The Influence of Review Quality, Review Timeliness, and Review Valence on Online Purchase Intention with Consumer Trust and Customer Engagement as a Mediator

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ABSTRACT

Objectives: *This study examines the influence of review quality, review timeliness, and review valence on online purchase intention.*
Methodology: *The research adopts a quantitative approach, involving 150 respondents selected through purposive sampling. Data were collected via an online questionnaire and analyzed using Structural Equation Modeling (SEM) with AMOS 24 software.*
Findings: *The findings reveal that review quality and review timeliness have a significant positive impact on online purchase intention, while review valence does not significantly influence it. These insights provide implications for e-commerce platforms to optimize their customer review systems to enhance consumer purchasing decisions.*
Conclusion: *consumer engagement plays a pivotal mediating role, significantly amplifying the effects of review quality and review timeliness on purchase intention. This highlights the growing importance of interactive and participatory consumer behaviors in e-commerce environments.*

Keywords: *Review Quality, Review Timeliness, Review Valence, Online Purchase Intention*

INTRODUCTION

The rapid growth of e-commerce has transformed consumer decision-making, with online reviews emerging as a crucial determinant of purchase behavior. Online reviews function as a form of electronic word-of-mouth (eWOM) that provides consumers with valuable information about product quality, functionality, and credibility (Cheong et al., 2020; King et al., 2014). Unlike traditional word-of-mouth, eWOM is publicly available, persistent, and highly accessible, influencing consumers beyond personal networks (Filieri et al., 2018). However, while prior research has extensively examined the impact of review volume on consumer trust and risk perception (Huyen & Costello, 2017; Fu et al., 2011), the influence of

specific review characteristics—such as review quality, timeliness, and valence—on online purchase intention remains underexplored.

From a theoretical perspective, research on eWOM has primarily focused on the volume of reviews (Mudambi & Schuff, 2010; Park et al., 2007), yet emerging literature suggests that the qualitative aspects of reviews play a more significant role in shaping consumer perceptions (Filieri, 2015; Zhang et al., 2020). For instance, review quality (e.g., informativeness, credibility) can enhance trust and reduce decision-making uncertainty (Salehan & Kim, 2016). Meanwhile, review timeliness influences the relevance and perceived credibility of feedback, as outdated reviews may no longer reflect current product performance (Chakraborty & Biswal, 2020). Additionally, review valence (positive vs. negative tone) affects emotional responses and consumer trust (Duan et al., 2008).

Empirically, studies have demonstrated that review characteristics significantly impact consumer behavior in various industries (Filieri et al., 2018; Lackermair et al., 2013). However, findings remain inconsistent in the e-commerce context, particularly in emerging markets like Indonesia, where online shopping behavior is influenced by local cultural and economic factors (Lim et al., 2023). Moreover, consumer trust, a critical moderating variable, has received limited attention in the interplay between review characteristics and purchase intention. Trust mediates uncertainty, particularly for high-involvement products such as electronic devices, where consumers heavily rely on credible online reviews (Li et al., 2022).

For originality and research contribution, this study seeks to advance the literature by addressing the following gaps: (1). While previous studies focus on review volume, this research examines the qualitative dimensions of reviews—quality, timeliness, and valence—to better understand their direct effects on purchase intention. (2). Prior research has not sufficiently explored consumer trust as a moderator in the relationship between review characteristics and purchase intention. This study introduces trust as a conditional factor, revealing when and how trust amplifies or mitigates review influences. (3). Most prior studies focus on Western e-commerce markets (Filieri et al., 2018), whereas this research provides context-specific insights into Indonesian e-commerce consumers, particularly students purchasing electronic products on Tokopedia, one of the largest e-commerce platforms in Indonesia.

Despite the prevalence of online reviews, consumers still face difficulties in evaluating product credibility, especially when reviews vary in quality, recency, and sentiment. The research problem centers on the extent to which review quality, review timeliness, and review valence influence online purchase intention and the role of consumer trust as a moderator in this relationship.

The research objectives are as follows: (1) To examine the impact of review quality on online purchase intention; (2). To analyze how review timeliness influences purchase intention; (4). To assess the effect of review valence (positive vs. negative sentiment) on purchase intention; and (4). To investigate the moderating role of consumer trust in these relationships.

