International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Effect Of Customer Ratings, Customer Reviews, And Trust On Purchase Decisions And Consumer Satisfaction On Shopeefood

Eni Karsiningsih[1], Mutia Salsabila[2], Yolan Rahmadini[3], Anggun Murniati Siregar[4], Lidiawati[5]

[1,2,3,4,5]Agribusiness Program, Universitas Bangka Belitung, Balunijuk, Merawang, Indonesia

Email : eni_karsiningsih@ubb.ac.id

Abstrak

This study analyzes the influence of customer ratings, customer reviews, and consumer trust on purchasing decisions and consumer satisfaction on ShopeeFood in Pangkalpinang, both directly and indirectly through purchasing decisions as a mediating variable. This study used a survey method with a sample size of 300 respondents. Data analysis used the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with SmartPLS 4.0. The results indicate that customer ratings are positively and significantly related to purchasing decisions and consumer satisfaction. Customer reviews are also positively and significantly related to purchasing decisions and consumer satisfaction. Consumer trust is positively and significantly related to purchasing decisions and consumer satisfaction. Purchasing decisions are positively and significantly related to consumer satisfaction. In terms of indirect effects, customer ratings are positively and significantly related to consumer satisfaction through purchasing decisions. Customer reviews are also positively and significantly related to consumer satisfaction through purchasing decisions. Consumer trust is positively and significantly related to consumer satisfaction through purchasing decisions.

Keywords: Customer Rating, Customer Review, Consumer Trust, Purchase Decision, Consumer Satisfaction

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

INTRODUCTION

Advances in information technology have driven digital adoption in food ordering through online food delivery services. Digital adoption offers convenience, time efficiency, and a wide variety of menu options (Maalouf et al., 2025; Pillai et al., 2022). ShopeeFood has become one of Indonesia's fastest-growing online food delivery platforms, with its market share rising from 8% in 2021 to 23% in 2025, based on the industry's total GMV of US$6.4 billion (Databoks, 2025). This growth has led consumers to rely more on customer ratings, customer reviews, and platform trust when making purchasing decisions.

Customer ratings serve as a reference for consumers to assess a merchant's quality without having to try the product themselves first (Mutiasari et al., 2024). Customer reviews also provide a more detailed picture, ranging from the taste of the food and portion sizes to delivery speed (Riski & Darmawan, 2024). Consumer trust also influences purchasing decisions, as consumers tend to cancel purchases from merchants they deem unreliable even when ratings and reviews are available (Joy & Tjiptodjojo, 2024).

Several previous studies have found that online customer ratings and online customer reviews have a positive and significant effect on purchasing decisions on ShopeeFood (Agustiningsih & Hartati, 2023; Dewi & Lestari, 2026). According to Elisa et al., (2026), customer ratings and reviews also positively affect consumer satisfaction. Online customer reviews and consumer trust influence consumer satisfaction, mediated by purchasing decisions on ShopeeFood (Putra et al., 2025). However, these findings are not always consistent; consumer trust is not associated with purchasing decisions, and customer ratings and reviews are not associated with purchasing decisions through the mediating effect of consumer trust (Ria 2026). Furthermore, customer ratings had no significant effect on purchase decisions, and customer reviews had no effect on consumer satisfaction (Andini, 2024; Putri & Susanti, 2023). According to Saputra et al., (2024), E-Trust has no significant effect on E-Satisfaction.

This phenomenon is also occurring in Pangkalpinang City, where ShopeeFood began operations in November 2024 (Bangkabelitunginfonew, 2024). Although relatively new, merchant ratings on this platform are quite active, ranging from 4.0 to 5.0. Interviews with ShopeeFood app users reveal that high ratings do not always align with the quality of the products received, compounded by complaints about delivery delays and lengthy refund processes. Consumers say they trust reviews more because they are more transparent, featuring real photos of the food, descriptions of taste, portion

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

sizes, product quality, and consumer experiences after receiving their orders. ShopeeFood also offers promotions such as vouchers, discounts, and free shipping, which can influence p consumer behavior. A similar study by Ria (2026) in Pangkalpinang, titled "The Influence of Customer Ratings and Customer Reviews on Trust and Purchase Decisions on ShopeeFood in Pangkalpinang," positioned consumer trust as a mediating variable between ratings/reviews and purchase decisions. That study did not examine post-purchase consumer satisfaction as a form of consumer behavior evaluation; therefore, further research on this aspect is still needed. Consequently, this study aims to analyze the influence of customer ratings, customer reviews, and consumer trust on purchasing decisions and consumer satisfaction on the ShopeeFood app in Pangkalpinang, both directly and indirectly through purchasing decisions as a mediating variable.

Literature Review

Customer Rating

A customer rating is a consumer evaluation in the form of star symbols used to describe the quality of products and online sales services (Agustiningsih & Hartati, 2023). On the ShopeeFood app, ratings help consumers evaluate food quality, service, and merchant credibility. According to Davis (1989) dan Goyette et al., (2010) Customer ratings are measured across four dimensions, perceived usefulness, perceived ease of use, intensity, and the value of others' opinions. The clarity of ratings was developed by researchers based on the characteristics of ratings as a form of assessment using a star-scale system Farki & Baihaqi (2016) The clarity of rating information influences consumers' ability to use it as a reference for decision-making. The findings of Tina & Hariasih (2024) indicate that online customer ratings have a positive effect on online purchasing decisions, while the findings of Putri & Tjahjaningsih (2025) show that customer ratings have a positive and significant effect on consumer satisfaction. According to Fahrani et al., (2025)online customer ratings influence purchasing decisions and consumer satisfaction, with purchasing decisions acting as a mediating variable.

Customer Review

Customer reviews are online reviews written by consumers based on their experiences, which include evaluations of product quality, service, and the overall transaction experience (Chou et al., 2022). On the ShopeeFood platform, customer

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

reviews evaluate food quality, delivery speed, and merchant service. Lackermair et al., (2013) measure customer reviews across four dimensions, awareness, frequency, comparison, and effect. Srivastava & Kalro, (2019) state that the clarity of review information is also a crucial aspect in measuring customer reviews, as the explanations provided in the reviews, along with their readability, can help consumers select products that meet their expectations.

Consumer Trust

Consumer trust is a belief built through interactions between sellers and buyers based on honesty, fairness, and good faith, with the aim of strengthening the relationship between the two parties (Rifa'i, 2023). On ShopeeFood, consumer trust can be established through the quality and clarity of the information available on the app (Quintus et al., 2024). Consumer trust has six indicators: order accuracy, information barriers, transaction security, service reputation, service competence, and customer care (Hernando & Gunawan, 2021; Quintus et al., 2024; Schoorman et al., 2007).

