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The Influence of Perceived Usefulness of Online Reviews, Trust, and Satisfaction on Purchase Intention in E-Commerce

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Abstract

This study aims to examine the influence of Perceived Usefulness of Online Reviews, Trust, and Satisfaction on Purchase Intention in e-commerce. A quantitative approach was employed to analyse the relationships between variables, with a total of five hypotheses proposed. The research was conducted in Indonesia, involving 200 respondents selected through convenience sampling. The data were analysed using descriptive statistics and Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS version 3. The findings reveal that the Perceived Usefulness of Online Reviews has a significant positive effect on Trust. Furthermore, Trust significantly and positively influences Satisfaction. Additionally, the Perceived Usefulness of Online Reviews directly enhances Purchase Intention. Trust is also found to have a significant positive impact on Purchase Intention. Lastly, Satisfaction significantly contributes to increasing Purchase Intention. These results highlight the critical role of online reviews in fostering trust and satisfaction, which in turn drive purchase decisions in e-commerce. This study provides valuable insights for e-commerce businesses, emphasising the importance of optimising online review systems to enhance consumer trust, satisfaction, and ultimately, purchase intentions.

Keywords

perceived usefulness of online review, trust, satisfaction, purchase intention

INTRODUCTION

The rapid advancement of information technology, the internet has significantly facilitated users. Beyond serving as a communication tool, the internet also enables online shopping transactions via e-commerce platforms. Online shopping has emerged as a viable alternative, offering various advantages such as the convenience of purchasing without visiting physical stores, a wider range of product choices, practical return policies, and flexible payment methods (Kripesh et al., 2020). Additionally, product prices in e-commerce are generally lower than in conventional stores, as goods are often sourced directly from suppliers. These factors contribute to consumers' preference for online shopping over in-store purchases.

The adoption of e-commerce in Indonesia has been increasing annually, as predicted by Tempo.co (2020). The number of e-commerce users is projected to reach 189.6 million by 2024, continuing the trend from 70.8 million users in 2017, rising to 87.5 million in 2018, and reaching 129.9 million in 2020. This trend suggests that consumers increasingly favour e-commerce due to its perceived convenience and flexibility.

The presence of e-commerce contributes to economic growth by enhancing trade efficiency through reduced operational and transactional costs. Furthermore, it facilitates consumer access to product information, price comparisons, and tailored services. This trend was further reinforced during the COVID-19 pandemic, when restrictions on physical activities encouraged more frequent virtual shopping. This behaviour has persisted, solidifying e-commerce as the primary shopping choice for many consumers. Additionally, e-commerce has provided substantial benefits for small and medium-sized enterprises (SMEs), fostering innovation opportunities and increasing revenue potential.

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E-commerce has transformed consumer purchasing behaviour. It is defined as a transaction of goods and services conducted via electronic media, allowing consumers to access product information, compare prices, and benefit from faster delivery services (Wagner Mainardes et al., 2019). Online shopping has gained immense popularity, with Indonesia ranking fifth globally in terms of weekly online shoppers, reaching approximately 40 per cent (Kompas.com, 2021). The ability to complete transactions with a single click has further fuelled the appeal of e-commerce. As an internet-based business model, e-commerce enhances trade efficiency and compels traditional businesses to adapt to remain competitive. Consumers worldwide can purchase or sell products at any time without time constraints (Masoud, 2013). Before making a purchase, consumers tend to read product reviews to ensure their choices align with expectations. Online reviews are perceived as honest opinions reflecting consumer experiences and perceptions (Ventre & Kolbe, 2020), helping to mitigate concerns regarding product quality or discrepancies.

Consumers heavily rely on online reviews when making purchasing decisions, as the perceived usefulness of online reviews plays a crucial role in attracting customer attention. According to Ventre & Kolbe (2020), consumers can be classified into two categories: active consumers, who provide reviews based on their experiences, and passive consumers, who prefer reading customer reviews to avoid poor purchasing decisions. Consequently, online reviews are regarded as a credible source of information.

Beyond aiding in product searches, online reviews also contribute to building consumer trust. Trust is essential in e-commerce, as sellers must ensure that their products align with descriptions to enhance customer satisfaction (McCole et al., 2010). E-commerce transactions are inherently impersonal, necessitating consumer trust in sellers despite not knowing them or inspecting products firsthand (Hong & Cha, 2013). A high level of trust fosters customer loyalty towards online shopping.