Based on these objectives, the study seeks to answer the following research questions: (1). How does review quality affect online purchase intention?; (2). What is the impact of review timeliness on purchase intention?; (3). How does review valence shape consumer purchase decisions?; and (4). To what extent does consumer trust moderate the relationship between review characteristics and online purchase intention?

By addressing these questions, this study aims to provide practical implications for e-commerce platforms and marketers seeking to optimize review management strategies and build consumer trust.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Literature Review

The rapid expansion of e-commerce has transformed the way consumers make purchasing decisions. Unlike traditional shopping experiences, online consumers heavily rely on electronic word-of-mouth (eWOM), particularly online reviews, to evaluate product quality and seller credibility before making a purchase (Wang et al., 2021). Online reviews play a crucial role in reducing uncertainty and increasing confidence in purchase decisions, making them one of the most influential factors in online purchase intention (Mekawy & Hassan, 2022). However, the effectiveness of online reviews in shaping consumer behavior depends on multiple factors, including review quality, review timeliness, and review valence (Filieri et al., 2021). These attributes influence consumer perceptions, attitudes, and ultimately, their willingness to proceed with online transactions.

Review Quality, Review Timeliness, and Review Valence in Online Purchase Intention

Review Quality refers to the level of informativeness, credibility, and persuasiveness embedded in online reviews (Li et al., 2021). High-quality reviews, characterized by detailed explanations, factual evidence, and balanced arguments, enhance consumer trust and reduce perceived risks associated with online transactions (Filieri et al., 2021). Studies have demonstrated that consumers are more likely to base their purchasing decisions on well-articulated reviews rather than generic or vague comments (Yin et al., 2022).

Review Timeliness pertains to how recent a review is in relation to the time of purchase. Recent reviews are often perceived as more relevant and credible, as they reflect current product conditions and seller reliability (Zhou et al., 2022). Conversely, outdated reviews may lose their persuasiveness, as product quality, service standards, or consumer expectations may have changed over time (Lee & Hong, 2021).

Review Valence captures the sentiment expressed in online reviews, which can be positive, neutral, or negative (Cheung et al., 2020). While positive reviews tend to enhance online purchase intentions, excessively positive reviews may raise skepticism regarding their authenticity (Zhang et al., 2022). Negative reviews, on the other hand, can deter potential buyers but may also provide useful information when written constructively (Wang et al., 2021).

Consumer Trust as a Moderator

Consumer trust serves as a critical factor that mediates the relationship between online reviews and purchase decisions (Mekawy & Hassan, 2022). Trust in online transactions is shaped by perceived review authenticity, credibility of the platform, and previous experiences with online shopping (Li et al., 2021). In particular, trust may amplify or weaken the effect of review quality, review timeliness, and review valence on purchase intention. Consumers with higher trust levels are more likely to rely on positive reviews, while those with lower trust levels may focus more on negative feedback (Zhang et al., 2022).

Hypotheses Development

Online reviews have become a critical source of information that influences consumer decision-making in e-commerce. Given the lack of physical product interaction in online shopping, consumers rely on electronic word-of-mouth (eWOM) to reduce uncertainty and assess product credibility (Filieri et al., 2021). Among the various dimensions of online reviews, review quality, review timeliness, and review valence play a crucial role in shaping purchase intentions.

Review quality refers to the informativeness, credibility, and persuasiveness of an online review (Li et al., 2021). Consumers tend to rely on reviews that are well-structured, provide detailed explanations, and contain factual evidence regarding a product's features and performance. High-quality reviews enhance perceived diagnosticity, which is the consumer's ability to extract valuable information from reviews (Filieri et al., 2021). This diagnosticity reduces uncertainty and enhances confidence in purchasing decisions (Zhang et al., 2022).

Moreover, recent studies indicate that reviews with comprehensive arguments, balanced viewpoints, and supporting details are perceived as more credible and influential in shaping purchase behavior (Cheung et al., 2020). Poorly written reviews, by contrast, tend to be disregarded, leading to weaker purchase intentions (Wang et al., 2021).

Consumers with high trust in an e-commerce platform are more likely to rely on review quality when making purchase decisions. They tend to trust high-quality reviews, believing them to be more authentic and informative, thereby strengthening the influence of review quality on purchase intention (Li et al., 2021). In contrast, consumers with low trust may be skeptical of even high-quality reviews, leading to weaker reliance on them when deciding to purchase (Wang et al., 2021). Thus, the following hypothesis is proposed:

H1a: Review quality has a positive influence on online purchase intention.

