

The Influence of Customer Reviews on Marketplaces on Consumer Trust Using the Systematic Literature Review (SLR) Method

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Abstract

In the digital age, customer reviews have become one of the most important factors influencing purchasing decisions. This study aims to analyze the impact of customer reviews on consumer trust levels when conducting transactions on marketplace platforms. The method used in this study is a qualitative approach employing a Systematic Literature Review (SLR). The data utilized are secondary data sourced from relevant research journals and other sources. The results of the study indicate that customer reviews have a positive and significant influence on consumer trust levels in marketplaces. Credible, comprehensive, visual reviews, and those that are well-responded to by sellers are critical factors in building consumer trust. Managing customer reviews should be a strategic priority to enhance loyalty, satisfaction, and the sustainability of transactions in the long term. Therefore, online businesses should actively encourage customers to provide positive reviews by maintaining product and service quality. This finding suggests that sellers need to focus on service quality and encourage customers to provide reviews as a strategy to enhance consumer trust and loyalty.

Introduction

The rapid development of information and communication technology has brought significant changes to various aspects of human life, one of which is in buying and selling activities. The advent of the internet has given rise to various e-commerce platforms and marketplaces that make it easier for people to conduct online transactions without having to meet face-to-face between sellers and buyers. Marketplaces such as Shopee, Tokopedia, Bukalapak, Lazada, and others have become the primary choice for people to purchase products because they offer convenience, a wide variety of products, and time efficiency.

However, despite providing various conveniences, online transactions present their own challenges, particularly regarding consumer trust. Unlike conventional transactions where buyers can see and touch the items they want to purchase, online transactions require consumers to fully trust the information provided by sellers on the platform. Consumer trust is a crucial aspect in determining the success of online transactions. Without trust, consumers will hesitate or even refuse to make purchases.

In this context, one important element that can build or even destroy consumer trust is customer reviews. Customer reviews are testimonials or opinions given by consumers who have purchased and used a product, usually accompanied by ratings or star ratings, as well as descriptive comments. These reviews can be positive or negative and provide a realistic picture to other potential consumers about the quality of the product or the seller's service.

Previous research has shown that customer reviews have a significant influence on shaping consumers' perceptions of a product or brand. Consumers tend to trust information from the experiences of fellow consumers (electronic word of mouth) more than promotional information created by sellers or manufacturers. Objective reviews accompanied by visual evidence (such as photos of the actual product) are often more convincing and form positive perceptions, thereby encouraging purchasing decisions.

However, not all customer reviews can be fully trusted. There are also reviews that are fake, fabricated by sellers, or irrelevant to the product. This raises the question of the extent to which consumers can distinguish valid reviews and how these reviews affect their level of trust. Therefore, it is important to conduct a more in-depth examination of how customer review characteristics—including quantity, content, consistency, and presentation format—can influence consumer trust in marketplaces.

Based on this background, this study aims to analyze the influence of customer reviews in marketplaces on consumer trust. This study will explore the extent to which reviews provided by other customers can shape potential consumers' beliefs about product quality, seller credibility, and transaction security. By understanding this, it is hoped that this study can contribute both theoretically to the development of digital marketing science and practically to online businesses to improve their trust strategies through customer review management.

Research Methods

This type of research is qualitative research using the Systematic Literature Review (SLR) method. The SLR method refers to a specific research methodology and development to collect and evaluate research related to a specific topic focus. The benefits of research using the SLR method are that it is able to identify, review, evaluate, and interpret all available research with a focus on a specific phenomenon of interest. SLR is a research method for synthesizing research results, so that more comprehensive and balanced facts can be presented to policy makers.

Systematic Literature Review (SLR) involves the process of collecting material related to the research topic, sourced from scientific journals, literary works, or other publications that serve as valuable reference materials for data description. The data used in this study is mostly secondary data. Researchers conducted library research by consulting books, journals, relevant previous studies, and other leading information sources. In the process of compiling literature relevant to addressing the research question, databases are crucial for storing journals related to the research variables, ensuring their credibility. Researchers relied on Google Scholar as the primary database for this purpose. The main focus of this study revolves around analyzing the influence of customer reviews on marketplaces on consumer trust, with data collected from a population of 200 and a sample of 30 journals.

