

The Influence of Consumer Product Knowledge, Trust, and Risk Perception on Purchase Intention Among Shopee Consumers: The Role of Reviews as a Moderating Variable

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Abstract: The development of e-commerce has changed consumer behavior. With the presence of e-commerce, many habits have changed, starting from previous shopping habits in offline stores, now switching to shopping at online stores using shopping sites and applications such as Shopee, because it makes it easier for consumers to make buying and selling transactions online. However, Shopee, which is a consumer favorite, has several problems, including some consumers who buy products at Shopee feeling disappointed because the goods purchased do not match expectations, thus affecting consumer buying intentions. Several previous studies have shown that there is a relationship between consumer trust and purchasing decisions. This study uses descriptive quantitative research using multiple linear regression analysis. The subjects of this research are Shopee consumers. The variables used in this study are consumer product knowledge, trust, risk perception and reviews as moderating variables. The results of the research show that consumer product knowledge has a positive but not significant effect on Shopee consumers' purchasing decisions. Meanwhile, the variables of trust, risk perception and reviews have a significant positive effect on Shopee consumers' purchase intentions. Then the review variable is not able to moderate the relationship between consumer product knowledge and purchase intention. However, reviews are able to moderate the relationship between trust, risk perception and purchase intention.

Keywords: Consumer Behavior, Purchase Intention, Reviews

A. Introduction

Currently, the development of e-commerce has changed consumer behavior. With the emergence of e-commerce, many habits have shifted from shopping in physical stores to shopping online using websites or applications, as e-commerce makes it easier for consumers to conduct buying and selling transactions online. With the various conveniences experienced, consumers no longer need to leave their homes to obtain the desired goods.

The use of e-commerce in Indonesia is increasing, driven by the growing needs of the population and their lifestyle, which often comes with time constraints when it comes to shopping. These time limitations arise because people generally have busy schedules. The existence of e-commerce makes it easier for people to shop to meet their needs. This can enhance the digital economy sector in Indonesia, supported by the increasing number of internet users each year. According to the We Are Social report, the number of internet users in Indonesia reached 213 million people as of January 2023.

Table 1. The Largest Number of E-commerce Visits in Indonesia

No.	E-Commerce	Number of Visitors
1	Shopee	237 million
2	Tokopedia	88,9 million
3	Lazada	47,7 million
4	Blibli	28,9 million
5	Bukalapak	11,2 million

According to Table 1, Shopee is one of the largest e-commerce platforms, ranking first with 237 million visits. The second place is Tokopedia with 88.9 million visits. In third place is Lazada with 47.7 million visits. Fourth is Blibli with 28.9 million visits. And in fifth place is Bukalapak with 11.2 million visits. Based on the number of e-commerce visits in Indonesia, Shopee ranks first, which means that this service is often used by a portion of the population to meet their needs, such as purchasing goods. The Shopee site itself is an online shopping platform that offers a wide variety of products. In addition, if the received item does not meet expectations, the buyer can request a return of the item or a refund (Bernika & Ekawanto, 2023).

The consumer behavior on Shopee of those who make a purchase once and those who purchase multiple times reflects two different buying patterns. Consumers who only buy once are usually influenced by promotions or special offers and may not have a recurring need for the products offered. They may make purchases based on impulse or recommendations from friends, without a long-term commitment to the platform. In contrast, consumers who make purchases more than once demonstrate loyalty and satisfaction with their shopping experience on Shopee. They are likely to return due to factors such as ease of transaction, product diversity, or satisfactory customer service. This type of consumer may also be more sensitive to loyalty programs, regular discounts, and personalized offers that make them feel valued and more likely to continue shopping at Shopee.

There are several factors that influence consumer buying interest, particularly among users of the Shopee application. Previous research conducted by (Zahro & Miranti, 2024). Shows that consumers who have knowledge about a product in terms of its quality and quantity tend to have a high buying interest in that product. Therefore, some Shopee consumers usually seek information about the product they intend to buy before developing an interest in purchasing it. This is relevant to earlier research

by (Sonia Aprilia Saputri, 2022), which states that Consumer Product Knowledge has a positive effect on buying interest. In addition, it is supported by that consumers will have an interest in purchasing when they are already aware of a certain product.

