

The Influence of Seller Reputation and Online Customer Reviews towards Purchase Decisions through Consumer Trust from C2C E-Commerce Platform Users in Medan, North Sumatera, Indonesia

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ABSTRACT

The rapid development of information and communication technology in this modern era has led to a shift in human behavior, especially in shopping. Advances in technology from the internet have led to a change in consumer lifestyle. The internet has transformed how the business operates because now sellers can offer unlimited types of products and services to consumers worldwide at any time. Today's development has changed the conventional shopping lifestyle in society to prefer online shopping e-commerce applications. This study aims to identify and analyze the influence of seller reputation and online customer review on purchasing decisions through consumer trust of users of the C2C e-commerce platform in the field. This type of research is associative research. The data forms used are primary and secondary data generated from surveys and literature studies. This study's population is all consumers who use the online shopping site or all users of the C2C Tokopedia platform in Medan an unknown number. The sample in this study is 140 people. The sample determination method uses a nonprobability sampling method with an accidental sampling technique. The data analysis method used is path analysis that was performed through PLS-SEM using SmartPLS 3.0 program. The results show that the seller's reputation has a positive and significant effect

on trust, online customer review has a positive and significant effect on trust.

Keywords: Seller Reputation, Online Customer Review, Trust, Purchase Decision

INTRODUCTION

Technological advances have led to more functional changes. Now, sellers can offer unlimited types of products and services worldwide and at any time (Lim, Yap, & Lau, 2013). One lifestyle change is shopping, where online shopping has become a conventional shopping alternative without intermediary services (Gupta, 2013). Electronic business mechanisms focus on individual-based business transactions using the internet (digital network-based technology) as a medium of exchange of goods or services. E-commerce applications can shorten the time between companies and other external entities faster, more intensively, and cheaper than the application of conventional management principles (door to door, one-to-one relationship). While there are facilities in digital shopping, but risk factors cause customers not to use e-commerce. Generally, risks associated with security in payment, fear of fraud, or the impression of

stores selling goods that do not meet expectations (Klein, 2017).

The advent of e-commerce, especially Customer-to-Customer (C2C), makes buying and selling activities a new dimension. Many business owners are creating new C2C-based e-commerce companies. They create a platform to meet sellers and buyers in the digital world called online marketplace or online trading platform (Laudon, 2017).

This C2C business model relies on user-generated content and interactivity that gives its users freedom, both as a seller and a buyer, to create content and interact with each other. Users acting as sellers can create their content, ranging from product photos, product descriptions, and even some e-commerce platforms already have chat facilities that allow sellers and buyers to communicate directly. Then to make a payment, the buyer can instantly transfer funds to the seller. Not by direct transfer, buyers can also use third parties' services or shared accounts provided by the owners of online shopping sites to maintain funds' security.

The shift in consumer spending behavior from conventional to online has mostly changed the social value previously conventionally transacted online. Shopping facilities like this are becoming more popular because they are considered more time-saving and freer in choosing the goods to be bought, looking for trending items.

The decision-making process of a consumer, or potential buyer, no longer relies solely on the marketer's commercial information such as advertising. Still, consumers will seek product information from sources of information such as seller reputation and various reviews from other consumers before purchasing. A product or service's purchase decision arises out of emotional encouragement from within or others' influence. Reviews are included in the aspects that shape the seller's reputation, but it turns out that there are still shortcomings and uncertainties felt from online customer reviews.

Klein (2017) states that the seller's reputation may be seen directly through the impression conveyed by the nearest person (word-of-mouth), the store's location, the physical appearance of the store, and the appearance or physical condition of the goods they buy. This sense is because consumers who will buy products online do not always buy the same goods and public perception differences. Such as the impression of one online seller accepted by one consumer does not necessarily give the same image to other consumers. The effect on the online seller presented by the closest person is not a good measure or not a seller's reputation. Strader and Ramaswamy (2010) explain that the lack of knowledge of potential buyers on the seller's account can lead to a lack of trust of potential buyers on the seller account in question. Buyer trust in the seller is a critical factor in the development of the C2C e-commerce platform. This case is because consumer trust can influence potential buyers' purchase decisions and whether the seller's account on the C2C e-commerce platform can be selected by potential buyers or not (Strader & Ramaswami, 2010).