Results and Discussion

From the research conducted, the researcher obtained a total of 30 reviewed journals, which will then be used by the researcher to answer the objectives of this study. The following is the literature that the researcher obtained through searching for articles on the Google Scholar database:

Table 1.1 Article Reviews

No	Author	Title	Result
1	Defina Enggelina Laurien Polii Altje L. Tumbel Reitty L. Samadi (2023)	The influence of web appearance, trust, and product reviews on transaction decisions on the Shopee marketplace in Manado	The results show that web appearance, trust, and product reviews simultaneously have a positive and significant effect on transaction decisions on the Shopee marketplace in Manado. Similarly, the variables of web appearance, trust, and product reviews partially have a positive and significant effect on transaction decisions on the Shopee marketplace in Manado.
2	Nunik Restuti, Marlina Kurnia (2022)	The Influence of Price, Product Reviews, Ease of Transaction, Quality of Information, and Trust on Online Beauty Product Purchasing Decisions on the Shopee Marketplace	The study found that the variables of price, quality of information, and trust had no effect on the decision to purchase beauty products online on the Shopee marketplace, while the variables of product reviews and ease of transaction had a positive and significant effect on the decision to purchase beauty products online on the Shopee marketplace.

No	Author	Title	Result
3	Wiharti Dwi Ovaliana, Mahfudz (2022)	The Influence of Online Customer Reviews and Customer Ratings on Consumer Trust and Makeover Purchasing Decisions on the Shopee Marketplace in Semarang City.	The results of the study found that online customer reviews and customer ratings have a positive and significant influence on consumer trust and purchasing decisions, while consumer trust has a positive and significant influence on purchasing decisions.
4	Risma Nurhaini Munte, Rosita Girsang, Andri Safitri (2020)	The influence of online consumer reviews and ratings on trust and interest in the Shopee marketplace	Online consumer reviews significantly influence customer trust in the Shopee online marketplace. Consumer ratings do not significantly influence customer trust in the Shopee online marketplace. Online consumer reviews and ratings simultaneously influence customer trust in the Shopee online marketplace.
5	Ahmad Farkhi, Imam Baihaqi, dan Berto Mulia Wibawa (2016)	The Influence of Online Customer Reviews and Ratings on Trust and Purchase Interest in Online Marketplaces in Indonesia	The results obtained from this study show that both OCR reviews and ratings are proven to have a relationship with customer purchasing interest and are an important feature, but they are not factors that cause an increase in customer trust. Therefore, online marketplace companies must make reviews and ratings one of their main marketing tools that can increase company revenue.
6	Khafidatul Ilmiyah, Indra Krishernawan (2020)	The Influence of Product Reviews, Convenience, Trust, and Price on Purchasing Decisions on the Shopee Marketplace in Mojokerto	The test results reported that product reviews did not have a positive influence on purchasing decisions on the Shopee Marketplace in Mojokerto. On the contrary, convenience, trust, and price had a positive and significant influence on purchasing decisions on the Shopee Marketplace in Mojokerto. The convenience variable is the variable with the most dominant influence on purchasing decisions on the Shopee Marketplace in Mojokerto.
7	Nur' Kamisa, Almira Devita P, Dian Novita (2022)	The Influence of Online Customer Reviews and Online Customer Ratings on Consumer Trust (Case Study: Shopee Users in Bandar Lampung)	The results of this study indicate that online customer reviews and online customer ratings have a positive and significant effect on consumer trust in the Shopee Marketplace.
8	Jumawan, Edy Soesanto, Fajar Cahya, Cinka Amalia Putri, Selvia Annisa Permatasari, Sabrina Setyakinasti, Merry Louis Ottay (2024)	The Influence of Online Consumer Reviews and Product Quality on Purchasing Decisions on the Shopee Marketplace	Research shows that positive customer reviews can strengthen consumer perceptions of product quality and shape a good brand image, while negative reviews can reduce consumer trust and influence purchasing decisions. Good product quality is also considered a key factor in increasing consumer satisfaction, building a strong brand reputation, and influencing brand competitiveness in the market.
9	Desy S. Nur , Ade Octavia (2022)	The Influence of Electronic Word of Mouth on Purchasing Decisions with Consumer Trust as a Mediator on the Shopee Marketplace in Jambi City	Electronic word of mouth has a direct and significant effect on purchasing decisions. Electronic word of mouth affects consumer trust, and trust affects purchasing decisions. The conclusion of this study's mediating effect is that consumer trust can mediate the variable of electronic word of mouth on consumer purchasing decisions on the Shopee marketplace.
10	Moh. Washiful Azmi, Finisica Dwijayati Patrikha (2022)	The Influence of Online Customer Experiences on Purchasing Decisions with Trust as an Intervening Variable (A Study of Electronic Purchases on the Shopee Marketplace)	The results of the study indicate that online customer experience has a significant influence on purchasing decisions, while online customer experience has a significant influence on consumer trust, and consumer trust has no influence on purchasing decisions.

