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THE INFLUENCE OF PERCEIVED ONLINE REVIEWS CREDIBILITY AND IMPORTANCE TOWARDS INTENTION TO USE ONLINE REVIEWS OF INDONESIAN FASHION BRAND CONSUMERS IN SURABAYA ON SHOPEE E-COMMERCE

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Abstract. The primary aim of this study was to investigate how the perceived credibility and importance of online reviews affect the intention of consumers to use these reviews in their purchasing decisions within the fashion sector of the Indonesian e-commerce landscape, specifically on Shopee. The backdrop of this research highlights the growing relevance of online consumer reviews in shaping buyer behavior, particularly in the dynamic market of Surabaya, recognized as a significant economic hub in Indonesia. To achieve these objectives, the study employed a quantitative research methodology involving the distribution of questionnaires targeted at consumers who shop for fashion products on Shopee. Statistical analyses were conducted to assess the relationships between perceived online review credibility, perceived online review importance, and the consumers' intention to utilize these reviews in their purchasing processes. The framework was grounded in established theories surrounding consumer behavior and e-commerce, emphasizing the impact of user-generated content on consumer trust and decision-making processes.

Abstrak. Tujuan utama dari penelitian ini adalah untuk menyelidiki bagaimana kredibilitas dan pentingnya ulasan online yang dipersepsikan mempengaruhi niat konsumen untuk menggunakan ulasan tersebut dalam keputusan pembelian mereka di sektor fashion dalam lanskap e-commerce Indonesia, khususnya di Shopee. Latar belakang penelitian ini menyoroti semakin pentingnya ulasan konsumen online dalam membentuk perilaku pembeli, khususnya di pasar dinamis Surabaya, yang diakui sebagai pusat ekonomi signifikan di Indonesia. Untuk mencapai tujuan-tujuan ini, penelitian ini menggunakan metodologi penelitian kuantitatif yang melibatkan distribusi kuesioner yang ditujukan kepada konsumen yang berbelanja produk fashion di Shopee. Analisis statistik dilakukan untuk menilai hubungan antara kredibilitas ulasan online yang dipersepsikan, pentingnya ulasan online yang dipersepsikan, dan niat konsumen untuk menggunakan ulasan tersebut dalam proses pembelian mereka. Kerangka kerja ini didasarkan pada teori-teori yang telah mapan mengenai perilaku konsumen dan e-commerce, menekankan dampak konten yang dihasilkan pengguna terhadap kepercayaan konsumen dan proses pengambilan keputusan

INTRODUCTION

In this digital era, consumers nowadays frequently make purchases online and are increasingly using online product reviews as a new form of communication. In fact, online consumer evaluations fulfill a significant role in marketing by offering valuable consumer-generated product insights that can assist online purchasers in assessing a product for the formulation of a buying decision (Lee & Lin, 2021). Positive evaluations frequently enhance consumer confidence and fortify intentions to purchase, whereas negative evaluations are likely to incite uncertainties and establish perceptions of risk (Rachmiani et al., 2024). Affirmative reviews contribute to the establishment of the notion that a product is dependable, as characterized, and capable of fulfilling customer expectations. In contrast, negative evaluations furnish information regarding possible deficiencies or hazards associated with a product, which can provoke uncertainties among consumers (Rachmiani et al., 2024). E-commerce websites and social commerce platforms have significantly increased online buying in Indonesia, especially since the COVID-19 pandemic.

Marketplace is a meeting place for sellers and buyers who carry out transactions without having to meet physically, making it easier for every individual who wants to buy and sell via the internet. Online shopping is made easier in Indonesia by a number of marketplaces under different brands, such as Shopee, Tokopedia, Bukalapak, and Lazada. According to IDN Media di indonesia noted that 72% of Gen Z surveyed stated their preference for online shopping at Shopee. Factors that encourage online buying behavior include the perception of the convenience and benefits provided during transactions, giving rise to buying attitudes and behavior (Sarika et al.,2016).

Based on the data collected from IDN Media Indonesia In the context of digital commerce, notable distinctions in preferences manifest between female and male members of Generation Z. Female individuals of Gen Z frequently demonstrate a tendency to engage in the acquisition of fashion and cosmetic products, indicative of an emphasis on personal aesthetics and self-representation. Consumer behavior patterns in purchasing fashion products vary depending on their individual orientation towards personal needs or desires (Nielsen, 2020). In the fashion industry, marketing through social media has proven effective in reaching and influencing target consumers (Nopitasari & Suyatno, 2023)..

