
THE EFFECT OF PRODUCT KNOWLEGDE, ONLINE CUSTOMER REVIEW, ONLINE CUSTOMER RATING AND PRICES ON CONSUMER BUYING INTEREST IN MEDIATION OF TRUST IN THE MARKETPLACE SHOPEE (STUDY AT MWCNU SUKODADI)

Oleh

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Abstract: *The era of increasingly sophisticated technology, it causes a shift in consumer behavior, especially in shopping. Online shopping has now become a habit. There are factors that consumers consider, namely safety or inappropriate goods. In this study there is a novelty, namely more variables that are examined and the object of research. This research is a quantitative study that has a sample of 165 respondents and the data analysis used is the SEM method with the Smart PLS version 3.0 tool. The test used is the outer model test, the structural model, mediation and hypotheses. The results show that The validity test has an outer load mg value > 0.7 and an AVE value > 05 then it is declared valid. The reliability test shows a compoive reliability value and Cronbach's alpha > 07 then it is said to be reliable. said Partial Mediation Online customer review variable (X2) on buying interest (Y) mediated by trust (Z) said Non Mediation Online customer rating variable (3) on buying interest (Y) mediated trust (Z) said Non Mediation Price variable (X4) on buying interest (Y) mediated by trust (Z) is said to be Partial Mediation Based on the analysis of the test results The hypothesis can be concluded that the product knowledge variable (X1). Online customer review (X2), online customer rating (X3) and price (X4) on bell interest (Y) simultaneously have a positive and significant effect*

INTRODUCTION

The era of increasingly sophisticated technology causes a shift in consumer behavior in shopping. This shift in behavior has caused many marketplaces to appear in Indonesia, one of which is Shopee. Shopee is a marketplace that provides safe and efficient shopping

services, ranging from fashion, electronics, school equipment, household appliances, health equipment, and others. The convenience of shopping provided by the Shopee marketplace is the reason for the shift in online purchases. In addition to convenience, several factors cause consumers not to use online shopping applications, one of which is the safety factor or inappropriate quality of goods. Therefore, in buying online, many factors must be considered. Product knowledge is an important part of online purchases because consumers cannot directly feel the quality of the product. According to Sumarwan (2011:148) Product knowledge or product knowledge is knowledge of information about various products ranging from brands, product attributes, product categories, prices, and product beliefs. Information about products online can be obtained through reviews from consumers.

Online customer reviews provide an assessment of a product. Auliya, et al (2017) explain that online customer reviews are product evaluations by consumers on product quality. The existence of product reviews or reviews from other consumers is a tool to measure product quality, service, and delivery time.

The online customer rating is one of the factors to determine purchase intention. According to Engler, et al (2015) Online customer rating is a rating on products given by consumers as a way for consumers to think about the quality of online products.

Price is a determining factor in the emergence of consumer buying interest. According to Philip, et al (2008:345) Price is some values given for goods or services owned.

Trust is the pillar to build a business and creating consumer loyalty. According to Priansa (2017: 115). Trust arises when consumers get certainty from other parties, in this case, other customer reviews that lead to consumer trust.

Purchase intention is an attitude that arises from consumer confidence in a product or service. High trust will affect consumer buying interest in a product. According to Kotler, et al (2009:15) Purchase interest is an attitude that arises as a form of response to the desired product.

The development of e-commerce in Indonesia is increasing, making online buying interest research very important. This supports consumers to have a good experience in shopping online rather than offline.

Several journal references have been published, namely the first journal by Nur, Afifah, et al (2018) there are 3 variables, namely brand equity, product knowledge, and buying interest. The second journal by Wahyudi, Taesar, et al (2019) has 3 variables, namely online customer review, rating, and trust. The third journal by Sarmis, Novita (2020) has 4 variables, namely online customer reviews, online customer ratings, buying interest, and trust. The fourth journal by Japariato, Edwin (2020) has 3 variables, namely price, web appearance, buying interest, and trust. There are 3 journals by Rohmatullah, et al (2021), namely online customer reviews, buying interest, and trust. In the description above there is a novelty, namely the addition of variables so that it becomes 6 variables, namely product knowledge, online customer review, online customer rating, price, trust, and buying interest, one of these variables is used as a mediating variable between the independent and dependent variables.

