

The Influence of Online Reviews on Trust and Repurchase Intention on Traveloka at Muhammadiyah University of Pontianak

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Abstract

This study examines the influence of online reviews on consumer trust and repeat purchase intention among users of the Traveloka platform as one of the most widely used online travel marketplaces in Indonesia. The rapid development of digital technology has transformed consumer behavior, particularly in seeking and purchasing travel services such as airline tickets and hotel accommodations. Online customer reviews play a crucial role in shaping perceptions, reducing uncertainty, and influencing purchasing decisions. Using a descriptive quantitative approach, data were collected through observations on Traveloka's platform, interviews with active users, and questionnaires distributed to Traveloka application users at Universitas Muhammadiyah Pontianak. Secondary data were obtained from relevant documents, including reports on active Traveloka users. The study employed normality tests, multicollinearity tests, multiple linear regression, and hypothesis testing (t-test and F-test) to analyze the relationships between variables. The results indicate that online reviews significantly affect consumer trust, which in turn positively influences repeat purchase intention. Trust also acts as a key mediating factor connecting online reviews to purchase behavior. The findings highlight the importance of authentic and transparent review systems for enhancing consumer confidence in online transactions. This research contributes to understanding digital consumer behavior and provides recommendations for practitioners and future researchers.

Keywords: Online Reviews, Consumer Trust, Repurchase Intention, Traveloka Marketplace, Digital Consumer Behavior

Received: September 9, 2025

Revised: November 17, 2025

Accepted: December 1, 2025

Introduction

In this modern era, which relies heavily on technology, human behavior has changed, especially when searching for booking services for airline tickets, hotels, and various other products (Pencarelli, 2020). Previously, we had to go directly to the airport and hotel to find airline and hotel booking services, or we could go directly to the airport and hotel. Now, we no longer need to leave the house; simply using a smartphone and an internet connection, we can book the airline and hotel services we need.

Online shopping makes it easier for consumers to obtain more transparent pricing information and compare prices across marketplaces (Hanna et al., 2019). Online shopping is a form of e-commerce. E-commerce is a product of an information technology system developed to meet needs and create competitive advantage, particularly in promoting and selling various types of products and services across regions or even countries (Chen & Zhang, 2015).

Many platforms selling airline and hotel tickets online in Indonesia provide a place for sellers and buyers to transact goods and services, known as marketplaces. A marketplace is a platform

(usually digital/online) that connects sellers and buyers to conduct transactions for goods or services. A marketplace must be able to compete with other marketplaces to survive, and it must also understand what consumers want to ensure their satisfaction. Marketplaces can take the form of websites and applications.

Marketplaces significantly assist people in meeting their needs. They connect sellers and buyers without physical contact for transactions. Within the marketplace, buyers can inquire about prices or any questions related to products or services with sellers, and even negotiate prices. One widely used marketplace in Indonesia is Traveloka. Traveloka is one of the most popular marketplaces for hotel and airline bookings in Indonesia. Traveloka is also one of the most popular online travel agents in Indonesia.

Traveloka is a leading technology company in Southeast Asia, providing users with a way to find and book a variety of transportation products, financial services, lifestyle activities, and accommodations. According to Ardianti & Widiartanto, (2019), an easy way to find information about a product is by looking at reviews and checking the store's rating. The more stars, the better the product or service provider's rating. The star scale or rating, usually from one to five, determines whether a marketplace is good or not. The more stars a marketplace has, the better its quality.

According to Arbaini (2020), consumers should first research the products they intend to purchase to minimize potential negative impacts or risks. Online customer reviews are very useful for potential buyers in making purchasing decisions. Hariyanto & Trisunarno (2021) In his research, he explained that customer reviews are considered relevant because they are conducted voluntarily by customers who have already purchased a product. Customer reviews are also a factor in determining purchasing decisions.

