

# THE INFLUENCE OF PLATFORM TRUST AND ONLINE REVIEWS ON THE PURCHASE DECISION OF SHOPEE CUSTOMERS IN TOMOHON

By:

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**Abstract:** In online transactions where physical product inspection is impossible, consumers rely heavily on structural and social cues, namely the perceived integrity and security of the e-commerce platform and the diagnostic value of other buyers' reviews, to reduce transactional uncertainty. This study examines the partial and simultaneous influence of Platform Trust and Online Reviews on the Purchase Decision of Shopee customers in Tomohon City, North Sulawesi. Using a quantitative causal-associative research design, empirical data were gathered from 200 respondents through non-probability purposive sampling, with the criteria that respondents be permanent residents of Tomohon City who had completed at least one Shopee transaction and had consulted product reviews before purchase. Data were collected via an online questionnaire measured on a 5-point Likert scale and analyzed using multiple linear regression in SPSS. The empirical findings indicate that: 1) Platform Trust partially has a positive and significant effect on purchase decision; 2) Online Reviews partially have a positive and significant effect on purchase decision; and 3) Platform Trust and Online Reviews simultaneously have a positive and significant effect on purchase decision. Shopee management is encouraged to keep strengthening transaction security and consumer-protection guarantees, while sellers are encouraged to cultivate authentic, high-quality customer reviews to sustain consumer confidence in regional markets such as Tomohon.

**Keywords:** Platform Trust, Online Reviews, Purchase Decision.

## INTRODUCTION

### Research Background

The development of information and communication technology has driven significant transformation in global economic activity, particularly through the growth of e-commerce. Digitization has fundamentally changed the pattern of interaction between sellers and buyers, and Indonesia has become one of the largest e-commerce markets in Southeast Asia, with the market valued at USD 104 billion in 2023 and projected to reach USD 121 billion in 2024 (Kurnia, Widjaja, & Ardiansyahmiraja, 2026). Despite this rapid growth, the authenticity and integrity of online reviews are increasingly questioned by consumers, while cases of online fraud and platform security breaches continue to erode trust (Handoyo, 2024). Negative or manipulated reviews limit product acquisition and discourage consumer purchasing behavior (Alzate, Arce-Urriza, & Cebollada, 2024).

Among Indonesia's competing e-commerce platforms, Shopee dominates the market with a 51% traffic share between February and April 2024, recording 133.1 million monthly visits, the highest among all platforms operating in the country (TMO Group, 2025). Shopee has achieved dominant market coverage specifically in Sulawesi and other eastern Indonesian regions, including North Sulawesi, where Tomohon City is located (Momentum Works, 2025), making it the most contextually appropriate platform for studying purchase decisions in this region.

Platform Trust, the first variable examined in this study, refers to consumers' willingness to rely on an e-commerce platform based on positive expectations of its integrity, competence, and benevolence (Pavlou, 2003). Since online transactions lack the physical presence of a seller, consumers depend on the credibility of the platform to reduce perceived risk (Handoyo, 2024). Privacy and security concerns, transparency, and social proof all shape this trust dynamic (Gefen, Karahanna, & Straub, 2003). Handoyo (2024) emphasizes, through a meta-analytical review, that trust, perceived risk, security, and electronic word-of-mouth jointly shape purchasing decisions in digital environments.

The second variable, Online Reviews, refers to user-generated evaluations of products, sellers, or platforms posted on digital marketplaces (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Online reviews function as digital word-of-mouth that greatly affects purchasing decisions by creating a transparent information environment (Rachmiani, Oktadina, & Fauzan, 2024). Consumers tend to prefer products with positive reviews and high ratings, as reviews serve as social proof that validates product quality based on prior users' experiences (Rachmiani, Oktadina, & Fauzan, 2024); conversely, negative ratings discourage acquisition (Alzate et al., 2024). Beyond ratings alone, the depth and quality of review content matter, since prospective buyers seek comprehensive information to make informed comparisons before deciding to purchase (Rolando & Chondro, 2025).