Based on the description above and the number of shopee consumers among IPNU-IPPNU students, it is interesting to conduct a study entitled The Effect of Product Knowledge, Online Customer Reviews, Online Customer Ratings and Prices on Consumer Buying Interest Mediated by Trust in the Shopee Marketplace (Study at MWCNU Sukodadi)

THEORETICAL BASIS

Product Knowledge

According to Peter, et al (2005) Product knowledge is various types of knowledge, meanings, and beliefs that are recorded in the memory of consumers. Product knowledge indicators according to Brucks in Lin, et al (2007) are subjective knowledge, objective knowledge, and knowledge-based experience.

Online Customer Review

According to Farki, et al (2016) Online customer review is a direct opinion from someone. One of the factors that determine the purchase intention of Djulkarnain, et al (2019) is the credibility of the source, perceived benefits, quality of arguments or opinions, valence, number of reviews.

Online customer rating

According to Auliya, et al (2017). Online customer rating is a customer rating in the form of a rating symbol or star. Online customer rating indicators, namely the number of ratings and product quality assessments.

Price

According to Kotler, et al (2008:345) in Sabran. Price is the amount of money given to a product or service. Price indicators are affordable prices, prices according to product quality, price competitiveness, and prices according to benefits.

Trust

According to Priansa (2017:115) trust is the pillar in building a business and creating consumer loyalty. The indicators of trust according to Maharani (2010) are reliability, honesty, caring and credibility.

Buying Interest

Buying interest according to Kotler, et al (2009:15) Buying interest is a behavior that arises as a form of consumer desire to purchase a product. The indicators of buying interest according to Tjiptono (2010: 19) are transactional, reference, preference, and exploratory interest.

METHODOLOGY

This type of research is quantitative with a Likert scale and the population is taken from shopee users of IPNU-IPPNU students in Sukodadi District with a sample of 165. The data analysis method used is SEM analysis with PLS .3.0 tools. The test used is the Outer Model Test, Inner Model, Mediation and Hypothesis.

RESULTS

1. Measurement Model (Outer Model)

a. Validity Test

Convergent Validity is measuring the validity of an indicator. The validity test can be seen from the outer loading of each indicator variable. An indicator is said to be valid if the outer loading value is above 0.70 and to test the validity of the discriminant, namely by looking at the AVE measurement value, it must be greater than 0.50. Ghazali, et al (2015).

Table 1.1 Outer Loading

	<u>X1_Product Knowledge</u>	<u>X2_Online Customer Review</u>	<u>X3_Online Customer Rating</u>	<u>X4_Price</u>	<u>Y_Buying Interest</u>	<u>Z_Trust</u>	<u>Ket</u>
X1.1	0,899						Valid
X1.2	0,815						
X1.3	0,823						
X2.1		0,868					
X2.2		0,738					
X2.3		0,812					
X2.4		0,814					
X2.5		0,736					
X3.1			0,890				
X3.2			0,858				
X3.3			0,902				
X4.1				0,871			
X4.2				0,780			
X4.3				0,807			
X4.4				0,899			
Y1.1					0,886		
Y1.2					0,747		
Y1.3					0,839		
Y1.4					0,869		
Z1.1						0,891	
Z1.2						0,781	
Z1.3						0,752	
Z1.4						0,918	

Source: Data Hasil SEM-PLS 3.3.7 (2022)

Table 1.2 Discriminant Validity

	Average Variance Extracted (AVE)	description
<u>X1_Product Knowledge</u>	0,717	Valid
<u>X2_Online Customer Review</u>	0,632	
<u>X3_Online Customer Rating</u>	0,781	
<u>X4_Price</u>	0,707	
<u>Y_Buying Interest</u>	0,700	
<u>Z_Trust</u>	0,703	