This means that reviews provided by other customers can influence someone's interest in purchasing. Trust is a consumer's understanding of a service, its attributes, and its usefulness. According to Norhermaya & Soesanto (2016), trade and business activities can only take place if there is mutual trust between the seller and the consumer. According to Lailiya (2020), trust is crucial in online shopping. The limited physical contact in online shopping makes trust paramount before making an online transaction.

According to Rosdiana et al. (2019), trust is a crucial factor influencing online purchases. The limitations of online transactions make trust a crucial factor before any online purchase takes place. Research shows that trust has a positive influence on purchase intention, indicating a high level of buyer trust. The Indonesia Travel Stress Report 2025 lists the best online travel agent brands in Indonesia based on net customer satisfaction. Customer satisfaction plays a crucial role as a key indicator of the quality and effectiveness of interactions between customers and the company.

The higher the customer and company satisfaction, the better. The higher a customer's satisfaction rating for a company, the higher their loyalty, and they are even more likely to recommend the company's products to others. Traveloka ranked first, achieving the highest customer satisfaction score of 80.0. After Traveloka, Tiket.com came in second with a score of 62.0. Shopee, a travel/hotel platform, followed in third place with a score of 60.8. Following them were other platforms, Nusatrip (56.3) and Travelio (56.2).

YouGov measures a brand's customer satisfaction rating using a survey involving 400 respondents per brand, consisting of current and former customers. Traveloka's dominance in Indonesia also demonstrates the platform's extensive online reviews, both in terms of quantity

and variety of user experiences. Online reviews are a crucial factor influencing user perceptions of service quality. In this context, online reviews serve not only as a source of additional information but also as a means of building consumer trust in Traveloka.

Traveloka is a leading company in Southeast Asia that provides a variety of travel needs in one platform, enabling us to create moments with our loved ones. Traveloka offers services such as airline tickets, hotels, recreation, airport transportation connectivity products, and buses. To access Traveloka, please visit traveloka.com. This website is used to support development and progress, and serves as a platform for obtaining transportation booking information quickly, accurately, effectively, and efficiently.

The Traveloka website and app offer a variety of ticket options, including airline tickets, train tickets, bus and travel tickets, hotel tickets, event and concert tickets, and international train tickets (Habibie et al., 2025). Traveloka frequently offers monthly discounts to consumers, such as 12.12 and discounts for new Traveloka users, which can be accessed through the app. To identify quality hotel and tourist destinations, check customer ratings and reviews. Payment options available on Traveloka include cash and online payments, such as bank transfers, virtual accounts, credit/debit cards, and other e-wallets.

A website is a medium used to disseminate accessible information, whether for purchases or sales. (Ettredge et al., 2002) Users can access information services online. Accessing Traveloka through the website requires an internet connection. The internet is a network that connects networks for communication, such as exchanging information in the form of files, audio, and video. The following are the most popular online travel apps in Indonesia.

Traveloka's high popularity also merits further analysis within a more specific context, such as among students at the University of Muhammadiyah Pontianak. As active digital users, students are likely to utilize this platform for their travel needs, making the influence of online reviews on trust and repeat purchase intention a crucial aspect in understanding their consumer behavior.

Currently, online ticket and hotel booking services are on the rise, as there are many factors that need to be understood to influence and encourage consumers to make purchasing decisions. One such factor is online reviews. Online reviews are a platform that allows consumers to freely and easily share their opinions and insights online.

The difference with e-commerce is that online stores are owned by a single entity or company, selling their own products or services. All products sold come from a single company, and they manage all aspects from sales to delivery. This contrasts with marketplaces, which simply connect sellers and buyers. The following is a summary of the value of online tourism bookings and its projections in Indonesia.

Methods

The type of research used in this study is a quantitative descriptive method. According to (Sugiyono, 2019), a quantitative research method can be defined as a research method based on the philosophy of positivism, used to study a specific population or sample. Data collection uses research instruments and quantitative data analysis, with the aim of testing predetermined hypotheses. The quantitative research in this study aims to determine relationships. The research location is Muhammadiyah University of Pontianak, with the research subjects being Traveloka platform users.