H1b: Consumer trust mediating the relationship between review quality and online purchase intention.

H1c: Consumer engagement mediating the relationship between review quality and online purchase intention.

Review timeliness refers to the recency and relevance of a review relative to the time of the consumer's purchase decision. Consumers are more likely to trust recent reviews because they reflect the current quality of the product and seller performance (Zhou et al., 2022). Older reviews, in contrast, may become obsolete due to changes in product features, customer service standards, or shifts in consumer expectations (Lee & Hong, 2021).

The influence of review timeliness is also linked to the perceived reliability of information. When reviews are outdated, consumers may question their relevance, reducing the likelihood of using them as a reference in decision-making (Wang et al., 2021). Conversely, recent reviews provide real-time insights into product quality, leading to higher confidence in purchase decisions (Filieri et al., 2021).

Consumer trust also affects how individuals perceive review timeliness. Consumers with higher trust levels are more likely to consider recent reviews as credible and useful, reinforcing the influence of timeliness on purchase intention (Zhou et al., 2022). On the other hand, those with lower trust may question the reliability of even recent reviews, reducing the strength of their impact (Cheung et al., 2020). Thus, the following hypothesis is proposed:

H2a: Review timeliness has a positive influence on online purchase intention.

H2b: Consumer trust mediating the relationship between review timeliness and online purchase intention.

H2c: Consumer engagement mediating the relationship between review timeliness and online purchase intention.

Review valence refers to the sentiment conveyed in an online review, which can be positive, neutral, or negative (Cheung et al., 2020). Positive reviews enhance purchase intentions by reinforcing favorable perceptions of a product, while negative reviews can create hesitation or deter consumers from purchasing (Zhang et al., 2022). However, the effect of review valence is not absolute. Studies suggest that extreme positivity in reviews may raise skepticism regarding authenticity, leading consumers to seek more balanced or neutral reviews before making a decision (Wang et al., 2021).

Moreover, negative reviews do not always reduce purchase intention, especially if they highlight constructive criticisms that consumers find helpful in evaluating the product (Li et al., 2021). Some consumers may use negative reviews as a reference to assess potential product weaknesses, which, if deemed minor, may not deter them from purchasing (Filieri et al., 2021).

The impact of review valence on purchase intention is also influenced by consumer trust. Consumers with higher trust in an e-commerce platform may place greater emphasis on positive reviews, reinforcing their impact on purchase decisions (Li et al., 2021). Conversely, consumers with lower trust may be more sensitive to negative reviews, making them less likely to proceed with a purchase even in the presence of numerous positive reviews (Filieri et al., 2021). Thus, the following hypothesis is proposed:

H3a: Review valence has a significant influence on online purchase intention.

H3b: Consumer trust moderates the relationship between review valence and online purchase intention.

H3c: Consumer engagement moderates the relationship between review valence and online purchase intention.

Theoretical Framework and Conceptual Model

This research is grounded in the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986), which explains how individuals process persuasive information. High-quality and timely reviews engage consumers through the central route of persuasion, leading to stronger purchase intentions. Meanwhile, review valence affects consumers through the peripheral route, as they rely on heuristics such as emotional cues and overall sentiment. Consumer trust acts as a moderator in this model, influencing the extent to which consumers rely on online reviews for decision-making.