Aaker and Keller (2010) state that a company's reputation is a customer's perception of the quality associated with the company name. One thing that does not reduce the convenience of online shopping is finding information about the product. The information is obtained from any reviews or responses given by consumers who have purchased the product. Reviews are one of the triggers for sales. Before consumers buy products on online shopping sites, consumers are accustomed to looking for information that can be searched through various means (Mo et al., 2015).

According to Filieri (2016), reviews from consumers can increase the perception and trust of potential consumers on the source of information of a product. This phenomenon is in line with the pre-surveys results stating that consumers' reviews about a product play an important role in raising other consumers' trust. The purpose of

online reviews is to provide information based on previous direct consumer experience and references to understand the product in more depth (Moli, 2015).

The online customer review information can be in product reviews, seller responses, and even delivery speed. Park and Lee (2010) state that consumers will seek information from product reviews and various consumer experiences to reduce uncertainty when intending to buy a product online. Even so, negative reviews can increase consumers' perceptions of information sources. Therefore, if the review given is only a positive review, the review's credibility becomes questionable (Filiari, 2016). Previous research has shown the impression that OCR is a handle for consumers to look at product performance and quality (Filiari, 2014) and influence changing consumer preferences.

One of the efforts made by the developer of the C2C e-commerce platform, Tokopedia, to increase the trust of its users is to provide a reputation system for sellers who participate in the platform, or it may be called a feedback mechanism. Although included in the aspects that shape the seller's reputation, it turns out that there are still shortcomings and uncertainties felt from online customer reviews. This case can cast doubt on the information contained in the seller's reputation. Reliable online customer reviews will be the basis for potential buyers to make a decision. Trust is a significant factor influencing online purchase decisions (Bruner et al., 2010).

LITERATURE REVIEW

C2C E-commerce

C2C E-Commerce is a type of e-commerce that provides a container for consumers to trade with other consumers online (Laudon, 2017). C2C E-commerce is a virtual community, a container for customers who can perform social functions and business functions well. From the social community perspective, this virtual container will be able to encourage interaction between individuals. The

members who join will develop friendships to have the same interest and exchange information and even trade (Chen et al., 2016).

Sellers' reputation

According to Henslowe (2012), the seller's reputation is the overall value perceived both negatively and positively derived from the level of knowledge and facts of a company or organization. Reputation cannot be achieved in a short time because it must be built over many years to produce something that consumers can appreciate. The seller's reputation depends on the purchase decision, especially the products they will buy from online sellers who have a good or bad reputation. Sellers with a reputation on either site or online platform will find it easier to attract consumers to shop at their store. Good service will reduce the concerns of potential consumers about online transactions. Consumer dissatisfaction when transacting online will quickly spread on social media. Negative word of mouth will emerge. If this happens, the reputation of the product or company online will soon be damaged. A negative reputation will ultimately influence potential consumers to conduct online shopping transactions (Williams, 2012). Klein (2017) states that the seller's reputation can be seen directly through the impression conveyed by the person close (word-of-mouth), the store's location, the physical appearance of the store, and the physical appearance or condition of the goods they will buy. However, in online trading activities, Klein (2017) states that there are information gaps that buyers or potential buyers can not have access to as usual. Buyers can access the item directly when shopping conventionally. In C2C e-commerce, a reputation system is created to minimize information gaps.

Trust

Purchasing and selling or transactions that occur online through e-commerce platforms, trust is essential.

Chuang (2010) mentioned the importance of the trust aspect in the e-commerce sector because buying and selling or transactions that occur there is a financial cost that affects consumers or buyers.

