

## ***Boosting Trust and Purchase Enthusiasm: Impact of Online Customer Ratings and E-Service Quality in Online Food Delivery***

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### **ABSTRACT**

*This study aims to determine the effect of online customer ratings and e-service quality on e-trust and purchase intention in food delivery on gofood in Pekanbaru. The population and sample used in this research is by using accidental sampling method selected based on determining the sample by taking respondents who happen to be available or available somewhere according to the research context. Thus, the number of samples in this study were 200 respondents. The method of analysis in this study is Structural Equation Modeling (SEM) using SmartPLS 4 software. The research results obtained by online customer ratings and e-service quality have a positive and significant effect on e-trust, online customer ratings have a positive significant effect on purchase intention and e-trust has a positive significant effect on purchase intention while e-service quality has a positive and insignificant effect on purchase intention. Thus the better online customer rating and e-service quality carried out by gofood will have an impact on increasing consumer e-trust and buying interest.*

**Keywords:** Online Customer Ratings, E-Service Quality, E-Trust, Purchase Intention.

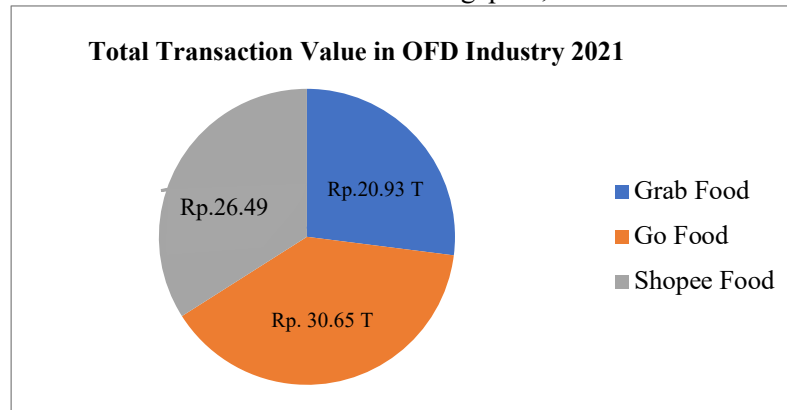
### **1. Introduction**

Technology and the internet have never escaped from the lives of people today who need to keep up with the times. The presence of the internet world that can be used with smartphones makes it easier for us to carry out activities, for example, online shopping provides convenience and is more effective for both consumers and producers. For consumers, online shopping or shopping remotely can save time and money to find out information, choose goods, and also buy what suits their needs. And for an entrepreneur, this is an opportunity to establish various businesses related to the development of technology and the internet.

According to an E-marketer research, active smartphone users in Indonesia increased from 52.2 million in 2015 to 103 million in 2018, making Indonesia the sixth largest country in the world for smartphone users. (Aulianida et al., 2020). The high demand and use of smartphones and the internet in Indonesia is utilized by developing an online-based service application. We can see that currently there are many online-based services that can reach consumers directly and facilitate all their daily activities and lives. And of course, the business services that have been created and have spread widely cannot be separated from the technological developments that have been accepted by many people at this time.

Existing online business services are *Online Food Delivery services*. With the existence of *Online Food Delivery* services that use internet media, it has a very big influence on all activities in meeting the primary needs of the community. According to momentum works research entitled '*Food Delivery Platforms In South Asia*', the gross transaction value or GMV of food delivery in Southeast Asia is estimated at US \$ 11.9 billion in 2020. In the research, Indonesia contributed the most in Southeast Asia, which amounted to US\$ 3.7 billion. This proves that Indonesians are a practical consumptive society.

This opportunity arises from various online food delivery service providers, one of these services is Gofood. Gofood is a feature in the Gojek application which initially only provided online-based transportation. Gojek Indonesia was officially founded by Nadiem Makarim and was generally introduced to the Indonesian people for the first time on October 13, 2010, to this day it has been downloaded and used by users more than 50 million times and even gojek has now expanded to Southeast Asian countries such as Singapore, Vietnam and Thailand.



**Figure 1. Total Transaction Value of OFD Industry 2021**

From the data diagram above, it can be seen that the total transaction value of the Gofood platform is estimated to reach Rp. 30.65 trillion or control 39 percent of the total transaction value. This number is higher than other online food delivery providers, such as Shopee Food and GrabFood, which are estimated to have a transaction value of Rp. 26.49 trillion in second place and Rp. 20.93 trillion in third place or at 34 percent and 27 percent, respectively.

According to a survey conducted by Southeast Strategic Gofood is a food delivery service that has the most superior value by consumers in Indonesia. the value of the level of excellence in the quality of online food delivery services based on 3 aspects, namely convenience, food menu diversity and security in transactions. In terms of convenience GoFood has the highest score of 5.09%, while for GrabFood and ShopeeFood are in the same position or score of 4.97%. In terms of food menu diversity, GoFood has the highest score too, which is 5.18%, while for GrabFood it is in second place with a score of 5.06% and ShopeeFood followed in third place with a score of 4.86%. And from the third aspect, there is transaction security, GoFood remains superior in the first position with a score of 5.23%, followed by ShopeeFood which is in second position with a total score of 5.19% and in the last position there is GrabFood with a total score of 5.15%. The survey conducted by Southeast Strategic also found that Gofood was also the first food delivery service remembered by 50% of respondents who participated in this survey, while ShopeeFood and GrabFood were 28% and 22% respectively. This also proves that 50% of consumers trust Gofood's food delivery service.