Purchase Decision

A purchase decision is the process by which consumers choose a product or service after considering available alternatives (Sumarwan, 2014). When using ShopeeFood, purchase decisions can be influenced by information from ratings, reviews, and consumers' trust in merchants and the platform (Kania et al., 2026). According to Kotler & Keller, (2016), the purchase decision process involves five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Therefore, this study includes four indicators: product need, the influence of reviews, the influence of ratings, and trust in the service.

Consumer Satisfaction

The Expectancy-Disconfirmation Model compares pre-purchase expectations with a product's post-purchase performance. If the product's performance exceeds expectations, positive disconfirmation occurs, leading to satisfaction. However, if the product's performance falls short of expectations, negative disconfirmation occurs, resulting in disappointment or dissatisfaction. In this process, consumers form expectations regarding product quality before making a purchase, then compare them with the quality they actually experience through various product or service attributes. It is this evaluation that gives rise to satisfaction or dissatisfaction (Sumarwan, 2014).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

RESEARCH METHODOLOGY

This study was conducted in Pangkalpinang, the capital city of Bangka Belitung Islands Province. This location was deliberately chosen because ShopeeFood has operated in Pangkalpinang only since November 2026. This study used a survey method to collect primary data on consumer behavior related to using the ShopeeFood app.

Primary data was collected through observations, structured interviews, and the distribution of questionnaires to ShopeeFood app users. The questionnaire was distributed online via Google Forms to respondents who met the following criteria: having placed at least two orders on ShopeeFood; having purchased food and/or beverages available in Pangkalpinang via ShopeeFood; and having considered customer ratings and reviews before making a purchase. Secondary data was sourced from scientific journals, books, theses, and other references related to customer ratings, customer reviews, consumer trust, purchasing decisions, and consumer satisfaction. This study used a sample of 300 respondents. The research measurements used an ordinal scale, with questions based on a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree). The table of variables and indicators in this study is presented as follows:

Table 1. Research Variables and Indicators

Variable	Indicators	Description
Customer Rating (X1)	Perceived usefulness (X1.1)	Consumers appreciate the rating feature on ShopeeFood, which helps them assess the quality of food and beverage products before making a purchase.
	Perceived ease (X1.2)	Consumers find the rating feature on the ShopeeFood app easy to understand and use for checking reviews of food and beverage products.
	Intensity (X1.3)	Consumers often check the ratings of food and beverage products on the ShopeeFood app before deciding to buy.
	Other Users' Ratings (X1.4)	Ratings given by other users on the ShopeeFood app are a factor consumers consider when evaluating food and beverage products.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Variable	Indicators	Description
	Rating Clarity (X1.5)	The star-rating system on the ShopeeFood app is easy for consumers to understand and serves as a guide when choosing food items.
Customer Review (X2)	Awareness (X2.1)	Consumers are aware of the review feature for food and beverage products on the ShopeeFood app and understand that reviews can serve as a source of information before making a purchase.
	Frequency (X2.2)	Consumers often read reviews of food and beverage products on the ShopeeFood app before deciding to make a purchase.
	Comparison (X2.3)	Consumers read and compare reviews of various food and beverage products that have been reviewed on the ShopeeFood app to assess product quality.
	Effect (X2.4)	Food and beverage product reviews on the ShopeeFood app influence consumers' decisions when choosing and purchasing products.
	Clarity of Information in Reviews (X2.5)	The content of food and beverage product reviews on the ShopeeFood app is easy for consumers to understand and serves as a basis for their purchasing decisions.
Consumer trust (X3)	Order Conformity (X3.1)	Consumers believe that the food and beverages they receive through the ShopeeFood app match their orders.
	Information barriers (X3.2)	Consumers believe that the food and beverage product information on the ShopeeFood app (such as menus, prices, promotions, product descriptions, and estimated delivery times) is reliable and accurate.
	Transaction Security (X3.3)	Consumers feel secure when making payments or purchasing food and beverage products through the ShopeeFood app.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Variable	Indicators	Description
	Service Competencies (X3.4)	Consumers believe that the ShopeeFood app is capable of providing fast and effective service in handling customer complaints and issues.
	Consumer Care (X3.5)	Consumers believe that the ShopeeFood app is able to address customer needs and ensure consumer satisfaction.
	Service reputation (X3.6)	Consumers believe that the ShopeeFood app is known as a reputable and trustworthy food and beverage delivery platform.
Purchase Decision (Y1)	Product requirements (Y1.1)	Consumers purchase food and beverage products through the ShopeeFood app because they actually need those products.
	The Effect of Reviews (Y1.2)	Consumers decide to purchase food and beverage products on the ShopeeFood app based on reviews and comments from other users.
	The Effect of Ratings (Y1.3)	Consumers decide to purchase food and beverage products on the ShopeeFood app because of the ratings that indicate product quality.
	Trust in the service (Y1.4)	Consumers purchase food and beverage products through the ShopeeFood app because they believe that ShopeeFood can meet their needs, such as providing food and beverage products as ordered and ensuring on-time delivery.
Consumer Satisfaction (Y2)	Satisfaction with Customer Ratings (Y2.1)	Consumers are satisfied because the rating information available on the ShopeeFood app matches the quality of the products they receive.
	Satisfaction with Customer Reviews (Y2.2)	Consumers are satisfied because the reviews they read before making a purchase reflect the actual experience they had after receiving their orders through the ShopeeFood app.
	Satisfaction with trust (Y2.3)	Consumers are satisfied because the ShopeeFood app has met their expectations regarding the

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Variable	Indicators	Description
		safety, quality, and reputation of the service it promises.
	Product Satisfaction (Y2.4)	Consumers are satisfied because the ShopeeFood app delivers food and beverage items that meet their expectations and leave them with no regrets.
	Satisfaction with service (Y2.5)	Consumers are satisfied because the service provided by the ShopeeFood app matches their orders and ensures timely delivery

Source: Primary Processed Data, 2026

Data analysis used Partial Least Squares-based Structural Equation Modeling (SEM-PLS) with SmartPLS 4. According to Basbeth et al., (2018), the steps involved evaluating the measurement model (outer loading), which included convergent validity, discriminant validity, and Cronbach's alpha. Validity tests konvergen, An indicator is considered valid if its outer loading is ≥ 0,708 and its Average Variance Extracted (AVE) is ≥ 0,5. Indicators with an outer loading ≤ 0,708 must be removed and cannot be used in subsequent stages. Discriminant validity tests include the Fornell-Larcker and Heterotrait-Monotrait Ratio (HTMT) tests via cross-loadings. Good cross-loading values are indicated by indicators with correlations greater than the interconstruct correlations. The Fornell-Larcker criterion indicates that the square root of the AVE for each construct is higher than the correlation with other constructs, while the HTMT value is ≤ 0,90. Reliability was assessed using Cronbach's Alpha and Composite Reliability, with a minimum value of ≥ 0,7 considered acceptable. The next step was evaluating the structural model (internal model), which included R-squared, Q-squared, and path coefficients. R-squared values of 0,75, 0,50, and 0,25 can be categorized as substantial, moderate, and weak, respectively. A Q-square value of ≥ 0 indicates the model has predictive relevance, while a Q-square value of < 0 indicates it lacks predictive relevance. Path coefficient values range from -1 to +1. This means that the closer the value is to +1, the stronger the relationship; conversely, the closer it is to -1, the stronger the negative relationship at the 5% significance level. Based on the research evaluation model described above, the research hypotheses are as follows:

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

H1: It is hypothesized that customer ratings have a positive relationship with and influence purchasing decisions via the ShopeeFood app in Pangkalpinang City

H2: It is hypothesized that customer reviews have a positive relationship with and influence purchasing decisions via the ShopeeFood app in Pangkalpinang.