In addition to the factor of Consumer Product Knowledge that can influence consumer buying interest, there is also another factor, namely trust. Based on various cases experienced by consumers of e-commerce applications regarding complaints about products sold through the Shopee app, aspects of trust in this context, such as the seller's integrity, accurate shipping estimates, and product assurance, can influence purchasing decisions. Based on previous research conducted by (Pringgadini, 2022), it is stated that there is a significant positive relationship between trust and purchasing decisions. However, the research states that Shopee has the highest number of one-star purchase reviews (negative reviews) compared to other e-commerce platforms like Tokopedia. This situation represents an anomaly where Shopee had the highest website visits from the first quarter of 2019 to the second quarter of 2020 compared to other online shopping applications in Indonesia. The higher the website visits, the better the user experience, which in turn leads to more frequent transactions by users on the application (Patria, 2021). However, what happens with the Shopee application is that as the number of users increases, so does the number of purchases, but there are unscrupulous sellers who exploit gaps in the online shopping process, resulting in many fraud cases occurring on Shopee. From (Melani, 2023), research explaining the relationship between trust and purchasing decisions, there are still gaps in the research. Consumers in this case certainly have full awareness of the potential risks of making a purchase of a product or service online. However, what happens is that despite many cases of fraud occurring on Shopee that have been revealed through app reviews, there are still many consumers who choose to shop online there due to other factors that are not explained in the research model. Another factor is the influence of consumer trust. As supported by the research of (Syafitri et al., 2022), which states that trust has a significant positive effect on purchase intention. Trust can also contribute to better information sharing, which in turn will influence purchase intention (Setiawan et al., 2022). However, this differs from the findings of the study conducted by (Innocentius Bernarto, Nicholas Wilson, 2019), which states that trust has a negative effect on purchase intention.

In addition to trust, the perception of risk also influences consumers' purchase intentions. If consumers become increasingly aware of the potential risks associated with purchasing products online, then their decision to make a purchase will decrease. Research conducted by (Bella & Putri, 2021) states that consumer perception of risk is very important in determining evaluation and purchasing behavior. This is supported by research findings that indicate risk perception has a significant influence on purchase intention (Roisah et al., 2023). Meanwhile, the research conducted by (Alamin & Missouri, 2023) states that risk perception has a significant negative effect on purchase intention; the higher a person's risk

perception, the lower the consumer's purchase intention on Tokopedia. Based on previous studies regarding the variable of risk perception on purchase intention, there remains a gap. Consumers in this case will have different perceptions of the risks associated with purchasing products online. There are consumers who are aware of the high risks of online purchasing, but there are also those who are unaware of it. There are also types of consumers who are actually aware of the risks of buying goods online, yet still decide to make a purchase due to other factors that are not explained in the research model. This phenomenon is supported by other findings that risk perception does not affect consumer purchase intentions (Hafidha Harfiana Dewi, Agung Kresnamurti Rivai, 2022).

Due to the gaps in previous research regarding the relationship between Consumer Product Knowledge, Trust, and Risk Perception with purchase intention, this study attempts to incorporate other factors that could act as either strengthening or weakening elements in the relationship between these variables and Purchase Intention. That is, the review factor that can influence purchase intention (Sundari, 2022).

Careful consumers are likely to pay attention to reviews from previous buyers on the site in order to minimize risks while shopping. Based on (Nuraida et al., 2022), reviews influence consumer purchasing decisions on the e-commerce platform Shopee. The purchasing decision will increase as the number of reviews and social considerations rise. Conversely, if there are few reviews, social factors will decline, leading to a decrease in purchasing decisions. (Rehatalanit, 2019) argue that products that are continuously introduced influence consumers' knowledge of a product. This results in product information having a significant impact on the development of consumer product awareness, and in the long run, it will create awareness that encourages consumers' purchase intentions. This means that consumers will be increasingly confident in their purchasing interest if their knowledge of the product is high and reinforced through reviews about the product. Thus, in this case, reviews can act as a moderating variable in the relationship between Consumer Product Knowledge and purchase intention.