To get an overview of the use of *Online Food Delivery* services and determine the amount of consumer online trust in gofood, a research pre-survey was conducted by distributing questionnaires to 45 Pekanbaru people who use *Online Food Delivery* services which are the object of research. And for the first pre-survey results regarding the food provider service that is commonly used shows in the first place with a total percentage of 68.9% who use the Gofood food provider service with 31 respondents. In second place is grabfood with a percentage of 20% with 9 respondents, and followed by Shopeefood in third place with a percentage of 11.1% with 5 respondents. As for the results of the second pre-survey regarding how much trust in using food delivery services shows that in the first place with a total percentage of 42.2% is in the choice of very trusting and believing in food delivery services with a total of 19 respondents each. In second place is in the choice of moderate trust with a percentage of 13.3% and the number of respondents is 6 people, in third place with a choice of very distrust with a percentage of 2.2% and the number of respondents is 1 person. Meanwhile, the choice of not believing does not exist.

*Online Customer Rating* is considered to be another type of opinion given by many people and is a buyer's judgment, rating the product or service of the seller used for how to persuade consumers to buy a product. Instead, the consumer's recommendation that the purchased product is a high-quality product applies. However, the rating is indicated by a score of 1-5 stars in shopping ads and in product listings, the higher the star score value, the higher the consumer's buying interest. (Fauzi & Lina, 2021). Like the research conducted by Taesar Wahyudi, Baiq Handayani R, (2019) and Farki et al., (2016) found that *Online Customer Rating has a positive effect on E-Trust*. In contrast to research Pratama Putra et al. (2021) which states that *Online Customer Rating has no effect on E-Trust*.

The results of research on *Online Customer Rating* on purchase intention conducted by Kurniawan (2021) which states that *online customer rating has a positive and significant effect on buying interest*. In contrast to Farhan Hasrul et al. 2021) which states that *Online Customer Rating has no effect on purchase intention*.

*Electronic Service Quality* or commonly referred to as *E-Service Quality* is an increase in the theory of *Service Quality (SERQUAL)* that already exists. Conceptually, service quality is the same as *E-Service Quality*, which has the same function, namely the perception of the service received compared to the expectations desired by customers. (Yusuf et al., 2020). Research conducted by Al-dweeri et al. (2017), Priambodo & Farida (2020) and Nugrahani et al., n.d (2022) stated that *E-Service Quality Rating has a positive effect on E-Trust*. In contrast to research Ciputra & Prasetya (2020) which states that *E-Service Quality* does not have a significant positive effect on E-Trust.

The results of research on *E-Service Quality* on buying interest conducted by Damayanti (2019), Faisal et al. (2020) and Aldino & Suroso, (2022) which states that *E-Service Quality has a positive and significant effect on purchase intention*. In contrast to Satriyo et al. (2021) which states that *E-Service Quality has no significant effect on purchase intention*.

Online trust (*E-Trust*) is also a major factor that can affect the success of online transactions and a consumer's buying interest. Because a transaction carried out by two or more parties cannot be carried out without mutual trust and agreement. (Kuswanto & Baridwan, 2016). Trust can also be formed through the honesty of producers and marketers who detail the features of the products and services sold to consumers. Trust is the first factor that makes a consumer's buying interest. Research conducted Hartaroe et al. (2016), Bakhtiar & Sunarka, (2019), Maskuri et al. (2019) and (M Fitriani, 2021) stated that (*E-Trust*) *has a positive and significant effect on purchase intention*.

The purpose of this study was to determine the effect of the variables *Online Customer Rating* and *E-Service Quality* on *E-Trust* and Purchase Interest in *Gofood Food Delivery* in Pekanbaru.

## 2. Literature Review

### *E-Trust*

Giovanis A; Athanasopoulou P, (2014) *E-Trust* is a basic beginning of the formation and maintenance relationship between customers and online sellers. Thus, if the information provided by the seller is clear, accurate and complete, the customer will assume that the buying and selling site or online store is not concerned with mere opportunities so that it will increase customer trust in online shopping services provided by the buying and selling site manager and the manufacturer. Customer trust must be maintained because business competition and changes in consumer behavior can change the "direction" of customer trust. customers. So a quick response and proof through efforts is at least able to maintain customer trust in the company. maintain good customer trust in the company. In addition, online entrepreneurs must realize that, to build E-Loyalty and E-Satisfaction, there must be a development of E-Trust first.

LinLing, K.C., Chai, L. T., and Piew (2010) identified three indicators of online trust (*E-Trust*), namely: (1) security, (2) privacy, (3) reliability.

## Purchase Intention

Purchase intention is formed by the influence of consumer attitudes towards products and belief in quality. In this case, marketers need to understand what consumers want. Purchase intention includes attitudes, interests and behaviors in the decision-making process and purchase plans for various brands.

Consumer interest is strongly influenced by product characteristics, selection of product benefits and prices set by marketers. Purchase intention is the ability of consumers to seek and purchase information from various sources. Consumers are interested in products and services, but they don't have to buy them (Bella et al., 2016). buy it (Bella et al., 2016). Purchase interest is something personal that is defined by individuals who have the strength or willingness to be interested in, approach, and acquire objects related to attitudes (Simamora, 2014). (Simamora, 2014). According to Ferdinand (2014) purchase interest can be identified through the following indicators: (1) Transactional Interest, (2) Referential Interest, (3) Preferential Interest, (4) Exploratory Interest

## Hypothesis Development

### The Effect of *Online Customer Rating and E-Service Quality on E-Trust*

*Online Customer Rating* is a consumer opinion on a certain scale, which in online stores is in the form of giving stars. The more consumers give stars, the better the seller's rating. (Lackermair et al., 2013). The *rating* feature found on the product page in an *E-Commerce platform* is one way for consumers to provide an assessment of the quality of a product.

*Online Customer Rating* can be said to be a judgment from users on the preference of a product to the consumer experience refers to the psychological and emotional state that is lived when interacting with the product, the higher the rating given the higher the level of consumer online trust. Rating in online products is one way consumers have an opinion about the quality of online products, although sometimes there is a bias that occurs in its measurement, this is mainly due to product ratings by consumers that reflect global consumer satisfaction, not only on the product, but also on how consumers are served by online sellers (Engler, T.H.). (Engler, T.H., Winter, P. & Schulz, MEngler, T.H., Winter, P. & Schulz, 2015).. *Online Customer Rating* indicators put forward by (Farki et al., 2016) Among others, namely: (1) *Perceived Usefulness*, (2) *Perceived Enjoyment*, (3) *Perceived Control*. This is supported by research conducted by Farki et al., (2016) and Hariyanto & Trisunarno (2021) whose results show that *online customer ratings* have a positive and significant relationship to electronic trust (*E-Trust*).