According to Strader and Ramaswami (2012), trust becomes vital in the e-commerce sector because consumers or buyers are faced with risks such as loss of funds due to fraud or the risk of receiving products that do not meet the quality. This risk makes sellers and buyers in e-commerce need to build trust with each other. Trust has been considered a catalyst in various transactions between sellers and buyers so that expectations can realize consumer satisfaction. Leeraphong and Mardjo (2013) believe that trust can reduce one's uncertainty in e-commerce.

Following the development of e-commerce, the purchasing decision process made by consumers is changing. Consumers or potential buyers no longer rely on commercial information generated by marketers, but consumers will look for sources of information circulating on the internet. Reliable sources of information can come from product-related reviews written on blogs or reviews posted on review sites. The development of digital technology and media allows consumers or potential buyers to easily use the digital devices they have to access information through the internet. The behavior of potential buyers in seeking this information, according to Lecinski (2011), applies not only to expensive products but to all product categories.

The relationship between seller reputation and trust

The sellers' reputation of a company or seller has a close relationship with customer trust. Trust is a guide, motivator, and motivation to create creative and innovative steps that can shape the glorious future (Fatona, 2010). The consumer's trust in the product or service purchased can motivate the company or seller to improve the quality of the product or service provided to promote a good reputation for

the seller. The trust and reputation of the seller with word of mouth significantly reflect the purchase decision's variance.

Research that supports these findings is a study conducted by Tandelis (2016), who stated that the reputation system on e-commerce platforms could help potential buyers to build trust in sellers. This case is in line with Dian's (2014) research, which stated a significant influence between its reputation on consumer trust in online transactions.

H1: Seller reputation has a positive and significant impact on consumer trust in the C2C E-Commerce Platform.

The relationship between online customer review and trust

Consumer trust is created from the provision of online facilities, where everything is defined by everything from products and services that accompany the reviews given by consumers. Reviews also play an important role in purchasing decisions, where Park and Lee (2010) state that when consumers intend to decide to buy a product online, they reduce the sense of uncertainty. They will seek and refer to online customer reviews on e-platform commerce that usually has information from the consumer experience. In addition to reducing tension, Another reason that makes potential consumers search for information in online reviews is that there are difficulties felt by potential consumers when looking for information about the product they will buy outside the online media. This case is evidenced by the research conducted by Farki et al. (2012) stated that OCR had been shown to have a positive and significant relationship with consumer trust.

H2: Online customer review has a positive and significant effect on consumer trust in the C2C e-Commerce Platform.

The relationship between seller reputation and purchase decision

Seller reputation can be a rating from 1 star to 5 stars where stars 1 and 2 describe the seller or company's reputation

is terrible. In contrast, star 3 gives a standard image of the seller or company and stars 4 and 5 describe the seller or company's reputation. According to Henslowe (2012), a seller's reputation is an overall value perceived negative or positive obtained from the level of knowledge and facts of a company or organization. The reputation of the company or seller is one factor that influences consumers' decision to buy online for a product or service (Maltz, 2010).

This case is supported by Adryansyah (2013) research findings, who found a positive and significant relationship between seller reputation and purchasing decision. Another study conducted by Lina (2018) also states that the seller's reputation affects the purchasing decision of 73.6%.

H3: Seller reputation has a positive and significant impact on purchasing decisions on the C2C e-Commerce Platform

H6: Seller reputation has a significant impact on purchasing decisions through consumer trust in the C2C E-Commerce Platform.

The relationship between online customer review and purchase decision

Reviews from customers from the consumer point of view include all the benefits that customers feel, such as the suitability of the benefits with the price paid and the product's quality to be purchased online. This case makes it easier for customers to identify when evaluating customer purchase decisions to the reviews provided. Purchase decisions arise due to reviews given by customers who purchase products or services online where the decision to buy customers as a mindset of customers who hold a favorable attitude towards the company or online seller, and the tendency of customers to use a particular online product or service with consistency high (Sumarwan, 2011).