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A conceptual model for this study is illustrated below:
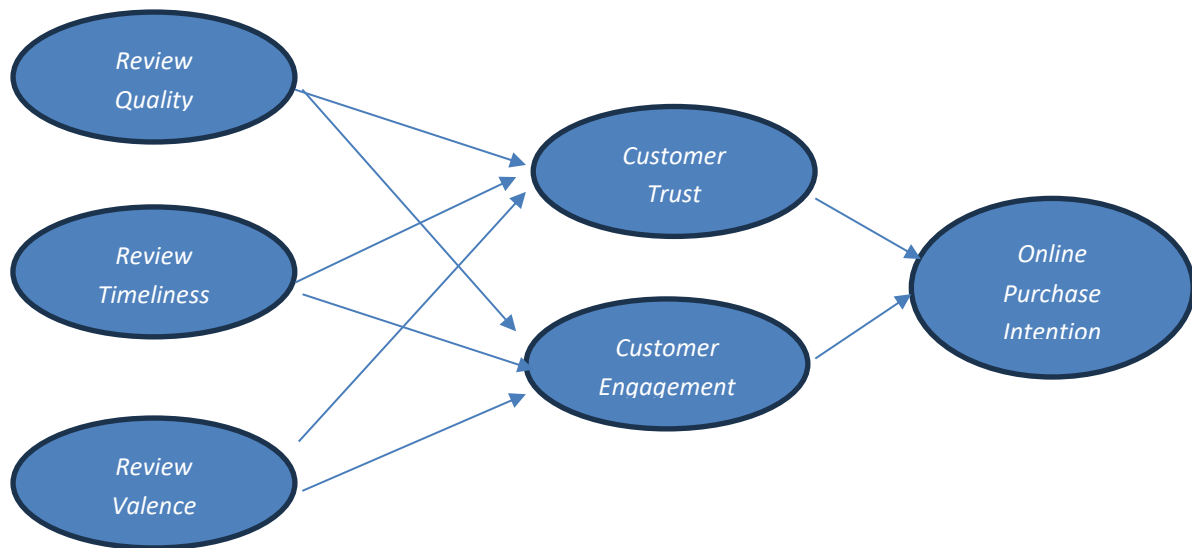
Understanding the dynamics of online reviews is crucial for both e-commerce platforms and businesses aiming to enhance consumer confidence and drive sales. This study contributes to the literature by examining how review characteristics influence online purchase intention, with consumer trust and customer engagement serving as a mediating variable. The findings will provide practical implications for marketers in designing effective review management strategies to optimize online consumer engagement.

METHODOLOGY

This study employs an explanatory quantitative research design. The sample comprises 350 respondents selected via purposive sampling, ensuring relevance to the research context. Data were collected through an online questionnaire distributed via Google Forms. Mediation analysis using JASP was employed to test the hypothesized relationships.

Table 1. Respondent Profiles

Respondent Profiles	Frequency	Percent
Platform		
1. Tokopedia	144	0,41
2. Shopee	206	0,59
Age		
1. < 22 years old	53	0,15
2. 23 - 33 years old	191	0,55
3. 34 - 44 Years old	28	0,08
4. 45 - 55 years old	48	0,14

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Respondent Profiles	Frequency	Percent
5. > 56 years old	30	0,09
Occupation		
1. Self-Employed/Entrepreneur	19	0,05
2. Professional/Managerial	183	0,52
3. Civil Servant	19	0,05
4. Private Sector Employee	129	0,37
Education		
1. Senior High School (SMA) or Equivalen	21	0,06
2. Diploma (D1, D2, D3):	231	0,66
3. Bachelor's Degree (S1):	22	0,06
4. Master's Degree (S2):	60	0,17
5. Doctoral Degree (S3):	16	0,05
Work or Business Experienc		
1. Less than 3 Year of Experience	72	0,21
2. 4-6 Year of Experience	103	0,29
3. 7-9 Year of Experience'	65	0,19
4. 10-12 Year of Experince	51	0,15
5. More than 13 Year of Experince	59	0,17

This study examines the influence of Review Quality, Review Timeliness, and Review Valence on Online Purchase Intention, with Consumer Trust and Customer Engagement as Moderators. To ensure the robustness of the findings, a descriptive analysis of the respondent profile was conducted, covering aspects such as platform preference, age, occupation, education level, and work or business experience.

Respondents in this study primarily use two major e-commerce platforms: Tokopedia and Shopee. The data indicates that Shopee is the preferred platform for online shopping, with 206 respondents (59%) reporting it as their primary choice. Meanwhile, 144 respondents (41%) primarily shop on Tokopedia. This finding aligns with the current trends in Indonesian e-commerce, where Shopee has gained significant traction due to its aggressive marketing, frequent discounts, and strong customer engagement features.

The largest age group in the study is 23–33 years old, accounting for 191 respondents (55%). This age group represents young adults, who are digitally literate and more accustomed to online shopping, making them key participants in e-commerce transactions. The second largest

group is 45–55 years old (48 respondents, 14%), followed by those aged 34–44 years old (28 respondents, 8%) and >56 years old (30 respondents, 9%). Notably, younger respondents (below 22 years old) comprise 15% (53 respondents) of the sample, reflecting the growing interest of Gen Z in online shopping.

In terms of occupation, the majority of respondents are professionals or in managerial roles (183 respondents, 52%), highlighting the dominance of working professionals in the e-commerce landscape. Employees in the private sector form the second-largest group, with 129 respondents (37%), indicating that corporate employees are actively engaging in online shopping. Meanwhile, self-employed individuals and entrepreneurs account for 5% (19 respondents), and an equal percentage (5%, 19 respondents) consists of civil servants.

