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The Influence Of Online Customer Review, Brand Trust, And Product Quality On Purchase Intention Of Rosca Stainless Steel Bottles (A Study On Students Of UPN "Veteran" Jawa Timur)

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Abstract

The purpose of this research is to examine the impact of online customer reviews, brand trust, and product quality both partially and concurrently on consumers purchase intent for Rosca brand stainless steel bottles on Shopee, with UPN "Veteran" East Java students as the research subjects. Purposive sampling was employed to choose 172 respondents for this associative quantitative investigation. A questionnaire was used to gather the recorded data, and SPSS version 27 was used to help with the multiple The results of the linear regression analysis demonstrate that purchase intention is significantly impacted by all three independent variables at the same time contributing 43.3%. Partially, Brand Trust proved to be the most dominant variable (B = 0.368; Sig. 0.000), followed by Product Quality (B = 0.250; Sig. 0.000), while Online Customer Reviews showed a positive but insignificant effect (B = 0.100; Sig. 0.160). Overall, this study indicates that when consumers have had direct purchasing experiences, brand trust and product quality are more dominant factors in shaping purchase intent than online reviews. This study has implications for stainless steel bottle businesses to prioritize strengthening brand trust and maintaining consistent product quality in their digital marketing strategies.

Keywords: *Online Customer Review, Brand Trust, Product Quality, Purchase Intention, Shopee*

Keywords: Communication, conflict management, goal setting, clear vision.

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INTRODUCTION

In the digitalization era, the process of information dissemination has developed rapidly. Through social media, information has spread widely across the world. Today, Social media platforms have become a key driver of rapid information dissemination. As a result, many people have become aware of the *"zero waste"* campaign. Through this issue, the public has become aware of the dangers and negative impacts of single-use plastic on the earth's ecosystem. With growing awareness of the *"zero waste"* campaign, encouraging the public's preferential intention toward the use of single-use bottles, prompting a shift toward reusable bottles, such as stainless steel bottles as an alternative to single-use bottles. The phenomenon of the *"Zero Waste"* movement has encouraged manufacturers to introduce various stainless steel bottle brands.

According to Keller, as cited in (Asmoro, 2022), preferential intention is the intention that drives consumers to form an image of their preferred product. Research on stainless steel bottle sales in 2025 shows that the global sales scale of stainless steel bottles is expected to expand and rising from USD 1.5 billion in 2025 to USD 2.6 billion in 2035, with an estimated CAGR of 5.5%. Meanwhile, sales in 2024 recorded growth of USD 1,432.3 million (Sutaria, 2025). Given the high purchase intention for stainless steel drinking bottles shown in the study above, stainless steel bottle manufacturers are encouraged to provide not only functional innovation, but also to pay attention to design and futuristic value that match market trends. One such example is Rosca, an Indonesian stainless steel bottle brand featuring a futuristic and contemporary design. In addition to its attractive design, Rosca is made from SUS 304 and SUS 316 stainless steel, which is resistant to heat and corrosion. Rosca's marketing segmentation relies entirely on e-commerce, particularly Shopee, which in 2025 recorded the highest marketplace usage index in Indonesia at 53%, far surpassing other e-commerce platforms such as TikTok Shop, which stood at only 27.37%. A pre-survey of 30 students at UPN "Veteran" Jawa Timur showed that the majority of respondents, 86.7%, had used Rosca, and 93.33% predominantly purchased Rosca through the Shopee e-commerce platform. In addition, 93.33% of consumers stated that they usually check reviews and ratings written by previous buyers before making a transaction.

However, the rate of recommending the product to others was relatively lower, at 83.33%. This indicates that the intensity of review usage does not necessarily correspond directly to referential intention, so the relationship between reviews, brand trust, and product quality toward purchase intention needs to be examined further. Previous studies have tended to examine Online Customer Review, Brand Trust, and

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Product Quality separately or together with other variables such as price, brand image, and FOMO, across different product categories (Nazara et al., 2023; Summa et al., 2021; Gusmar et al., 2026; Agustin et al., 2025), which opens new room for this study to further examine these three variables simultaneously in the context of the Rosca product. Accordingly, studies that particularly look at the concurrent influence of these three variables on purchase intention for functional, repeatedly usable product categories such as stainless steel bottles—particularly among student segments who already have direct purchasing experience—remains relatively limited. In order to close that gap, this work examines the partial and simultaneous influence of Online Customer Review, Brand Trust, and Product Quality on the purchase intention of Rosca stainless steel bottle consumers on Shopee, while also providing new empirical evidence on which factor most dominantly drives purchase intention when consumers already have direct experience with the product, particularly among students at UPN "Veteran" Jawa Timur.