Trust is a key determinant of consumer purchasing behaviour, wherein individuals consciously assume risks with the expectation of positive intentions or actions from the other party (Mukherjee & Nath, 2007). In e-commerce, trust is crucial as it pertains to consumers' belief that sellers will act honestly (Zhu et al., 2020). Data security is also a fundamental aspect of trust-building, alongside seller transparency and honesty. A reliable technical infrastructure further strengthens the relationship between customers and e-commerce platforms.

A strong sense of trust enhances consumer satisfaction, which serves as a key indicator of business success. Customer satisfaction results from the comparison between expectations and actual shopping experiences (Vasic et al., 2019). In e-commerce, customer satisfaction is characterised as the positive emotions derived from shopping experiences. Elements such as product design, pricing, and features significantly influence purchase intention (Chen et al., 2015).

Purchase intention refers to consumers' willingness to buy specific products, which increases with greater trust and satisfaction (Kripesh et al., 2020). Generation Z constitutes the most active demographic in e-commerce, as they rely heavily on online reviews and perceive digital platforms as offering greater variety than conventional stores.

The perceived usefulness of online reviews plays a significant role in driving consumer purchase intention. Consumers feel more secure purchasing products with positive reviews (Ventre & Kolbe, 2020). Studies have shown that in collectivist cultures, such as Mexico, recommendations and online reviews greatly influence purchasing decisions. Furthermore, online reviews reinforce consumer trust. Shared experiences through reviews bolster confidence, ultimately impacting customer satisfaction (Gibreel et al., 2018; Kassim & Asiah Abdullah, 2010). High trust in a product or platform enhances customer satisfaction, which subsequently strengthens purchase intention (Zhu et al., 2020). Trust also contributes to purchase intention, as informative and transparent e-commerce platforms tend to be more credible among consumers (Mosunmola et al., 2019).

This study builds upon previous research by Ventre & Kolbe (2020) and Zhu et al. (2020), with a primary distinction in variable selection—replacing Perceived Risk with Satisfaction. Additionally, this study focuses on Indonesian consumers as the primary subject. In this context, online reviews in e-commerce are the predominant factor influencing consumer trust, satisfaction, and purchase intention. Consumers refer to reviews before purchasing to mitigate

potential risks. Therefore, this research aims to provide a more in-depth analysis of how online reviews impact satisfaction and trust, ultimately affecting purchase intention.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), proposed by Davis (1985), is widely used in information technology research to explain the adoption of new communication innovations like online reviews in e-commerce. TAM suggests that perceived usefulness and perceived ease of use are key drivers in technology adoption decisions. It helps predict user behavior in adopting new technologies and understanding online consumer behavior (Zhang et al., 2021). Therefore, this study adopts TAM to examine whether online reviews influence consumer purchase intention in e-commerce.

Perceived Usefulness of Online Reviews and Trust

Online reviews are considered a collection of consumer experiences, attitudes, and opinions (Floh et al., 2013). Consumers rely on these reviews when purchasing products, as the perceived usefulness of online reviews significantly influences their decision to proceed with a transaction. Perceived usefulness refers to the extent to which consumers find online reviews valuable, based on their trust in the information provided (Elwalda & Lu, 2016). Online reviews serve as a reliable source of up-to-date product and service information for other consumers (Park et al., 2007). Additionally, consumers assess the quality and credibility of online reviews as key factors in determining whether the information can be trusted (Filieri, 2015).

Trust in online reviews is a crucial factor in the success of e-commerce transactions. It is defined as a fundamental element of online interactions, reflecting the seller's honesty towards consumers (Hajli, 2015). Previous research has shown that the quality of consumer comments in online review forums influences customer trust and purchase intention (Awad & Ragowsky, 2008). Furthermore, Ventre & Kolbe (2020) found that perceived usefulness of online reviews positively impacts trust, particularly in cultures that value collective recommendations, such as in Mexico.

Trust and Satifsaction

Trust is crucial in online shopping, as consumers cannot physically inspect products before purchasing (Hong & Cha, 2013). Besides trust, sellers must ensure customer satisfaction to build long-term relationships. Satisfaction occurs when a product or service meets consumer needs and expectations. Satisfied customers are more likely to continue using a product and recommend it to others (Ginting et al., 2023).

Consumers also assess e-commerce platforms, valuing well-integrated sites with functional features (Lin et al., 2019). Research shows that higher trust leads to greater satisfaction in online shopping (Ginting et al., 2023; Kassim & Asiah Abdullah, 2010; Tran & Vu, 2019). Trust enhances confidence in transactions, improving the overall shopping experience (Ur Rahman et al., 2016).