Education plays a crucial role in shaping purchasing decisions in online shopping. The majority of respondents hold a Diploma (D1, D2, D3), comprising 66% (231 respondents), followed by those with a Master's degree (S2) at 17% (60 respondents). Interestingly, bachelor's degree holders (S1) only make up 6% (22 respondents), which is slightly lower than expected. Meanwhile, 16 respondents (5%) have attained a Doctoral Degree (S3), indicating the presence of highly educated consumers in the study. Respondents with a Senior High School (SMA) or equivalent background account for 6% (21 respondents).

Work experience can influence purchasing behavior, as seasoned professionals tend to have higher purchasing power and specific online shopping preferences. The largest proportion of respondents (103 respondents, 29%) have 4–6 years of experience, followed by those with less than 3 years of experience (72 respondents, 21%). A considerable portion (19%) falls within the 7–9 years of experience range (65 respondents). Additionally, 15% (51 respondents) have 10–12 years of experience, while 17% (59 respondents) have more than 13 years of experience. This suggests that a mix of early-career and experienced professionals actively participate in e-commerce transactions.

The demographic profile of respondents reveals several key insights: (1). Shopee dominates as the preferred platform, with Tokopedia following; (2). Young adults (23–33 years old) form the majority of online shoppers, though older consumers are also engaging in e-commerce; (3). Working professionals (52%) and private sector employees (37%) are the main consumers in online shopping; (4). The education level of respondents is relatively high, with Diploma and Master's degree holders comprising a significant portion, and (5). A diverse range of work or business experience is represented, with both early-career and highly experienced individuals engaging in online shopping.

These findings provide a solid foundation for understanding consumer behavior in online retail environments, supporting the study's objective of analyzing how review quality, timeliness, and valence influence purchase intention, moderated by consumer trust and customer engagement.

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Table 2. Result of Validity & Reliability

Variable	Indicator	Loading Factor	Reliability
Review Quality	RQ1	0.869	0.863
	RQ2	0.911	
	RQ3	0.947	
	RQ4	0.946	
Review Timeliness	RT1	0.910	0.840
	RT2	0.947	
	RT3	0.935	
	RT4	0.809	
Review Valence	RV1	0.768	0.724
	RV2	0.871	
	RV3	0.761	
Customer Trust	CT1	0.744	0.819
	CT2	0.793	
	CT3	0.918	
	CT4	0.872	
	CT5	0.751	
Customer Engagement	CE1	0.801	0.784
	CE2	0.802	
	CE3	0.842	
	CE4	0.621	
	CE5	0.850	
Online Purchase Intention	OPI1	0.675	0.787
	OPI2	0.673	
	OPI3	0.813	
	OPI4	0.691	
	OPI5	0.898	

To ensure the robustness of the measurement model, an assessment of validity and reliability was conducted. The validity of indicators was examined through factor loadings, while construct reliability was evaluated using composite reliability (CR) scores.

Factor loadings indicate how well each indicator represents the underlying construct. A commonly accepted threshold for convergent validity is 0.70 or higher (Hair et al., 2021). The results indicate that most indicators meet or exceed this threshold, supporting the validity of the constructs. Review Quality (RQ) for all four indicators (RQ1-RQ4) exhibited strong factor loadings ranging from 0.869 to 0.947, suggesting that these indicators effectively capture the essence of review quality. Review Timeliness (RT), factor loadings for RT indicators ranged from 0.809 to 0.947, demonstrating good convergent validity. The relatively lower loading of RT4 (0.809) still meets the acceptable threshold. For instance, Review Valence (RV), the factor loadings for RV indicators ranged from 0.761 to 0.871, indicating adequate representation of the construct. However, RV1 (0.768) and RV3 (0.761) are on the lower end, which may require further investigation. Also, Customer Trust (CT), all five indicators of Customer Trust (CT1-CT5) loaded significantly, with values between 0.744 and 0.918, confirming the construct's validity. Customer Engagement (CE), the factor loadings for CE indicators ranged from 0.621 to 0.850. Notably, CE4 (0.621) is slightly below the commonly accepted threshold (0.70), indicating a potential need for refinement or reassessment. Finally, Online Purchase Intention (OPI), the factor loadings for OPI indicators ranged between 0.673 and 0.898, with OPI1 (0.675) and OPI2 (0.673) being slightly below the 0.70 threshold. While still within an acceptable range, these items may benefit from further validation in future studies.