This is in line with the research conducted by (Pahlevi et al., 2023). It is stated in the research that consumers will not easily trust a product or store that is found in online shops or e-commerce. Thus, consumers will first look at the number of reviews from previous buyers and see the star rating, which usually indicates that the store has good integrity. From the review, consumers ultimately gain trust in a store and obtain information about a product they intend to purchase. So that it can alleviate consumer risk perceptions (Made & Purnama, 2020). Thus, reviews can strengthen the relationship between trust and purchase intention, as consumers will have confidence in a product after seeing the reviews provided by previous buyers regarding that product (Salsabila & Rusdianto, 2024). Based on the research

conducted by (Sugiyanto, mumuh mulyana, 2021), it is stated that online reviews can act as a moderating variable that influences the relationship between Consumer Product Knowledge, Trust, and Risk Perception with purchase intention.

According to the theory of reasoned action proposed by (Azwar Haekal, 2018), in the context of purchasing decisions, product reviews influence consumers' attitudes toward the product, while trust in the source of the reviews can affect subjective norms and ultimately the intention to buy. Additionally, based on the theory of planned behavior introduced by (Simamora, 2022), reviews can influence consumers' perceptions of their control over purchasing decisions, while trust reinforces the intention to buy by reducing perceived risk.

Based on the issues, phenomena, theoretical foundations, and empirical evidence outlined, there are differences in the research results. Therefore, the author is interested in further researching "The Influence of Consumer Product Knowledge, Trust, and Risk Perception on Purchase Intention Among Shopee Consumers: The Role of Reviews as a Moderating Variable."

The proposed hypothesis is as follows:

H1: Consumer Product Knowledge (X1) has a Positive and Significant Influence on Purchase Intention. (Y)

H2: Trust (X2) has a positive and significant effect on Purchase Intention. (Y)

H3: Risk Perception (X3) has a negative and significant effect on Purchase Intention. (Y)

H4: Reviews (X4) have a positive and significant influence on Purchase Intention. (Y)

H5: Consumer Product Knowledge (X1) with Reviews (X4) as a Moderator has a Negative and Significant Impact on Purchase Intention. (Y)

H6: Trust (X2) with Reviews (X4) as a Moderating Variable has a Negative and Significant Impact on Purchase Intention. (Y).

H7: Risk Perception (X3) with Review (X4) as a Moderator has a Positive and Significant Influence on Purchase Intention. (Y).

B. Methods

This research uses descriptive quantitative research, which in practice includes collecting measurable data to answer research questions about the characteristics or properties of a phenomenon. The research focuses more on Consumer Product Knowledge, Trust, and Risk Perception towards Purchase Intention, with the subjects of this study being users of the Shopee application. The sample population consists of Shopee users aged 17 and above, with the exact number unknown. Users aged 17 and older were chosen because they are considered adults and thus have full awareness of every decision they make, including the decision to make purchases on

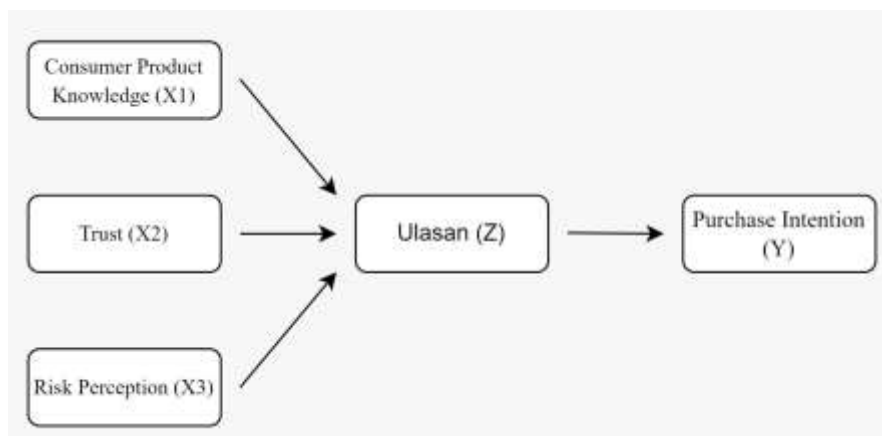
Shopee. In this study, primary data was used, obtained from questionnaires distributed by the researcher. The data collection technique for the research uses purposive sampling method, so the sample criteria are more specific and targeted. The sample calculation uses the formula by (Mahyarni, 2016), which states that the sample size can be calculated by multiplying the number of indicators by 5. This study uses 20 indicators, resulting in a calculation of $20 \times 5 = 100$ samples.