Data Collection Techniques

Data collection in this study was conducted using primary and secondary data. Primary data included observations on the Traveloka platform to observe marketing activities via social media, interviews with active Traveloka app users to obtain in-depth information, and the distribution of questionnaires to individuals who own and use the app. Meanwhile, secondary data was obtained from various relevant documents, including information on the number of active Traveloka users.

Research Variables

According to Sugiyono (2019), a research variable is anything that is determined to be studied to generate the necessary information. This study has three variables: the independent variable, online reviews (X1), which influences other variables; the dependent variable, trust (Y1), which is influenced by the independent variable; and the intervening variable, repurchase intention (Y2), which mediates the relationship between the independent and dependent variables.

Data Analysis Techniques

Normality Test

The normality test is used to test whether the confounding variables or residuals in the regression model have a normal distribution. A good regression model has a normal or near-normal distribution, making it feasible and amenable to statistical testing (Ghozali, 2018). Decision-making can be based on probability (Asymptotic Significance): a. If the probability is >0.05 , the population distribution is normal. b. If the probability is <0.05 , the population is not normally distributed.

Multicollinearity Test

Ghozali (2018) states that the multicollinearity test aims to test whether the regression model establishes a correlation between the independent variables. The multicollinearity test is designed to determine whether a regression model finds a correlation between independent variables. The impact of this multicollinearity test is that it causes the variables in the sample to become larger. This results in a large standard error, so that when testing the coefficient, the calculated t-test will have a smaller value than the t-table. If the study has more than one independent variable.

Multiple Linear Regression Analysis Test

Ghozali (2018) defines multiple regression analysis as an analysis that determines the effect of more than one independent variable on a dependent variable. The multiple linear regression analysis model is used to explain the influence of independent variables on the dependent variable. This study aims to examine the effect of Managerial Ownership, Foreign Ownership, and Family Ownership on Firm Value.

The regression equation for this study includes:

$$CAR = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

Description:

CAR = Cumulative Abnormal Return

α = Constant

β = Regression Coefficient

X1 = Sharia Bond Value

X2 = Sharia Bond Rating

X3 = Sharia Bond Maturity

e = Error

Hypothesis Testing and T-Test

The T-test essentially indicates the extent of influence of an explanatory variable or independent variable in explaining changes in the dependent variable (Ghozali, 2018). The criteria for the t-statistic test are as follows: (1) If the calculated t-value < t-table, and the significance probability > 0.05, then the independent variable has no effect on the dependent variable; (2) If the calculated t-value > t-table, and the significance probability < 0.05, then the independent variable has an effect on the dependent variable.

Hypothesis Testing and F-Test

The F-statistic test essentially indicates that all independent variables included in the model have the same effect on the dependent variable (Ghozali, 2018). The criteria for the F-statistic test are as follows: (1) If the calculated F-value < F-table, and the significance probability > 0.05, then all independent variables have no effect on the dependent variable; (2) If F count > F table, and the probability of significance < 0.05, then all independent variables have an effect on the dependent variable.

Result and Discussion

Respondent Description

This study was conducted on students at the University of Muhammadiyah Pontianak who had used the Traveloka app. The number of respondents in this study was 96. All respondents were active users who had purchased tickets or hotels through the Traveloka app. Based on the data collection results, the majority of respondents were aged between 18 and 25, with a predominance of active students. This indicates that younger age groups are more accustomed to utilizing digital platforms for travel activities. Therefore, this population is suitable for examining the influence of online reviews on trust and repurchase intention.

Description of Research Variables

This study involved three main variables: online reviews (X), trust (Y1), and repurchase intention (Y2). Data descriptions were obtained through a questionnaire with a Likert scale of 1–5 (1 = strongly disagree to 5 = strongly agree). Each variable was measured using several indicators described in the research method. This data was then processed using SPSS to determine the influence between the variables studied.

Validity and Reliability Test

Validity tests were conducted to determine the extent to which the statement items were able to measure the intended construct.