H3: The hypothesis is that consumer trust is positively correlated with and influences purchasing decisions via the ShopeeFood app in the city of Pangkalpinang.

H4: It is hypothesized that customer ratings have a positive relationship with and influence consumer satisfaction through the ShopeeFood app in Pangkalpinang.

H5: It is hypothesized that customer reviews have a positive relationship with and influence satisfaction via the ShopeeFood app in Pangkalpinang.

H6: It is hypothesized that consumer trust is positively related to consumer satisfaction and influences it via the ShopeeFood app in Pangkalpinang.

H7: It is hypothesized that purchasing decisions are positively correlated with and influence consumer satisfaction through the ShopeeFood app in Pangkalpinang City.

H8: It is hypothesized that customer ratings have a positive relationship with and indirectly influence consumer satisfaction through the ShopeeFood app in Pangkalpinang.

H9: It is hypothesized that customer reviews have a positive relationship with and an indirect influence on consumer satisfaction via the ShopeeFood app in Pangkalpinang.

H10: It is hypothesized that consumer trust is positively related to consumer satisfaction and influences it through purchasing decisions made via the ShopeeFood app in Pangkalpinang.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

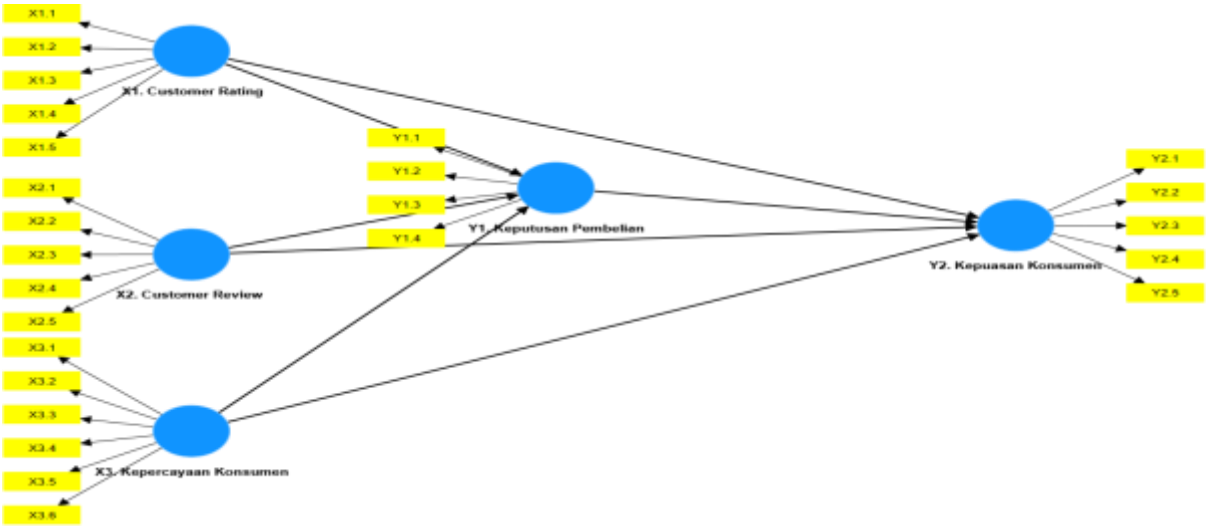


Figure 1: Research Model

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents in this study were consumers who had used ShopeeFood to order food or beverages in Pangkalpinang, totaling 300 respondents. The respondents' characteristics included gender, age, occupation, and income.

Table 2. Respondent Characteristics

Respondent Characteristics	Description	Percentage
Gender	Male	72%
	Women	28%
Total		**100%**
Age	13-17	15%
	18-25	68%
	26-35	14%
	36-45	2%
	46-55	1%
Total		**100%**
Work	College Students	40%
	Students	15%
	State Official	9%

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

	Private employee	21%
	IRT	4%
	Others	10%
Total		**100%**
Revenue	<Rp 1.000.000	25%
	Rp 1.000.000-Rp 3.000.000	42%
	Rp 3.000.000-Rp 5.000.000	20%
	Rp 5.000.000-Rp 10.000.000	11%
	>Rp 10.000.000	2%
Total		**100%**

Source: Primary Processed Data, 2026

In Table 2, most respondents were women (82%), and the largest age group was 18–25 years old (68%), followed by the 13–17 age group (15%). By occupation, 40% of respondents were college students, and 42% had an income of Rp1.000.000–Rp3.000.000. The findings indicate that young consumers, particularly college students, make up a significant group of ShopeeFood users in Pangkalpinang.

The Influence of Purchase Decisions and Consumer Satisfaction Evaluation on the Measurement Model (Outer Loading)

Convergent validity can be tested using outer loading values and Average Variance Extracted (AVE). Good outer loading values are ≥ 0,708, and AVE values are ≥ 0,5 (Hair et al., 2021). Table 3 shows the outer loading values and Average Variance Extracted (AVE) values).

Table 3. Outer loading and AVE values

Variable	Iindicator	Outer Loading	AVE	Description
Customer Rating (X1)	X1.1	0,896	0,794	Valid
	X1.2	0,910		Valid
	X1.3	0,890		Valid
	X1.4	0,868		Valid
	X1.5	0,891		Valid
Customer Review (X2)	X2.1	0,890	0,820	Valid
	X2.2	0,896		Valid
	X2.3	0,918		Valid

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

	X2.4	0,920		Valid
	X2.5	0,902		Valid
Consumer trust (X3)	X3.1	0,898	0,802	Valid
	X3.2	0,899		Valid
	X3.3	0,904		Valid
	X3.4	0,885		Valid
	X3.5	0,886		Valid
	X3.6	0,902		Valid
Purchase Decision (Y1)	Y1.1	0,929	0,870	Valid
	Y1.2	0,930		Valid
	Y1.3	0,938		Valid
	Y1.4	0,935		Valid
Consumer Satisfaction (Y2)	Y2.1	0,919	0,864	Valid
	Y2.2	0,935		Valid
	Y2.3	0,931		Valid
	Y2.4	0,934		Valid

Source: Primary Processed Data, 2026

Based on Table 3, the outer loading values for each indicator of the respective variables are above 0,708, and the Average Variance Extracted (AVE) values are ≥ 0,5. This indicates that all indicators for these variables are valid and acceptable. The indicators explain the variables strongly and consistently, allowing the next stage of analysis to proceed.