Purchase Decision, the dependent variable of this study, refers to the consumer's decision to buy the most preferred alternative among those evaluated during the decision-making process (Kotler & Keller, 2016). Without sufficient trust in the platform, consumers tend to abandon purchase intentions regardless of a product's attractiveness (Handoyo, 2024), while positive online reviews function as a critical pre-purchase information source that reduces perceived uncertainty and facilitates the final purchase decision (Alzate, Arce-Urriza, & Cebollada, 2024).

Previous studies conducted in Tomohon have found that consumer decisions are influenced by product, atmosphere, social, promotional, locational, and brand-related factors (Bura, Mawuntu, & Aotama, 2023), yet studies specifically examining Platform Trust and Online Reviews on Shopee purchase decisions in Tomohon remain limited. Moreover, most prior studies on this topic have focused on large urban centers such as Surabaya, Pekanbaru, and Semarang (Kurnia, Widjaja, & Ardiansyahmiraja, 2026; Helfiyana, Alwie, & Samsir, 2024), leaving smaller regional cities like Tomohon underrepresented. This geographical gap provides the empirical motivation for the present study, which examines the extent to which Platform Trust and Online Reviews influence the purchase decisions of Shopee customers in Tomohon City.

### Research Objectives

Based on the research background, the objectives of this study are:

1. To analyze the simultaneous influence of Platform Trust and Online Reviews on the Purchase Decision of Shopee customers in Tomohon City.
2. To analyze the influence of Platform Trust on the Purchase Decision of Shopee customers in Tomohon City.
3. To analyze the influence of Online Reviews on the Purchase Decision of Shopee customers in Tomohon City.

## LITERATURE REVIEW

### Purchase Decision

Kotler & Keller (2016) define the purchase decision as the consumer's resolution to buy the most preferred brand from among a set of alternatives evaluated during the decision-making process, following the sequential stages of problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Kotler & Armstrong (2018) add that during the evaluation stage, consumers rank brands and form purchase intentions based on the perceived value and expected satisfaction offered by each alternative. In digital contexts, Karimi, Papamichail, & Holland (2015) show that the online purchase decision process is shaped by the interaction between individual factors (trust, risk perception, prior experience) and platform factors (information quality, reviews, price, and reputation).

### Platform Trust

Pavlou (2003) defines trust in e-commerce as consumers' belief that the platform will act reliably, honestly, and as expected, thereby reducing the perception of risk in online transactions. Gefen, Karahanna, & Straub (2003) extend this by defining platform trust as a set of beliefs dealing with integrity, benevolence, and ability, three dimensions that together determine whether a consumer is willing to be vulnerable to the platform's actions. Schoorman, Mayer, & Davis (2007) similarly explain that trust is shaped by perceptions of ability, benevolence, and integrity, which influence individuals' willingness to accept vulnerability in transactional relationships.

### Online Reviews

Hennig-Thurau, Gwinner, Walsh, & Gremler (2004) explain that online reviews are a form of electronic word-of-mouth, defined as any positive or negative statement made by potential, actual, or former customers about a product, made available to a multitude of people via the internet. Filieri, Alguezaui, & McLeay (2015) explain that online reviews play an important role in decision-making because they help consumers reduce uncertainty and

increase confidence in the intended purchase. Chua & Banerjee (2014) explain that the diagnostic value of online reviews is influenced by review rating, content depth, readability, and reviewer credibility, while Ismagilova et al. (2020) show that reviewer credibility strongly influences consumer attitudes and purchase intentions.