Sources: Data Hasil SEM-PLS 3.3.7 (2022)

In the results of the validity test, the values of convergent validity and discriminant validity of all product knowledge variables (X1), online customer reviews (X2), online customer ratings (X3), price (X4), buying interest (Y) and trust (Z) were declared valid. because the value of outer loading is above 0.70 and AVE is above 0.50.

b. Reliability Test

To assess the reliability of the construct, the Composite Reliability value must be greater than 0.70. and Cronbach alpha is said to be good if 0.5. Ghazali, et al(2015).

Tabel 1.3 Composite Reliability Dan Cronbach alpha

	Cronbach's Alpha	Reliability	Deskription
Product Knowlegde (X1)	0,802	0,883	Reliabel
Online Customer Review (X2)	0,853	0,895	
Online Customer Rating (X3)	0,860	0,914	
Price (X4)	0,861	0,906	
Buying Interest (Y)	0,856	0,903	
Trust (Z)	0,856	0,904	

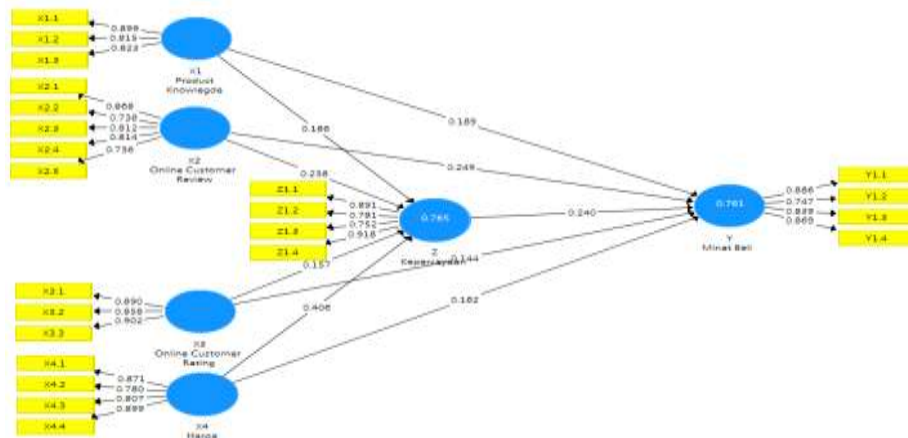
Sources: Data Hasil SEM-PLS 3.3.7 (2022)

In the results of the reliability test, the composite reliability and Cronbach alpha values on the product knowledge (X1), online customer review (X2), online customer rating (X3), price (X4), buying interest (Y) and trust (Z) variables were declared reliable. because the value is above 0.70.

2. Structural Model (Inner model)

inner model or structural model is a test used to see the relationship or cause and effect between variables.

Picture 1 Structural Model



R-Square

R-Square is a test used to see how far the influence of the relationship between the X variable and the Y variable.

Table 1.4 R Square

	R Square	Adjusted R Square
Buying Interst (Y)	0,761	0,754
Trust (Z)	0,765	0,759

Source: Data Hasil SEM-PLS 3.3.7 (2022)

In the table above, it is concluded that the R-Square value has a joint effect on product knowledge (X1), online customer reviews (X2), online customer ratings (X3), price (X4) on buying interest (Y) is 0.761 with R-Square Adjusted value of 0.754. Therefore, the R-Square value of 0.761 is said to be strong.

Mediation Test

In the mediation test, there are 3 classifications, namely Non-Mediation, if the relationship between exogenous and endogenous variables is positive and the mediating variable is negative. Full Mediation, if the exogenous and endogenous variables are negative and the mediating variable is positive and Partial Mediation, if the exogenous and endogenous variables are positive and the mediating variable is also positive.

To determine the mediation test, it can be seen from the P Value on the Specific Indirect Effect if > 0.05 , then the mediation test is negative and vice versa.