Discriminant validity testing was conducted to ensure that the construct is distinct from other constructs, thereby preventing overlap (Rahadi, 2023). This study employed the Fornell-Larcker Criterion and the HTMT approach, as the Heterotrait-Monotrait Ratio of Correlation (HTMT) is considered more accurate for detecting issues of discriminant validity than conventional criteria (Hair et al., 2021)

The Fornell-Larcker Criterion is part of a method for testing discriminant validity that compares the square root of the Average Variance Extracted (AVE) of one construct with that of another construct. A construct is said to meet the criterion for discriminant validity if the square root of the AVE for each construct is higher than the correlation with the other constructs (Hair et al., 2021).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Table 4. Fornell-Larcker Criterion Values

Variable	Customer Rating	Customer Review	Consumer trust	Purchase Decisions	Consumers Satisfaction
Customer rating	**0,891**				
Customer review	0,423	**0,905**			
Consumer trust	0,407	0,321	**0,896**		
Purchase Decisions	0,690	0,606	0,539	**0,933**	
consumer Satisfaction	0,634	0,595	0,574	0,784	**0,930**

Source: Primary Processed Data, 2026

Based on Table 4, each variable has a high value compared to the correlations of the other variables. The root AVE values for the variables are as follows, Customer Rating at 0,891, Customer Review at 0,905, Consumer Trust at 0,896, Purchase Decision at 0,933, and Consumer Satisfaction at 0,930. Since this study meets the criteria for discriminant validity, further testing can be conducted.

Next, the HTMT test was conducted as a supplementary method to reinforce the discriminant validity test results obtained using the Fornell-Larcker criteria. According to Hair et al., (2021), the HTMT thresholds are 0,90 (constructs are very similar) and 0,85 (constructs are more distinct). If the HTMT value is above 0,90, this indicates that discriminant validity is absent.

Table 5. HTMT Values

Variable	Customer Rating	Customer Review	Consumer trust	Decision Purchase	Consumers Satisfaction
Customer Rating					
Customer Review	0,449				
Consumer trust	0,431	0,336			
Purchase Decision	0,731	0,639	0,566		
Customer Satisfaction	0,673	0,627	0,604	0,825	

Source: Primary Processed Data, 2026

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Based on Table 5, all HTMT values between variables were below 0,85 and 0,90. The highest value was between Consumer Satisfaction and Purchase Decision (0,825), while the lowest was between Consumer Trust and Customer Reviews (0,336). Therefore, all variables in this study have met the criteria for discriminant validity and can proceed to further testing.

A reliability test measures the extent to which indicators that measure the same construct are interrelated. According to Hair et al., (2021), reliability tests consist of Cronbach's alpha and composite reliability. The composite reliability value ranges from 0,6 to 0,7 (accepted), while 0,7 to 0,9 is considered satisfactory. The requirements It is assumed that the Cronbach's alpha value has the same threshold as composite reliability.

Table 6. Cronbach's alpha and composite reliability (rho_c) values

Variable	Cronbach's alpha	Composite reliability	Description
Customer rating	0,935	0,951	Reliable
Customer Review	0,945	0,958	Reliable
Consumer trust	0,951	0,961	Reliable
Purchase Decision	0,950	0,964	Reliable
Consumer Satisfaction	0,948	0,962	Reliable

Source: Primary Processed Data, 2026

Based on Table 6, Cronbach's alpha and composite reliability for each variable have values greater than 0,70. Consumer trust had the highest Cronbach's alpha (0,950), while the purchase decision variable had the highest composite reliability (0,964). The lowest values for Cronbach's alpha and composite reliability were for the Customer Rating variable (0,935) and (0,951), respectively. This means that every variable and its indicators have satisfactory values. Therefore, the measurement model is deemed reliable and has passed the measurement model evaluation.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

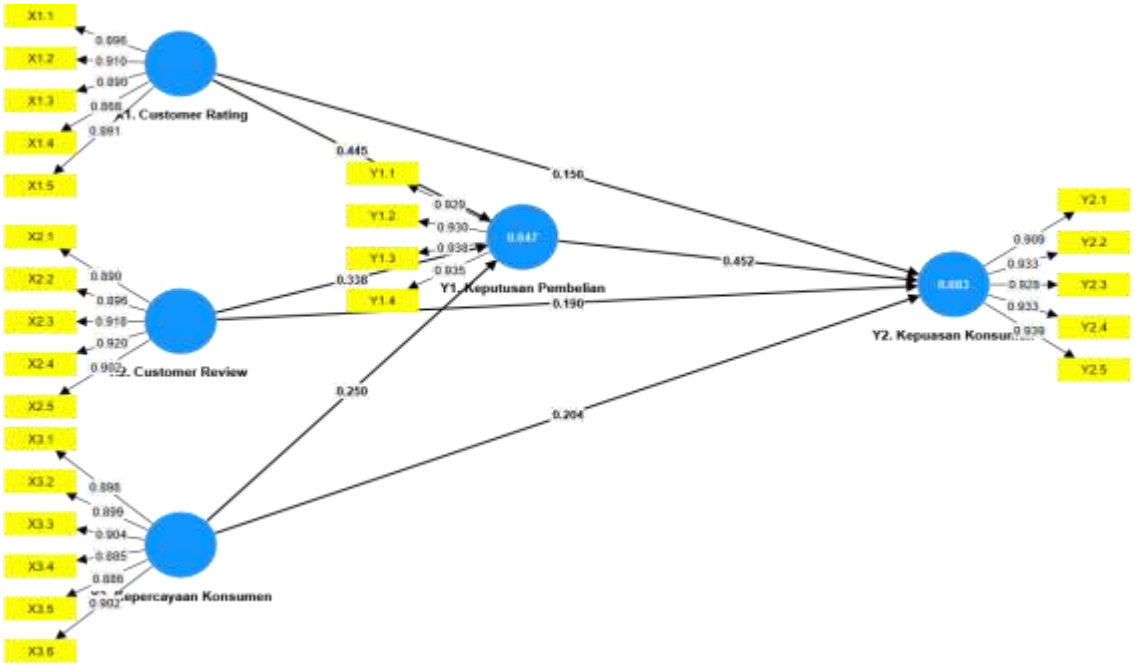


Figure 2. Model Evaluation
Source: SmartPLS 4 Output Data

Structural Model Evaluation (Internal Model)

The VIF test determines whether multicollinearity exists among the constructs in a research model. The VIF value indicates the strength of the relationship between constructs. Therefore, the criterion for ensuring that multicollinearity does not occur is a VIF value of less than 5 (Hair et al., 2021).