The respondents in this study are Shopee users aged 17 and above. The consumer behavior of Shopee users who make a purchase once and those who purchase more than once reflects two different buying patterns. Therefore, this study is limited to consumers who have made purchases between 1 and 20 times on the Shopee app. The demographic description of the sample is as follows:

Table 2. Demography Sample

Characteristic	Category	Total	%
Purchase frequency on Shopee	1 time	23	23%
	2 - 10 times	32	32%
	> 10 times	45	45%
	Grand Total	100	
Gender	Male	32	32%
	Female	68	68%
	Grand Total	100	
Age	17 - 27 years old	74	74%
	28 - 38 years old	10	10%
	39 - 49 years old	14	14%
	> 50 years old	2	2%
	Grand Total	100	
Education	Diploma	5	5%
	S1	47	47%
	S2	3	3%
	Senior High School	45	45%
	Grand Total	100	
Work	Housewife	2	2%
	Employees	36	36%
	Student	53	53%
	Entrepreneur	9	9%
	Grand Total	100	

The data analysis method used in this research is moderate regression analysis, which is a statistical analysis technique employed to understand the relationship between one dependent variable (response variable) and two or more independent variables (predictor variables) that are continuous. This is an extension of simple linear regression, where only one independent variable is used to predict the dependent variable. The framework of this research is illustrated in the following model:



The variables used in this study are as follows: the dependent variable (Y), the independent variable (X), and the moderating variable (M).

X1 : Consumer Product Knowledge

X2 : Trust

X3 : Risk Perception

M : Review (Moderate Variable)

Y : Purchase Intention

In that data analysis method, the researcher used the SPSS version 26 application to perform data regression.

C. Results and Discussion

Table 3. Descriptive Results of Research Variables

Question Item		Answer Choices					Mean
		STS (1)	TS (2)	N (3)	S (4)	SS (5)	
Variabel Consumer Product Knowledge (X1)							
X11	I have a good understanding of the key features of the products I am interested in on Shopee.	3	1	13	48	35	4,11
X12	I clearly understand the benefits of the product I am considering purchasing on Shopee.	2	3	34	37	24	3,78
X13	I am confident that I am getting good value for the price of the product I buy on Shopee.	1	1	12	41	45	4,28
X14	I often compare similar products on Shopee before deciding which one to purchase.	2	1	22	36	39	4,09
X15	I know how to use the product I bought from Shopee.	1	0	10	33	56	4,43
Variabel Trust (X2)							
X21	I trust Shopee as a leading and reliable online shopping platform.	1	2	35	35	27	3,85
X22	I am confident that the product I purchased from Shopee is of high quality.	0	0	16	22	62	4,46
X23	I believe that the product listings on Shopee are not misleading.	0	0	19	24	57	4,38

X24	I feel that the Shopee customer service team is responsive and helpful.	1	0	16	22	61	4,42
X25	I believe that my personal and payment information is safe when making transactions on Shopee.	0	0	20	38	42	4,22

Variabel Risk Perception (X3)

X31	I believe Shopee can handle financial transactions safely and without errors.	0	1	18	25	56	4,36
X32	I trust Shopee to ensure that the listed products meet quality standards and match their descriptions.	0	2	39	25	34	3,91
X33	I trust Shopee to safeguard my personal data and ensure my privacy is protected.	0	2	20	34	44	4,20
X34	I believe Shopee can manage deliveries effectively and ensure that my orders arrive as promised.	0	3	21	28	48	4,21
X35	I believe Shopee can provide reliable and efficient customer service when needed.	0	1	18	24	57	4,37

Variabel Review (M)