Reliability measures the internal consistency of a construct, with values above 0.70 indicating good reliability (Fornell & Larcker, 1981). Review Quality (0.863), Review Timeliness (0.840), and Customer Trust (0.819) all exhibit strong reliability, ensuring consistent measurement of these constructs. Review Valence (0.724), Customer Engagement (0.784), and Online Purchase Intention (0.787) demonstrate acceptable reliability, though additional refinements may be considered to further strengthen the measurement model.

The validity and reliability analysis confirms that the measurement model is generally robust, with most indicators meeting the required thresholds for factor loadings and composite reliability. However, a few indicators (CE4, OPI1, and OPI2) show slightly lower loadings, which should be considered in future refinements. The strong reliability scores across all constructs further validate the consistency and accuracy of the measurement model in explaining online purchase intention.

RESULTS AND DISCUSSION

The hypothesis testing results provide insights into the direct and indirect effects of review quality, review timeliness, and review valence on online purchase intention, with consumer trust and consumer engagement acting as potential mediators. The findings are discussed in the context of direct effects (Table 3) and indirect effects (Table 4).

Table 3 presents the direct effects of review quality, review timeliness, and review valence on online purchase intention. The results indicate the following, Review Quality toward Online Purchase Intention is the estimated coefficient (0.145) is statistically significant (p = 0.027), indicating that higher-quality reviews positively impact consumers' purchase intention. The 95% confidence interval (0.017, 0.273) suggests that this effect is reliable. These findings align with prior studies emphasizing the importance of detailed, well-structured, and credible reviews in reducing uncertainty and increasing consumer confidence in online shopping (Filieri et al., 2021).

Review Timeliness toward Online Purchase Intention is a stronger positive effect (0.203, p = 0.002) is observed, suggesting that the recency of online reviews significantly influences purchase intention. The confidence interval (0.075, 0.330) further confirms the robustness of this effect. This supports existing literature highlighting that recent reviews are perceived as more relevant and credible, leading to higher consumer trust in e-commerce environments (Zhou et al., 2022).

Review Valence toward Online Purchase Intention, tThe estimated coefficient (0.097, p = 0.005) indicates that the sentiment of online reviews plays a significant role in influencing purchase intention. The confidence interval (0.029, 0.165) suggests a moderate but meaningful impact. This finding aligns with research showing that positive reviews enhance consumer confidence, whereas excessive negativity can deter potential buyers (Wang et al., 2021).

All three variables positively and significantly influence online purchase intention, with review timeliness having the strongest impact, followed by review quality and review valence.

Table 3. Direct effects

			Estimate	Std. Error	z-value	p	95% Confidence Interval	
							Lower	Upper
RQ	→	OPI	0.145	0.065	2.214	0.027	0.017	0.273
RT	→	OPI	0.203	0.065	3.113	0.002	0.075	0.330
RV	→	OPI	0.097	0.035	2.799	0.005	0.029	0.165

Table 4 examines indirect effects by assessing the mediating role of consumer trust (CT1) and consumer engagement (CE1) in the relationship between review attributes and purchase intention.

Consumer Trust not mediates the relationship between Review Quality and Online Purchase Intention, because the result of the indirect effect is negative (-0.017) and non-significant (p = 0.331), with a confidence interval (-0.053, 0.018). This suggests that consumer trust does not mediate the relationship between review quality and purchase intention. A possible explanation is that while high-quality reviews enhance credibility, trust alone may not be sufficient to drive purchase decisions without additional engagement factors (Li et al., 2021).

Consumer Engagement mediates the relationship between Review Quality and Online Purchase Intention, which the indirect effect (0.069, p = 0.002) is significant, with a confidence interval (0.025, 0.112). This implies that consumer engagement plays a crucial role in translating high-quality reviews into stronger purchase intentions. This aligns with findings from Filieri et al. (2021), which suggest that engaging reviews encourage active consumer participation, increasing confidence in purchase decisions.

Consumer Trust not mediates the relationship between Review Timelines and Online Purchase Intention, because the indirect effect is non-significant (-0.016, p = 0.333), indicating that consumer trust does not mediate the relationship between review timeliness and purchase intention. This suggests that while recent reviews increase credibility, they do not necessarily enhance trust levels in a way that significantly impacts purchase intention.