LITERATURE REVIEW

MARKETING

The American Marketing Association (AMA), as cited in the book written by Tjiptono and Anastasia (2019:3), states that marketing itself is a series of organized activities aimed at creating good product value in the eyes of the public, through communication approaches, conveying messages, and offering positive value. According to Kotler & Armstrong (in Priansa, 2017:3), marketing activities are part of social and managerial activities carried out between individuals and groups, with the aim of obtaining each other's needs and wants by producing, providing, and trading value with other people.

PURCHASE INTATION

According to Parinussa (2024), purchase intention is one of the buyer's preference factors in obtaining a particular brand or taking actions related to purchasing, which is evaluated through behavior indicating the likelihood that the buyer will complete the purchase process. Meanwhile, according to Kotler and Armstrong (2024:87), purchase intention describes consumers' willingness to select or purchase a product influenced by their past experience in selecting and using a product. Buyers form preferences among various brand alternatives, which can result in the intention to purchase their most preferred brand. In the book on consumer behavior (2024:87), it is explained that the American Marketing Association, through its official website at

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www.ama.org, defines purchase intention as the intention to acquire a particular product or brand, developed through a process of selection and decision making.

ONLINE CUSTOMER REVIEWS

Online Customer Review is often carried out by consumers before making an online purchase, through in-depth analysis of the product they intend to buy, one of which is by considering reviews from customers who have previously purchased the product (Priangga, Munawar, 2021). Therefore, the presence of *Online Customer Review* is highly needed to provide information regarding the specifications of the product to be purchased, thereby making it easier for customers to obtain products whose quality is genuinely trustworthy (Mulyati, Gesitera, 2020).

BRAND TRUST

Brand Trust it self refers to the trust placed in a brand by the public, which can influence consumers' perception of that trust. In this sense, *Brand Trust* is the result of customer trust gained through satisfaction with a product that has been purchased. According to Haudi, et al. (2021), brand trust, or *Brand Trust*, is one of the ways to influence consumers regarding whether a product can be trusted and whether the product's performance specifications are communicated well to consumers, so as to live up to Buyer expectations In addition, the role of *Brand Trust* is very useful for consumers to avoid purchasing fraudulent goods that do not match their initial purchase expectations. Thus, the role of *Brand Trust*, or brand trust, plays an important part in protecting consumers.

PRODUCT QUALITY

Product quality in marketing activities is an important factor influencing product purchase decisions, which generally has an impact on good product quality, thereby increasing market share and boosting product purchase intention (Ceriana, 2022). According to (Kotler & Armstrong, 2023), in order to maintain product credibility and remain competitive in meeting consumer needs and wants, business actors must genuinely maintain product quality so that the product can become the consumer's primary choice.

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1. Research Method

This research is conducted using an associative approach as its methodological framework to according to Sugiyono (2023), Quantitative associative research seeks to establish the relationship that exists between two or more variables. Meanwhile, the approach used in this study is a quantitative approach; according to Sugiyono (2023), quantitative research can be defined as research that involves the collection and analysis of numerical data to identify patterns, relationships, and trends grounded in the philosophy of positivism. Accordingly, this analyzes the role of Online Marketing Review, Brand Trust, and Product Quality on Purchase Intention for the Rosca stainless steel bottle on the Shopee platform. The Online Marketing Review variable is measured through comprises measured through five indicators: perceived usefulness, source credibility, argument quality, the volume of online reviews, and the valence of online consumer reviews. the Brand Trust variable is measured through indicators of brand trust, brand security, and brand honesty, while the Product Quality variable is measured through performance, features, reliability, conformance, durability, and aesthetics. To measure the dependent variable, Purchase Intention, four indicators are used transactional, referential, preferential, and exploratory intentions each scored on a five-point Likert scale from 1 strongly disagree to 5 strongly agree. this research targets a population of active students from the 2022–2025 cohorts of Universitas Pembangunan Nasional “Veteran” Jawa Timur who have experience using and purchasing Rosca bottles through Shopee, with a total population of 23,878 students. The number Using the Slovin formula at an 8% error margin, a minimum sample of 156 participants was obtained. Sample selection relied on a non-probability, purposive sampling method, guided by three criteria: (1) enrollment in the 2022–2025 batch at UPN 'Veteran' Jawa Timur, (2) active use of the Rosca stainless steel bottle, and (3) having purchased a Rosca bottle via Shopee at least once.