Surabaya, recognized as the second-largest metropolis in Indonesia and a pivotal economic center, offers a compelling context for the examination of fashion consumption behaviors. Empirical research reveals that consumers in Surabaya exhibit unique trends in their fashion purchasing decisions, wherein social influences and digital media increasingly assume critical roles in the dissemination of information and the decision-making process (Goenawan & Monica, 2021). Peer networks, fashion magazines, and platforms such as Instagram have emerged as dominant channels for information among fashion consumers in Surabaya, with promotional discounts and contemporary fashion advertisements functioning as significant motivators for purchase behavior (Goenawan & Monica, 2021). These observed behavioral patterns signify broader transformations within Indonesian consumer culture, while simultaneously retaining specific regional characteristics that warrant detailed investigation.

The credibility of online reviews has been identified as a crucial factor influencing purchase intentions (Djafarova,2023). In the context of fashion e-commerce, the variable of

review credibility becomes highly relevant for several reasons. Research shows that the credibility of reviews is related to several dimensions, including the length of the review, the amount of detail, the writing style, and the images displayed by the buyer (Djafarova,2023). These aspects become very important for fashion products, where visual details and specific descriptions help consumers evaluate the product comprehensively.

The variable perceived online reviews importance becomes relevant in this research because fashion consumers have specific information needs. Fashion products have tangible and intangible aspects that cannot be fully evaluated through online product descriptions. In the context of e-commerce, online reviews become the primary source of information regarding quality, size, fit, color, material, and other important aspects in fashion purchasing decisions. Consumers tend to consider reviews important when they cannot evaluate the product directly (Thomas et al.,2019).   This research uses the intention to use online reviews as the dependent variable, which is influenced by the perceived importance of reviews and the credibility of reviews. The choice of this variable has strong justification in the context of the research. The intention to use online reviews is a valid predictor of the actual behavior of using reviews in the purchasing decision-making process. Previous research has confirmed that there is a significant relationship between the perception of review credibility and purchase intention (Djafarova,2023). This indicates that reviews considered credible are more likely to be used in the decision-making process.

LITERATURE REVIEW

Perceived Online Review Credibility

According to Shan (2016), the persuasiveness of online product reviews has often been attributed to their source credibility. A credible source increases positive attitude toward the products and induces more purchase intention than a less credible source. Credibility evaluation of online reviews can be described as a process by which consumers assess the accuracy of online reviews (Chakraborty & Bhat, 2018). Credibility can also be viewed as the authority, competence, and expertise of the party sending the message. In this context, if a review or comment about a product is delivered by someone deemed an expert and competent, others who read it are likely to trust the content of the review and ultimately make a decision to purchase the product (Mariasih & Setyaningrum, 2021). Apart from processing review content, consumers also consider the credibility of online reviews, which represent consumers' perceptions of review content and product quality (Wang et al., 2021). Perceived credibility plays a mediating role in the relationship between the characteristics of online reviews and consumer intentions. For example, the quality and usefulness of online reviews can enhance their credibility, which in turn increases the likelihood that consumers will use them in their decision-making processes (Kaur & Singh, 2024). Indicators of Perceived Online Review Credibility identified by Filieri (2016); Bevan-Dye, A (2020); Dwipajana & Abigail (2023); Metzger et al.,(2010) are trustworthy, reliable, accurate, credible.

Perceived Online Review Importance

From the previous study from Campos and Campos (2024), The perceived importance of online reviews is a significant factor in determining their usage . Reading online reviews is one of the most common habits of consumers before deciding to buy a product on an e-commerce platform. Since the use of online reviews has increased significantly over the past ten years,

consumers generally believe that online reviews are significant (Pham et al., 2023), which is the primary justification for including the perceived relevance of online reviews in the model. We suggest that customers who find online reviews credible would also regard online reviews as more significant, since factors influence users' judgments of review relevance. Consistent and relevant reviews enhance reviewer credibility, which positively influences consumer attitudes towards the reviews (Natarajan & Periaiya 2024). Furthermore, we suggest that online user reviews will be significant to customers who find them helpful. From the previous study based on Erkan and Evans (2016); (Pham et al., 2023); Elwalda et al., (2015), Coursaris et al., (2018), the indicators are review quality, review valence, review usefulness, and review credibility.

Intention to use online review

Only a small number of research have examined the factors influencing the intention to use online customer reviews, despite the fact that these reviews strongly influence a buyer's decision to purchase a good or service. The intention to use online reviews is influenced by both their perceived importance and credibility (Pham et al., 2023). Consumers who find online reviews important and credible are more likely to use them in their decision-making processes (Campos & Campos 2024). Furthermore, customers are more driven to use reviews on the internet in their processes for making decisions if they believe these are significant and reliable. Handayani et al. (2022) explained, Online reviews serve as a vital source of information for consumers, particularly when they lack personal experience with a product. Higher volumes of reviews tend to create a perception of social proof and influence consumer attitudes and purchase decisions. The indicators that have been identified by Pham et al., (2023); Vo and Nguyen (2015); Hackett et al (2016); Lee and Turban.(2001) are, perceived usefulness, perceived ease of use, trust, perceived risk.