Table 1. Validity Test Results

Variables	Range of r-count	Description
Online Reviews	0,436 – 0,752	Valid
Trust	0,423 – 0,792	Valid
Repurchase Intention	0,445 – 0,765	Valid

Based on Table 1, the validity test results show that all statement items in the Online Review, Trust, and Repurchase Intention variables have calculated r-values between 0.423 and 0.792, which is greater than the table r-value of 0.200. Thus, all statement items are declared valid, meaning each item is able to accurately measure the intended construct or variable. This indicates that the questionnaire instrument used in the study can be used for the next stage of analysis. Next, a reliability test was conducted to determine the consistency of respondents' answers.

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
0.760	26

The test results showed a Cronbach's Alpha value of $0.760 > 0.6$. According to Ghozali (2018), an instrument with a Cronbach's Alpha value greater than 0.6 is considered reliable. Therefore, all research instruments can be declared reliable.

Classical Assumption Test

The classical assumption test was conducted to ensure that the regression model met the BLUE (Best Linear Unbiased Estimator) criteria. This test included tests for normality, multicollinearity, and heteroscedasticity.

Normality Test

The normality test was conducted using the Kolmogorov-Smirnov test. The test results showed a significance value of $0.000 < 0.05$, indicating that the data were not normally distributed. However, because the sample size was more than 30, according to the Central Limit Theorem, the data were considered close to a normal distribution, so the model was still suitable for use (Sugiyono, 2019).

Table 3. Normality Test Results Table

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Online	.276	96	.000	.696	96	.000
Trust	.395	96	.000	.542	96	.000
Interest	.349	96	.000	.653	96	.000
a. Lilliefors Significance Correction						

Multicollinearity Test

A multicollinearity test was conducted to determine the relationship between independent variables. The results showed a correlation value between independent variables of less than 0.90 and a VIF value of < 10 , indicating no signs of multicollinearity in the model (Ghozali, 2018).

Heteroscedasticity Test

The heteroscedasticity test was conducted by examining the distribution pattern on a scatterplot. The results showed that the points were randomly distributed above and below the X-axis, thus concluding that there was no heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the effect of online reviews on trust and repurchase intention. The results of the multiple regression calculations using SPSS yielded the following equation:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3$$

$$Y = 7.372 + 0.717X_1 + 0.000X_2$$

$$\text{Online Review} = 7,372 + 0.717 \text{ Trust} + 0.000 \text{ Interest}$$

Table 4. Multiple Linear Regression Test Results

Variabel	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	7,372	1,530		4,817	0,000
Trust (X ₁)	0,717	0,034	0,951	20,928	0,000
Interest (X ₂)	-0,001	0,064	-0,001	-0,013	0,990

The equation above can be explained as follows:

Constant Value (a = 7.372)

The constant value of 7.372 indicates that if the Trust (X₁) and Interest (X₂) variables are considered constant or zero, then the baseline value of the Online Purchase Decision (Y) is 7.372. This means that without the influence of Trust and Interest, consumers still have a baseline tendency to make online purchases of 7.372 units.

Trust Coefficient (b₁ = 0.717)

The Trust coefficient value of 0.717 means that every one-unit increase in the Trust variable will increase the Online Purchase Decision by 0.717 units, assuming the Interest variable remains constant. The calculated t-value is 20.928 with a Sig. = 0.000 < 0.05, thus concluding that Trust has a positive and significant effect on Online Purchase Decisions. This indicates that the higher a consumer's level of trust in an online platform or seller, the more likely they are to make a purchase.

Interest Coefficient (b₂ = -0.001)

The Interest coefficient value of -0.001 means that every one-unit increase in the Interest variable will decrease the Online Purchase Decision by 0.001 units, assuming the Trust variable remains constant. However, the calculated t-value = -0.013 with a Sig. = 0.990 > 0.05, indicating that Interest does not significantly influence Online Purchase Decisions. Thus, consumer interest levels are not a determining factor in their decisions to make online purchases in this study.