This study drew on both primary data comprising both primary and secondary sources were compiled by distributing an online questionnaire via Google Forms, along with interviews and direct observation of student users of the Rosca product. This study also used secondary data obtained from previous journal articles, theses, books, social media, and the Rosca store page on the Shopee platform as supporting data SPSS software version 27 was used to assist in the data analysis testing. This study used the Pearson correlation validity test assessing the reliability test through comparison of r-count and r-table values. Beyond that, the research made use of multiple linear regression, the coefficient of determination (R^2), a minimum Cronbach's Alpha of 0.60,

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along with classical assumption testing normality (Kolmogorov-Smirnov), multicollinearity (Tolerance/VIF), and heteroscedasticity (scatterplot).In addition, hypothesis testing was carried out overall using the *F*test (simultaneous) and *t*test (partial). This research conducted instrument credibility testing through validity and reliability tests prior to hypothesis testing, aimed at ensuring that all questionnaire items met the statistical requirements before being used in the regression model.

2. Results

Descriptive Statistics

To determine the overall results obtained from respondent data on the independent and dependent variables, the mean values for all variables are presented as follows:

Table 1. Descriptive Analysis of the Variables

NO	Variable	Number of Items	Mean
1	Online Customer Review (X1)	5	4.15
2	Brand Trust (X2)	4	4.08
3	Product Quality (X3)	5	4.12
4	Purchase Intention (Y)	4	4.00

Source: Data processed using SPSS (2026)

Overall, the descriptive statistics for all variables show a mean value of 4.09, which, based on the general Likert interpretation, falls into the “High” category, indicating a positive assessment across all four variables.

Validity Test

Based on the validity criteria, an indicator is declared valid if the It was determined that r-count surpasses r-table. Here, the r-table used amounts to 0.150, determined at a 5% significance level with 172 respondents (n = 172).

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Table 2. Validity Test Results

Variable	Statement	Correlation Coefficient (r-count)	(r-table)	Description
Online Customer Review (X1)	X1.1	0.735	0.150	VALID
	X1.2	0.709	0.150	VALID
	X1.3	0.670	0.150	VALID
	X1.4	0.631	0.150	VALID
	X1.5	0.669	0.150	VALID
Brand Trust (X2)	X2.1	0.767	0.150	VALID
	X2.2	0.801	0.150	VALID
	X2.3	0.760	0.150	VALID
Product Quality (X3)	X3.1	0.583	0.150	VALID
	X3.2	0.643	0.150	VALID
	X3.3	0.632	0.150	VALID
	X3.4	0.607	0.150	VALID
	X3.5	0.619	0.150	VALID
	X3.6	0.571	0.150	VALID
Purchase Intention (Y)	Y1.1	0.728	0.150	VALID
	Y1.2	0.737	0.150	VALID
	Y1.3	0.718	0.150	VALID
	Y1.4	0.580	0.150	VALID

Source: Data processed using SPSS (2026)

The validity test results overall, the items for the variables Online Customer Review (X1), Brand Trust (X2), Product table above, it is evident that Quality (X3), and Purchase Intention (Y) show valid results, with correlation values higher than the r-table number (r-count > r-table).