RELATIONSHIPS BETWEEN VARIABLES AND HYPOTHESES

The relationship between Perceived online review credibility to Perceived online review importance

Online consumer evaluations represent a variant of digital word-of-mouth (WOM), generated and disseminated on the websites of corporations or third-party entities by individuals unfamiliar to the audience. Credibility is not an issue examined in most information system usage studies. However, it is an important factor for users considering whether the online review system is important. Credibility of these online reviews has always been a subject of considerable attention (Duan et al., 2008). This is probably because of users considering credibility to be an important factor of an online review system as most users know that fake reviews exist and therefore may believe that the credibility of the online review system is very important.

H1: Perceived online review credibility has a positive relationship with perceived online review importance.

The relationship between Perceived online review importance to Intention to use online review

Perceived online review importance is conceptualized as the degree of significance attributed by a consumer to online evaluations while scrutinizing products in a digital environment. Online consumer evaluations are regarded as the most critical (Duan et al., 2008). Perceived importance, on the other hand, reflects how consumers view the relevance and usefulness of online reviews in their decision-making process. Both constructs are interconnected, as credible reviews are more likely to be perceived as important and influential in purchase decisions. Perceived online review importance has a significant impact on the intention to utilize online reviews (Pham et al., 2023). The significance of online reviews is likely to be a determinant that will shape the intention to engage with online reviews, as consumers who deem online evaluations as essential are more inclined to rely on these reviews for their purchasing decisions (Pooja & Upadhyaya, 2022). Thus, we propose:

H2: Perceived online review importance positively affects the Intention to use online reviews.

The relationship between Perceived online review credibility to Intention to use online review

Based on the previous study from Pham et al.,2023, perceived online review credibility affects intention to use online reviews . Perceived online review credibility is crucial for driving purchase intentions, it is essential to consider that not all reviews are equally influential. Factors such as perceived risk and the context of the review can also significantly affect consumer behavior, suggesting a complex interplay between various elements in the online review ecosystem (Hanif et al., 2024). One study from Flanagin et al., 2014, revealed that website users believe that user reviews are an important source of information that is more credible than other sources of commercial information
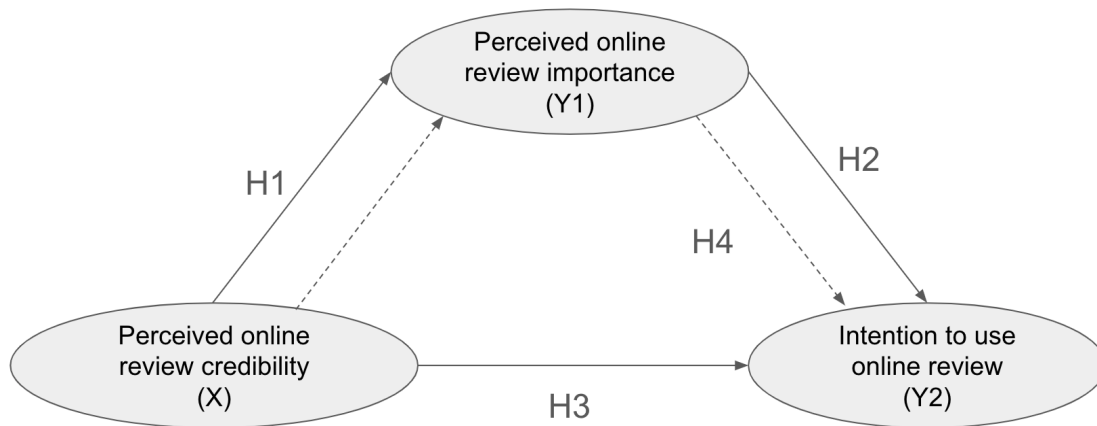
H3: Perceived online review credibility positively affects sub- jects' intention to use online reviews.

The relationship between Perceived online review credibility to Perceived online review importance and Intention to use online review

The efficacy of online reviews may be influenced by the perceived credibility of the reviewers (Changchit et al., 2020). Consequently, the credibility attributed to online reviews has consistently been a topic of significant scholarly inquiry (Duan et al., 2008). The perceived credibility of online reviews has the potential to impact sales figures (Mudambi & Schuff, 2010). Consumer-generated online reviews are frequently regarded as more reliable than those produced by sellers or experts. The significance of online reviews is likely a determinant that will shape the propensity to utilize online reviews, particularly among consumers who deem such reviews to be of paramount importance will likely use the online reviews for their purchase decision (Changchit et al., 2020). Consumers tend to perceive that online consumer reviews are created without incentives. In this study, the perceived online review importance is defined as the level of significance that a consumer places on online reviews when examining products online. The importance of online

reviews is likely a factor that will influence the intention to use online reviews since customers who consider online reviews to be important will likely use the online reviews for their purchase decision. Thus, we posit:

H4: Perceived online review credibility has a positive relationship with perceived online review importance and positive relationship with intention to use online reviews.