Perceived Usefulness of Online Reviews and Purchase Intention

Online reviews play a crucial role in providing comprehensive information about product prices and quality, serving as a key reference for consumers in their purchasing decisions (Beneke et al., 2016). Highly rated reviews attract consumers by signaling that a product is worth buying (C. W. Park et al., 2021). Additionally, online reviews help minimize the risk of purchasing products that do not match their descriptions.

The positive impact of online reviews on purchase intention is particularly significant for e-commerce businesses. Effectively managing and leveraging online reviews can enhance customer satisfaction, boost sales, and provide valid insights into product quality. Purchase intention refers to a consumer's willingness to buy a product—where a stronger desire leads to a higher intention to purchase. In the e-commerce context, purchase intention is also seen as a predictor of consumer behavior in completing transactions (Wagner Mainardes et al., 2019).

Several key factors influence online purchase intention, including product quality, price, and features. Additionally, unique

product characteristics such as design and packaging can further attract consumers (Chen et al., 2015). This aligns with findings from D. H. Park et al. (2007) and Ventre & Kolbe (2020), which indicate that online reviews positively influence purchase intention. Reviews help consumers assess a product's worthiness and alleviate concerns about online shopping.

Trust and Purchase Intention

Trust is essential in online shopping, influencing consumers' willingness to complete transactions (Zhao et al., 2020). It reflects their confidence in sellers' reliability and ethical practices (Hong & Cha, 2013). To build trust, sellers must communicate well, fulfill promises, and provide clear product descriptions, which in turn boosts purchase intention.

Purchase intention is a consumer's willingness to buy a product, influenced by product quality, price, and detailed information (Kripesh et al., 2020). Research shows that trust positively affects purchase intention (Zhao et al., 2020; Ventre & Kolbe, 2020), especially in developed markets with secure e-commerce systems. However, Zhu et al. (2020) found that trust does not always directly impact purchase intention, indicating other influencing factors.

Satisfaction and Purchase Intention

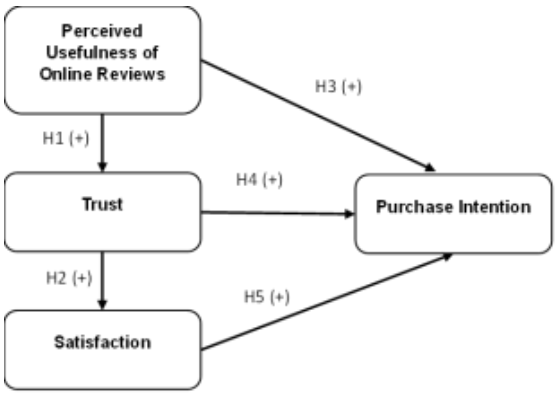
Customer satisfaction is a key objective for e-commerce businesses and a crucial factor in maintaining competitiveness (Lee et al., 2022a). In the context of e-commerce, satisfaction is defined as a positive purchasing experience where services meet consumer expectations, directly influencing online shopping behaviour (Vasic et al., 2019).

According to Lee et al. (2022a), customer satisfaction enhances purchase intention among both new and returning consumers. In e-commerce, purchase intention refers to a consumer's willingness to buy products or services online (Lee et al., 2022). Satisfied consumers are more likely to make purchases, as evidenced by Chi (2018), who found a positive relationship between customer satisfaction and purchase intention in e-commerce. Similarly, Hsu et al. (2012) identified that consumer satisfaction influences purchase intention, as observed among Taiwanese online travel agency customers.

Framework Model

This study employs three independent variables: Perceived Usefulness of Online Reviews, Trust, and Satisfaction, as well as Purchase Intention. Meanwhile, the dependent variable used in this research is Purchase Intention. The following is the research framework applied in this study as figure 1 below.

Figure 1. Framework Model



Source: Adapted from Ventre & Kolbe (2020) and Zhu et al. (2020).

METHODS

This study employs a quantitative approach to examine relationships between variables. It allows for objective and scientific hypothesis testing through statistical data analysis (Hidayat et al., 2024). The research is conducted in Indonesia, focusing on e-commerce platforms such as Shopee, Lazada, Tokopedia, Blibli, Bukalapak, and Zalora.

A sample is used to represent the population, consisting of selected members (Sekaran & Bougie, 2013). The study employs non-probability sampling, specifically convenience sampling, which involves selecting readily accessible respondents (Hidayat et al., 2024). It is chosen for practicality, targeting individuals who have and have not engaged in e-commerce transactions.