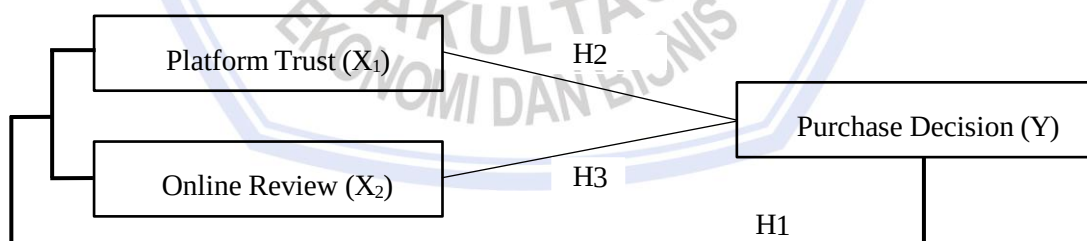
### Empirical Studies

Rachmiani, Oktadina, & Fauzan (2024) analyzed the impact of online reviews (Online et al.) and product ratings on consumer purchasing decisions on e-commerce platforms. This study used a quantitative approach with an online survey as a data collection method, involving 180 respondents selected by purposive sampling. Respondents are active consumers on e-commerce platforms such as Tokopedia, Shopee, and Bukalapak, with the criteria of having a shopping experience at least once in the last six months. Data analysis used descriptive and inferential statistics, including Pearson correlation tests and linear regression, to identify the relationship between reviews, ratings, and purchasing decisions. The results showed that positive reviews significantly increase consumer trust while negative reviews are stronger in building risk perceptions that reduce purchase intentions. In addition, product ratings play an important role as a quality signal; Highly rated products tend to increase consumer trust and influence purchase decisions simultaneously with reviews. This study confirms that product reviews and ratings are significant social proof in online shopping.

Helfiyana, Alwie, & Samsir (2024) determined the influence of online customer review and perceived risk on e-trust and purchase intention on e-commerce Lazada in Pekanbaru City. Primary data was collected by questionnaire and hypothesis testing was conducted using Structural Equation Modelling – Partial Least Square (SEM – PLS) method. Technique sampling was carried out by purposive sampling method with total of 180 respondents were selected based on certain criteria. The result of this study showed that online customer review has a significant effect on perceived risk, online customer review and perceived risk has a significant effect on e-trust, online customer review has a positive but not significant effect on purchase intention, perceived risk and e-trust has a significant effect on purchase intention. This result also showed that online customer review and perceived risk has a positive and significant effect on purchase intention with mediation of e-trust as an intervening variabel on e-commerce Lazada in Pekanbaru City.

Rolando & Chondro (2025) through systematic literature review examines how review credibility influences trust, the relationship between review characteristics and purchase decisions, and technological factors affecting review effectiveness. Following PRISMA guidelines, analyzed 64 articles from Scopus and Google Scholar (2019-2025) using bibliometric analysis and thematic synthesis. The findings revealed that perceived authenticity and emotional tone of reviews serve as crucial determinants of consumer trust, while review volume, informativeness, and quality substantially impact purchase intentions. Technological factors, including AI-powered recommendation systems and fake review detection, significantly influence review effectiveness.

### Conceptual Framework



**Figure 1. Conceptual Research Model**

*Source: Theoretical & Empirical Literature Synthesis, 2026*

### Research Hypotheses

In alignment with the theoretical foundations and empirical evidence above, the following research hypotheses are formulated:

H1: Platform Trust and Online Reviews simultaneously have a positive influence on the Purchase Decision of Shopee customers in Tomohon City.

H2: Platform Trust has a positive effect on the Purchase Decision of Shopee customers in Tomohon City.

H3: Online Reviews have a positive effect on the Purchase Decision of Shopee customers in Tomohon City.

**RESEARCH METHOD****Research Approach**

This study uses a quantitative approach. According to Sugiyono (2022), quantitative research is grounded in positivist philosophy and is used to study a population or sample, collect data using research instruments, and analyze data statistically to test predetermined hypotheses. Based on its level of explanation, this research is causal-associative: it is designed to prove empirically, rather than merely explore, the structural relationship between concepts (Ghozali, 2021).

**Population, Sample Size, and Sampling Technique**

The population of this study is Shopee customers residing in Tomohon City. Because the exact number of active Shopee customers in the city fluctuates and no official figure is published, the population is categorized as infinite. The sample size was therefore determined following Hair et al. (2019), who recommend five to ten respondents per measurement indicator, with ten observations per indicator providing more stable estimates for multivariate techniques such as multiple regression. The research instrument comprises fifteen indicators (Platform Trust: 4; Online Reviews: 5; Purchase Decision: 6), yielding a minimum recommended sample of  $15 \times 10 = 150$  respondents. The sampling technique applied was non-probability purposive sampling (Sugiyono, 2022), in which respondents were intentionally selected based on the following criteria: (1) permanent residents of Tomohon City; (2) active users who had completed at least one transaction on the Shopee application; and (3) users who had read product reviews or viewed ratings on Shopee prior to making their purchase decision.