RESEARCH METHOD

This research employs a quantitative methodological framework to investigate the influence of Perceived Online Reviews Importance and Credibility towards Intention to Use Online Reviews. This approach was selected for its capacity to facilitate objective measurement of variables and enable hypothesis testing via statistical methodologies, yielding measurable and generalizable data. Data collection was conducted through an online survey using Google Forms, specifically targeting active Shopee users in Surabaya who purchase local fashion items, read product reviews and ratings prior to making purchases, and understand the importance of these factors in decision-making. Purposive sampling technique was utilized to obtain respondents meeting these specific criteria. The questionnaire comprised two main sections: demographics (gathering information on age, gender, income level, shopping frequency, and review influence) and exploration of the main variables (perceived importance and credibility of online reviews). Measurement was conducted using a 5-point Likert scale to capture respondents' attitudes and preferences.

The research investigated two independent variables—Perceived Online Reviews Importance and Perceived Online Reviews Credibility—assessed through indicators such as review quality, valence, usefulness, trustworthiness, reliability, accuracy, and credibility, while the dependent variable was Intention to Use Online Review. The survey was disseminated via social media, online discussion groups, and shopping forums to engage active e-commerce users, with the data collection process extending over a week to afford respondents adequate time to complete the survey diligently and mitigate collection bias. The gathered data were subjected to analysis utilizing both descriptive and inferential statistical techniques; descriptive analysis was deployed

to characterize the demographics of the respondents and their shopping behavior patterns, while inferential analysis incorporated correlation and linear regression tests to discern relationships between the variables. This comprehensive methodological framework ensured a robust data collection and analysis process aimed at addressing the research objectives concerning the influence of online reviews on fashion purchasing decisions.

RESULT AND DISCUSSION

Respondent profile

Profile	Category	Frequency	Percentage
Age	17-23 years old	117	49,8%
	24-30 years old	66	28,1%
	31-37 years old	22	9,4%
	38-44 years old	13	5,5%
	>44 years old	17	7,2%
Domicile	West Surabaya	91	38,7%
	East Surabaya	50	21,3%
	South Surabaya	60	25,5%
	North Surabaya	34	14,5%
Gender	Man	87	37,0%
	Woman	148	63,0%
Monthly Earning	<Rp 2.500.000	49	20,9%
	Rp 2.500.00 – Rp 4.999.999	102	43,4%
	Rp 5.000.000 – Rp 9.999.999	59	25,1%
	Rp 10.000.000 – Rp 19.999.999	19	8,1%
	> Rp 20.000.000	6	2,6%
Fashion items that are often purchased on Shopee	Women's Clothing (dress, blouse, top, bottom)	109	46,4%

	Women's Accessories shoes, bags, jewelry and more	31	13,2%
	Men's Clothing (shirts, t-shirts, pants, outerwear)	57	24,3%
	Men's Accessories shoes, bags, watches, hats and more	22	9,4%
	Kids & Baby Clothing a collection of clothing, shoes and accessories for children and babies	4	1,7%
	Others	12	5,1%
Purchase frequency of Fashion Items on Indonesian Brands per month	Light User (1-3 times)	159	67,7%
	Medium Users (4-7 times)	68	28,9%
	Heavy User (>7 times)	8	3,4%
Payment Method	ShopeePay	89	37,9%
	SPaylater	13	5,5%
	COD	26	11,1%
	COD - Cek Dulu	14	6,0%
	Bank Transfer	77	32,8%
	Kredit/Debit	12	5,1%
	Credit Card Installments	2	0,85%
	Pay Cash at Partners/Agents (Indomaret/Alfamart/Shopee Agents)	2	0,9%
Average Expenditure	< Rp. 499.999	99	42,1%
	Rp 500.000 - Rp 999.999	93	39,6%
	Rp. 1.000.000 - Rp. 1.999.999	29	12,3%
	> Rp. 2.000.000	14	6,0%

Main Reasons to Purchase Fashion Items from Indonesian Brands	Product Diversity	61	26,0%
	There are interesting promotions and programs (Free Shipping, Cashback, Discounts)	138	58,7%
	Shopping Experience Features (ShopeeLive, Shopee Quiz, Shopee Tanam)	18	7,7%
	To compare product prices	13	5,5%
	Others	5	2,1%