To ensure representativeness, Structural Equation Modelling (SEM) is utilised. Hair et al. (2010) suggest a sample size of 100–200 respondents for SEM analysis, while Crocker and Algina (1986) recommend at least 200 respondents for stability. Thus, this study includes 200 respondents.

Data is collected via an online survey using Google Forms. The questionnaire follows a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to assess respondents' perceptions (Hidayat et al., 2024).

A pilot test involving 40 respondents is conducted to assess reliability and validity using SPSS version 26. The results confirm the validity and reliability of all data and variables, allowing for full-scale distribution.

Two data analysis techniques are employed: descriptive analysis and Partial Least Squares Structural Equation Modelling (PLS-SEM). Descriptive analysis outlines respondent profiles and research variables (Babin et al., 2017). PLS-SEM is used to test complex models, including hypothesis testing (Hair et al., 2021). SmartPLS version 3 is applied to assess the measurement model (outer model) and structural model (inner model), examining discriminant validity, convergent validity, reliability, coefficient of determination, predictive relevance, path coefficients, and hypothesis testing.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents in this study were categorised based on gender, age, domicile, occupation, and income. The data shown in the Tabel 1 below.

Table 1. Respondent Characterictics

Category	Freq	%
Gender		
- Male	78	39.0
- Female	122	61.0
Age		
- Under 25 years	30	15.0
- 25-40 years	169	84.5
- More than 40 years	1	0.50
Domicile		
- Java Island	173	86.5
- Outside Java Island	27	13.5
Occupation		
- Private Sector / State-Owned Enterprise (SOE) Employee	83	41.5
- Student / University Student	41	20.5
- Retiree / Housewife	9	4.50
- Civil Servant / Military / Police	9	4.50
- Entrepreneur	58	29.0
Income per Month		
- IDR 1 – 2 Million	6	3.0
- IDR 2 – 4 Million	48	24.0
- IDR 4 – 5 Million	74	37.0
- More than IDR 5 Million	72	36.0

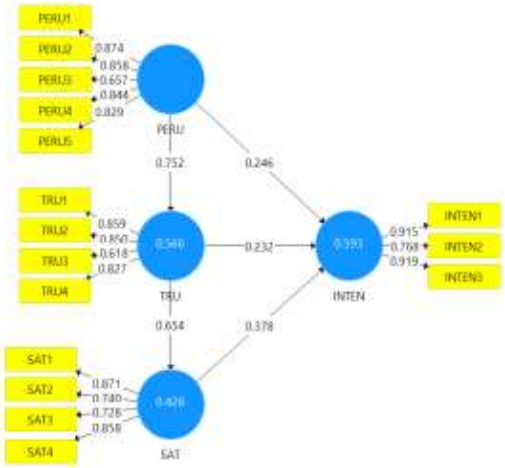
Source: Data processed (2025)

Table 1 shown that the majority of respondents were female (61%), aged between 25 and 40 years (84.5%), and residing in Java (86.5%). Most respondents were private sector or state-owned enterprise (SOE) employees (41.5%) with a monthly income of IDR 4–5 million (37%).

Data Validity and Reliability

First, the measurement model was assessed through convergent and discriminant validity tests, as well as reliability testing. Convergent validity examines the correlation between variables, while discriminant validity assesses the uniqueness of each measurement item within a variable (Hair et al., 2019). Convergent validity was evaluated based on factor loadings and average variance extracted (AVE) values. Meanwhile, reliability was assessed using Cronbach's alpha and composite reliability. The path diagram of the estimated PLS-Algorithm results is presented in Figure 2 below.

Figure 2. PLS Algorithm



Source: Data Processed (2025)

In the convergent validity test, there are two items: PERU3 (0.657) and TRUE3 (0.618) had outer loading values below the standard threshold of 0.708. Consequently, these items were removed to enhance instrument validity. The results of the convergent validity and reliability tests after elimination are presented in Table 2 dan Table 3.

Table 2. Convergent Validity

Variables	Item	Outer Loading	AVE
INTEN	INTEN1	0,915	0,757
	INTEN2	0,769	
	INTEN3	0,918	
PERU	PERU1	0,882	0,745
	PERU2	0,866	
	PERU4	0,870	
	PERU5	0,835	
SAT	SAT1	0,872	0,642
	SAT2	0,735	
	SAT3	0,726	
	SAT4	0,861	
TRU	TRU1	0,876	0,756
	TRU2	0,884	
	TRU4	0,848	

Source: Data Processed (2025)

Note: Perceived Usefulness of Online Reviews (PERU), Trust (TRU), Satisfaction (SAT), Purchase Intention (INTEN).