*E-Service Quality* is an action or activity of an organization offered to other people or consumers that is intangible in nature and is intended to meet customer needs and desires. *E-Service Quality* acts as a benchmark for an organization to determine the extent and how good the services it has provided to its consumers. Electronic service quality refers to the company's capacity to provide services to consumers virtually and facilitate these services in a way that meets **their** needs. (Wilis & Nurwulandari, 2020).

E-service quality tends to be more trusted by consumers through a website or mobile application. Consumer interactions through websites or mobile applications are anticipated to result in higher quality services and uphold consumer trust (e-trust), which is a sign of concern for consumers. consumers will feel ready to accept any services offered by website providers if customer electronic trust (e-trust) has been established. *E-Service Quality* indicators put forward by Zeithaml, V. A., Bitner, M. J. and Gremler, (2009), Parasuraman, A., (2005) Priambodo & Farida, (2020), among others: (1) *Efficiency*, (2) *Fullfillment*, (3) *System Availability*, (4) *Privacy*

This is supported by research conducted by Ghalandari, K., & Branch (2012)It is stated that *e-service* quality has a positive influence on *E-Trust*. Ting (2016) also states that *E-Service Quality* has a strong positive effect on *E-Trust*. And (Priambodo & Farida, 2020) states that there is a positive and significant effect on *E-Service Quality* on *E-Trust*.

**H1** : *Online Customer Rating* has a positive effect on *E-Trust*.

**H2** : *E-Service Quality* has a positive effect on *E-Trust*.

### **The Effect of *Online Customer Rating* and *E-Service Quality* on Purchase Intention**

Ratings are global customer opinions not only on online goods, but also how customers are served by sellers. Ratings are used as information about the seller to personal recommendations that increase consumer buying interest. The more stars given, the better the seller's rating. The results of this study are in line with the research of (Kurniawan, 2021), Farki et al., (2016) and Novita Sarmis (2020), *Online Customer Rating* has a significant positive effect on purchase intention.

Andrew (2019) which states that the quality of service to products affects people's buying interest. In general, someone will prefer products with good and professional service (friendly, polite, friendly). One of the factors that influence consumer buying interest is factors within the individual such as personality as a potential consumer.... This is supported by research conducted by Nasir (2016). Nasir (2016), Damayanti (2019), and Barriyah & Suyanto (2019) which states that *E-service quality* has a positive effect on buying interest. In contrast to the results of research conducted by (Satriyo et al., 2021) said that *E-Service Quality* has no significant effect on buying interest.

**H3 :** *Online Customer Rating* has a positive effect on Purchase intention.

**H4 :** *E-Service Quality* has a positive effect on Purchase Intention.

### **The Effect of *E-Trust* on Purchase Intention**

Buying interest is influenced by several things including psychological factors. One of these psychological factors is online trust (*E-trust*). Electronic trust (*E-Trust*) is the main differentiator that determines the success or failure of companies doing their business online is one of the factors that influence a person's interest in buying online. This explains that the initial creation of relationships with partners is based on trust. This is supported by the results of a study conducted by (Bakhtiar & Sunarka, 2019) (M Fitriani, 2021), (Reddy & Jagadeesan, 2020) and (Nurlina, 2017) *E-Trust* has a significant and positive effect on Purchase Intention.

**H5 :** *E-Trust* has a positive effect on Purchase Intention

### ***E-Trust* mediates the relationship between *Online Customer Rating* and Purchase Intention**

Purchase interest is consumer behavior that arises in response to an object that shows a person's desire to make a purchase. Purchase interest is also supported by the existence of a previous consumer assessment of a particular product, namely in the form of giving a trusted rating on an application that is already available. In other words, trust is built between parties who do not know each other either in the interaction or transaction process. In research conducted by Sarmis, (2020) regarding "The Effect of Online Customer Review and Online Customer Rating on Trust and Consumer Purchase Interest" states that online customer rating through trust indirectly affects purchase interest.

**H6:** *E-Trust* has the effect of mediating the relationship between *Online Customer Rating* and Purchase Intention.

### ***E-Trust* mediates the relationship between *E-Service Quality* and Purchase Intention**

Trust (e-trust) is defined as a belief that allows a person to voluntarily become a customer of an online service provider after considering the characteristics of the service provider before making a purchase transaction. The success of a service provider in taking consumer trust lies in the quality of service available whether it is in accordance with consumer desires or not. In research conducted by Nugrahani et al., (2022) regarding "*The Role Of E-Trust As Mediation Effect Of E-Service Quality On Online Purchase Intention*" states that *E-Service Quality* through *E-Trust* indirectly affects purchase intention. The findings of this study strengthen the belief that e-trust in service quality (*E-Service Quality*) can increase consumer buying interest when shopping online.