All respondents who participated in this questionnaire are users of the Shopee e-commerce application in Surabaya, consisting of 37,0% male and 63,0% female. The age range of users is 17-23 years old at 49,8%, 24-30 years old at 28,1%,31-37 years old at 9.4%, 38-44 years old 5,5% and those over 44 years old at 7,2%. The majority of users reside in West Surabaya, accounting for 38.7%. The frequency of purchases on the Shopee E-Commerce platform per month is 67,7%, with a purchase frequency of 1-3 times a month. The Fashion items categories that are often purchased on Shopee are Women's Clothing (dress, blouse, top, bottom). The most frequently used payment method is through ShopeePay at 37.9%. The average expenditure on the Shopee e-commerce platform is mostly 42,1%, which is below IDR 499.999. The main reason users use the Shopee e-commerce platform is because there are interesting promotions and programs (Free Shipping, Cashback, Discounts) with a percentage of 58.7%. Out of the 256 respondents who filled out the questionnaire, there were 6 people who did not read the reviews when deciding to purchase Indonesian fashion items Shopee e-commerce platform and 15 erroneous data entries, resulting in a final count of 235 respondents whose data could be processed.

CONVERGENT VALIDITY TEST

Operational Items	Perceived Online Review Credibility	Perceived Online Review Importance	Intention to Use Online Review	HASIL
X1.1	0,732			VALID
X1.2	0,644			INVALID
X1.3	0,680			INVALID
X1.5	0,624			INVALID
X1.6	0,723			VALID
X1.8	0,769			VALID
X1.9	0,823			VALID
Y1.3		0,787		VALID
Y1.4		0,732		VALID
Y1.5		0,658		INVALID
Y1.6		0,763		VALID
Y1.7		0,741		VALID
Y1.9		0,630		INVALID
Y2.1			0,673	INVALID
Y2.2			0,695	INVALID
Y2.3			0,747	VALID

Source : data processed from SmartPLS (2025)

Convergent validity refers to the relationship between reflective indicator scores and latent variable scores. When the construct's indicators have enough scores and a strong correlation with one another, convergent validity is attained. According to Abdillah and Jogiyanto (2015), validity is demonstrated by both the loading score and the convergence of all measures inside a construct. Maulana & Rakhman (2022) state that the outer loading of each item can be used to determine a model's convergent validity. The association between each indicator and a variable is examined via outer loading. Nine of the items in the above table satisfy the validity criteria of outer loading >0.60. The highest correlation is found in item X1.9 with an outer loading of 0.823. The lowest correlation is found in item X1.5 with an outer loading of 0.624.

Fornell-Larcker Criterion

Table 3. Fornell-Larcker Criterion

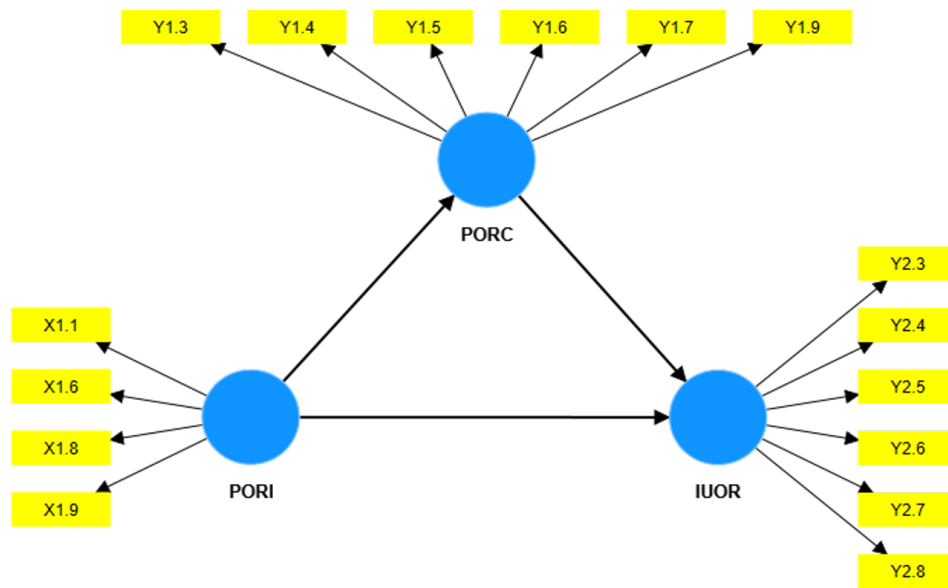|	IUOR	PORC	PORI
IUOR	0,710		
PORC	0,655	0,716	
PORI	0,602	0,688	0,720

Source : data processed from SmartPLS (2025)

One empirical assessment of discriminant validity is encapsulated within the Fornell-Larcker Criterion (Judge, 2022). The computation of each variable's Average Variance Extracted (AVE) root is conducted and subsequently compared against other variables through the application of the Fornell-Larcker Criterion (Judge, 2022). In accordance with the stipulations of the Fornell-Larcker Criterion, a variable is considered valid if its AVE root value surpasses that of competing variables (Ashoer et al., 2020). Each variable presented in the aforementioned table possesses the highest AVE root in relation to the AVE roots of all other variables. Consequently, in alignment with the Fornell-Larcker Criterion, it can be inferred that all variables exhibit discriminant validity.