Online customer reviews are intended to strengthen customer perception during and after the service or product service is provided. From a company

standpoint, the seller's reputation includes everything that customers view indicators, such as what services or products offered online product reviews can be in the form of delivering testimonial columns and comment columns for customers. So customers need accurate reviews that can convince customers to make a purchase. Zhu and Zhang (2010: 133) state that OCR is a crucial information source for consumers. This information is also the basis of consumer assessment of the quality of a product or service. This case is supported by research conducted by (Nieto et al.,2014).

H4: Online Customer Review has a positive and significant effect on purchasing decisions on the C2C E-Commerce Platform

H7: Online customer review has a significant impact on purchasing decisions through consumer trust in the C2C E-Commerce platform.

The relationship between trust and purchase decision

Every company involved in the sale of products online can build a good relationship with its customers so that customers trust to decide to purchase products online. Purchase decisions are closely related to the trust felt by the customer. One will feel confident in the online product or service at a price, set reviews or testimonials, reputation, product description, and ease of transaction process for the online product or service. Then, customers will show a higher buying interest to purchase the product or service online. Customer trust is the key to creating Mowen and Minor purchase decisions (2012).

The trust drives the customer's purchase decision from previous consumer reviews who have already purchased the product online. The customer's response from the customer's behavior by comparing the performance or results felt with the customer's expectation when doing or feeling after buying products online on the c2c e-commerce platform. This case is

evidenced by Lina's (2018) research, which stated that trust has a significant influence on purchasing decisions.

H5: Trusts have a positive and significant effect on purchasing decisions on the C2C E-Commerce Platform

RESEARCH METHODS

Considered an associative research approach that links two or more research variables (Situmorang, 2017). This study was conducted on users of the C2C E-Commerce Platform, Tokopedia in Medan, from April 2020 to October 2020. The variables linked in this study are Reputation of Seller, Online Customer Reviews, Trust, and Purchase Decision.

This study's population is all consumers who use the online shopping site or all users of the C2C Tokopedia platform in Medan, which means the population is unknown. Sampling in this study uses accidental sampling where anyone who happens to meet the researcher can be sampled; if seen by chance, it turns out to be suitable as a source of data (Sugiyono, 2016). If the population is unknown, use Malhotra's (2006) recommendation that the sample size should be at least four or five times the questionnaire's number of question items. This study's total number of questions is 28 questions, so the minimum number of samples is 140.

The data were collected through questionnaires in the form of questions posed to respondents, namely customers or users of the C2C Kota Medan E-commerce Platform, whose assessment uses an interval scale. The data analysis techniques used for this study are Descriptive Analysis and Path Analysis. Descriptive statistical analysis provides an overview of each variable from the mean value (mean), standard deviation, maximum and minimum (Ghozali, 2013). PLS (Partial Least Squares) analysis is a multivariate statistical technique that compares several dependent variables and several independent variables. PLS analyzes variance-based structural equations that can perform measurement model testing and

structural model testing (Abdillah and Jogyanto, 2015).

The research's structural model is formed by referring to the conceptual framework that has been changed in the form of path diagrams. Once the relationship between endogenous and exogenous latent variables is clear, each of these latent variables' constructive relationship is straightforward. The model of structural equations and the model of measurement equations can be formulated. In PLS, the structural equation model is used in evaluating the inner model. The measurement equation model is a model that explains the relationship between manifest constructs and latent constructs. In PLS, the measurement equation model is used in evaluating the outer model.