**H7:** *E-Trust* can mediate the relationship between *Online Customer Rating* and Purchase Intention.

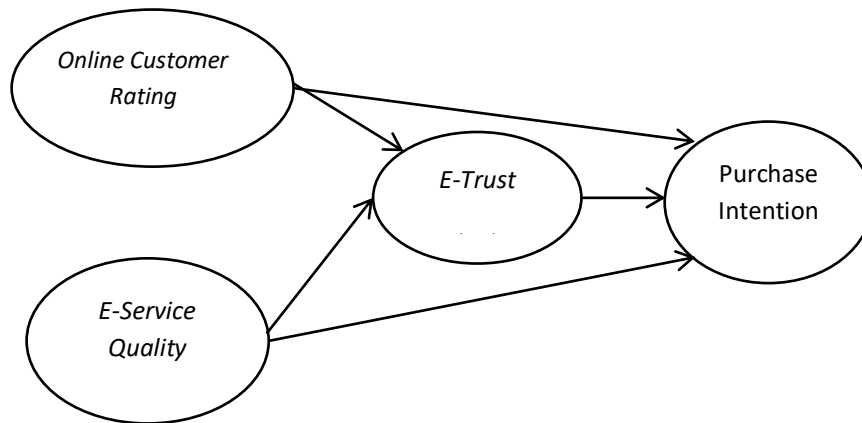


Figure 2. Framework

### 3. Research Method

#### Population and Sample

Sugiyono (2014) said that Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to study and then draw conclusions. The population that will be used in this study are people in Pekanbaru who use the gojek application in the Gofood *food delivery* service where the number cannot be known with certainty.

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2014). If the research will perform multivariate analysis (correlation or multiple regression), then the number of sample members is at least 20 times the number of variables studied. The number of samples selected in the gofood food delivery user community in Pekanbaru was 200 respondents. The sample collection method is carried out by *accidental sampling*, namely the researcher chooses the respondent by visiting the respondent in a crowded place and chooses the prospective respondent who is incidentally encountered.

#### Operationalization of Research Variables

Sugiyono, (2014) The operational definition serves to direct the measurement or observation of the variable in question and take the instrument or measuring instrument. The operational definition also intends to simplify the understanding of the discussion of the variables used in writing this study.

Table 1. Operational Variables

No.	Research Variables	Indicator	Source	Scale
1	Online Customer Rating ( <i>X1</i> )	1. <i>Perceived Usefulness</i> 2. <i>Perceived Enjoyment</i> 3. <i>Perceived Control</i>	Ahmad Farki <i>et al</i> (2016)	Interval
2	E-Service Quality ( <i>X2</i> )	1. <i>Efficiency</i> 2. <i>Fullfillment</i> 3. <i>System Availabilty</i> 4. <i>Privacy</i>	Priambodo & Farida, (2020)	Interval
3	E-Trust ( <i>Y1</i> )	1. <i>Security</i> 2. <i>Privacy</i> 3. <i>Reliability</i>	Alexander & Izzah, (2020)	Interval
4	Purchase Interest ( <i>Y2</i> )	1. <i>Transactional Interest</i> 2. <i>Referential Interest</i> 3. <i>Preferential Interest</i> 4. <i>Explorative Interest</i>	Ferdinand (2014)	Interval

## Data Analysis Technique

### Descriptive Analysis

Descriptive analysis method according to Sugiyono, (2014) is a statistic used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations. The purpose of this analysis is to systematically describe the facts and characteristics of the object under study precisely.

### Data Quality Test

Data quality test is a test required in research with questionnaire instruments, the goal is to be accountable for the truth. This test consists of validity and reliability tests.

### Path Analysis with PLS-SEM

This hypothesis testing is carried out to test the magnitude of the influence of the independent variable on the dependent variable. This hypothesis testing uses the Smart PLS 4 tool

### Measurement Model Test (*Outer Model*)

The Measurement Model or what is commonly called the Outer Model in the PLS test is carried out to test validity and reliability. This outer model analysis will specify the relationship between latent variables and their indicators, or it can be said that the outer model defines how each indicator relates to its latent variable. This PLS outer model has 2 measurements, namely reflective and formative indicators.

Reflective measurement consists of convergent validity test, discriminant validity test and construct reliability test. While in formative measurement consists of: multicollinearity test.

### Structural Model Test (*Inner Model*)

Structural Model Analysis or commonly called the *inner* model is used to predict the causal relationship between variables tested in the model. This PLS inner model has 3 measurements, namely the Coefficient of Determination ( $R^2$ ), Predictive Relevance ( $Q^2$ ), and Effect Size ( $F^2$ ).

### Hypothesis Test (T Test)

Hypothesis testing in SEM PLS is done using the t-count value compared to the value on the t-table. Testing with steps including formulating the hypothesis sound, calculating the t-table value, calculating the t-count value and testing the hypothesis. This significance test (t test) was conducted to test the significance level of the influence of the independent variables, namely *Online Customer Rating* and *E-Service Quality* on the dependent variable, namely *E-trust* and purchase intention of Gofood customers in Pekanbaru

## 4. Results and Discussion

### Respondent Characteristics

In the demographic profile of respondents, the majority fall within the 21-30 age range, constituting 64% or 128 individuals. This suggests that individuals in this age bracket have entered the productive phase of their lives and possess personal income, enabling them to opt for the efficiency of food delivery services over the inconvenience of dining out.

Examining respondents based on their residential areas, the predominant majority, comprising 19.5% or 39 individuals, resides in the Rumbai sub-district. This implies that residents in the Rumbai sub-district exhibit a preference for food delivery services as opposed to directly patronizing restaurants. Turning to respondents' gender, the majority, accounting for 65.5% or 131 individuals, are females. This signifies a preference among female respondents for utilizing food delivery services rather than visiting distant restaurants, which is perceived as time-inefficient.



Considering respondents' educational background, the majority, standing at 55% or 110 individuals, hold qualifications from senior high schools (SMA) or vocational high schools (SMK). This suggests that those availing food delivery services are predominantly individuals with recent education backgrounds in SMA/SMK, coupled with stable incomes from employment.

In terms of occupation, the majority, constituting 55% or 110 individuals, are employed in the private sector. This aligns with the age-based characteristics of respondents, as most fall within the 21-30 age range. These individuals, leading busy lives, opt for food delivery services due to time constraints, finding it more convenient than visiting restaurants or preparing lunch. Analyzing respondents' income, the majority falls within the income bracket of Rp. 2,000,001 - Rp. 4,000,000, comprising 46.5% or 93 individuals. This aligns with their occupational characteristics, as the majority are employed as private workers earning wages in accordance with the Pekanbaru city UMR (Regional Minimum Wage) of Rp. 3,069,675 in 2022.