Reliability Test

This study used a reliability test, with the criterion that the results obtained Cronbach's Alpha is displayed via the dependability test above 0.60 for all variables, so that the entire instrument is declared reliable. The results of the reliability test in this study are as follows:

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Table 3. Reliability Test Results

NO	Variable	Cronbach's Alpha (Calculated)	Minimum Cronbach's Alpha	Description
1	Online Customer Review (X1)	0.711	0.60	Reliable
2	Brand Trust (X2)	0.670	0.60	Reliable
3	Product Quality (X3)	0.669	0.60	Reliable
4	Purchase Intention (Y)	0.635	0.60	Reliable

Source: Data processed using SPSS (2026)

Considering the results it shows that overall, all variables have a Cronbach's Alpha value above 0.60. This indicates that the results of this study are reliable for use in further research.

Normality Test

The study's normalcy test is considered successful if the distribution of the research data follows the outcomes of the standard P-P plot with the data points scattered around and following the straight diagonal line. The following are the results of the this study's normalcy test:

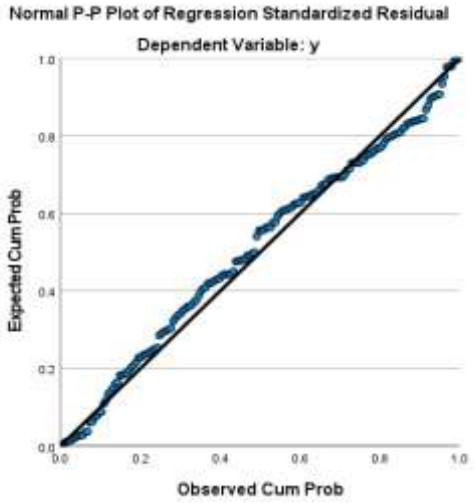


Figure 1. Normality Test
Source: Processed research data (2026)

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The normality test results in Figure 4.2, the plotted data points are shown to follow the diagonal line in accordance with the assumption. Thus, the data distribution is identified as normally distributed.

Multicollinearity Test

VIF value exceeds 10, multicollinearity test in this study suggests a significant multicollinearity issue If the VIF is less than 10 and the tolerance value is more than 0.1 there are no indications of multicollinearity among the independent variables in the regression model. The subsequent results pertain to the multicollinearity assessment of this study.:

Table 4. Multicollinearity Test Results

NO	Variable	Collinearity Statistics		Description
		Tolerance	VIF	
1	Online Customer Review (X1)	0.522	1.916	No Multicollinearity
2	Brand Trust (X2)	0.473	2.116	No Multicollinearity
3	Product Quality (X3)	0.452	2.215	No Multicollinearity

Source: Data processed using SPSS (2026)

The three independent variables' Tolerance and Variance Inflation Factor (VIF) values in this study reveal tolerance levels above 0.1 and VIF values far below 10, according to the multicollinearity test findings in the table above. This suggests that the three variables do not exhibit multicollinearity.

Heteroscedasticity Test

This test was implemented by observing the results of the *scatterplot*, where if the data points form a clear particular pattern, the model is identified as considered to exhibit heteroscedasticity. However, if the data points are scattered randomly without forming any particular pattern above or below the Y axis, No indication of heteroscedasticity was found in the model. The outcomes obtained from this research's testing procedure are outlined as follows

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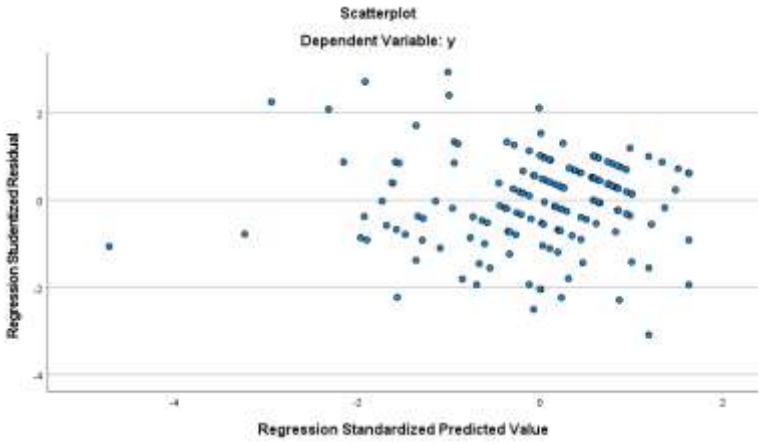


Figure 2. Normality Test
Source: Processed research data (2026)

Based on the test results shown in the figure, the residual data points are scattered randomly and do fail to exhibit a specific pattern like narrowing, widening, or waving. In addition, the points are distributed both above and below zero on the Y axis, so overall none is found indication of heteroscedasticity in the regression model used, and the entire heteroscedasticity test result is consistent with the homoscedasticity assumption.