Table 2 presents the results of the convergent validity test after eliminating previously invalid measurement items based on the outer loading assessment. The findings indicate that all remaining measurement items are convergently valid, meeting the criteria of an outer loading value of 0.708 and a minimum AVE threshold of 0.50 (Hair et al., 2021).

Table 3. Data Reliability

Variables	α	CR
INTEN	0,839	0,903
PERU	0,886	0,921
SAT	0,818	0,877
TRU	0,839	0,903

Source: Data Processed (2025).

Table 3 shows that Table 3 indicates that the Cronbach's alpha and composite reliability values meet the standard threshold of 0.7. Most variables have values exceeding 0.8, demonstrating a high level of reliability.

Next, the discriminant validity test was conducted using the Fornell-Larcker criterion and the HTMT test. The results of the discriminant validity assessment are presented in Tables 4 and 5.

Table 4. Fornell Larcker Criterion

	INTEN	PERU	SAT	TRU
INTEN	**0,870**			
PERU	0,678	**0,863**		
SAT	0,709	0,734	**0,802**	
TRU	0,644	0,729	0,616	**0,870**

Source: Data processed (2025)

Table 4 presents the results of the Fornell-Larcker test, which meet the established standards. The diagonal values are higher than the values below them. For instance, the SAT-SAT value (0.802) is greater than the TRU-SAT value (0.616). Thus, all variables are confirmed to be discriminantly valid.

Table 5. HTMT Ratio

	INTEN	PERU	SAT	TRU
INTEN				
PERU	0,774			
SAT	0,810	0,831		
TRU	0,772	0,844	0,693	

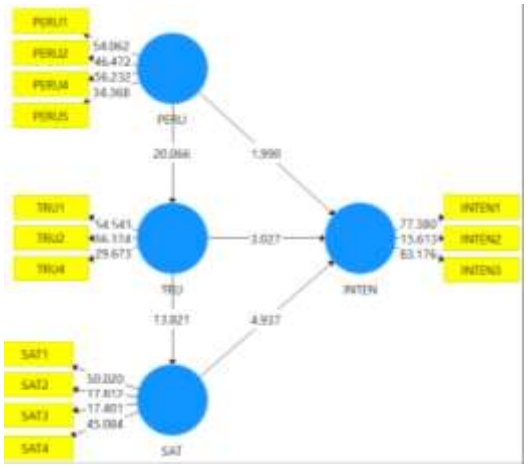
Table 5 demonstrates that all variables have HTMT values within the acceptable threshold of 0.85–0.90. These results indicate that each variable meets the criteria for

discriminant validity. Therefore, all variables in this study are confirmed to be discriminantly valid based on the HTMT test.

Coefficient of Determination and Predictive Relevance

Next, the structural model (inner model) testing includes the assessment of the coefficient of determination, predictive relevance, and path coefficients. The estimated bootstrapping path for the structural model in this study is presented in Figure 3 below.

Figure 3. Bootstrapping



Source: Data Processed (2025)

The structural model was evaluated by assessing the coefficient of determination (R-square), predictive relevance (Q-Square), and path coefficients. The results for R-square and Q-square are presented in Table 6.

Table 6. R-Square

Variables	R^2	R^2 Adjusted	Q^2
INTEN	0,585	0,578	0,438
SAT	0,379	0,376	0,452
TRU	0,532	0,530	0,528

Source: Data processed (2025)

Table 6 presents the results of the coefficient of determination (R^2) and predictive relevance (Q^2) analyses, confirming the model's ability to explain variance and its predictive validity, indicating a strong alignment with the data.

Path Coefficient

The results of the path coefficient analysis illustrate the direction of relationships between variables and the hypothesis testing decisions. The direction of the hypothesis relationship is determined by the β coefficient (original sample), which can be positive or negative depending on the hypothesis. Hypothesis testing decisions are based on the criteria of a T-statistic ≥ 1.96 and a P-value ≤ 0.05. The detailed results of the path coefficient analysis in this study are presented in Table 7.