M41	A higher average product rating on Shopee generally increases the likelihood of consumers considering making a purchase.	0	1	20	35	44	4,22
M42	A higher number of reviews for a product on Shopee tends to increase the trust of potential buyers and their likelihood of making a purchase.	0	1	20	30	49	4,27
M43	A detailed review that describes the quality and performance of a product on Shopee can significantly influence the purchasing intentions of potential buyers.	0	2	25	31	42	4,13
M44	A quick and positive response from sellers to customer reviews on Shopee can enhance potential buyers' purchase intentions by demonstrating good customer service.	0	1	18	33	48	4,28
M45	A diverse collection of reviews on Shopee, covering various aspects of product usage, helps potential buyers make more informed decisions, thereby increasing their purchase intention.	0	0	21	35	44	4,23

Variabel Purcahse Intention (Y)

Y1	Consumers with higher product knowledge on Shopee tend to trust positive reviews more and feel confident in their purchase intentions when those reviews align with their expertise.	0	0	25	32	43	4,18
Y2	Trust in the credibility of reviews on Shopee enhances consumers' purchase intentions, especially when the reviews provide detailed and honest insights and are written by verified buyers.	1	3	27	30	39	4,03
Y3	Consumer purchase intention on Shopee is positively influenced when reviews effectively	1	0	17	35	47	4,27

	address potential risks and highlight product reliability, thereby reducing the perceived risks.						
Y4	Positive reviews that reflect a trustworthy seller on Shopee enhance consumer confidence and purchase intention, especially when the seller has a history of good and reliable customer service.	0	2	16	33	49	4,29
Y5	When consumers' knowledge about a product aligns with the feedback provided in reviews on Shopee, it strengthens their purchase intention, as they feel more confident about the product's performance and quality.	0	0	18	38	44	4,26

Based on Table 3 above, descriptive results were obtained for each research variable. The variable consumer product knowledge (X1) shows that the item with the highest mean is item X15, with a mean of 4.43. Meanwhile, the item with the lowest mean is item X12, with a mean of 3.78. The trust variable (X2) shows that the item with the highest mean is item X22, with a mean of 4.46. Meanwhile, the item with the lowest mean is item X21, with a mean of 3.85. The variable risk perception (X3) shows that the item with the highest mean is item X35, with a mean of 4.37. Meanwhile, the item with the lowest mean is item X32, with a mean of 3.91. The variable review (M4) shows that the item with the highest mean is item M44, with a mean of 4.28. Meanwhile, the item with the lowest mean is item M43, with a mean of 4.13. The variable purchase intention (Y) shows that the item with the highest mean is item Y4, with a mean of 4.29. Meanwhile, the item with the lowest mean is item Y2, with a mean of 4.03.

F-Test

Table 4. Model Feasibility Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	463,367	7	66,192		
Residual	120,493	92	1,310	50,540	,000 ^b
Total	538,840	99			

The F test is used to determine whether there is a joint effect among the independent variables, namely consumer product knowledge (X1), trust (X2), risk perception (X3), and reviews (X4) as a moderating variable on purchase intention (Y). The results of the data processing using SPSS version 26 can be seen in the table above, where the calculated F value is 50.540 with a significance level of $0.000 < 0.05$. This criterion of 0.05 indicates that the independent variables, namely consumer product knowledge (X1), trust (X2), risk perception (X3), and reviews (M) as a moderating variable, collectively have an effect on purchase intention (Y), thus the model is deemed suitable for use.

Moderated Regression Analysis

In this study, moderation regression analysis was used to determine the influence between the variables consumer product knowledge (X1), trust (X2), risk perception (X3), and reviews (M) as a moderating variable on purchase intention (Y) using SPSS version 26. The results of the moderation regression analysis can be seen in the table below:

Table 5. Result MRA Test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-4,302	12,921		-,333	,740
	Consumer Product Knowledge	,466	,590	,492	,790	,432
	Trust	1,889	,602	1,996	3,135	,002
	Risk Perception	-1,266	,629	-1,322	-2,012	,047
	Ulasan	,200	,608	,173	,329	,743
	Consumer Product Knowledge * Ulasan	-,017	,028	-,492	-,603	,548
	Trust * Ulasan	-,059	,029	-1,713	-2,085	,040
	Risk Perception * Ulasan	,070	,030	2,014	2,352	,021

a. Dependent Variable: Purchase Intention (Y)