Data analysis

Measurement Evaluation (Outer Model)

Table 1. The output from Loading Factors

Variable	Dimensions	Indicators	Loading Factor
	Reliability	RL1	0.762
		RL2	0.809
	Credibility	CRE1	0.822
		CRE2	0.768
Reputation of Seller	Responsibility	RSP1	0.838
		RSP2	0.816
	Seller Has Special Features	PCK1	0.747
		PCK2	0.790
	Concern for Others	CFO1	0.732
		CFO2	0.850
Online Customer Review	Expressing Positive Feelings	EPF1	0.786
		EPF2	0.683
	Sharing Experience	SE1	0.782
		SE2	0.785
	Honesty	KJ1	0.630
		KJ2	0.726
Trust	Ability	KM1	0.803
		KM2	0.629
	Integrity	IG1	0.816
		IG2	0.807
Purchase Decision	Problem Identification	PM1	0.731
		PM2	0.776
	Information Search	PI1	0.810
		PI2	0.821
	Alternative Evaluation	EA1	0.851
		EA2	0.827
	Product Purchase Decision	KMP1	0.804
		KMP2	0.775

The evaluation of the measurement model or outer model is done to assess the construct model's validity and reliability. Outer models with the reflexive indicators were evaluated through convergent validity, discriminant, and composite reliability, as well as Cronbach alpha for their indicator blocks (Ghozali and Latan, 2015).

Based on the table above, it is known that each indicator of many research variables has an outer loading value > 0.5. According to Ghozali (2014), the value of outer loading between 0.5 - 0.6 is already considered sufficient to meet convergent validity requirements. These data indicate that the indicator is declared eligible or valid for research use and can be used for further analysis.

Internal consistency reliability assessment is performed on each construct. The composite reliability value of each construct is expected to be at least 0.7. However, in exploratory studies, the importance of composite reliability ≥ 0.6 is acceptable (Bagozzi and Yi, 1998). The SmartPLS algorithm results on the composite reliability of each construct are known in the table below.

Table 2. Composite Reliability

Variable	Composite Reliability
Reputation of Seller	0.932
Online Customer Review	0.898
Trust	0.877
Purchase Decision	0.921

Structural Model Evaluation (Inner Model)

Once the estimated model meets the Outer Model criteria, further measurements are performed by testing the structural

model (Inner Model) by looking at the R-Square (R²) value on the variable. The R-Square (R²) value of the variable based on the measurement result can be seen in the table below.

Table 3. R Square

	R Square
Trust	0.557
Purchase Decision	0.819

Based on Table 3, R Square value for the Trust variable of 0.557, the percentage of the influence of Sellers Reputation and Online Customer Review on the Trust is 55.7%, which means included in the Moderate (Medium) category. In comparison, the remaining 44.3% is explained by other variables not examined in this study, and the R Square value for the Purchase Decision variable is 0.819. This case means that the percentage of influence of Reputation, Online Customer Review and Trust in Purchase Decision is 81.9%, which means included in Substantial category (Strong). The rest is 18.1%, which can be explained by other variables not studied in this study.

Direct Effect

Hypothesis testing was performed with the t-statistics test (t-test) and a significance level of 5%. It is said to be significant if the value of T-statistics > 1.96. If in this test obtained p-value < 0.05 (α 5%), it means significant test, and vice versa if p-value > 0.05 (α 5%), it means insignificant. The results of the direct effect test of each variable present in Table 4.

Table 4. Path Coefficients

	Original (O)	Sample (M)	Mean	Standard Deviation (STDEV)	T Statistics (O / STDEV)	P Values
Seller Reputation -> Trust	0.449	0.454		0.156	2,880	0.001
Seller Reputation -> Purchase Decision	0.394	0.387		0.083	4,759	0.000
Online Customer Review -> Trust	0.321	0.320		0.136	2,366	0.007
Online Customer Review -> Purchase Decision	0.261	0.267		0.081	3,234	0.001
Trust -> Purchase Decision	0.327	0.327		0.060	5,468	0.000

Indirect Effect

An indirect effect test is also performed with the t-statistics test (t-test)

and a significance level of 5%. If the value of t-statistics > 1.96 and if in this test obtained p-value < 0.05 (α 5%), means

significant testing, and vice versa if p-value > 0.05 (α 5%), means insignificant.

The results of the indirect effect test of the latent variables analyzed present in Table 5.