Table 7. Path Coefficient and Hypotheses Testing

Hypotheses	β	T-statistics	P-Value	Note
PERU → TRU	0,729	20,066	0,000	H1 accepted
TRU → SAT	0,616	13,821	0,000	H2 accepted
PERU → INTEN	0,191	1,990	0,047	H3 accepted
TRU → INTEN	0,249	3,027	0,003	H4 accepted
SAT → INTEN	0,416	4,937	0,000	H5 accepted

Souce: Data processed (2025)

Table 7 indicates that all hypotheses in this study are accepted and statistically significant. Each relationship between variables exhibits a positive direction, as reflected in the positive β coefficient values. This confirms that the relationships align with the hypothesised directions. Furthermore, these findings reinforce the strength of the positive relationships between the study variables.

The perceived usefulness of online reviews has a positive effect on trust (T-statistic = 20.066 > 1.96, P-value = 0.000 < 0.05), thus H1 accepted. These findings indicate that positive online reviews can foster consumer trust in making transactions. In online shopping, consumers cannot physically inspect products; therefore, online reviews play a crucial role in helping them assess whether a product is worth purchasing. The results of this study demonstrate that online reviews provide consumers with accurate product information, reducing their concerns about potential discrepancies between expectations and reality. Consequently, online reviews enhance purchase intention.

Online reviews have been proven to serve as reliable sources of information, offering consumers up-to-date insights into product or service experiences (Park et al., 2007). This aligns with the study by Ventre and Kolbe (2020), which found that the perceived usefulness of online reviews positively influences trust. In Mexico, consumers highly value collective culture, where recommendations significantly impact purchase intentions.

Trust has a positive influence on satisfaction (T-statistics = 13.821 > 1.96, P-value = 0.000 < 0.05), thus H2 is accepted. These findings indicate that consumers trust sellers to be reliable in meeting their needs and to take responsibility for the products they offer. Trust is therefore essential in e-commerce for enhancing customer satisfaction. Sellers must fulfil their promises regarding product quality while maintaining commitment to pricing, communication, and overall service. As a result, satisfied consumers are more likely to recommend products to others, either through online reviews or word-of-mouth.

In online business, trust and customer satisfaction are key to maintaining quality, pricing, and communication standards. This aligns with the findings of Ginting et al. (2023), who established a positive relationship between trust and customer satisfaction in Indonesia's e-commerce sector, where higher consumer trust leads to greater satisfaction with online shopping. Similarly, studies by Kassim and Asiah Abdullah (2010) and Tran and Vu (2019) confirm that trust has a significant positive impact on satisfaction.

Subsequently, the perceived usefulness of online reviews positively influences purchase intention in e-commerce (T-statistics = 1.990 > 1.96, P-value = 0.047 < 0.05), thus H3 is accepted. These findings indicate that consumers trust sellers to be reliable in meeting their needs and to take responsibility for the products they offer. Trust is therefore essential in e-commerce for enhancing customer satisfaction. Sellers must fulfil their promises regarding product quality while maintaining commitment to pricing, communication, and overall service. As a result, satisfied consumers are more likely to recommend products to others, either through online reviews or word-of-mouth.

In online business, trust and customer satisfaction are key to maintaining quality, pricing, and communication standards. This aligns with the findings of Ginting et al. (2023), who established a positive relationship between trust and customer satisfaction in Indonesia's e-commerce sector, where higher consumer trust leads to greater satisfaction with online shopping. Similarly, studies by Kassim and Asiah Abdullah (2010) and Tran and Vu (2019) confirm that trust has a significant positive impact on satisfaction.

Trust has a positive and significant effect on purchase intention in e-commerce (T-statistics = 3.027 > 1.96, P-value = 0.001 < 0.05), thus H4 is accepted. In e-commerce, trust plays a crucial role in reducing perceived consumer risk, as online transactions often evoke concerns about product discrepancies. To maintain consumer trust, sellers must ensure product quality aligns with descriptions and uphold effective communication and responsibility. If a consumer raises a complaint in an online review, the seller should respond appropriately. Likewise, in cases of product damage, the seller must take responsibility by offering a suitable replacement.

The findings of this study indicate that consumers trust sellers to fulfil their promises, particularly regarding product quality and pricing consistency. Consumers are more inclined to engage in transactions when they perceive that sellers consistently offer high-quality products and services.

These findings align with studies by Zhao et al. (2020) and Zhu et al. (2020), which establish a significant positive relationship between trust and purchase intention. Furthermore, Ventre and Kolbe (2020) suggest that consumers in developed markets exhibit higher levels of trust in online transactions due to the enhanced security of e-commerce platforms in these regions.