### Validity and Reliability Test

The processed Validity test shows that all statement items for the *Online Customer Rating* (X1), *E-Service Quality* (X2), *E-Trust* (Y1), and Purchase Intention (Y) variables have a CITC value greater than 0.3. Thus, it means that the statement items on each variable are valid for further testing.

The processed reliability test shows that all items for the *Online Customer Rating* (X1), *E-Service Quality* (X2), *E-Trust* (Y1), and Purchase intention (Y2) variables have an *Alpha Cronbach* value greater than 0.6. namely the *Alpha Cronbach's Online Customer Rating* value of 0.857, the *Alpha Cronbach's E-Service Quality* value of 0.877, the *Alpha Cronbach's E-Trust* value of 0.809 and the *Alpha Cronbach's* value on Purchase Interest of 0.848. Thus all items on each variable are reliable for further testing.

### Outer Model Test

#### Convergent Validity

**Table 2. Loading Factor**

Variables	Indicator	Loading Factor
<i>Online Customer Rating</i>	X1.1	0.737
	X1.2	0.800
	X1.3	0.778
	X1.4	0.588
	X1.5	0.751
	X1.6	0.793
	X1.7	0.661
<i>E-Service Quality</i>	X2.1	0.636
	X2.2	0.616
	X2.3	0.744
	X2.4	0.808
	X2.5	0.783
	X2.6	0.552
	X2.7	0.673
	X2.8	0.773
	X2.9	0.715
<i>E-Trust</i>	Y1.1	0.693
	Y1.2	0.728
	Y1.3	0.656
	Y1.4	0.743
	Y1.5	0.757
	Y1.6	0.716
	Y2.1	0.687
	Y2.2	0.688



Variables	Indicator	Loading Factor
Purchase Intention	Y2.3	0.729
	Y2.4	0.715
	Y2.5	0.743
	Y2.6	0.769
	Y2.7	0.731

Sources : Data Processed (2022)

From table 2, it can be seen that the results have met convergent validity because all *factor loadings* > 0.5. Thus, it can be concluded that the *convergent validity of the* entire group of endogenous constructs is valid.

### Discriminant Validity

**Table 3. Cross Loading**

Variables	Indicator	Online Customer Rating	E-Service Quality	E-Trust	Purchase Intention
Online Customer Rating	X1.1	<b>0.737</b>	0.152	0.269	0.177
	X1.2	<b>0.800</b>	0.125	0.254	0.302
	X1.3	<b>0.778</b>	0.182	0.273	0.231
	X1.4	<b>0.588</b>	0.092	0.114	0.113
	X1.5	<b>0.751</b>	0.180	0.282	0.225
	X1.6	<b>0.793</b>	0.140	0.299	0.278
	X1.7	<b>0.661</b>	0.122	0.246	0.100
E-Service Quality	X2.1	0.109	<b>0.636</b>	0.079	0.120
	X2.2	0.184	<b>0.661</b>	0.142	0.136
	X2.3	0.198	<b>0.744</b>	0.196	0.205
	X2.4	0.153	<b>0.808</b>	0.223	0.170
	X2.5	0.140	<b>0.783</b>	0.224	0.183
	X2.6	0.115	<b>0.552</b>	0.033	0.046
	X2.7	0.139	<b>0.673</b>	0.162	0.100
	X2.8	0.124	<b>0.773</b>	0.252	0.136
	X2.9	0.094	<b>0.715</b>	0.232	0.112
E-Trust	Y1.1	0.184	0.241	<b>0.693</b>	0.307
	Y1.2	0.279	0.155	<b>0.728</b>	0.284
	Y1.3	0.260	0.154	<b>0.656</b>	0.233
	Y1.4	0.189	0.145	<b>0.743</b>	0.270
	Y1.5	0.328	0.241	<b>0.757</b>	0.320
	Y1.6	0.238	0.611	<b>0.633</b>	0.361
Purchase Intention	Y2.1	0.221	0.058	0.325	<b>0.687</b>
	Y2.2	0.147	0.210	0.280	<b>0.688</b>
	Y2.3	0.141	0.141	0.272	<b>0.729</b>
	Y2.4	0.197	0.089	0.289	<b>0.715</b>
	Y2.5	0.235	0.163	0.319	<b>0.743</b>
	Y2.6	0.266	0.215	0.318	<b>0.769</b>
	Y2.7	0.265	0.139	0.250	<b>0.731</b>

Sources : Data Processed (2022)

From table 3 above, the *cross loading* value for each indicator of each latent variable has the largest *cross loading factor* value compared to the *loading factor* value when associated with other latent variables. This means that each latent variable has good *discriminant validity*.

**Construct Reliability****Table 4. Construct Reliability**

<b>Variables</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<i>Online Customer Rating</i>	0.890	0.538
<i>E-Service Quality</i>	0.900	0.503
<i>E-Trust</i>	0.863	0.513
<b>Purchase Intention</b>	0.885	0.538

Sources : Data Processed (2022)

Based on the results of the validity and reliability tests of the measurement model, it can be concluded that all observed variables are valid to measure their latent variables, and the reliability of the measurement model is also good. This shows that the indicators are reliable.

**Multicollinearity Test****Table 5. Multicollinearity Test Results**

<b>Indicator</b>	<b>VIF</b>
X1.1	1,693
X1.2	2,026
X1.3	1,878
X1.4	1,450
X1.5	1,677
X1.6	1,841
X1.7	1,504
X2.1	1,692
X2.2	1,593
X2.3	1,823
X2.4	2,177
X2.5	1,954
X2.6	1,502
X2.7	1,702
X2.8	2,043
X2.9	1,763
Y1.1	1,424
Y1.2	1,589
Y1.3	1,403
Y1.4	1,696
Y1.5	1,593
Y1.6	1,518
Y2.1	1,509
Y2.2	1,509
Y2.3	1,728
Y2.4	1,601
Y2.5	1,674
Y2.6	1,833
Y2.7	1,754

Sources : Data Processed (2022)

Based on the multicollinearity test results in the table above, it can be stated that there is no multicollinearity between variables because the VIF value between indicators is still below 10.