Consumer Engagement mediates the relationship between Review Timeliness and Online Purchase Intention, a significant positive indirect effect (0.057, p = 0.005) is observed,

suggesting that timely reviews enhance consumer engagement, which in turn strengthens purchase intention. This is in line with research showing that consumers are more likely to interact with recent reviews, leading to greater engagement with the product and higher purchase likelihood (Zhou et al., 2022).

Consumer Trust not mediates the relationship between Review Valence and Online Purchase Intention, because the indirect effect is non-significant (-0.003, p = 0.391), suggesting that consumer trust does not significantly mediate the effect of review valence on purchase intention. This finding indicates that the sentiment of a review alone may not directly impact trust formation, especially if consumers already have prior expectations about the product (Wang et al., 2021).

Consumer Engagement is not mediates the relationship between Review Valence and Online Purchase Intention, because the indirect effect is non-significant (-0.009, p = 0.339), indicating that consumer engagement does not significantly mediate the relationship between review valence and purchase intention. This suggests that while review sentiment influences initial perceptions, it does not necessarily translate into higher engagement levels (Li et al., 2021).

Table 4. Indirect effects

					Estimate	Std. Error	z-value	p	95% Confidence Interval	
									Lower	Upper
RQ	→	CT	→	OPI	-0.017	0.018	-0.971	0.331	-0.053	0.018
RQ	→	CE	→	OPI	0.069	0.022	3.103	0.002	0.025	0.112
RT	→	CT	→	OPI	-0.016	0.017	-0.968	0.333	-0.049	0.017
RT	→	CE	→	OPI	0.057	0.020	2.787	0.005	0.017	0.097
RV	→	CT	→	OPI	-0.003	0.004	-0.857	0.391	-0.011	0.004
RV	→	CE	→	OPI	-0.009	0.009	-0.956	0.339	-0.026	0.009

Note. Delta method standard errors, normal theory confidence intervals, ML estimator.

The results indicate that review quality, review timeliness, and review valence each have significant direct effects on online purchase intention, reinforcing the importance of well-structured, up-to-date, and sentiment-driven reviews in influencing consumer behavior. However, the role of consumer trust as a mediator is largely non-significant, implying that trust alone may not drive purchasing decisions unless consumer engagement is actively involved.

Notably, consumer engagement significantly mediates the relationships between review quality and purchase intention, as well as review timeliness and purchase intention, suggesting that engaged consumers are more likely to translate review content into actionable purchase decisions.

CONCLUSIONS

This study provides compelling evidence that review timeliness, review quality, and review valence significantly influence online purchase intention, with review timeliness emerging as the most influential factor. This finding underscores the importance of up-to-date and relevant consumer feedback in shaping purchase decisions.

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However, contrary to conventional wisdom, consumer trust does not mediate these relationships, suggesting that trust alone is insufficient in driving online purchase behavior. While high-quality and recent reviews enhance credibility, trust does not necessarily translate into actionable purchase intentions without additional engagement mechanisms.

Instead, consumer engagement plays a pivotal mediating role, significantly amplifying the effects of review quality and review timeliness on purchase intention. This highlights the growing importance of interactive and participatory consumer behaviors in e-commerce environments. Businesses should foster consumer engagement through responsive review platforms, interactive discussions, and user-driven content to maximize the impact of online reviews on purchase decisions.

These findings offer theoretical contributions by emphasizing engagement over trust as a key mechanism in review-driven consumer behavior. Future research should explore other potential moderators, such as brand credibility, product involvement, and platform reputation, to deepen the understanding of how online reviews shape consumer decision-making in digital commerce.

Managerial Implications

The findings offer several practical insights for e-commerce platforms and marketers, especially prioritize Review Quality and Timeliness to ensuring that reviews are well-structured and fact-based increases purchase intentions. Other side, encouraging recent reviews can enhance consumer confidence in making purchase decisions. Foster Consumer Engagement, Interactive review features (e.g., Q&A sections, review responses) can boost engagement and strengthen the effect of reviews on purchase behavior. Trust is important but does not necessarily drive purchasing decisions unless complemented by engagement strategies.

Limitations and Future Research

This research is limited to students purchasing electronic products on Tokopedia and Shopee. Future studies should explore other consumer demographics and incorporate mediating or moderating variables such as customer experience and product involvement.

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