Analysis of Multiple Linear Regression

The extent of the independent variables' influence was examined using multiple linear regression analysis, which affects dependent variable, both partially and simultaneously. In this study, the influence of the independent variables—Online Customer Review (X1), Brand Trust (X2), and Product Quality (X3)—on the dependent variable, namely consumer purchase intention (Y) for the Rosca *stainless steel* bottle product, was tested detailed below:

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Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.253	1.215		2.677	.008		
	X1	.100	.071	.113	1.411	.160	.522	1.916
	X2	.368	.102	.304	3.597	<.001	.473	2.116
	X3	.250	.067	.322	3.724	<.001	.452	2.215

a. Dependent Variable: Y

Figure 3. Multiple Linear Regression Analysis
Source: Processed research data (2026)

Based on the results of the multiple linear regression analysis, the results can be described as follows:

Y = 3.253 + 0.100X1 + 0.368X2 + 0.250X3.

1. The test's constant value is 3.253, indicating that when Online Customer Review, Brand Trust, and Product Quality are held constant, the value remains positive but produces no influence.
2. The result for Online Customer Review (*X*1) shows a with a positive coefficient value of 0.100 and a significance level of 0.160 (> 0.05). This indicates that there is no significant partial effect on Purchase Intention (*Y*). This is presumably because students place greater trust in personal experience or direct recommendations rather than e-commerce reviews. The result for Brand Trust (*X*2) shows with a coefficient of 0.368 in a positive direction and a significance level under 0.001 (well below 0.05), it can be concluded that Brand Trust has a positive and significant effect on Purchase Intention.
3. The result for Product Quality (*X*3) With a coefficient value of 0.250 in a positive direction and significance under 0.001, it can be inferred that Product Quality exerts a meaningful, positive effect on Purchase Intention."

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Coefficient of Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658[a]	.433	.423	1.976

a. Predictors: (Constant), X3, X1, X2

Figure 4. Coefficient of Determination (R^2)
Source: Processed research data (2026)

A significant correlation between X1, X2, and X3 and Purchase Intention is indicated by the computed R value of 0.658. The R Square value of 0.433 that was obtained suggests that the three variables together explain 43.3% of the changes observed in Purchase Intention, while the remaining 56.7% is shaped by other factors excluded from the model with an Adjusted R Square of 0.423, the model demonstrates a fairly adequate level of explanatory capability.

Ftest

The F-table result in this study, based on a significance threshold of 5% (α = 0.05) and the corresponding degrees of freedom (df) of 168, gives an *F-table* value of 3.168.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	501.737	3	167.246	42.814	<.001[b]
	Residual	656.263	168	3.906		
	Total	1158.000	171			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Figure 5. F Test Results
Source: Processed research data (2026)

As shown in the results, the F-count of 42.814 As this value is higher than the F-table figure of 3.168, and the Sig. value (0.000) is smaller than the 0.05 threshold, the null hypothesis (H0) is rejected in favor of the alternative hypothesis (Ha) Overall, the

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three independent variables show a simultaneous, positive, and significant effect on the dependent variable Purchase Intention (Y).

t-Test

The t-test findings indicate that the indicator (X1) lacks a substantial influence on Purchase For Online Customer Reviews, the calculated t-value of 1.411 does not reach the t-table threshold of 1.974, and its significance level of 0.160 remains above 0.05. Meanwhile, both Brand Trust (X2) and Product Quality (X3) are shown to positively and significantly influence Purchase Intention, with t-counts of 3.597 and 3.724 respectively both surpassing the t-table value of 1.974, and Sig. values of 0.000, well under 0.05. Brand Trust and Product Quality prove to be stronger contributing factors in forming Purchase Intention compared to X1.