### Inner Model Test

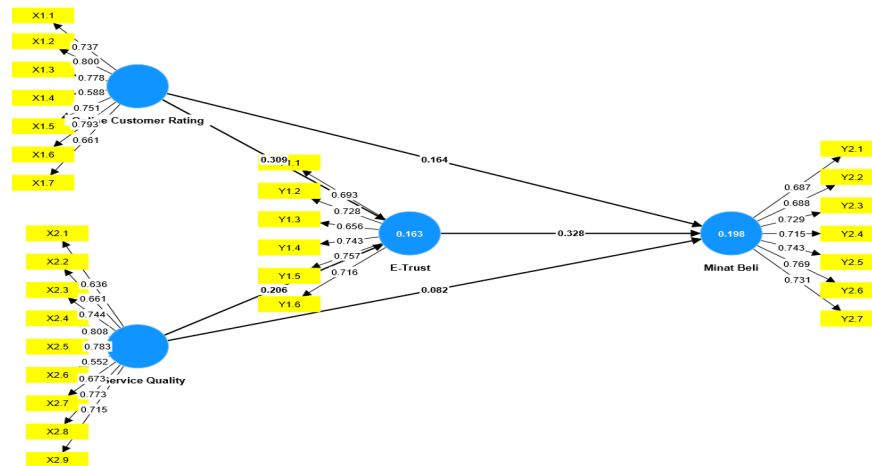


Figure 3. SEM PLS 4 Path Analysis Results

Sources : Data Processed (2022)

### Test Coefficient of Determination ( $R^2$ )

This test is to show the degree of relationship between the variables *Online Customer Rating*, *E-Service Quality* on *E-Trust* and *Purchase Intention*. The coefficient of determination or *R-square* is useful for predicting and seeing how much influence the *X* variables contribute simultaneously (together) to the *Y* variable.

Table 6. Coefficient of Determination ( $R^2$ )

Variables	<i>R Square</i>	<b>R Square Adjusted</b>
<b><i>E-Trust</i></b>	0.163	0.154
<b>Purchase Intention</b>	0.198	0.186

Sources : Data Processed (2022)

From table 6, it can be seen that the *adjusted R-Square of the E-Trust* variable is 0.154 or 15.4%. Thus *E-Trust* in using Gofood is influenced by *Online Customer Rating* and *E-Service Quality* by 15.4%. and in the *adjusted R-Square the Purchase Interest* variable is 0.186 or 18.6%. Thus *Buying Interest* in using Gofood is influenced by *Online Customer Rating* and *E-Service Quality* by 18.6%. While the rest is influenced by other factors that are not disclosed in this study.

### Predictive Relevance Test (Q)

*Q-square* measures how well the observed values are generated by the model and also the parameter estimates. A *Q-square* value greater than 0 (zero) will show that the model has *Predictive Relevance value*, while if the *Q-square* value is less than 0 (zero) will show that the model lacks *Predictive Relevance*. However, if the calculation results show a *Q-square* value of more than 0 (zero), then the model deserves to be said to have a relevant predictive value. If the value obtained is 0.02 (small), 0.15 (medium) and 0.35 (large).

Table 7. Q-Square Test

Variables	Results
<b><i>E-Trust</i></b>	0.292
<b>Purchase Intention</b>	0,347

Sources : Data Processed (2022)

Based on table 7, it can be seen that all *Q-Square* values have a magnitude above 0 (zero). So it shows the predictive relevance of the model on endogenous latent variables.

**Effect Size Test (F )<sup>2</sup>**

*Effect Size (f<sup>2</sup>)* to determine the goodness of the model. Whether the predictor variable has a weak, moderate or strong influence at the structural level.

Table 8. Effect Size Test (F )<sup>2</sup>

Variables	Results	Description
Online Customer Rating -> E-Trust	0,109	Simply
E-Service Quality -> E-Trust	0,049	Weak
Online Customer Rating -> Purchase Intention	0,029	Weak
E-Service Quality -> Purchase Intention	0,008	Weak
E-Trust -> Purchase Intention	0,112	Simply

Sources : Data Processed (2022)

Based on table 8, the variable *effect size* value can be stated, among others: *Online Customer Rating* variables on *E-Trust* and *E-Trust* Variables on *Purchase Intention* are stated to have sufficient influence. While the *E-Service Quality* Variable on *E-Trust*, the *Online Customer Rating* Variable on *Purchase Intention* and the *E-Service Quality* Variable on *Purchase Intention* are stated to have a weak influence.

**Partial Test Results (T Test)**

Significant test of each regression is needed to determine the significant level of influence of each independent variable (X) on the dependent variable (Y). In this regard, the partial significant test is used to test the hypothesis. The value used in this test is t count.

Table 9. Path Coefficients

Hypothesis	Koef. Path	T Hitung	P Values	Ket
Online Customer Rating -> E-Trust	0.309	3.493	0.000	Sig
E-Service Quality -> E-Trust	0.206	2.258	0.024	Sig
Online Customer Rating -> Purchase Intention	0.164	2.495	0.013	Sig
E-Service Quality -> Purchase Intention	0.082	0.966	0.334	No Sig
E-Trust -> Purchase Intention	0.328	3.466	0.000	Sig

Sources : Data Processed (2022)

**The Effect of Online Customer Rating on E-Trust Food Delivery Gofood**

Based on the test results presented in the table, it can be seen that the *Online Customer Rating* variable has a t value of 3.493 whose value is greater than the t table, namely  $3.493 > 1.9721$  with a p-value  $< 0.05$ , and supported by a significant result of 0.000 which is smaller than the value of  $\alpha = 0.05$ , it can be concluded that *Online Customer Rating* has a significant positive effect on *E-Trust*.