Overall Model Significance

Based on the results of this regression test, it can be concluded that: (1) The Trust variable (X₁) has a positive and significant influence on Online Purchase Decisions; (2) The Interest variable (X₂) does not significantly influence Online Purchase Decisions; (3) Together, these two variables explain 90.4% of the variation (R² = 0.904) in Online Purchasing Decisions, while the remaining 9.6% is influenced by other factors outside this research model.

t-Test (Partial)

The t-test results show that Trust (X_1) has a significance value of $0.000 < 0.05$, indicating a significant effect on online reviews. Meanwhile, Repurchase Intention (X_2) has a significance value of $0.990 > 0.05$, indicating insignificant effect.

Table 5. Multiple Linear Regression Test Results (Regression Coefficient)

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	7.372	1.530		4.817	.000
	Trust	.717	.034	.951	20.928	.000
	Interest	.000	.064	.000	-.013	.990
a. Dependent Variable: Online						

Based on the t-test results, the Trust variable has a significance value of $0.000 < 0.05$ and a calculated t-value of 20.928, thus concluding that Trust has a positive and significant effect on online reviews. Meanwhile, the Repurchase Intention variable has a significance value of $0.990 > 0.05$, indicating no significant effect on online reviews. Therefore, only the Trust variable has a significant effect on online reviews among Traveloka users at Muhammadiyah University of Pontianak.

F-Test (Simultaneous)

The F-test is used to determine the simultaneous effect of independent variables on the dependent variable. The ANOVA test results show a calculated F value of 437.894 with a significance value of $0.000 < 0.05$.

Table 6. ANOVA test

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	433.884	2	216.942	437.894	.000 ^a
	Residual	46.074	93	.495		
	Total	479.958	95			
a. Predictors: (Constant), Interest, Trust						
b. Dependent Variable: Online						

The F test results in the table above show a calculated F value of 437.894 with a significance value of $0.000 < 0.05$. Therefore, it can be concluded that the variables Trust and Repurchase Intention simultaneously have a significant effect on Online Reviews. This indicates that both variables together can significantly explain the variation that occurs in Online Reviews.

Coefficient of Determination (R^2)

The R value is 0.951 and the R Square value is 0.904. This means that 90.4% of the variation in Online Reviews can be explained by Trust and Repurchase Intention, while the remaining 9.6% is influenced by other factors outside the research model (Ghozali, 2018).

Table 7. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.951	0.904	0.904	0.222

1	.951 ^a	.904	.902	.70386
a. Predictors: (Constant), Interest, Trust				

Based on the results of the coefficient of determination test shown in Table 4.5, the R value is 0.951 and the R Square value is 0.904. This value indicates that 90.4% of the variation in the Online Review variable can be explained by the Trust and Repurchase Intention variables. The remaining 9.6% is explained by factors outside this research model. A high R value indicates a very strong relationship between the variables in this research model.

Discussion

The Influence of Trust on Online Reviews

The results of the study indicate that the Trust variable (X_1) has a positive and significant effect on Online Purchasing Decisions (Y). This is indicated by a regression coefficient of 0.717 with a significance level of $0.000 < 0.05$. This means that the higher a consumer's level of trust in a seller or online platform, the higher their tendency to make online purchases. This finding aligns with the theory proposed by Caswito et al. (2024), which states that trust is a key psychological factor influencing consumer decisions. Trust fosters a sense of security in online transactions because consumers believe the seller will fulfill their promises and responsibilities. Furthermore, the results of this study also support the findings of Komalasari et al. (2021) which found that trust in online sellers significantly influences e-commerce purchase intentions and decisions. Therefore, this study confirms that trust is a key factor influencing online purchasing decisions, especially because transactions are conducted without face-to-face interaction and involve higher risks than conventional purchases.