**Data Type and Data Sources**

This study utilizes both primary and secondary data. Primary data were obtained directly from the questionnaire responses of Shopee customers in Tomohon City regarding platform trust, online reviews, and purchase decisions. Secondary data were drawn from academic journals, textbooks, and industry reports, and were used to build the conceptual framework and to validate the findings against established theoretical and empirical literature (Sekaran & Bougie, 2016).

**Method of Collecting Data**

Data were collected through an online questionnaire distributed via Google Forms across social media platforms and community communication groups in Tomohon City. All items were measured on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), which Sugiyono (2022) notes is well suited to measuring respondents' attitudes, opinions, and perceptions of social phenomena.

**Operational Definition and Indicators of Research Variables****Table 1. Operational Definition and Indicators of Research Variables**

| Variable                  | Definition                                                                                                                                                                                                                              | Indicators                                                                                                                             |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| Platform Trust ( $X_1$ )  | Customers in Tomohon believe that Shopee is reliable, honest, secure, and capable of fulfilling its responsibilities in facilitating online transactions, thereby reducing uncertainty and perceived risk during the purchasing process | 1. Integrity<br>2. Financial security and privacy<br>3. Quality of consumer protection<br>4. Ability                                   |
| Online Reviews ( $X_2$ )  | Customers in Tomohon share and consult evaluations, opinions, and experiences regarding products or services on Shopee, which serve as an information source for potential buyers before making purchase decisions                      | 1. Diagnosticity of information<br>2. Credibility of reviews<br>3. Valence of reviews<br>4. Volume of reviews<br>5. Quality of reviews |
| Purchase Decision ( $Y$ ) | Customers in Tomohon decide to select, buy, and use a product on Shopee after evaluating available alternatives and considering various factors relevant to the purchasing process                                                      | 1. Product choice<br>2. Brand choice<br>3. Seller choice<br>4. Purchase quantity<br>5. Purchase timing<br>6. Payment method choice     |

Source: Data Processed from Literature Review, 2026

## Research Instrument Testing Validity and Reliability Tests

Instrument validity was evaluated using the Pearson Product-Moment correlation coefficient. An item is considered valid if its calculated correlation coefficient ( $r$ -count) exceeds the critical  $r$ -table value (for  $N = 200$ ,  $\alpha = 0.05$ ,  $r$ -table = 0.138) and the significance value is below 0.05 (Ghozali, 2021).

Instrument reliability was assessed using Cronbach's Alpha ( $\alpha$ ); a construct is considered reliable if its Cronbach's Alpha coefficient equals or exceeds 0.60 (Hair et al., 2019).

## Classical Assumption Tests

To ensure that the ordinary least squares regression model yields best linear unbiased estimates, three classical assumption tests were performed:

1. Normality Test using the One-Sample Kolmogorov-Smirnov test, where an asymptotic significance above 0.05 indicates normally distributed residuals
2. Multicollinearity Test evaluating Tolerance ( $> 0.10$ ) and Variance Inflation Factor ( $VIF < 10$ ) for each independent variable (Ghozali, 2021)
3. Heteroscedasticity Test, examining the scatterplot of standardized residuals against standardized predicted values to confirm the absence of any systematic funnel- or cone-shaped pattern.

## Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to evaluate the functional relationship between the independent variables and the dependent variable (Sugiyono, 2022). The regression equation is formulated as:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

Y = Purchase Decision  
 $\alpha$  = Constant  
 $\beta_1, \beta_2$  = Regression coefficients  
 $X_1$  = Platform Trust  
 $X_2$  = Online Reviews  
 $e$  = Error term.

## Coefficient Correlation (R) and Coefficient Determination (R<sup>2</sup>)

The Correlation Coefficient (R) is used to measure how strong the linear relationship is between the independent variables and the dependent variable. According to Sugiyono (2022), the R value ranges from 0 to 1. The closer it is to 1, the stronger the relationship between Platform Trust and Online Reviews on Purchase Decisions is said to be.