Finally, satisfaction positively influences purchase intention in e-commerce (T-statistics = 4.937 > 1.96, P-value = 0.000 < 0.05), thus H5 is accepted. The findings of this study indicate that consumers experience satisfaction as online reviews help them identify products that align with their expectations in terms of price and quality, thereby fostering purchase intention. Additionally, consumers appreciate the efficiency of online shopping, as it eliminates the need to leave their homes to acquire desired products. Consequently, a high volume of positive online reviews can further

encourage purchase intentions among other consumers.

Consumer satisfaction is a primary objective for e-commerce businesses and is regarded as a critical factor in sustaining and enhancing business competitiveness. Without consumer satisfaction, businesses struggle to maintain longevity or compete effectively in the market (Lee et al., 2022).

These findings align with Chi (2018), who established that customer satisfaction with e-commerce usage positively influences purchase intention. Furthermore, Hsu et al. (2012) demonstrated that consumer satisfaction significantly impacts purchase intention, with their study showing that satisfied consumers in Taiwan's travel agency sector exhibited an increased likelihood of making purchases.

CONCLUSION

The findings of this study indicate that all hypotheses were supported. Purchase intention in e-commerce is influenced by the perceived usefulness of online reviews, trust, and satisfaction. Based on these findings, several key aspects should be considered by e-commerce businesses. Greater attention should be given to online review sections, as many consumers rely on these reviews to assess the credibility of a product before making a purchase. Additionally, effective communication with consumers is crucial, particularly in addressing complaints in online reviews, as this can serve as a basis for product quality improvements and help prevent negative reviews. Furthermore, maintaining high product quality is essential to minimise returns and avoid unfavourable feedback. These efforts are vital for enhancing consumer trust and satisfaction, ultimately increasing purchase intention in e-commerce.

This study was conducted with a sample of 200 respondents. Future research should aim to expand the sample size to obtain more comprehensive results, particularly given the continuous rise in e-commerce users in Indonesia. Additionally, this study examined Perceived Usefulness of Online Reviews and Purchase Intention as key variables. While both have been empirically shown to have a positive and significant impact, limited research has explored the relationship between Perceived Usefulness of Online Reviews and Purchase Intention within the e-commerce context. It is recommended that future studies further investigate these variables to strengthen existing findings and contribute to a broader understanding of their role in e-commerce.

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List of Tables

Table 1. Respondent Characterictics

Category	Freq	%
Gender		
- Male	78	39.0
- Female	122	61.0
Age		
- Under 25 years	30	15.0
- 25-40 years	169	84.5
- More than 40 years	1	0.50
Domicile		
- Java Island	173	86.5
- Outside Java Island	27	13.5
Occupation		
- Private Sector / State-Owned Enterprise (SOE) Employee	83	41.5
- Student / University Student	41	20.5
- Retiree / Housewife	9	4.50
- Civil Servant / Military / Police	9	4.50
- Entrepreneur	58	29.0
Income per Month		
- IDR 1 – 2 Million	6	3.0
- IDR 2 – 4 Million	48	24.0
- IDR 4 – 5 Million	74	37.0
- More than IDR 5 Million	72	36.0

Table 2. Convergent Validity

Variables	Item	Outer Loading	AVE
INTEN	INTEN1	0,915	0,757
	INTEN2	0,769	
	INTEN3	0,918	
PERU	PERU1	0,882	0,745
	PERU2	0,866	
	PERU4	0,870	
	PERU5	0,835	
SAT	SAT1	0,872	0,642
	SAT2	0,735	
	SAT3	0,726	
	SAT4	0,861	
TRU	TRU1	0,876	0,756
	TRU2	0,884	
	TRU4	0,848	

Table 3. Data Reliability

Variables	α	CR
INTEN	0,839	0,903
PERU	0,886	0,921
SAT	0,818	0,877
TRU	0,839	0,903

Table 4. Fornell Larcker Criterion

	INTEN	PERU	SAT	TRU
INTEN	**0,870**			
PERU	0,678	**0,863**		
SAT	0,709	0,734	**0,802**	
TRU	0,644	0,729	0,616	**0,870**

Table 5. HTMT Ratio

	INTEN	PERU	SAT	TRU
INTEN				
PERU	0,774			
SAT	0,810	0,831		
TRU	0,772	0,844	0,693	

Table 6. R-Square

Variables	R^2	R^2 Adjusted	Q^2
INTEN	0,585	0,578	0,438
SAT	0,379	0,376	0,452
TRU	0,532	0,530	0,528