Heterotrait-Monotrait Ratio

Table 4. HTMT

	IUOR	PORC	PORI	Information
IUOR				
PORC	0,751			**VALID**
PORI	0,700	0,816		

Source : data processed from SmartPLS (2025)

The heterotrait-monotrait ratio (HTMT) is a type of discriminant validity test (Hakim, 2022). According to Kristin (2021), the most reliable discriminant test instrument available today is the Heterotrait-Monotrait Ratio. A variable's indicators are considered legitimate if their Heterotrait-Monotrait Ratio value is less than 0.9 (Hakim, 2022). Every variable in the table has an HTMT value less than 0.9. According to the Heterotrait-Monotrait Ratio, all indicators of the variables that are currently in use can be deemed discriminantly valid based on this data.

Source : data processed from SmartPLS (2025)

According to Hairani & Handriana (2022), one kind of discriminant validity test is cross-loading. When comparing an item's outer loading on its variable to other variables in a model, this is known as cross-loading (Hairani & Handriana, 2022).   For an item to be deemed genuine, its cross-loading value must be higher on its own variable than on other variables.   It is evident from the preceding table that each variable's loading factor values are higher than its cross-loading values. This shows that all of the variables' indications have been deemed legitimate.

Validity of AVE Value

Table 5. AVE Value Validity

Average Variance Extracted (AVE)	
Perceived Online Review Importance	**0,504**
Perceived Online Review Credibility	**0,513**
Intention to Use Online Review	**0,519**

Source : data processed from SmartPLS (2025)

Maulana and Rakhman (2022) elucidated that the metric known as average variance extracted (AVE) is utilized for the assessment of convergent validity within a theoretical model. The extent of the AVE metric delineates the variability of observable variables that can be encapsulated within the latent variable. The AVE metric represents the mean proportion of variance that can be explicated by latent constructs within observed variables that are theoretically correlated (dos Santos and Cirillo, 2021). An increased variance or heterogeneity of observable variables associated with latent constructs corresponds to a more robust representation of these observable variables within the latent constructs (Yamin and Kurniawan, 2011). The AVE metric for a variable is considered valid if it exhibits an average variance extracted that exceeds 0.5. All variables analyzed in this study exhibited AVE values that surpassed 0.5, thus rendering them valid.

Reliability Test

Table 6. Reliability Test (Cronbach Alpha &; Composite Reliability)

	Cronbach's alpha	Composite reliability
IUOR	0,838	0,876
PORC	0,840	0,880
PORI	0,813	0,866

Source : data processed from SmartPLS (2025)

Cronbach's Alpha functions as a statistical tool utilized for the evaluation of composite reliability (Maulana & Rakhman, 2022). Composite reliability measures the genuine degree of reliability and is deemed a more effective gauge for assessing the internal consistency of theoretical constructs. As articulated by Maulana & Rakhman (2022), indicators linked to a specific variable may be considered valid if they meet the predefined criteria of Cronbach's alpha >0.7 (Maulana & Rakhman, 2022) and composite reliability >0.7 (Ghozali, 2016). The table presented above illustrates that all constructs manifest Cronbach's alpha values that exceed the 0.7 threshold. In addition, all constructs reveal composite reliability values that also surpass the 0.7 criterion. Therefore, it can be concluded that all collected data has been confirmed as reliable.

R-Square Test (R²)

Table 7. R-square test (R²)

Variable	R-Square (R^2)
IUOR	0,472
PORC	0,474

Source : data processed from SmartPLS (2025)

The r-square test value ranges from 0 to 1, reflecting the variation in respondents' answers and indicating how much the independent variable affects the dependent variable. According to Hair et al. (2011), r-square values can be classified as strong (0.75), moderate (0.50), or weak (0.25). The analysis shows that both the perceived importance of online reviews and the intention to utilize these reviews fall within the weak influence category.

F-Square Test (F²)

Table 8. Test f-square (F²) Variable f-square (F²)

Variable	F-Square (F^2)
PORC -> IUOR	0,208
PORI -> IUOR	0,901
PORI -> PORC	0,082

Source : data processed from SmartPLS (2025)

F-square (F²) quantifies the relative influence of each independent variable on the dependent variable (Jufrizen & Ramadhani, 2020). The f-square (F²) value serves as a metric for assessing the significance of a variable's presence within a model, as well as its substantive implications when the variable is excluded from the model (Jufrizen & Ramadhani, 2020). Specifically, the f-square values are categorized as 0.02 for small effects, 0.15 for medium effects, and 0.35 for large effects. Values that fall below 0.02 may be disregarded or deemed negligible in terms of their effect (Sarstedt et al., 2017). In the preceding table, the F² value pertaining to the Perceived Online Review Importance in relation to the Intention to Use Online Review is recorded at 0.901, indicating that Perceived Online Review Importance exerts a substantial influence. A medium level of influence is evidenced by the relationship between Perceived Online Review Credibility and Intention to Use Online Review, which is reflected in a value of 0.208. The impact of Perceived Online Review Importance on Perceived Online Review Credibility is measured at 0.082, suggesting that the influence is moderate, as it exceeds the threshold of 0.02 (Sarstedt et al., 2017).