Table 1.5 Path Coefisien

	Original Sample (O)	Sample Average (M)	Standar Deviasi (STDEV)	T Statistik	P Values
X1_Product Knowlegde -> Y Buying Interest	0,189	0,192	0,095	1,998	0,046
X1_Product Knowlegde -> Z Trust	0,186	0,188	0,067	2,774	0,006
X2_Online Customer Review -> Y Buying Interest	0,249	0,247	0,108	2,299	0,022
X2_Online Customer Review -> Z Trust	0,238	0,241	0,080	2,966	0,003
X3_Online Customer Rating -> Y Buying Interest	0,144	0,142	0,069	2,084	0,038
X3_Online Customer Rating -> Z Trust	0,157	0,159	0,070	2,237	0,026
X4_Price-> Y Buying Interest	0,162	0,165	0,081	2,005	0,046
X4_Price-> Z Trust	0,406	0,397	0,106	3,824	0,000
Z Trust -> Y Buying Interest	0,240	0,235	0,093	2,572	0,010

Sources: Data Hasil SEM-PLS 3.3.7

Table 1.6 Specific Indirect Effects

	Original Sample (O)	Sample Average (M)	Standar Deviasi (STDEV)	T Statistik	P Values
Product Knowlegde (X1) -> Trust (Z)-> Buying Interest (Y)	0,045	0,042	0,020	2,228	0,026
Online Customer Review (X2) -> Trust (Z) -> Buying Interest (Y)	0,057	0,058	0,033	1,753	0,080
Online Customer Rating (X3) -> Trust (Z)-> Buying Interest (Y)	0,038	0,039	0,026	1,444	0,149
Price(X4) -> Trust (Z)-> Buying Interest (Y)	0,098	0,093	0,044	2,191	0,029

Sumber: Data Hasil SEM-PLS 3.3.7

From these results it can be concluded:

a. Product Knowlegde To Buying Interest Mediated Trust

In the Path coefficient, the product knowledge variable and the Buying Interest variable show a positive relationship because the P Value is 0.046 < 0.05 and in the Specific Indirect Effect, the product knowledge variable and the Buying Interest variable mediated by the Trust variable shows a positive relationship because the P Value is 0.026 > 0.05. So in this connection it is called Partial Mediation.

b. Online Customer Review To Buying Interest Mediated Trust

In the Path Coefficient, the online customer review variable to the Buying Interest variable shows a positive relationship because P Value is 0.022 > 0.05 and in the Specific Indirect Effect variable online customer review to the Buying Interest variable mediated by Trust shows a negative relationship because the P Value is 0.080 > 0.05. So in this connection it is called Non Mediation.

c. Online Customer Rating To Buying Interest Mediated Trust

In the Path Coefficient, the online customer rating to Buying Interest variable shows a positive relationship because the P Value is 0.038 > 0.05 and in the Specific Indirect Effect the online customer rating variable to the Trust mediated Buying Interest variable shows a negative relationship because the P Value 0.149 > 0.05. So in this connection it is said to be non-mediation.

d. PriceTo Buying Interest Mediated Trust

In the Path Coefficient, the Priceto variable, the Buying Interest variable, shows a positive relationship because the P Value is 0.046 < 0.05 and in the Specific Indirect Effect, the Priceto Variable Buying Interest mediated the Trust variable shows a positive relationship because the P Value is 0.029 > 0.05. So in this connection it is called Partial Mediation.

4. Hypothesis Test

To test the influence between variables directly and indirectly because there is a mediating variable. The hypothesis test is done by looking at the T-Statistics and P Value. The hypothesis is accepted if the P Value < 0.05.