**The Effect of E-Service Quality on E-Trust Food Delivery Gofood**

Based on the test results presented in the table, it can be seen that the *E-Service Quality* variable has a t value of 2.258, whose value is greater than the t table, namely  $2.258 > 1.9721$  with a p-value  $< 0.05$ , and is supported by a significant result of 0.024 which is smaller than the  $\alpha = 0.05$  value, it can be concluded that *E-Service Quality* has a significant positive effect on *E-Trust*.

**The Effect of Online Customer Rating on Purchase Intention for Gofood Food Delivery**

Based on the test results presented in the table, it can be seen that the *Online Customer Rating* variable has a t value of 2.495 whose value is greater than the t table, namely  $2.495 > 1.9721$  with

a p-value  $<0.05$ , and is supported by a significant result of 0.013 which is smaller than the value of  $\alpha = 0.05$ , it can be concluded that *E-Service Quality* has a significant positive effect on Purchase Intention.

#### **The Effect of *E-Service Quality* on Buying Interest in *Gofood Food Delivery***

Based on the test results that have been presented in the table, it can be seen that the *E-Service Quality* variable has a t value of 3.493 whose value is greater than the t table, namely  $0.966 > 1.9721$  with a p-value  $<0.05$ , and is supported by a significant result of 0.334 which is greater than the value of  $\alpha = 0.05$ , it can be concluded that *E-Service Quality* has a positive and insignificant effect on Purchase Intention.

#### **Indirect Effect Analysis**

**Table 10. Indirect Effect Analysis**

Variables	Indirect Effect
E-Service Quality $\rightarrow$ E-Trust $\rightarrow$ Purchase Intention	0.068
Online Customer Rating $\rightarrow$ E-Trust $\rightarrow$ Purchase Intention	0,101

Sources : Data Processed (2022)

Based on the data in table 10, it can be seen that the indirect effect between the variables *E-Service Quality*, *E-Trust* and Purchase intention is significant. By using the comparator significance level  $\alpha = 0.1$ . While the variables *Online Customer Rating*, *E-Trust* and Purchase Intention are insignificant. This proves that the *E-Trust* variable is able to mediate the relationship between e-service quality and purchase intention. but the *E-Trust* variable cannot be a mediating variable between *E-Service Quality* and purchase intention

#### **The Effect of *Online Customer Rating* on E-Trust Food Delivery *Gofood***

The results of hypothesis testing obtained that there is a significant positive influence between *online customer ratings* on *E-Trust*. This means that *rating* can be interpreted as an assessment of users on the preference of a product for their psychological and emotional experiences that they undergo after interacting with virtual products in the media environment. The higher the rating value in a store, the higher the online trust of a consumer. Where the higher a rating in a food store on *Gofood*, the more it shows high consumer online trust to make purchases.

The descriptive analysis results show that the *online customer rating* variable is in the very good category with an average value of 4.32. This is based on positive responses from respondents to *online customer ratings* in providing information, showing product popularity, the number of positive ratings and reputation, making it easy to compare, feeling happy to compare and search for information, trusting existing ratings, and ratings encouraging to make purchases on *Gofood Food Delivery* in Pekanbaru. Likewise, the analysis of the characteristics of respondents shows that in the age range of 21-30 years, which is a productive age and a young age who understands the operation of technology and tends to believe more in online ratings that they want to buy. In addition, the characteristics of the majority of respondents are female, meaning that female psychology is easily persuaded and influenced to change their beliefs. (Prof. Dr. Eti Nurhayati, 2018) Therefore, just seeing a rating on *Gofood* can change their view of trust.

This is in line with research conducted by (Farki et al., 2016) and Hariyanto & Trisunarno (2021) which states that *online customer rating* has a significant positive effect on Consumer *E-Trust*.

#### **The Effect of *E-Service Quality* on E-Trust Food Delivery *Gofood***

The results of hypothesis testing obtained that *E-Service Quality* has a significant positive effect on *E-Trust* on *Gofood Food Delivery* in Pekanbaru. This means that *E-Service Quality* tends to be more trusted by consumers through a website or mobile application. Consumer interactions

through websites or mobile applications are anticipated to result in higher quality services and uphold consumer trust (e-trust), which is a sign of concern for consumers. If *E-Service Quality* increases, consumer *E-Trust* will also increase. Therefore *gofood* must improve its *E-Service Quality*, because for consumers *E-Service Quality* is one of the most important in *E-trust* (Electronic Trust).

The results of descriptive analysis also show that the *E-Service Quality* variable is in a very good category with an average value of 4.26. This is based on the positive response of respondents to *E-Service Quality* in the ease of accessing features and transactions, Gofood display, ease of finding menus, Gofood operates well, always provides needs, features and displays that run well, are easy to use, able to maintain and guarantee personal data in purchasing and transaction purposes. Likewise, in the analysis of respondent characteristics, the majority of Gofood user respondents range in age from 21-30 years, with the profession of private employees who have a busy schedule trusting their E-Service Quality through the Gofood application which is an electronic trust for them (E-Trust).

This is in line with research conducted by Al-dweeri et al. (2017; Nugrahani et al. (2022), Priambodo & Farida (2020) and Nugrahani et al. (2022) which states that E-Service Quality has a significant positive effect on Consumer *E-Trust*.

#### **The Effect of Online Customer Rating on Buying Interest in Gofood Food Delivery**

The results of hypothesis testing obtained that *Online Customer Rating* has a significant positive effect on Purchase Interest in *Gofood Food Delivery* in Pekanbaru. Where the more stars given, the better the sales rating. The importance of *Online Customer rating* is used as information about the seller to personal recommendations that increase consumer buying interest.