Table 5. t-Test Results

Variable	t-count	t-table	Sig.	Description
X1	1.411	1.974	0.160	Not significant
X2	3.597	1.974	0.000	Positive and significant
X3	3.724	1.974	0.000	Positive and significant

Source: Data processed using SPSS (2026

The Purchase Intention appears to be shaped positively and meaningfully by both Brand Trust and Product Quality.whereas the Online Customer Review indicator shows no significant effect. In other words rather than online customer reviews, it is consumers' trust in the brand and their judgment of product quality that more substantially drive purchase intention.

DISCUSSION

Simultaneous Influence of Online Customer Review, Brand Trust, and Product Quality on Purchase Intention

The simultaneous test findings indicate that Online Customer Review, Brand Trust, and Product Quality collectively have a significant effect on Purchase Intention, indicating that the regression model used is fit for analyzing the combined influence of

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these three variables. This discovery corroborates conclusions of the study by Gusmar et al. (2026), which found that brand trust, online reviews, and one other contextual factor, namely fear of missing out (FOMO), collectively and significantly predict repurchase decisions. This consistency reinforces the view that purchase intention in the digital market is shaped by various interacting information and trust signals, rather than by a single factor alone.

Partial Influence of Online Customer Review on Purchase Intention

In contrast to the findings of Dewi et al. (2025), researchers discovered that digital evaluations and ratings considerably affect buying intentions among Shopee users, this research found that Online Customer Review has a positive but not statistically significant effect on Purchase Intention. This condition is presumably due to the characteristics of the respondents, most of whom are students who have already purchased and used the Rosca product directly, meaning their purchase intention is more strongly influenced by personal experience, recommendations from friends, and perceptions of brand trust and product quality, rather than relying solely on other buyers' reviews. This finding is in line with the view that online reviews have a stronger influence at the early stage of product introduction and become less decisive once consumers have gained firsthand engagement with the brand (Agustin et al., 2025).

Partial Influence of Brand Trust on Purchase Intention

Brand Trust has the strongest and most significant partial effect on Purchase Intention, with the highest regression coefficient (B = 0.368) among the three independent variables. This indicates that consumer confidence in the authenticity of the Rosca product, the honesty of the information provided by sellers on Shopee, and the consistency of the product's performance in maintaining water temperature as claimed are the main drivers of purchase intention. This result likewise aligns with Gusmar et al. (2026), Asnani et al. (2021), and Ulya et al. (2025), who similarly found that brand trust is one of the strongest determinants in the decision to purchase products marketed digitally.

Partial Influence of Product Quality on Purchase Intention

The results for Product Quality show a positive and significant partial effect on Purchase Intention (B = 0.250), making it the second most influential factor after Brand Trust. This indicates that the suitability of materials, features, and product durability

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against leaks and impacts remain important considerations for students when evaluating the Rosca bottle. This finding is consistent with the research conducted by Nazara et al. (2023) and Warianson (2024), both of whom reported similar results namely, that product quality exerts a favorable and substantial influence on consumers' purchasing intentions reinforcing the notion that tangible and verifiable product attributes continue to build consumer trust even in a digitally mediated purchasing environment.

CONCLUSION

Overall, this study shows this research investigates the influence exerted by Online Customer Reviews, Brand Trust, and Product Quality on the Purchase Intention of Rosca stainless steel bottles marketed via Shopee, particularly among students of UPN 'Veteran' Jawa Timur collectively explains 43.3% of the variation in Purchase Intention. Partially, Brand Trust shows the strongest dominance, followed by Product Quality, while Online Customer Review shows a positive but statistically insignificant effect, which may reflect the direct experience already held by the respondents. These findings complement previous studies by showing that when consumers already have direct experience with a niche functional product, brand credibility and tangible product performance are more decisive for purchase intention than reviews from fellow buyers.

Overall, the results above indicate that Purchase Intention for the Rosca product is driven more by trust in the brand and by product quality that can be directly experienced, rather than by other consumers' reviews, which are indirect in nature. The portion of Price, promotional intensity, and generally brand image are instances of variables outside the study model that could have a role in the difference in purchase intention that is beyond comprehension by these three variables. accordingly, business owners, particularly those engaged in stainless steel bottle production, are advised to continuously maintain and strengthen consumer trust, particularly regarding the consistency between product specifications and their descriptions on Shopee, among other Brand Trust indicators.

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