Table 7. Hypothesis Test

Hypothesis	Analysis
→ <i>Product knowledge</i> Trust	Value original sampel = 0.186
	Value P-Value = 0.046
	Value T-Statitik = 2,774
	Value T-Tabel = 1.654
	T-Statitik > T-Tabel
<i>Online customer review</i> →Trust	Value original sampel = 0.238
	Value P-Value = 0.003
	Value T-Statitik = 2.966
	T-Tabel = 1.654
	T-Statitik > T-Tabel
→ <i>Online customer rating</i> Trust	Value original sampel = 0.235
	Value P-Value = 0.026
	Value T-Statitik = 2.237
	Value T-Tabel = 1.654
	T-Statitik > T-Tabel
Price Trust	Value original sampel = 0,406
	Value P Value = 0.000
	Value T-Statitik = 3.824
	Value T-Tabel = 1.654
	T-Statitik > T-Tabel
<i>Product knowledge</i> Buying Interest →	Value original sampel = 0.189
	Value P Value = 0.000
	T-Statitik = 1,998
	Value T-Tabel = 1.654
	T-Statitik > T-Tabel
<i>Online customer review</i> Buying Interest	Value original sampel = 0.249
	Value P-Value = 0.022
	Value T-Statitik = 2.299
	Value T-Tabel = 1.654
	T-Statitik > T-Tabel
<i>Online customer rating</i> Buying Interest	Value original sampel = 0.144
	Value P-Value = 0.038
	Value T-Statitik = 2.084
	Value T-Tabel = 1.654
	T-Statitik > T-Tabel
Price Buying Interest	Value original sampel = 0.162
	Value P-Value = 2.005

	Value T-Statistik = 0.046
	Value T-Tabel = 1.654
	T-Statistik > T-Tabel
Trust Buying Interest	Value original sampel = 0.240
	Value P Value = 0.010
	Value T-Statistik = 2.572
	Value T-Tabel = 1.654
	T-Statistik > T-Tabel

Sources: Data Hasil SEM-PLS 3.3.7 (2022)

DISCUSSION

H₁ : Effect of product knowledge (X1) to Trust (Z) on marketplace shopee (Study at MWCNU Sukodadi)

The results of the above analysis show the Original Sample Value (Coefficient) 0.186 > 0.000. T-statistics > T-table (2.774 > 1.654) and P-value 0.046 < 0.05. It means that H₀ is rejected and H₁ is accepted, then there is a positive relationship between the product knowledge variable and the Trust variable in the shopee marketplace (Study MWC NU Sukodadi). There is a positive and significant influence because shopee has provided knowledge of a product that consumers can trust. Ensure safety in shopping as well as effective and efficient. The product information offered by Shopee is always up to date and the shopping experience of other consumers can be trusted, so as to increase consumer trust. This research is supported by research from Tansanto, Edy (2021) which shows an influence on the variable of product knowledge to consumer trust.

H₂ : The influence of online customer review (X2) to Trust (Z) on the shopee marketplace (Study at MWCNU Sukodadi)

The results of the above analysis show the Original Sample Value (Coefficient) 0.238 > 0.000. T-statistics > T-table (2,966 > 1.654) and P-value 0.003 < 0.05. This means that H₀ is rejected and H₂ is accepted, so there is a positive relationship between the online customer review variable and the Trust variable in the shopee marketplace (Study MWC NU Sukodadi). There is a positive and significant influence because the review presented on the Shopee marketplace can make it easier for consumers to buy the product. Online customer reviews present the advantages and disadvantages of products, positive reviews can affect trust in the product to be purchased. The number of positive reviews indicates a good product reputation. This research is supported by research from Wahyudi, Taesar, et al (2019) and Rohmatullah, et al (2021) which shows a positive influence on Online customer review to Trust on Shopee.