Table 7. VIF Values

	Customer Rating	Customer Review	Consumer trust	Purchase Decision	Customer Satisfaction
Customer Rating				1,353	1,915
Customer Review				1,259	1,581
Consumer trust				1,239	1,415
Purchase Decision					2,831
Consumer Satisfaction					

Source: Primary Processed Data, 2026

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Based on Table 7, the VIF values range from 1,239 to 2,831. All VIF values in this study are below 5, indicating no multicollinearity among the constructs in the research model.

The R-squared value indicates the proportion of variance in the endogenous construct explained by the predictor construct; thus, a higher R-squared value indicates greater explanatory power. According to Hair et al., (2019), R^2 values of 0,75, 0,50, and 0,25 can be categorized as substantial, moderate, and weak, respectively.

Table 8. Valeurs de R^2

	R-square	R-square adjusted
Y1. Purchase Decision	0,647	0,643
Y2. Consumer Satisfaction	0,683	0,679

Source: Primary Processed Data, 2026

Table 8 shows that purchase decision (Y1) is 0,647 and consumer satisfaction (Y2) is 0,683. Both variable values fall between 0,50 and 0,75, placing them in the "moderate" category. This indicates that the model has a fairly good explanatory power regarding purchase decisions and consumer satisfaction.

The Q2 test determines the predictive ability of a model with endogenous variables. The model's predictive relevance is its ability to predict observed values for the endogenous construct. Thus, a model with predictive relevance has a Q2 value greater than 0, whereas a Q2 value less than 0 indicates that the model lacks predictive relevance (Hair et al., 2014).

Table 9. Q-square Values

Variable	Q-square
Y1. Purchase Decision	0,558
Y2. Consumer Satisfaction	0,584

Source: Primary Processed Data, 2026

The Q-square values in Table 9 show that the Q-square value for purchase decision (Y1) is 0,558 and that for consumer satisfaction (Y2) is 0,584. Since these values are greater than 0, the research model has predictive validity.

Model fit determines the extent to which the research data align with the model. Model fit testing used several measures, namely SRMR and NFI. According to Henseler et

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

al. (2016), an SRMR value < 0,08 and an NFI value > 0,90 indicate a good model. The model fit table is presented below.

Table 10. Model fit

	Saturated model	Estimated model
SRMR	0,031	0,031
d_ULS	0,297	0,297
d_G	0,262	0,262
Chi-square	466,744	466,744
NFI	0,939	0,939

Source: Primary Processed Data, 2026

In Table 10, the SRMR value of 0,031 indicates good model fit because it is below the 0,08 threshold. The NFI value of 0,939 meets the model acceptability criteria (>0,90). Therefore, the research model is deemed to have a good fit and meets the acceptability criteria for testing the relationships between variables.

Path coefficients

Path coefficients measure the direction and strength of relationships between constructs and are obtained through bootstrapping. Values range from -1 to +1: the closer a value is to +1, the stronger the relationship; the closer it is to -1, the stronger the negative relationship (Hair et al., 2021). Therefore, to interpret path coefficients meaningfully, we analyze both direct and indirect effects.

Table 11. Direct Effect

Variabel	Original sample (O)	T statistics (O/STDEV)	P Values
Customer Rating -> Purchase Decision	0,445	12,052	0,000
Customer Rating -> Consumer Satisfaction	0,156	2,775	0,006
Customer Review -> Purchase Decision	0,338	9,023	0,000

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Customer Review -> Consumer Satisfaction	0,190	4,458	0,000
Consumer Trust -> Purchase Decisions	0,250	6,836	0,000
Consumer Trust -> Consumer Satisfaction	0,204	4,046	0,000
Purchase Trust -> Consumer Satisfaction	0,452	8,386	0,000

Source: Primary Processed Data, 2026

DISCUSSION

1. The Effect of Customer Ratings on Purchase Decisions

The results show a T-statistic of 12,052 (> 1,96) and a P-value of 0,000 (< 0,01). This means that customer ratings are positively and significantly correlated with purchasing decisions. This indicates that customer ratings are influenced by the perceived usefulness of the rating feature, the ease of use of the rating system, how often consumers pay attention to ratings, the positive ratings from other users, and the clarity of the rating information displayed. Consequently, consumers will make food and beverage purchase decisions through the ShopeeFood app more frequently. Consumers frequently purchase food and beverages because they tend to pay attention to ratings on the ShopeeFood app. Consequently, ratings are one factor consumers consider when assessing product quality before making a purchase. This finding aligns with the research by Tina & Hariasih (2024), which states that online customer ratings significantly influence purchasing decisions.

2. The Effect of Customer Ratings on Consumer Satisfaction

The research results show a t-statistic of 2,775 (> 1,96) and a p-value of 0,000 (< 0,01). This means that customer ratings have a positive and significant relationship with consumer satisfaction. This indicates that customer ratings are influenced by the perceived usefulness of the rating feature, the ease of use of the rating system, how often consumers pay attention to ratings, positive ratings from other users, and the clarity of the rating information displayed. Consequently, the higher the customer ratings, the greater the satisfaction consumers feel after purchasing food or beverages through the ShopeeFood app. High consumer satisfaction with customer ratings on the ShopeeFood app is driven by the quality of the food and beverages consumers receive and whether

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

they meet their expectations. This finding aligns with the research by Putri & Tjahjaningsih (2025) which showed that customer ratings have a positive and significant effect on consumer satisfaction on ShopeeFood.

3. The Influence of Customer Reviews on Purchase Decisions

The research results show a T-statistic of 9,023 (> 1,96) and a P-value of 0,000 (< 0,01). This means that customer reviews have a positive and significant relationship with purchase decisions. This indicates that customer reviews are driven by high consumer awareness of their existence, how often consumers pay attention to reviews, how often consumers compare reviews, the significant positive effect of reviews on food and beverage choices, and the clarity of the information conveyed in the reviews. Consequently, consumers in Pangkalpinang are increasingly likely to make food and beverage purchasing decisions through the ShopeeFood app. Often, reviews from other users serve as information that helps consumers evaluate and consider their options before purchasing food or beverages. This finding aligns with Agustiningsih & Hartati (2023), who state that online reviews have a positive and significant influence on purchasing decisions on ShopeeFood.