Fit Model

Table 9. Model Fit summary

	Saturated model	**Estimated model**
SRMR	0,073	0,073
d_ULS	1,130	1,130
d_G	0,281	0,281
Chi-square	929,998	929,998
NFI	0,813	0,813

Source : data processed from SmartPLS (2025)

The Standardized Root Mean Square Residual (SRMR) is a metric used to quantify model fit. A model is considered fit if its SRMR value is less than 0.1 (Worthington, 2006). According to Weston et al. (2006), a model is considered appropriate if its SRMR value is less than 0.08. The model fit is determined by the Standardized Root Mean Square (SRMR) value, which is 0.099 < 0.10. Thus, it can be said that the model and the data match.

Hypothesis Testing

Research Hyphotheses	Description	T Statistics	P-Value	Information
H1	Perceived online review credibility -> Perceived online review importance.	4,985	0,000	Accepted
H2	Perceived online review importance -> Intention to use online reviews.	16,472	0,000	Accepted
H3	Perceived online review credibility-> Intention to use online reviews.	3,496	0,000	Accepted

| H4 | Perceived online review credibility -> Perceived online review importance -> Intention to use online reviews. | 3,394 | 0,001 | Accepted |

Source : data processed from SmartPLS (2025)

T statistics and P-values were used in this study to test hypotheses and determine the significance and effect of an independent variable on a dependent variable. If a variable meets the requirements of T Statistic > T Table and P-Value < 0.05, it is categorized as having a substantial positive impact. The data show that the relationship between perceived online review importance (Y1) and perceived online review credibility (X) yields a T-statistic of 4,985 and a p-value of 0 with a sample size of 235 respondents (t-table > 1.97419) and a standard deviation of 5% (Ashoer et al., 2020). Given that it satisfies the necessary criteria of T Statistic > T Table and P-Value < 0.05, this implies that Perceived online review importance (Y1) is significantly impacted by Perceived online review credibility (X). With a T-statistic of 16,472 and a P-value of 0, the association between Perceived online review importance (Y1) and Intention to use online reviews (Y2) also shows a strong positive correlation. Furthermore, as demonstrated by a T-statistic of 3,496 and a P-value of 0, perceived online review credibility (X) is correlated with intention to use online reviews (Y2). Lastly, the analysis shows that perceived online review importance (Y1), with a T-statistic of 3,394 and a P-value of 0,001, mediates the association between perceived online review credibility (X) and intention to use online reviews (Y2). Therefore, it can be said that the association between perceived online review credibility (X) and intention to use online reviews (Y2) is positively mediated by perceived online review importance (Y1).

DISCUSSION

The results of the data above indicate that the four hypotheses affect the existing variables. The first hypothesis shows a significant influence between Perceived online review credibility (X) and Perceived online review importance (Y1). The results of this study indicate that Perceived online review credibility has a significant positive effect on Perceived online review importance, this finding is consistent with the prior investigation conducted by Duan et al. (2008), which demonstrated that word-of-mouth communication exerts a more pronounced influence on sales during subsequent time intervals; concurrently, the phenomenon known as the buzz effect associated with word-of-mouth begins to wane. The perceived credibility of online reviews is regarded as a significant determinant within online review systems, given that a substantial number of users are cognizant of the existence of fraudulent reviews and, as a result, may perceive the credibility of the online review system as critically important. and make the customers more likely to rely on the review before purchasing has a significant positive influence on E-Satisfaction with a p-value of 0, T Statistics is 4,985, and the hypothesis is accepted

In conclusion, the study's second hypothesis asserts that buyers of Indonesian fashion brands on the Shopee e-commerce platform are more likely to intend to use online reviews when they believe them to be important.   The relevance of user-generated content in the digital

marketplace is highlighted by research showing that consumers who value online reviews are more likely to use them when making judgments about what to buy. This claim is supported by earlier research, which shows that internet reviews are important informative resources that affect consumer behavior and promote trust in the buying process in addition to being factors of legitimacy (Natarajan & Periaiya 2024) and also online customer reviews influence customer trust (Sanapang et al., 2024). Furthermore, the weight given to these evaluations might influence how consumers perceive risk; a great review can increase trust, whilst a poor one could make them more cautious. User involvement with online reviews can be significantly impacted by their legitimacy and significance, which in turn can strengthen respondents' inclinations to make a purchase. Therefore, the recognition of online evaluations as a crucial part of the decision-making process indicates how important they are in influencing consumer behavior in Surabaya's rapidly expanding digital buying market.