H₃: Effect of online customer rating (X3) to Trust (Z) on the shopee marketplace (Study at MWCNU Sukodadi)

The results of the above analysis show the Original Sample Value (Coefficient) 0.235 > 0.000. T-statistics > T-table (2.237 > 1.654) and P-value 0.026 < 0.05. It means that H₀ is rejected and H₃ is accepted, then there is a positive relationship between online customer rating giving to the Trust variable on the shopee marketplace (Study of MWC NU Sukodadi). There is a positive and significant influence because a rating on shopee is also needed when we buy a product online, a lot of ratings means the product's reputation is good and the many ratings given indicate a good seller rating as well. So,

it can increase trust. This research is supported by research from Wahyudi, Taesar, et al (2019) showing a positive influence on the online customer review to Trust variable of Mataram City youth in purchasing fashion products at Shopee.

H4 : Effect of Price(X4) to Trust (Z) on the shopee marketplace (Study at MWCNU Sukodadi)

The results of the above analysis show the Original Sample Value (Coefficient) $0.406 < 0.000$. T-statistics $> T$ -table ($3,824 > 1,654$) and P-value $0.000 < 0.05$. This means that H_0 is rejected and H_4 is accepted, then there is a positive relationship between the Price variable Trust variable in the marketplace shopee (Study MWC NU Sukodadi). Prices on the shopee marketplace are very varied and relatively affordable from conventional stores. The price given by shopee is also in accordance with the quality. So that consumers believe that the price on the shopee marketplace is in accordance with the quality of the product. This research is supported by research from Japarianto, Edwin, et al (2020) which shows a positive influence on the Price to Trust variable on E-commerce shopee.

H5 : Effect of product knowledge (X1) to consumer buying interest (Y) on the shopee marketplace (Study at MWCNU Sukodadi)

The results of the analysis above show the Original Sample Value (Coefficient) $0.189 > 0.000$. T-statistics $> T$ -table ($1.998 > 1.654$) and P-value $0.000 < 0.05$. This means that H_0 is rejected and H_5 is accepted, so there is a positive relationship between the product knowledge variable and the Buying Interest variable in the shopee marketplace (Study of MWC NU Sukodadi). There is a positive and significant influence because of the product knowledge provided by a trustworthy shopee. In purchasing online product knowledge is needed because we do not know the product directly. Shoppe guarantees safety in shopping as well as effective and efficient. The product information offered by Shopee is always up to date and the shopping experience of other consumers can be trusted. This research is supported by research from Limartha, Michelle, et al (2018) which shows a positive influence on the product Knowledge to Buying Interest variable of the Hello Beauty Jakarta community on Wardah products.

H06 : Effect of online customer review (X2) to consumer buying interest (Y) on the shopee marketplace (Study at MWCNU Sukodadi)

The results of the above analysis show the Original Sample Value (Coefficient) $0.249 < 0.000$ with T-statistics $> T$ -table ($2.299 > 1.654$) and P-value $0.022 > 0.05$. This means that H_0 is rejected and H_6 is accepted, then there is a positive relationship between online customer reviews to Buying Interest in the shopee marketplace (Study MWC NU Sukodadi). There is a positive influence because the reviews presented on the shopee marketplace can make it easier for consumers to buy these products. Online customer reviews present the advantages and disadvantages of products, positive reviews can affect Buying Interest for a product. The number of positive reviews shows a good reputation for the product. This research is supported by research from Munte, Nurhaini, Risma, et al (2020), Rohmatulloh, et al (2021) and Syarifah, Eka, et al (2021) which show a positive influence on the online variable customer review to Buying Interest of consumers in the shopee marketplace.

H7 : The influence of online customer rating (X3) to consumer buying interest (Y) on

the shopee marketplace (Study at MWCNU Sukodadi)

The results of the above analysis show the Original Sample Value (Coefficient) $0.144 > 0.000$. T-statistics $> T$ -table ($2.084 > 1.654$) and P-value $0.038 < 0.05$. This means that H_0 is rejected and H_7 is accepted, then there is a positive relationship between the online variable customer rating to Buying Interest in the shopee marketplace (MWC NU Sukodadi Study). There is a positive and significant influence because a rating on shopee is also needed when buying a product online, a large number of ratings indicate good on the product and many who provide a rating also indicate a better seller rating. This affects the buying interest of consumers in buying products. This research is supported by the research of Sarmis, Novita (2020) which shows a positive influence on the online variable customer rating to consumer buying interest.