The Effect of Repurchase Intention on Online Reviews

Based on the results of the regression analysis, the variable Interest (X_2) has a regression coefficient of -0.001 with a significance value of $0.990 > 0.05$, indicating no significant effect on Online Purchasing Decisions. These results indicate that even if consumers are interested in a product or online shopping activity, this does not necessarily lead to a purchase. Theoretically, purchase intention reflects a person's psychological tendency to own or purchase a product. According to Park et al. (2005), purchase intention is an internal drive that arises from seeing or experiencing a product. However, in the context of online transactions, interest alone is not strong enough to translate intention into action, especially if it is not accompanied by trust in the platform or seller. The results of this study are consistent with the findings of Susanto et al. (2021) and Solihin (2020), who stated that consumer interest in online shopping does not always have a significant impact on purchasing decisions, especially when levels of trust in the security and quality of transactions are low. Therefore, it can be concluded that interest without trust is not sufficient to encourage consumers to make online purchases.

The Simultaneous Effect of Trust and Repurchase Intention on Online Reviews

The F-test results indicate that the Trust and Intention variables simultaneously have a significant effect on Online Purchasing Decisions, with a calculated F-value of 437.894 and a Sig. of $0.000 < 0.05$. The coefficient of determination ($R^2 = 0.904$) also indicates that 90.4% of the variation in online purchasing decisions can be explained by these two independent variables, while the remaining 9.6% is influenced by other factors not examined. This indicates that the combination of consumer trust and intention can shape the tendency to conduct online transactions. However, trust remains the dominant factor contributing the most to purchasing decisions. These findings support research by Ventre & Kolbe (2020). which states that trust

and perceived risk are the primary variables influencing online purchasing decisions, while intention plays only a supporting role. Thus, this study strengthens empirical evidence that the success of online transactions depends on the level of consumer trust in system security, the seller's reputation, and the reliability of the service offered.

Research Implications

Theoretical Implications

This study reinforces the findings of previous research by Sung et al. (2023), which emphasized that consumer trust is a key factor in building a positive image of online reviews. Furthermore, this study supports the Consumer Behavior theory proposed by Blasco-Arcas et al. (2014) which states that online purchasing behavior is influenced by a combination of perception, trust, and customer experience. This study contributes to the development of digital marketing literature in Indonesia by showing that although repurchase intention does not have a significant partial effect, this factor still plays a crucial role in strengthening long-term relationships between consumers and digital platforms.

Practical Implications

Traveloka needs to strengthen its review verification and authentication system to increase user confidence in the authenticity of the reviews displayed. It should also provide loyalty programs or rewards for active users who write high-quality reviews. Develop a customer testimonial-based communication strategy, as suggested by Ulhaq et al. (2025), to strengthen brand credibility and increase user repurchase intention. Leveraging positive review data as part of a digital marketing strategy to increase brand trust among new users.

Conclusion

Online reviews have a positive effect on consumer trust. Reviews provided by other users in the form of ratings, comments, and photos have been shown to increase consumer confidence in the reliability of Traveloka services. The more positive reviews displayed, the higher the level of user trust in the platform. Trust has a significant effect on repurchase intention. Trust in transaction security, authenticity of information, and credibility of the Traveloka brand are the dominant factors that encourage consumers to make repeat purchases in the future. Repurchase intention does not have a partial significant effect on online reviews. Although consumers have an interest in shopping online, this interest does not necessarily lead to real action without the support of trust in the platform or products offered. Trust and Repurchase Intention simultaneously have a significant effect on online reviews. These two variables together are able to explain 90.4% of the variation in Online Reviews on Traveloka, which shows a very strong relationship between perceptions of trust and consumer repurchase behavior. The trust factor is a key element in shaping Traveloka user loyalty. Online reviews have been proven not only to play a role as a medium of information, but also as a means of building trust and a major driver of customer loyalty in the digital era.

Suggestion

For Traveloka, it's crucial to improve review verification, develop a loyalty program for users who provide quality reviews, utilize positive reviews as promotional material, and maintain price transparency and transaction security to boost customer trust. Consumers are advised to be more critical in assessing reviews and participate in providing honest reviews after using the service. Meanwhile, future researchers can expand their research by using different objects,

such as other e-commerce platforms, to enrich the study of consumer behavior in the digital sector.

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