Source: researcher data analysis, 2025

Based on the results of literature synthesis, customer reviews have consistently been shown to have a positive influence on the formation of consumer trust in marketplaces. In all of the articles analyzed, consumers rely on reviews as a substitute for physical interaction. Marketplaces function as a “bridge of trust,” and customer reviews become social proof that strengthens or weakens consumer confidence.

According to Ovaliana & Mahfudz (2022), trust formed from reviews and ratings directly translates into purchasing decisions. Consumers are more likely to make a purchase decision for Make Over when they feel confident about the product's quality based on other users' experiences. They look for reviews highlighting advantages such as makeup longevity, safety for sensitive skin, product finish (e.g., matte or glowing), and seller delivery service. Online customer reviews and ratings on marketplaces serve as decision-making tools that replace consumers' physical experience with Make Over products. Through these two factors, consumer trust is built, and from that trust, purchasing decisions are formed. Therefore, brands like Make Over need to continuously manage product quality and encourage buyers to leave positive reviews in order to maintain their reputation and increase sales in a highly competitive digital market.

Research Jumawan et al. (2024) also notes that negative reviews do not always automatically reduce trust. If accompanied by good handling by the seller or marketplace, these negative effects can turn into positive signals of honesty and accountability, strengthening long-term trust. Social factors also reinforce this influence. Marketplaces allow users to view the number of buyers, collective ratings, and store rankings. This creates a social proof effect, where consumers feel more confident purchasing products that have been bought and positively rated by many other users. In this context, reviews and ratings are not only feedback but also a form of social validation that strengthens the seller's reputation and product quality.

According to Risma et al. (2020) in their research, consumer reviews on Shopee play an important role as a non-formal but highly influential source of information. Consumers today do not only rely on product descriptions from sellers, but also read the experiences of other users who have purchased the product. Product ratings, in the form of stars (usually 1–5), provide a quick signal to potential consumers about the popularity and satisfaction level of previous customers. Products with high ratings (above 4.5) automatically create a positive impression, which psychologically strengthens trust in a short time. Consumers tend to skip products with low ratings because they consider them unsatisfactory, even without reading the reviews first. The combination of reviews and ratings builds trust in the product, the seller, and the Shopee platform itself. When consumers feel confident that the product is authentic, high-quality, and delivered on time, their interest in purchasing increases significantly. On the other hand, if there are many negative reviews, low ratings, or unaddressed complaints from the seller, trust decreases, leading to a decline in purchasing interest.

Farki & Baihaqi (2016) also adds that online customer reviews are a form of communication from consumers to other consumers about their experiences after purchasing and using a product. In Indonesia, the habit of reading reviews before buying has become common behavior. Consumers rely on reviews as a reference in assessing product quality, service speed, and seller reputation. Positive, comprehensive reviews accompanied by visual evidence such as photos or videos create trust in the product and seller. Conversely, negative or suspicious reviews (e.g., overly exaggerated or seeming unnatural) reduce trust levels and decrease the likelihood of a transaction occurring. Through credible reviews and high ratings, consumers can feel safer and more confident in making purchasing decisions. The trust built from this information serves as the primary foundation for driving purchasing interest, making reviews and ratings vital elements in the success of online product sales.

Research by Nur & Octavia (2022) Electronic Word of Mouth (eWOM) in marketplaces strengthens social trust. Trust is influenced by consistency between reviews and actual user experiences. eWOM provides open access for potential buyers to see the real experiences of previous users. This creates a form of social transparency, where information does not only come from producers or sellers, but also from fellow consumers who are considered more honest, neutral, and authentic. This transparency strengthens trust because potential consumers feel they

are not being “persuaded” but “informed.” Purchase interest in marketplaces is not only influenced by product information from sellers, but also by the collective perceptions of other consumers. The more consumers who provide positive reviews and ratings, the stronger the psychological influence felt by potential buyers. This aligns with the theory of social proof, where people tend to follow the behavior of the majority as a form of validation for their decisions.

Implication and Conclusion

Based on a Systematic Literature Review of 30 academic journals, it can be concluded that customer reviews have a positive and significant effect on consumer trust levels in marketplaces. Credible, comprehensive, visual reviews that are responded to appropriately by sellers are critical factors in building consumer trust. Customer review management should be a strategic priority to increase loyalty, satisfaction, and long-term transaction sustainability. Therefore, online businesses are advised to actively encourage customers to provide positive reviews by maintaining product quality and service standards.

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