H_8 : Influence of Price(X4) to Buying Interest of consumers (Y) on the shopee marketplace (Study at MWCNU Sukodadi)

The results of the above analysis show the Original Sample Value (Coefficient) $0.162 > 0.000$. T-statistics $> T$ -table ($2.005 > 1.654$) and P-value $0.046 < 0.05$. This means that H_0 is rejected and H_8 is accepted, then there is a positive relationship between the Price variable, the Buying Interest variable in the shopee marketplace (the NU Sukodadi MWC Study). There is a positive and significant influence because the price on the shopee marketplace is very varied, so consumers tend to compare. Prices on the marketplace are affordable from conventional stores and the prices given are according to the product. The more affordable the price of a product, the more buying interest in the shopee marketplace. This research is supported by research from Japariato, Edwin, et al (2020) which shows a positive influence on the Price to Buying Interest variable on E-commerce shopee.

H_9 : Effect of Trust (Z) to Buying Interest of consumers (Y) in the shopee marketplace (Study at MWCNU Sukodadi)

The results of the analysis above show the Original Sample Value (Coefficient) $0.240 > 0.000$. T-statistics $> T$ -table ($2.572 > 1.654$) and P-value $0.010 < 0.05$. This means that H_0 is rejected and H_9 is accepted, then there is a positive relationship between the Trust variable and the Buying Interest variable in the shopee marketplace (MWC NU Sukodadi Study). There is a positive and significant influence because shopee is able to give trust to consumers, especially the services provided by shopee are very good. Information on products sold at Shopee e-commerce is also very adequate in accordance with the expected quality and online sellers at shopee try to satisfy and meet consumer needs, so that affect Buying Interest in Shopee. This research is supported by research from Rohmatulloh, et al (2021) which shows a positive influence on the variable Trust to Buying Interest of consumers.

CONCLUSION

1. Outer Model (Measure Model)

In the outer value model, the validity and reliability of product knowledge (X1), online customer reviews (X2), online customer ratings (X3), Price (X4), Trust (Z) and Buying Interest (Y) variables above 0.7 are said to be valid and reliable..

2. Inner model (Structural Model)

In the inner value r-square model of product knowledge (X1), online customer review (X2), online customer rating (X3), Price (X4), Trust (Z) and Buying Interest (Y) variables above 0.70 are said to be strong.

3. Mediation Test

- a. The product knowledge variable to the Buying Interest mediated variable Trust has a positive effect because the P Value is $0.025 > 0.05$. So this relationship can be said to be partial mediation.
- b. The online customer review variable to the Buying Interest mediated Trust variable has a negative effect because the P Value is $0.080 > 0.05$. So this relationship can be said to be non-mediation.
- c. The online customer rating variable to the Buying Interest mediated Trust variable has a negative effect because the P Value is $0.149 > 0.05$. So this relationship can be said to be non-mediation.
- d. The Price variable, the Buying Interest mediated variable, has a positive effect because the P Value is $0.029 > 0.05$. So this relationship can be said as Partial Mediation.

Hypothesis Test

- a. Product knowledge variable (X1) has a positive and significant effect on Trust (Z).
- b. The online customer review variable (X2) has a positive and significant effect on Trust (Z).
- c. The online customer rating variable (X3) has a positive and significant effect on Trust (Z).
- d. The variable Price(X4) has a positive and significant effect on Trust (Z).
- e. Product knowledge variable (X1) has a positive and significant effect on consumer buying interest (Y).
- f. The online customer review variable (X2) has a positive and significant effect on consumer buying interest (Y).
- g. The online customer rating variable (X3) has a positive and significant effect on consumer buying interest (Y).
- h. Price variable (X4) has a positive and significant effect on consumer buying interest (Y).
- i. Trust variable (Z) has a positive and significant effect on consumer buying interest (Y).

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