The coefficient of determination (R<sup>2</sup>) aims to measure the extent to which the model is able to explain the variation in the dependent variable. According to Ghozali (2021), the coefficient of determination value is between zero and one. A small (R<sup>2</sup>) value means that the ability of the independent variables to explain the variation in the dependent variable is very limited.

## Hypothesis Testing

### F-Test (Simultaneous) and T-Test (Partial)

The F test validates the suitability of the regression model we use; if the model is not simultaneously significant, then the model is considered unsuitable for explaining the phenomenon of customer purchasing decisions in Tomohon. The decision criteria for the F-test are: if the significance value (Sig.) is  $< 0.05$  or the value of F-value  $> F$ -table, then the  $H_a$  is accepted; and if the significance value (Sig.) is  $> 0.05$  or the value of F-value  $< F$ -table, then there is no positive simultaneous effect of these variables.

The t-test is used to prove whether Platform Trust ( $X_1$ ) independently has a positive effect on Purchase Decisions (Y), and whether Online Reviews ( $X_2$ ) independently have a positive effect on Purchase Decisions (Y). The decision criteria for the t-test are as follows: if the significance value (Sig.) is  $< 0.05$  or the value of t-value  $> t$ -table, then  $H_a$  is accepted. This means that the independent variable has a positive partial effect on the dependent variable; and if the significance value (Sig.) is  $> 0.05$  or the value of t-value  $< t$ -table, then the independent variable does not have a positive partial effect on the dependent variable.

**RESULTS AND DISCUSSION****Research Results****Validity and Reliability Test****Table 2. Validity Test**

| Variable                         | Item | r-value | r-table | Status |
|----------------------------------|------|---------|---------|--------|
| Platform Trust (X <sub>1</sub> ) | X1.1 | 0.787   | 0.138   | Valid  |
|                                  | X1.2 | 0.804   | 0.138   | Valid  |
|                                  | X1.3 | 0.778   | 0.138   | Valid  |
|                                  | X1.4 | 0.768   | 0.138   | Valid  |
| Online Reviews (X <sub>2</sub> ) | X2.1 | 0.695   | 0.138   | Valid  |
|                                  | X2.2 | 0.700   | 0.138   | Valid  |
|                                  | X2.3 | 0.724   | 0.138   | Valid  |
|                                  | X2.4 | 0.698   | 0.138   | Valid  |
|                                  | X2.5 | 0.739   | 0.138   | Valid  |
| Purchase Decision (Y)            | Y1   | 0.670   | 0.138   | Valid  |
|                                  | Y2   | 0.664   | 0.138   | Valid  |
|                                  | Y3   | 0.673   | 0.138   | Valid  |
|                                  | Y4   | 0.625   | 0.138   | Valid  |
|                                  | Y5   | 0.582   | 0.138   | Valid  |
|                                  | Y6   | 0.625   | 0.138   | Valid  |

Source: Data processed by SPSS, 2026

As shown in Table 2, all items across the three variables exhibit r-values ranging from 0.582 to 0.804, which are significantly higher than the r-table threshold of 0.138. Thus, all 15 items are declared valid.

**Table 3. Reliability Test Results**

| Variable                         | Number of Items | Cronbach's Alpha | Minimum Cut-off | Status   |
|----------------------------------|-----------------|------------------|-----------------|----------|
| Platform Trust (X <sub>1</sub> ) | 4               | 0.792            | 0.60            | Reliable |
| Online Reviews (X <sub>2</sub> ) | 5               | 0.755            | 0.60            | Reliable |
| Purchase Decision (Y)            | 6               | 0.711            | 0.60            | Reliable |

Source: Data processed by SPSS, 2026

Table 3 shows that the Cronbach's Alpha values for Platform Trust (0.792), Online Reviews (0.755), and Purchase Decision (0.711) all exceed the 0.60 threshold, confirming that all three constructs possess strong internal consistency and reliability.