The descriptive analysis results show that the *online customer rating* variable is in the very good category with an average value of 4.32. This is based on positive responses from respondents to *online customer ratings* in providing information, showing product popularity, the number of positive ratings and reputation, making it easy to compare, feeling happy to compare and search for information, trusting existing ratings, and ratings encouraging to make purchases on *Gofood Food Delivery* in Pekanbaru. It is the same thing in analyzing the characteristics of respondents who are aged 21-30 years who understand technology by looking at ratings can increase buying interest in Gofood, as well as the characteristics of respondents based on gender, the majority of whom are women, who see ratings to see how popular a product is and have a sense of pleasure so as to make buying interest higher.

This is in line with research conducted by Farki et al. (2016), Kurniawan (2021) and Sarmis (2020) which states that E *Online Customer rating* has a significant positive effect on Purchase Intention.

#### **The Effect of E-Service Quality on Buying Interest in Gofood Food Delivery**

The results of hypothesis testing obtained that *E-Service Quality* has a positive and insignificant effect on Purchase Interest in *Gofood Food Delivery* in Pekanbaru. Many factors cause this to happen. Among them are unfavorable personal experiences in using E-Service Quality which can be a factor in increasing consumer buying interest.

As in the results of descriptive analysis, it shows that the lowest respondent response is in the statement "*Gofood* operates well" with an average of 3.92 with a good category, which states that respondents still find difficulties when operating Gofood well in terms of difficulty making transactions.

This is in line with research conducted by Satriyo et al. (2021) which states that E-Service Quality has a positive and insignificant effect on Consumer Purchase Interest.

#### **The Effect of E-Trust on Buying Interest in Gofood Food Delivery**

The results of hypothesis testing obtained that *E-Trust* has a significant positive effect on Purchase Interest in *Gofood Food Delivery* in Pekanbaru. Online trust is the main differentiator that determines the success or failure of companies doing their business online is one of the factors

that influence a person in online purchasing interest. Thus consumer trust is defined as consumer expectations that service providers can be trusted or relied upon to fulfill their promises. Therefore, the higher the level of consumer E-Trust, the higher the consumer's purchase interest in an item.

In the descriptive analysis results show that the *E-Trust* variable is in the very high category with an average value of 4.30. This is based on the positive response of respondents to *E-Trust* in trusting the security of transactions, information, maintaining personal data, providing the best service for both gofood, drivers and Gofood partners. Likewise, the results of analyzing the characteristics of respondents aged 21-30 years who believe in the sophistication of technology in terms of online transactions and based on the gender of the majority of women who easily believe in security will provide personal data and believe in the services provided by gofood.

This is in line with research conducted by M Fitriani (2021) and Reddy & Jagadeesan (2020) which states that *E-Trust* has a significant positive effect on Consumer Purchase Interest.

### Indirect Effect Analysis

In this analysis, it can be seen that the indirect effect between the variables *E-Service Quality*, *E-Trust* and Purchase intention is significant. By using the comparator significance level  $\alpha = 0.1$ . While the variables *Online Customer Rating*, *E-Trust* and Purchase Intention are insignificant. This proves that the *E-Trust* variable is able to mediate the relationship between *E-Service Quality* and purchase intention, but the *E-Trust* variable cannot be a mediating variable between *E-Service Quality* and purchase intention

## 5. Conclusions

This study aims to determine the effect of *Online Customer Rating* and *E-Service Quality* on *E-Trust* and Purchase Interest in *Gofood Food Delivery* in Pekanbaru and the sample used in this study amounted to 200 respondents. The conclusions that can be drawn from the results of the research that has been done include: (1) *Online Customer Rating* has a positive and significant effect on *E-Trust*. This means that the higher the rating value given by consumers on the features in Gofood, the consumer e-trust will also increase, (2) *E-Service Quality* has a positive and significant effect on *E-Trust*. This means that if the better the *E-Service Quality*, the higher the consumer *E-Trust* and the increase in *Food Delivery* at Gofood, (3) *Online Customer Rating* has a positive and significant effect on Purchase Intention. This means that the higher the rating value given by consumers on the features in Gofood, the stronger and more consumer purchase interest, (4) *E-Service Quality* has a positive and insignificant effect on Purchase Interest in *Food Delivery* Gofood in Pekanbaru, (5) *E-Trust* has a positive and significant effect on Purchase Interest. This means that the higher the *E-Trust* that exists in consumers, the higher or the increase in purchase interest in *Gofood food delivery* in Pekanbaru. (6) *E-Trust* cannot be a mediating variable between the influence of *Online Customer Rating* on purchase interest with insignificant value. (7) *E-Trust* mediates the effect of *E-Service Quality* on purchase intention with a significant effect. This means that after being mediated by *E-Trust*, the better the service quality at Gofood, the higher the consumer buying interest in Gofood. Based on the direct experience of researchers in this research process, there are several limitations that are experienced and can be several factors that can be considered for future researchers in further refining their research because this research itself certainly has shortcomings that need to be improved in future studies. Some of the limitations of the study include: (1) There are limitations in research time, energy and researcher abilities, (2) The number of respondents studied was only 200 people, of course it is still insufficient to describe the actual situation, (3) The object of this research is only focused on gofood food delivery service users which is only 1 of several food delivery services in Pekanbaru.

By paying attention to some of the conclusions and limitations above, there are several suggestions as a complement to the research results that can be given as follows: (1) For Companies, the results of this study are expected that Gojek companies can use the star ratings



that are available as one of their main marketing tools and Gojek companies also need to increase company integrity by increasing the reputation of sellers in it as an addition to information to potential buyers, besides that by making improvements to the software and part of the maintenance burden can be borne by consumers when making purchases at Gofood. (2) For academics, it is hoped that the results of this study can be an additional reference material and insight for further researchers and can be used as a comparison material in conducting other research with the latest free variables, objects and different times.

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