Based on the results of the moderated regression analysis (MRA) in table 5 above, it can be explained that: The significance value of the interaction variable between Consumer Product Knowledge and Reviews is $0.548 > 0.05$, which leads to the conclusion that the Review variable (Z) is not able to moderate the effect of the Consumer Product Knowledge variable on Purchase Intention. The significance value of the interaction variable between Trust and Digital Reviews is $0.040 < 0.05$, which leads to the conclusion that the Review variable (Z) is able to moderate the effect of the Trust variable on Purchase Intention. The significance value of the interaction variable between Risk Perception and Digital Reviews is $0.021 < 0.05$, thus concluding that the Review variable (Z) is able to moderate the influence of the Risk Perception variable on Purchase Intention.

Results of the Determination Coefficient Test After Calculating the Review Variable

Table 6. Coefficient of Determination of Review Variables

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,891 ^a	,794	,778	1,144

a. Predictors: (Constant), Consumer Product Knowledge, Trust, Ulasan, Risk Perception, Consumer Product Knowledge * Ulasan, Trust * Ulasan, Risk Perception * Ulasan

R Square value of 0.794 or 79.4% means that the contribution of the influence of the variables Product Knowledge (X1), Trust (X2), and Risk Perception (X3) on Purchase Intention (Y), after the moderating variable (Reviews), is 79.4%.

The Influence of Consumer Product Knowledge on Purchase Intention

Based on the results of the partial test (T-Test), the variable Consumer Product Knowledge (X1) has a calculated t value of $0.790 < t \text{ table } 1.984$ and a significance value of $0.432 > 0.05$, which means that the variable Consumer Product Knowledge (X1) does not have a partial effect on Purchase Decision (Y). Therefore, it can be concluded that H_{a1} is rejected and H_{o1} is accepted, indicating that Consumer Product Knowledge (X1) does not have a significant effect on Purchase Intention. (Y).

Consumer information and understanding regarding the facts and interpretations of a product do not always serve as determining factors in influencing consumers' desire to make a purchase. According to (Nurfitriyani et al., 2021), purchase intention is also influenced by personal characteristics such as age, occupation, personality, and lifestyle.

This result is in line with the research conducted by (Gunara et al., 2023), which states that product knowledge does not have a significant effect on purchase intention, with a t-statistic value of $1.655 < 1.960$ at a significance level of $\alpha = 5\%$.

The Influence of Trust on Purchase Intention

Based on the results of the partial test (T-Test), the Trust variable (X2) has a t-value of $3.135 > t\text{-table } 1.984$ and a significance value of $0.002 < 0.05$, meaning that the Trust variable (X2) has a partial effect on Purchase Decision (Y). Therefore, it can be concluded that H_{a2} is accepted and H_{o2} is rejected, indicating that Trust (X2) has a significant effect on Purchase Intention (Y).

The results of the hypothesis testing indicate that the higher the trust, the higher the purchase intention will be, thus the trust variable plays a significant role in increasing consumer purchase intention on Shopee. Trust in this context refers to consumers' confidence in the reliability, security, and quality of the products or services offered by a brand or company. This is in line with the research conducted by (Mahyarni, 2016), where he mentioned that trust has a positive effect on purchase intention with a t-value of 3.458 and a significance value of 0.001.

The Influence of Risk Perception on Purchase Intention

Based on the results of the partial test (T Test), the Risk Perception variable (X3) has a calculated t value of $-2.012 > \text{the table t value of } 1.984$ and a significance value of

$0.047 < 0.05$, meaning that the Risk Perception variable has a partial effect on Purchase Decision (Y). Therefore, it can be concluded that H_{a3} is accepted and H_{o3} is rejected, indicating that Risk Perception (X3) has a significant effect on Purchase Intention. (Y).

The statement indicates that respondents are afraid of the security risks associated with product delivery when making purchases on Shopee. However, consumers who have never encountered issues while shopping on Shopee will continue to trust that the e-commerce platform can effectively anticipate these risks, or in other words, that the risks can be managed by Shopee. Therefore, even though the perceived risk among consumers is high, it will still enhance their purchase intention by believing that Shopee can anticipate any potential risks. This is in line with the research conducted by (Sundari, 2022), which states that Risk Perception affects Purchase Intention.