**Classical Assumption Tests****Normality Test****Table 4. One-Sample Kolmogorov-Smirnov Test**

| Parameter                      | Value |
|--------------------------------|-------|
| N                              | 200   |
| Kolmogorov-Smirnov Z Statistic | 0.041 |
| Asymp. Sig. (2-tailed)         | 0.200 |

Source: Data processed by SPSS, 2026

The test yields an asymptotic significance (2-tailed) value of 0.200, which exceeds the standard alpha level of 0.05. Therefore, the null hypothesis is accepted, indicating that the residuals of the regression model are normally distributed.

**Multicollinearity Test**

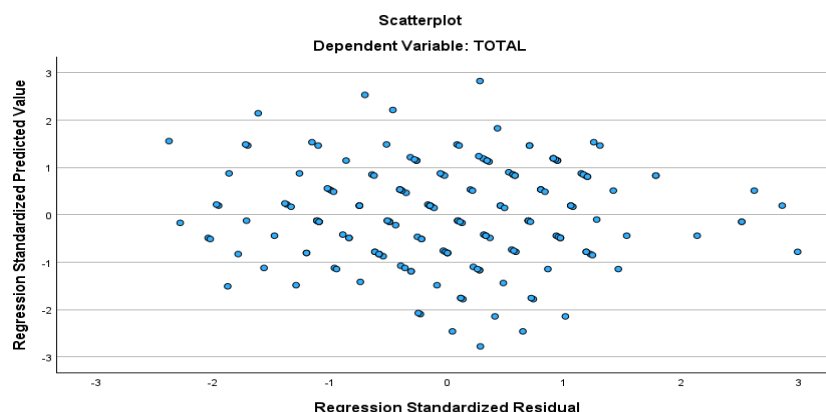
The One-Sample Kolmogorov-Smirnov normality test on the regression residuals produced an asymptotic significance (2-tailed) value of 0.200, which exceeds the 0.05 threshold, confirming that the residuals are normally distributed. The multicollinearity test, summarized in Table 3, shows Tolerance and VIF values well within acceptable limits for both independent variables.

**Table 5. Multicollinearity Test Results**

| Variable                         | Tolerance | VIF   | Status               |
|----------------------------------|-----------|-------|----------------------|
| Platform Trust (X <sub>1</sub> ) | 0.941     | 1.062 | No Multicollinearity |
| Online Reviews (X <sub>2</sub> ) | 0.941     | 1.062 | No Multicollinearity |

Source: Data processed by SPSS, 2026

### Heteroscedasticity Test

**Figure 2. Regression Standardized Residual Scatterplot**

Source: Data processed by SPSS, 2026

The heteroscedasticity test, assessed by examining the scatterplot of standardized residuals against standardized predicted values, shows data points distributed randomly above and below the zero line without forming a funnel-, cone-, or wave-shaped pattern. This confirms that the regression model satisfies the assumption of homoscedasticity and is appropriate for hypothesis testing.

### Multiple Linear Regression Analysis

**Table 6. Multiple Linear Regression Analysis Result**

| Model                            | Unstandardized |            | Standardized | t     | Sig.    |
|----------------------------------|----------------|------------|--------------|-------|---------|
|                                  | B              | Std. Error | Beta         |       |         |
| (Constant)                       | 5.383          | 1.389      | —            | 3.875 | < 0.001 |
| Platform Trust (X <sub>1</sub> ) | 0.397          | 0.063      | 0.368        | 6.290 | < 0.001 |
| Online Reviews (X <sub>2</sub> ) | 0.426          | 0.063      | 0.396        | 6.768 | < 0.001 |

Source: Data Processed by SPSS, 2026

Based on Table 6, the empirical multiple linear regression equation is specified as:

$$Y = 5.383 + 0.397X_1 + 0.426X_2 + e$$

Interpretation of the regression equation is as follows:

1. Constant (5.383): If Platform Trust (X<sub>1</sub>) and Online Reviews (X<sub>2</sub>) are zero, the Purchase Decision score of Shopee customers in Tomohon is 5.383.
2. Platform Trust Coefficient (0.397): There is a positive relationship between Platform Trust and Purchase Decision. For every one-unit increase in Platform Trust (X<sub>1</sub>), the Purchase Decision score (Y) increases by 0.397 units, assuming the other variable remains constant.
3. Online Reviews Coefficient (0.426): There is a positive relationship between Online Reviews and Purchase Decision. For every one-unit increase in Online Reviews (X<sub>2</sub>), the Purchase Decision score (Y) increases by 0.426 units, assuming the other variable remains constant.