4. The Effect of Customer Reviews on Consumer Satisfaction

The research results show a T-statistic of 4,458 (> 1,96) and a p-value of 0,000 (< 0,01). This means that customer reviews have a positive and significant relationship with customer satisfaction. This indicates that customer reviews are driven by high consumer awareness of their existence, how often consumers pay attention to reviews, how often consumers compare reviews, the significant positive effect of reviews on food/beverage choices, and the clarity of the information conveyed in the reviews. Consequently, consumers feel more satisfied after purchasing food or beverages through the ShopeeFood app. High consumer satisfaction with customer reviews on the ShopeeFood app results in a real-world experience where the order received meets expectations. This finding aligns with the research by Elisa et al., (2026), which states that online customer reviews have a positive and significant effect on ShopeeFood consumer satisfaction.

5. The Effect of Consumer Trust on Purchase Decisions

The research results show a T-statistic of 6,836 (> 1,96) and a P-value of 0,000 (< 0,01). This means that consumer trust has a positive and significant relationship with purchase decisions. This indicates that orders meet expectations, product information is reliable, transactions are secure, customer complaints are handled promptly, customer care is high, and the service has a good reputation. Consequently, consumers in

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Pangkalpinang are making food and beverage purchase decisions through the ShopeeFood app more frequently. These purchasing decisions stem from consumers' positive confidence in the service's ability to meet their needs, the accuracy of the orders received, and the timeliness of food and beverage delivery. Therefore, building consumer trust is critical to consumers' decision-making, particularly in food delivery services. This finding aligns with the research by Putra et al., (2025), which states that consumer trust has a positive and significant effect on purchasing decisions.

6. The Effect of Consumer Trust on Consumer Satisfaction

The test results show a t-statistic of 4,046 (> 1,96) and a p-value of 0,000 (< 0,01). This means that consumer trust has a positive and significant relationship with satisfaction. This indicates that orders meet expectations, product information is reliable, transactions are secure, customer complaints are handled promptly, customer care is high, and the service has a good reputation. Consequently, consumer satisfaction with food and beverage purchases through the ShopeeFood app is higher. Consumers are satisfied with purchasing food and beverages through the ShopeeFood app in Pangkalpinang because they trust the promised safety, competence, and service reputation. These findings align with those of Putra et al. (2025), who stated that consumer trust has a positive and significant effect on consumer satisfaction.

7. The Effect of Purchase Decisions on Consumer Satisfaction

The research results show a T-statistic of 8,386 (> 1,96) and a P-value of 0,000 (< 0,01). This means that purchase decisions have a positive and significant relationship with consumer satisfaction. This indicates that when consumers' needs are met considering the influence of ratings and reviews in shaping their choices, as well as their high confidence in the service consumer satisfaction after purchasing food or beverages through the ShopeeFood app increases. Consumer satisfaction arises because the food or beverages received via the ShopeeFood app meet expectations and do not lead to buyer's remorse, creating a positive post-purchase experience. This finding aligns with Artiani et al., (2026), which shows that purchase decisions positively and significantly affect consumer satisfaction, as these decisions reflect consumers' confidence in the product's quality, taste, and value factors that ultimately shape post-purchase satisfaction.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Table 12. Indirect Effects

Variabel	Original sample (O)	T statistics (O/STDEV)	P values
Customer Rating -> Purchase Decision -> Consumer Satisfaction	0,201	6,530	0,000
Customer Review -> Purchase Decision -> Consumer Satisfaction	0,153	6,239	0,000
Consumer Trust -> Purchase Decision -> Consumer Satisfaction	0,113	5,601	0,000

Source: Primary Processed Data, 2026

1. **The Effect of Customer Ratings on Consumer Satisfaction Through Purchase Decisions**

The research results show a t-statistic of 6,530 (> 1,96) and a p-value of 0,000 (< 0,01). This means that customer ratings have a positive and significant relationship with consumer satisfaction through purchase decisions. This indicates that when consumers are satisfied with the customer ratings displayed by the ShopeeFood app, they are more likely to make future purchasing decisions. Positive post-purchase experiences driven by rating features such as usefulness, ease of use, frequency of use, other users' ratings, and rating clarity lead to satisfaction when the product quality meets expectations. Conversely, if consumers are dissatisfied with the rating features, for example, if high ratings given by other users do not match the quality of the product received, this can reduce consumer satisfaction and even influence decisions to purchase food or beverages on the ShopeeFood app. Therefore, customer ratings can help consumers make food and beverage purchasing decisions more easily and may even lead to greater satisfaction. This finding aligns with Fahrani et al., (2025), which states that online customer ratings influence purchasing decisions and customer satisfaction, with purchasing decisions acting as a mediating variable.

2. **The Effect of Customer Reviews on Consumer Satisfaction Through Purchase Decisions**

The results show a t-statistic of 6,239 (> 1,96) and a p-value of 0,000 (< 0,01). This means that customer reviews have a positive and significant relationship with consumer

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

satisfaction through the purchasing decisions of ShopeeFood app users in Pangkalpinang. This indicates that when consumers feel assisted and satisfied with the information about food and beverages available in the review feature on the ShopeeFood app, they tend to be more confident in making future purchasing decisions. Positive consumer experiences after reading reviews, such as awareness of the reviews' existence, frequent review viewing, review comparison, the influence of reviews on purchasing choices, and the clarity of review information, make it easier for consumers to form a clear picture of the food and beverages they intend to purchase. Conversely, if consumers have a less than satisfactory experience with customer reviews, for example, if the feedback provided by other users does not align with their actual food and beverage purchasing decisions, this can reduce consumer satisfaction. Therefore, informative customer reviews that accurately reflect consumers' experiences can help them decide on food and beverage purchases on the ShopeeFood app while simultaneously increasing consumer satisfaction. These findings are consistent with the study by Putra et al., (2025), which found that online customer reviews influence consumer satisfaction, mediated by purchase decisions. This is because reviews from other consumers can serve as a source of information to help prospective customers choose a product before making a purchase decision.

3. The Effect of Consumer Trust on Consumer Satisfaction Through Purchase Decisions

The results show a t-statistic of 5,601 (>1,96) and a p-value of 0,000 (<0,01). This means that consumer trust has a positive and significant relationship with consumer satisfaction through the purchasing decisions of ShopeeFood app users in Pangkalpinang. This indicates that consumer trust in the ShopeeFood app fosters confidence in making purchasing decisions, which in turn contributes to post-purchase satisfaction. This trust is built on order accuracy, clear information, transaction security, service competence, customer care, and a reputation for reliable service, all of which give consumers a sense of security. Consequently, the food and beverages consumers receive match the information provided before they decide to purchase. Conversely, if the consumer experience is unsatisfactory in terms of trust, for example, if there are discrepancies in the order, such as mismatches in the menu, price, promotions, product description, or estimated delivery time that do not meet expectations, this can lower consumer trust in the ShopeeFood app, weaken confidence in making purchasing decisions, and ultimately reduce the level of satisfaction felt. Therefore, high trust in the

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

ShopeeFood app can make it easier for consumers to decide on food and beverages and can even lead to greater consumer satisfaction. These findings are consistent with Putra et al., (2025), who state that purchasing decisions serve as a link between consumer trust and satisfaction.