The Influence of Consumer Product Knowledge on Purchase Intention Moderated by Reviews

Based on the results of the MRA test, it is known that the significance value of the interaction variable between Consumer Product Knowledge and Purchase Intention is $0.548 > 0.005$, thus concluding that the Review variable (Z) is unable to moderate the effect of the Consumer Product Knowledge variable on Purchase Intention. This finding indicates that in the context of this research, Reviews do not serve as a significant moderator. This implies that the aspect of review moderation does not play a role in altering the relationship between consumer product knowledge and purchase intention. The inability of reviews to moderate the influence of product knowledge on purchase intention suggests that reviews may not contribute significantly to the purchasing decision-making process for consumers with varying levels of product knowledge. This can be caused by several factors, including the quality of reviews, the strength of product knowledge, and the way reviews are consumed by consumers.

The Influence of Trust on Purchase Intention Moderated by Reviews

Based on the results of the MRA test, the significance value of the interaction variable between Trust and Purchase Intention is $0.040 < 0.005$, leading to the conclusion that the Review variable (Z) is able to moderate the effect of the Trust variable on Purchase Intention. This means that Reviews play a role in modifying how Trust influences Purchase Intention. When reviews function as a moderator, the strength or direction of the relationship between Trust and consumer purchase intention is influenced by this moderating variable. Reviews play a role in affecting how much Trust influences purchase intention, and attention to reviews in marketing strategies can enhance the effectiveness of trust in driving consumer purchase intention.

The Effect of Risk Perception on Purchase Intention Moderated by Review

Based on the results of the MRA test, it is known that the significance value of the interaction variable between Risk Perception and Purchase Intention is $0.021 < 0.005$, thus concluding that the Review variable (Z) is able to moderate the effect of Risk Perception on Purchase Intention. This finding indicates that Reviews can influence the extent to which Risk Perception affects purchase intentions. Further research could delve deeper into how Reviews modify this relationship and in what contexts their impact is more significant. This indicates that reviews play an important role in modifying the relationship between risk perception and purchase intention, and attention to review management can help in managing consumer risk perception as well as influencing purchase intention.

The implication of these findings is that it is important for business actors, especially in the e-commerce industry like Shopee, to pay attention to reviews as a significant factor influencing consumer purchasing behavior. Marketing strategies that reinforce positive reviews and enhance interaction with consumer feedback can help increase consumer purchase intentions. Furthermore, a better understanding of how reviews moderate the relationship between other variables can assist in developing more effective and relevant marketing strategies.

Overall, these findings emphasize the importance of reviews as a moderating variable in understanding consumer purchasing behavior on e-commerce platforms like Shopee. By paying attention to reviews and understanding their role in influencing consumer purchase intentions, business actors can enhance the effectiveness of their marketing strategies and improve customer satisfaction.

This finding supports several other findings related to reviews as a moderating variable, including research conducted by Ayu Kusuma Dewi, which explains the role of customer reviews in purchase intention. Furthermore, the research conducted by Iqbal Muhammad explains that consumer reviews regarding their experiences in purchasing and using products play a crucial role as a determining factor that influences purchase intention. Additionally, the study conducted by Kelvin Kurnia emphasizes that online consumer reviews have a proven impact on purchase intention, indicating that the best information can only be obtained by consumers through their own perceptions of the product. Therefore, the better the perception they have of the product, the greater the desire to purchase that consumers will have. Lastly, the research conducted by Yofina Mulyati emphasizes that customer reviews can influence purchase intention, leading consumers to read reviews first before making a purchase transaction (Setiawan et al., 2022).

D. Conclusion

Consumer product knowledge does not have a significant effect on purchase intention, trust has a significant positive effect on purchase intention, and risk perception has a significant positive effect on purchase intention. The review does not strengthen the relationship between Consumer Product Knowledge and Purchase Intention, but it does strengthen the relationship between Trust Knowledge and Purchase Intention, as well as the relationship between Risk Perception and Purchase Intention. Of the seven hypotheses that have been proposed, the most dominant factor influencing purchase intention is trust. Therefore, the higher the level of consumer confidence, the greater the intention to purchase from the E-commerce platform Shopee.

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