### Correlation (R) and Coefficient of Determination (R<sup>2</sup>)

**Table 7. Model Summary (R and R<sup>2</sup> Test Results)**

| R (Correlation) | R Square (R <sup>2</sup> ) | Adjusted R Square | Std. Error of the Estimate |
|-----------------|----------------------------|-------------------|----------------------------|
| 0.603           | 0.364                      | 0.357             | 1.662                      |

Source: Data Processed by SPSS, 2026

Table 7 shows a correlation coefficient (R) of 0.603, reflecting a moderately strong positive relationship between the predictors and purchase decision. The coefficient of determination ( $R^2$ ) is 0.364, with an Adjusted  $R^2$  of 0.357, indicating that 36.4% of the variation in purchase decision among Shopee customers in Tomohon City is directly attributable to Platform Trust and Online Reviews, while the remaining 63.6% is governed by extraneous factors outside the scope of this model, such as price perception, brand image, service quality, and promotions.

## Hypothesis Testing

### F-Test

**Table 8. Simultaneous Hypothesis Test Result (ANOVA F-Test)**

| Model      | Sum of Squares | df  | Mean Square | F      | Sig.    |
|------------|----------------|-----|-------------|--------|---------|
| Regression | 310.980        | 2   | 155.490     | 56.307 | < 0.001 |
| Residual   | 544.015        | 197 | 2.761       |        |         |
| Total      | 854.995        | 199 |             |        |         |

Source: Data Processed by SPSS, 2026

Table 8 shows an F-value of 56.307, substantially exceeding the critical F-table value, with a significance level of  $p < 0.001$ . This confirms that H1 is accepted: Platform Trust ( $X_1$ ) and Online Reviews ( $X_2$ ) simultaneously and significantly influence Purchase Decision (Y) among Shopee customers in Tomohon City.

### T-Test

**Table 9. Partial Hypothesis Test Results (T-Test)**

| Variable                 | t-count | t-table | Sig.    | Alpha | Decision                  |
|--------------------------|---------|---------|---------|-------|---------------------------|
| Platform Trust ( $X_1$ ) | 6.290   | 1.972   | < 0.001 | 0.05  | H2 Accepted (Significant) |
| Online Reviews ( $X_2$ ) | 6.768   | 1.972   | < 0.001 | 0.05  | H3 Accepted (Significant) |

Source: Data Processed by SPSS, 2026

1. Hypothesis 1: Influence of Platform Trust ( $X_1$ ) on Purchase Decision (Y). t-value = 6.290 > 1.972. Significance value (p) is < 0.001, which is < 0.05. Conclusion: Platform Trust ( $X_1$ ) has a positive influence on the Purchase Decision (Y) of Shopee customers in Tomohon. Therefore, H2 is accepted.
2. Hypothesis 2: Influence of Online Reviews ( $X_2$ ) on Purchase Decision (Y). t-value = 6.768 > 1.972. Significance value (p) is < 0.001, which is < 0.05. Conclusion: Online Reviews ( $X_2$ ) have a positive influence on the Purchase Decision (Y) of Shopee customers in Tomohon. Therefore, H3 is accepted.

## Discussion

### The Influence of Platform Trust and Online Reviews on Purchase Decision

The empirical findings firmly proving that Platform Trust and Online Reviews concurrently exert a statistically significant positive effect on Purchase Decision. Consumers do not rely on a single factor when making online purchasing decisions; instead, they simultaneously evaluate the trustworthiness of the platform and the information available in online reviews. Platform Trust provides confidence in transaction security and consumer protection, while Online Reviews offer practical information about product quality and seller performance, and together the two factors reduce uncertainty and increase consumers' confidence in completing a purchase. Platform Trust strengthens consumers' attitudes toward online shopping while Online Reviews reflect the experiences of previous buyers, jointly encouraging stronger behavioral intentions that lead to purchase decisions. The findings likewise support the concept of electronic word-of-mouth (Hennig-Thurau et al., 2004), demonstrating that trust and consumer-generated information collectively shape online purchasing behavior.