The findings of this research substantiate the third hypothesis (H3) which proposes that perceived online review credibility positively affects consumers' intention to use online reviews when making fashion purchase decisions on Shopee. This result aligns with the theoretical framework established in previous studies by Goenawan & Monica, (2021) and extends our understanding within the specific context of Indonesian fashion consumers in Surabaya. The significant positive relationship between review credibility and usage intention reinforces Pham et al., (2023) findings that demonstrated how credibility perception directly influences consumers' willingness to incorporate review information into their decision-making processes. Our research further corroborates Flanagin et al.'s (2014) assertion that users consider credible reviews more trustworthy than commercial information sources, thus making them more inclined to utilize such content. The results also support Hanif et al.'s (2024) observation regarding the complex interplay between credibility, risk perception, and consumer behavior in online shopping environments. The demonstrated relationship between perceived credibility and intention to use reviews suggests that improving review authentication mechanisms and quality indicators on platforms like Shopee could significantly enhance consumer engagement with user-generated content.

The findings of this research substantiate the fourth hypothesis (H4) which proposes that perceived online review credibility positively affects both perceived online review importance and intention to use online reviews when making fashion purchase decisions on Shopee. This dual-pathway relationship demonstrates the complex mechanism through which credibility influences consumer behavior in the Indonesian e-commerce ecosystem. The results align with Changchit et al.'s (2020) assertion that reviewer credibility significantly impacts review usage patterns, while simultaneously reinforcing Duan et al.'s (2008) observation regarding the consistent attention given to credibility concerns in online review systems. The demonstrated relationship extends Mudambi and Schuff's (2010) findings on how review credibility affects sales outcomes by illuminating the specific mediating role of perceived importance in this process. This mediation effect is particularly meaningful in fashion contexts where visual elements and specific product details are crucial factors that consumers cannot evaluate firsthand, supporting Pham et al.'s (2023) framework that positions both importance and credibility as key determinants of review utilization. These findings have significant implications for Indonesian e-commerce platforms like Shopee, suggesting that enhancing review authentication mechanisms could simultaneously improve consumers' perception of review importance and their intention to incorporate reviews into decision-making processes, ultimately creating a more trusted shopping environment for fashion consumers in Surabaya and potentially throughout Indonesia's digital marketplace ecosystem.

CONCLUSION

In summary, the results derived from the investigation regarding the impact of perceived credibility and significance of online reviews on the intention to engage with such reviews among consumers of Indonesian fashion brands in Surabaya utilizing the Shopee e-commerce platform underscore a notable correlation between these variables. The significance attributed to online reviews is instrumental in shaping consumer choices, as individuals who perceive these evaluations as essential to their decision-making process exhibit a higher propensity to incorporate them when contemplating purchases.

Moreover, the credibility associated with online reviews has proven to be equally critical, with an array of studies affirming that enhanced credibility fosters consumer trust and positively affects purchase intentions. Reviews perceived as credible serve to effectively inform consumers regarding product dependability, thereby influencing their perceptions of risk and ultimately their purchasing decisions. This credibility assumes heightened significance in mitigating apprehensions regarding fraudulent reviews, as consumers typically place greater reliance on perceived credibility when assessing online information systems

Additionally, the interplay between perceived review credibility and significance indicates a multifaceted ecosystem wherein elements such as perceived risk and the contextual backdrop of the review also exert vital influences on consumer behavior. As a result, enterprises engaged in e-commerce should prioritize the enhancement of both the credibility and perceived significance of online reviews to cultivate consumer trust and amplify purchase intentions. In conclusion, as the digital marketplace undergoes continual transformation, comprehending these dynamics becomes essential for retail strategies aimed at effectively harnessing online consumer reviews to facilitate purchasing behavior. Despite the significant findings of this inquiry, it is vital to underscore its limitations, which ensuing investigators could remedy to advance future exploration. In order to steer future research initiatives, a number of suggestions are proffered for evaluation.

1. The sample distribution is still limited because it is only in Surabaya. A larger or more varied sample might offer a more comprehensive viewpoint on the impact of perceived online reviews' credibility and importance on Indonesian fashion brand consumers' intention to use them when shopping on Shopee e-commerce.
2. The topic about the variable Intention to Use Online Shopping has very limited literature, and therefore, this topic is quite interesting to discuss in the future.
3. Future research should look into whether product attributes influence the use of online reviews. For instance, does a user's impression of the significance of an online review or their desire to utilize the online review system change depending on the price of the goods or the product category they are considering purchasing? It would also be intriguing to find out what influences a user's decision to post a review.

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