CONCLUSION

Based on the results of the research and analysis conducted, the following conclusions can be drawn:

1. Customer ratings have a positive and significant relationship with purchasing decisions on the ShopeeFood app in Pangkalpinang
2. Customer Ratings have a positive and significant relationship with consumer satisfaction on the ShopeeFood app in Pangkalpinang
3. Customer Reviews have a positive and significant relationship with purchase decisions on the ShopeeFood app in Pangkalpinang
4. Customer Reviews have a positive and significant relationship with consumer satisfaction on the ShopeeFood app in Pangkalpinang
5. Consumer Trust has a positive and significant relationship with purchase decisions on the ShopeeFood app in Pangkalpinang.
6. Consumer Trust has a positive and significant relationship with consumer satisfaction on the ShopeeFood app in Pangkalpinang.
7. Purchase decisions have a positive and significant relationship with consumer satisfaction on the ShopeeFood app in Pangkalpinang.
8. Customer Rating has a positive and significant relationship with consumer satisfaction through purchasing decisions on the ShopeeFood app in Pangkalpinang
9. Customer Review has a positive and significant relationship with consumer satisfaction through purchasing decisions on the ShopeeFood app in Pangkalpinang
10. Customer Trust has a positive and significant relationship with consumer satisfaction through purchasing decisions on the ShopeeFood app in Pangkalpinang

SUGGESTION

Here are some recommendations for ShopeeFood, business partners, and other stakeholders. For ShopeeFood, continue to maintain the quality and transparency of

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

rating information and user reviews so that they are easy to understand and trustworthy, serving as a basis for consumers' decision-making before making a purchase. For business partners, ensure orders match what was promised, respond appropriately to customer feedback, and maintain the convenience and security of transactions, as trust built through these efforts encourages repeat purchases. For future research, it is recommended to expand the study area to include different demographics, broaden the scope of the study to include other food delivery platforms, increase the number of respondents, and include additional variables such as transaction security, electronic word of mouth (e-WOM), as well as prices and discounts.

REFERENSI

Agustiningsih, L., & Hartati, R. (2023). Pengaruh Promosi, Online Customer Review, dan Online Customer Rating terhadap Keputusan Pembelian Produk Makanan pada Layanan Shopee Food di D.I Yogyakarta. Cakrawangsa Bisnis, 3(2), 1–27.

Andini, R. I. (2024). Pengaruh Content Marketing, Influencer Marketing, Online Customer Review Terhadap Kepuasan Dan Dampaknya Pada Loyalitas Konsumen Shopee (Studi Pada Mahasiswa Kota Palembang). K&K JURNAL MANAJEMEN, 3(2), 705–722.

Artiani, A., Karsiningsih, E., Mustika, M., & Lamisa, H. (2026). Analysis Of Consumer Behavior Towards Purchasing Decisions And Consumer Satisfaction Of"Harum Enaks" Powdered Pepper In Pangkalpinang City. International Journal of Economics, Business and Research, 05(01), 383–403.

Bangkabelitunginfonew. (2024, September 19). Hallo warga Bangka Belitung Kini ShopeeFood hadir di Kota Pangkalpinang. Instagram. https://www.instagram.com/p/DCihZnmTLiz/?igsh=aGVnbndvdW82NXVi

Basbeth, F., Ashlyzan, M., & Ibrahim, M. A. H. (2018). Four Hours Basic PLS-SEM A Step by Step Guide With Video Clips For Student and Scholar. In N. H. M. Yasin (Ed.), ResearchGate (Pertama, pp. 8–94). iPRO. https://www.researchgate.net/publication/344954763

Chou, Y.-C., Chuang, H. H.-C., & Liang, T.-P. (2022). Elaboration likelihood model, endogenous quality indicators, and online review helpfulness. Decision Support Systems, 153, 113683. https://doi.org/10.1016/j.dss.2021.113683

Databoks. (2025, February 20). Pangsa Pasar ShopeeFood di Indonesia Menguat pada 2025, Pesaingnya Melemah. Katadata. https://databoks.katadata.co.id/teknologi-

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

telekomunikasi/statistik/6997f34d130bd/pangsa-pasar-shopeefood-di-indonesia-menguat-pada-2025-pesaingnya-melemah

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, And User Acceptaance ofInformation Technology. Management Information Systems Research Center, University of Minnesota, 13(3).

Dewi, C., & Lestari. (2026). Pengaruh Digital Marketing, Online Customer Rating, Dan Online Customer Review Terhadap Keputusan Pembelian Produk Kuliner Pada Aplikasi Online Food Delivery (Grabfood, Gofood, Shopeefood). Journal of Management and Innovation Entrepreunership (JMIE), 3(2), 461–468.

Elisa, N., Ramdani, R., Komala, R., & Palit, J. (2026). Pengaruh Online Customer Review, Promosi, Dan Kualitas Layanan Digital Terhadap Kepuasan Pelanggan Pada Platform ShopeeFood Di Kota Mataram. RIGGS: Journal of Artificial Intelligence and Digital Business, 5(2), 4606–4614. https://doi.org/10.31004/riggs.v5i2.9247

Fahrani, M. S., Setiawan, R., & Adiatma, D. (2025). Pengaruh Online Customer Review dan Online Customer Rating Terhadap Consumer Satisfaction Dengan Purchase Decision Sebagai Variabel Intervening Pada Marketplace Shopee. Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi), 9(2), 2025.

Farki, A., & Baihaqi, I. (2016). Pengaruh Online Customer Review dan Rating terhadap Kepercayaan dan Minat Pembelian pada Online Marketplace di Indonesia. Neliti, 5(2), 1–13.

Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). e-WOM Scale: word-of-mouth measurement scale for e-services context. Canadian Journal of Administrative Sciences / Revue Canadienne Des Sciences de l'Administration, 27(1), 5–23. https://doi.org/10.1002/cjas.129

Hair, J. F., Hult, G. T. M., M. Ringle, C., Sarstedt, M., P.Danks, N., & Ray, S. (2021). Patrial Least Squares Structural Equation Modeling (PLS-SEM) Using R. Springer Nature. https://doi.org/https://doi.org/10.1007/978-3-030-80519-7

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sartstedt, M. (2014). A Primer on Partial Leasr Squares Structural Equation Modeling (PLS-SEM). In V. Knight, K. Koscielak, L. Barrett, & G. Dickens (Eds.), Google Book (pp. 1–293). SAGE. https://books.google.co.id/books?hl=id&lr=&id=IFiarYXE1PoC&oi=fnd&pg=PR1&dq=info:u3DEij-VQyUJ:scholar.google.com/&ots=phNAE1-nUM&sig=a8Q9GLzNs6b29VDczl6cGQi856A&redir_esc=y#v=onepage&q&f=false

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In European Business Review (Vol. 31, Number 1, pp. 2–24). Emerald Group Publishing Ltd. https://doi.org/10.1108/EBR-11-2018-0203

Hernando, H., & Gunawan, W. H. (2021). Loyalty among online food delivery customers: Extended scale of e-service quality. Jurnal Manajemen Maranatha, 20(2), 167–174. https://doi.org/10.28932/jmm.v20i2.3507

Joy, S. K., & Tjiptodjojo, K. I. (2024). Pengaruh Online Customer Review dan Rating Terhadap Keputusan Pembelian yang Dimediasi dengan Kepercayaan. Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS), 6(2), 76–83. https://doi.org/10.47065/ekuitas.v6i2.6241

Kania, Z. A., Mashita, J., & Sari, M. N. (2026). Analisis Pengaruh Rating Dan Online Customer Review Terhadap Keputusan Pembelian Produk Fashion Pada E-Commerce Shopee Di Kota Bogor. Citizen : Jurnal Ilmiah Multidisiplin Indonesia, 6(1), 93–98. https://doi.org/10.53866/jimi.v6i1.1163

Kotler, P., & Keller, K. L. (2016). Manajemen Pemasaran (12th ed.). PT. Indeks Kelompok Gramedia.

Lackermair, G., Kailer, D., & Kanmaz, K. (2013). Importance of Online Product Reviews from a Consumer's Perspective. Advances in Economics and Business, 1(1), 1–5. https://doi.org/10.13189/aeb.2013.010101

Maalouf, N. J. Al, Sayegh, E., Makhoul, W., & Sarkis, N. (2025). Consumers' attitudes and purchase intentions toward food ordering via online platforms. Journal of Retailing and Consumer Services, 82, 1–14. https://doi.org/10.1016/j.jretconser.2024.104151

Mutiasari, A. I., Kusumastuti, A. D., Cahyani, R. R., & Haris, F. H. S. Al. (2024). Analisis Customer Rating dan Customer Review terhadap Keputusan Pembelian Produk Makanan Secara Online (Studi Kasus pada Konsumen Pengguna Jasa Pesan Antar Shopee Food di Kota Solo). Jurnal Simki Economic, 7(2), 357–366.

Pillai, S. G., Kim, W. G., Haldorai, K., & Kim, H.-S. (2022). Online food delivery services and consumers' purchase intention: Integration of theory of planned behavior, theory of perceived risk, and the elaboration likelihood model. International Journal of Hospitality Management, 105.

Putra, A. R., Puspitasari, R. H. U., & Nastiti, P. R. (2025). Pengaruh Kepercayaan Pelanggan dan Online Customer Review terhadap Kepuasan Pelanggan dengan Keputusan Pembelian sebagai Variabel Mediasi pada Pengguna Shopee Food di

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Kota Semarang. Riggs: Journal of Artificial Intelligence and Digital Business, 4(4), 550–554. https://doi.org/10.31004/riggs.v4i4.3435

Putri, D. M., & Susanti, A. (2023). Pengaruh E-Service Quality, Online Customer Rating Dan Price Consciousness Terhadap Repurchase Intention Pada Pengguna Shopeefood Di Kota Surakarta. Jurnal Riset Ilmu Ekonomi, 3(1), 23–35. https://doi.org/10.23969/jrie.v3i1.45

Putri, N. A. H., & Tjahjaningsih, E. (2025). Pengaruh Customer Rating dan Customer Review di Google Terhadap Kepuasan Pelanggan dan Dampaknya Pada Loyalitas Pelanggan (Studi Kasus Pada Pelanggan Kayo Coffe and Eatery Semarang). Management Studies and Entrepreneurship Journal, 6(4), 6731–6737. http://journal.yrpipku.com/index.php/msej

Quintus, M., Mayr, K., Hofer, K. M., & Chiu, Y. T. (2024). Managing consumer trust in e-commerce: evidence from advanced versus emerging markets. International Journal of Retail & Distribution Management, 52(10/11), 1038–1056. https://doi.org/10.1108/IJRDM-10-2023-0609

Rahadi, D. R. (2023). Pengatar Partial Least Square Strctural Equation Model PLS-SEM (Wijonarko, Ed.; pp. 1–136). CV Lentera Ilmu Madani. https://doi.org/https://www.researchgate.net/publication/372827232

Ria. (2026). Pengaruh Customer Rating dan Customer Review terhadap Kepercayaan dan Keputusan Pembelian Makanan Melalui Shopeefood Di Kota Pangkal pinang.

Rifa'i, K. (2023). Kepuasan Konsumen (Hamdi, M, pp. 58–62). UIN KHAS Press. https://digilib.uinkhas.ac.id/20378/1/BUKU%20KEPUASAN%20KONSUMEN-KHAMDAN-SIAP%20CETAK.pdf

Riski, M., & Darmawan, D. (2024). Pengaruh Ulasan Pelanggan Online Terhadap Keputusan Pembelian di Shopeefood. PPIMAN Pusat Publikasi Ilmu Manajemen, 3(1), 40–55. https://doi.org/10.59603/ppiman.v3i1.617

Saputra, J. A., Karsiningsih, E., & Muntoro. (2024). Kepuasan dan Loyalitas Konsumen Minuman Kopi pada Aplikasi Grab di Kota Pangkalpinang. Mimbar Agribisniis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis, 10(2), 3591–3600.

Schoorman, F. D., Mayer, R. C., & Davis, J. H. (2007). An Integrative Model Of Organizational Trust: Past, Present, And Future. Academy of Management Review, 32(2), 344–354.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Srivastava, V., & Kalro, A. D. (2019). Enhancing the Helpfulness of Online Consumer Reviews: The Role of Latent (Content) Factors. Journal of Interactive Marketing, 48(1), 33–50. https://doi.org/10.1016/j.intmar.2018.12.003

Sumarwan, U. (2014). Perilaku Konsumen Teori dan Penerapannya Dalam Pemasaran (R. Sikumbang, Ed.; Kedua). Ghalia Indonesia.

Tina, E. A., & Hariasih, M. (2024). The Influence of Promotion, Ease of Use, and Online Customer Ratings on Purchasing Decisions at ShopeeFood (Case Study of Muhammadiyah University of Sidoarjo Students). UMSIDA Preprints Server.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.