### The Influence of Platform Trust on Purchase Decision

Platform Trust positively and significantly influences Purchase Decision. Because consumers cannot physically inspect products before purchasing, they depend on the platform's credibility to reduce uncertainty and transaction risk; when Shopee is perceived as secure, reliable, and capable of protecting consumers' interests, customers become more confident in completing online transactions. This finding is consistent with Pavlou (2003), who argued that trust reduces consumers' perceived risk and encourages online purchasing behavior, and with Gefen, Karahanna, & Straub (2003), who found that trust increases consumers' willingness to conduct online transactions. It also aligns with Schoorman, Mayer, & Davis (2007), who explained that trust is influenced by perceptions of ability and integrity. Although several previous studies suggest that in highly competitive marketplaces consumers

may prioritize price, promotions, or product variety over trust, for Shopee customers in Tomohon City, Platform Trust remains an important determinant of Purchase Decision.

### **The Influence of Online Reviews on Purchase Decision**

Online Reviews exert a positive and significant influence on Purchase Decision, and emerging as the marginally more dominant predictor in the regression model. Since consumers cannot physically inspect products in online shopping, reviews become an important source of information regarding product quality, seller performance, and customer satisfaction, and consumers become more confident in making purchase decisions when reviews are considered useful and trustworthy. This finding supports Cheung & Thadani (2012), who concluded that electronic word-of-mouth influences purchasing decisions because consumers consider online reviews more objective than promotional messages, and Filieri et al. (2021), who found that credible and informative reviews reduce perceived risk and strengthen consumers' purchase intentions. Although experienced or loyal consumers may rely more on their own past experience than on online reviews, reviews remain an important consideration for Shopee customers in Tomohon City. From a theoretical perspective, this finding supports the concept of electronic word-of-mouth (Hennig-Thurau et al., 2004) and, per the Theory of Planned Behavior (Ajzen, 1991), shows that online reviews contribute to consumers' attitudes and subjective norms, thereby strengthening their intentions to purchase through Shopee.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Based on the empirical findings, statistical analyses, and discussion, this study derives the following key conclusions:

1. Platform Trust and Online Reviews simultaneously exert a statistically significant and positive influence on the Purchase Decision of Shopee customers in Tomohon City
2. Platform Trust partially has a significant positive effect on Purchase Decision. Confidence in Shopee's integrity, financial security, consumer protection, and operational ability increases customers' willingness to complete transactions.
3. Online Reviews partially have a significant positive effect on Purchase Decision and represent the marginally more dominant predictor. Diagnostic, credible, and high-quality reviews reduce uncertainty and strengthen customers' confidence to purchase.

### **Recommendation**

Based on the study's conclusions, the following recommendations are proposed:

1. Shopee should continue strengthening its security features, particularly ShopeePay and other digital payment options, and make the Shopee Guarantee policy more transparent so that refund and dispute-resolution processes for consumers in regional areas like Tomohon are handled quickly and fairly.
2. Given that online reviews are a strong predictor of purchase decisions, Shopee should implement stricter detection algorithms to remove fake, manipulated, or spam reviews, and apply firmer penalties to sellers who engage in review manipulation to preserve review integrity.
3. Online sellers should encourage buyers to leave detailed, honest reviews with photos and videos, for instance through small incentives such as Shopee Coins or discount vouchers, since visual reviews are perceived as highly credible by potential buyers.
4. Online sellers must ensure delivered products match their descriptions and reviews; providing excellent customer service and maintaining high ratings will directly influence consumers' seller-choice and purchase decisions.
5. Future researchers should expand the research model to include other relevant predictors, such as price consciousness, perceived risk, logistics service quality, digital literacy, and promotions (e.g., flash sales); as well as could conduct comparative studies in other regional cities or rural areas of Eastern Indonesia to determine whether digital consumer behavior differs across varying levels of regional development and digital infrastructure.

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