Table 7. Path Coefficient and Hypotheses Testing

Hypotheses	β	T-statistics	P-Value	Note
PERU → TRU	0,729	20,066	0,000	H1 accepted
TRU → SAT	0,616	13,821	0,000	H2 accepted
PERU → INTEN	0,191	1,990	0,047	H3 accepted
TRU → INTEN	0,249	3,027	0,003	H4 accepted
SAT → INTEN	0,416	4,937	0,000	H5 accepted

Figure 1. Framework Model

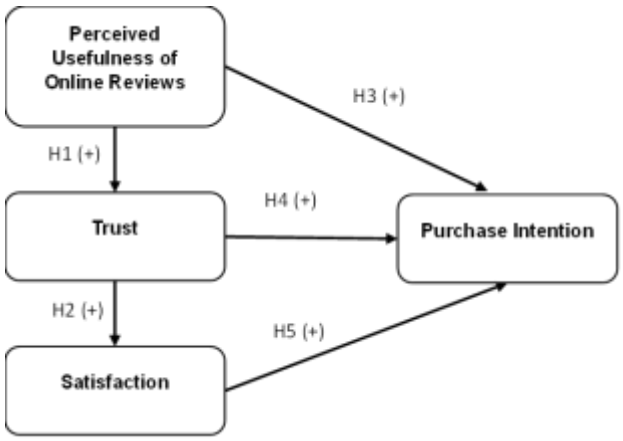
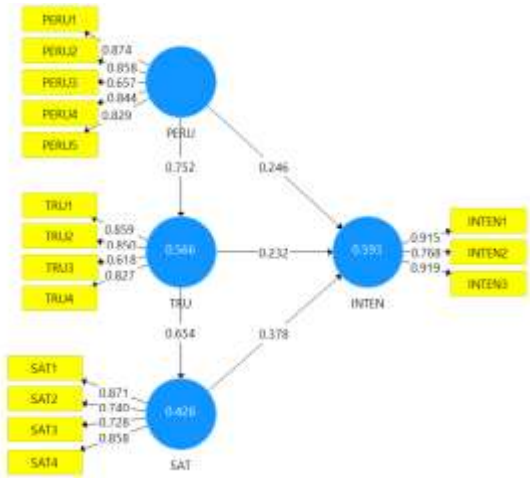
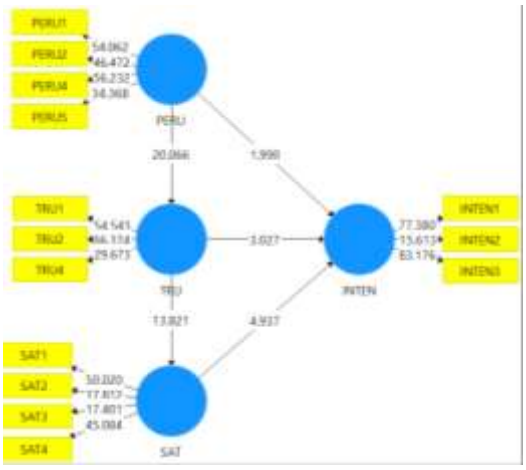


Figure 2. PLS Algorithm



Source: Data Processed (2025)

Figure 3. Bootstrapping



Source: Data Processed (2025)

APPENDIX

Table 1A.
Item Measurement

Variables	Code	Items
Perceived Usefulness of Online Reviews (PERU)	PERU1	The availability of online reviews facilitates my shopping experience on e-commerce platforms.
	PERU2	Reading online reviews enables me to find products that accurately match their descriptions.
	PERU3	I will recommend products based on those I have purchased.
Trust (TRU)	TRU1	I believe that e-commerce platforms will fulfil the promises made to consumers.
	TRU2	E-commerce consistently offers products and services in accordance with their written descriptions.
	TRU3	E-commerce is reliable in meeting my needs, whether for products or services.
	TRU4	Maintaining consistency in offering high-quality products ensures a comfortable shopping experience on e-commerce platforms.
Satisfaction (SAT)	SAT1	The presence of e-commerce allows me to save time when shopping.
	SAT2	E-commerce provides convenience in finding products or services, even in urgent situations.
	SAT3	Various promotions offered by e-commerce, such as free shipping and discounts, enhance my shopping experience.
	SAT4	An attractive website interface serves as an appealing factor that encourages me to make transactions.
Purchase Intention (INTEN)	INTEN1	I would like to purchase products from e-commerce platforms.
	INTEN2	I would like to recommend my friends or family to buy products from e-commerce.
	INTEN3	If there is a product I wish to buy, I prefer to purchase it through e-commerce.