Ease of Use in Online Customer Reviews have a positive & significant influence on consumer buying interest through customer trust to shop online at Sociolla. Supported by previous research by Elwalda et al. (2016) explained that PU and PEU are the main drivers that involve perceived usefulness, and perceived ease of use when customers and potential consumers read Online Customer Reviews. When customers and potential consumers feel the benefits and ease of use when reading Online Customer Reviews which can generate trust in the website, then customers and potential customers will have a positive attitude towards it and will ultimately be interested in buying the product online. Supported by previous researchers, by Elwalda et al. (2016) and Mulyati & Gesitera (2020) state that the presence of Perceived Usefulness and Perceived Ease of Use in Online Customer Reviews makes it easier for potential consumers to shop online and influences consumer buying interest to shop online because they can see Online Customer Reviews from other consumers through trust. customers can increase consumer buying interest and potential consumers to shop online. When Online Customer Reviews increase, customer trust will also increase, then through customer trust will increase consumer buying interest to shop online at Sociolla.

The effect of Perceived Enjoyment in Online Customer Reviews on consumer buying interest through customer trust to shop online.

Perceived Enjoyment in Online Customer Reviews has a positive & significant influence on consumer buying interest through customer trust to shop online at Sociolla. Supported by previous research by Elwalda et al. (2016) explained that PE is one of the main drivers for customer participation in virtual communities and eWOM. Which can provide a high percentage of the possibility of consumer acceptance of something that is felt to provide pleasant enjoyment. With the pleasant pleasure that is felt when using Online Customer Reviews which can generate trust in the website, consumers are interested in buying these products online. Supported by previous researchers, Rohmatulloh & Sari (2021) showed that Perceived Enjoyment in Online Customer Reviews has a positive influence on consumer buying interest through customer trust. Thus, it can be said that the pleasant experience of Perceived Enjoyment provided by Online Customer Reviews will influence the buying interest of consumers and potential consumers to shop online, through a sense of customer trust, can increase the buying interest of consumers and potential consumers to shop online.

Online Customer Reviews at Sociolla provide pleasure that customers feel when they find out that a positive pleasant experience with Sociolla can increase customer confidence in the store through the attractiveness of the Sociolla website so as to increase consumer buying interest as well.

The effect of Perceived Control in Online Customer Reviews on consumer buying interest through customer trust to shop online.

Perceived Control in Online Customer Reviews has a positive & significant influence on consumer buying interest through customer trust to shop online at Sociolla. Supported by previous research by Elwalda et al. (2016) explained that PC refers to the resources and opportunities needed to complete tasks. The more resources and support their customers believe they have, the more control they have over their behavior. When customers believe they have a high degree of control over achieving a behavior, due to available resources, their ability to perform that behavior increases. In this case, Online Customer Reviews as a reliable source of additional information will increase a sense of self-control (Perceived Control) which can generate trust in the website, so that consumers are interested in buying these products online at Sociolla. Supported by previous researchers, Elwalda et al. (2016), Mulyati & Gesitera (2020) and Rohmatulloh & Sari (2021) which as a whole, these results show that perceived self-control from Online Customer Reviews on consumer and potential consumer

buying interest to shop online, through customer trust, can increase consumer and potential consumer buying interest to shop online.

Online Customer Reviews in Sociolla can control online shopping activities. The higher the PC in Online Customer Reviews will increase customer trust which will also increase consumer buying interest.

CONCLUSION

Based on the results of this study, it can be concluded that Online Customer Reviews has four attribute indicators: Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, and Perceived Control as an independent variable has a positive & significant influence on the dependent variable, namely Trust (customer trust) in Sociolla. With Online Customer Reviews that provide important information, conclusions regarding the quality of products reviewed by other consumers can provide useful benefits and foster customer confidence to shop online at Sociolla. The higher the influence generated by Online Customer Reviews, will increase customer trust in Sociolla as well.

Similarly, the higher the influence of customer trust, will increase consumer buying interest to shop on the online sales website at Sociolla. In addition, Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, and Perceived Control in Online Customer Reviews as independent variables have a positive & significant influence on the mediating variable, namely Purchase Intention (consumer buying interest) through the dependent variable, namely Trust (customer trust) on Sociolla. This shows that with Online Customer Reviews, it will be the choice of consumers to shop online because there are reviews that contain important information that potential customers and potential customers want to know, thereby fostering customer confidence in the online sales website on Sociolla which will also increase customer buying interest. to decide to shop online.

The higher the influence of Online Customer Reviews which has four attribute indicators: Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, and Perceived Control will increase customer trust. If the online sales website at Sociolla gains the trust of its customers, it will also increase consumer buying interest to shop at Sociolla online.

Implication and Suggestion

This study provides several implications for the focus of the study and research objects as well as theories related to this research. First, Perceived Ease of Use in Online Customer Reviews which has the lowest average indicator value regarding "Respondents feel that they have no difficulty in using Online Customer Reviews at Sociolla". Sociolla is expected to provide an initial tutorial when consumers create a new account on the Sociolla website. Such as reviewing step by step the use of features and tools on the website to make it easier for consumers and potential customers to use Online Customer Review. Second, Perceived Enjoyment in Online Customer Reviews which has the lowest average indicator value regarding "Based on experience using Online Customer Reviews in searching for information on Sociolla, it makes Respondents feel comfortable". It is hoped that Sociolla can provide an appearance that is comfortable to look at, such as by maximizing some of the empty space on the Sociolla website so that it attracts attention and can attract the attention of consumers and potential consumers comfortably when using it online. Customer Reviews on Sociolla. Third, Perceived Control in Online Customer Review which has the lowest average indicator value regarding "Respondents feel they can control online shopping activities at Sociolla when using Online Customer Review". It is hoped that Sociolla can develop tools that can stimulate consumers to frequently read Online Customer Reviews on Sociolla's online sales website. Sociolla can also consult or use communication advisory services to increase consumer interaction with Online Customer Reviews in order to increase the sense of control which has an impact on increasing customer trust in Sociolla. Fourth, Purchase Interest in Online Customer Reviews which has the lowest average indicator value regarding "If Respondents make another transaction on the Sociolla website, Respondents will want

to buy other products". Sociolla is expected to attract the attention of consumers and potential consumers by carrying out attractive promotions such as holding large-scale promotions at certain moments, as well as providing friendly service using polite language in addressing consumers and potential consumers. As well as maintaining or continuing to monitor reviews on each product sold, if complaints are found so that they can be handled properly then the reviews given from customers can be seen by consumers and potential consumers who have more trust in the Sociolla website which will increase customer buying interest as well. Furthermore, the final implication of this study identified is that Trust in Online Customer Reviews is processed using the Reverse Code Variable which has the lowest average indicator value regarding "Respondents feel that online shopping at Sociolla which the Respondent visited has a good reputation". It is hoped that Sociolla can provide an interesting and good shopping experience by always maintaining information, product availability and original product quality. As well as providing reasonable product prices, costs and appropriate delivery times to give the impression of a good reputation to consumers and potential customers

There are two suggestions that can be suggested by the author, academic suggestions and practical suggestions. Academic suggestions are suggested for the future, researchers can get more interesting variables, by adding a number of other variables that affect the Purchase Intention variable. As well as being able to add the number of samples so that the data taken obtains more accurate results. For practical suggestions that can be improved by Sociolla with regard to each variable, it can be elaborated, related to the Perceived Usefulness Variable in Online Customer Reviews which has the lowest average indicator value regarding "Online Customer Reviews in Sociolla increase the effectiveness of Respondents to shop online". It is hoped that Sociolla can maximize search engine features that provide a wide selection of categories or tools on the Sociolla website, by specifying goods or products in more detail on their type. In order to be able to display product offers that consumers and potential customers are looking for.

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