Table 5. Indirect effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O / STDEV)	P Values
Seller Reputation -> Trust -> Purchase Decision	0.147	0.148	0.056	2,621	0.004
Online Customer Review -> Trusts -> Purchase Decisions	0.105	0.105	0.050	2,100	0.014

Table 5 shows that the indirect influence of the seller's reputation on the purchase decision through trust is 0.147, with a p-value of 0.004 < 0.05. The seller's reputation indirectly has a significant influence on the purchase decision through trust. In other words, significant trust mediates the relationship between seller's

reputation to purchase decision. The table above shows that online customer reviews' indirect effect on the purchase decision through trust is 0.105. A p-value of 0.014 < 0.05, then the online customer review, indirectly influences the purchase decision through trust.

Total effect

Table 6. Total Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O / STDEV)	P Values
Seller Reputation -> Trust	0.449	0.454	0.156	2,880	0.002
Seller Reputation -> Purchase Decision	0.540	0.535	0.089	6,089	0.000
Online Customer Review -> Trust	0.321	0.320	0.136	2,366	0.009
Online Customer Review -> Purchase Decision	0.366	0.373	0.087	4,220	0.000
Trust -> Purchase Decision	0.327	0.327	0.060	5,468	0.000

Based on Table 6., it can be seen that there is a direct and indirect effect of the seller's reputation on the purchase decision; with the mediation of trust, there is a total effect that occurs from the seller's reputation on the purchase decision of 0,000. There is a direct and indirect effect of online customer review on the purchase decision with the mediation of trust. There is a total effect of the seller's reputation on the purchase decision of 0,000.

DISCUSSION

The influence of seller reputation on trust

The company's reputation or seller affects us in choosing the products they will buy, the securities we will invest, and the job offers. The public indeed prefers to do business with someone who has a good reputation in their eyes. A good reputation can be created by providing good service to consumers such as fast and friendly response, timely delivery of goods, providing prices that tend to be cheaper than competing stores, and ease of accessing

those stores (Adi, 2013). An assessment of a company or online seller provides an opportunity for the parties involved, the seller and the buyer, to assess the effect received by each other after they have successfully made a transaction. This case will give a positive and negative assessment of a company or seller and make it a trust value owned by both the seller and the buyer (Wu Li and Kuo, 2017).

The hypothesis test results show that the seller reputation variable has a positive and significant effect on the consumer trust of C2C E-Commerce Platform Users in Medan. This case is evidenced based on the significance value for the seller reputation variable 0.002 with an alpha of 5% ($p = 0.002 < 0.05$), meaning that the seller reputation has a significant effect on trust. Thus hypothesis 1 (one) is accepted. The seller's reputation has a close relationship with customer trust. The consumer's trust in the product or service purchased can motivate the company or seller to improve the quality of the product or service

provided to promote a good reputation for the seller. Thus, the seller's reputation is beneficial to potential buyers to form a trust in the seller.

Consumer dissatisfaction when transacting online will quickly spread on social media. Negative words of mouth will be popping up. If this happens, the reputation of the seller or the online company will soon deteriorate. A negative reputation will ultimately influence potential consumers to conduct online shopping transactions (Williams, 2012). This research is in line with the study conducted by Tandelis (2016), which states that the reputation system on an e-commerce platform can help potential buyers to build trust with sellers. This case is in line with Dian's (2014) research, which stated a significant influence between its reputation on consumer trust in online transactions. Therefore the reputation of the seller or company has a close relationship with customer trust. Trust is a guide, motivator, and motivation to create creative and innovative steps that can shape the glorious future (Fatona, 2010).

The effect of online customer review on trust

Buyer or consumer trust in the seller's account is essential. Aspects that describe seller trustworthiness become a matter of consideration before the buyer or consumer decides to purchase (Agustina and Kurniawan, 2018). This case is because potential buyers are aware of the risks they face in online shopping activities. This awareness makes potential buyers selective in choosing a reseller account that they can trust. A large number of seller accounts on Tokopedia's C2C e-commerce platform is also one reason that makes potential buyers more selective before deciding to order and complete a transaction. Before deciding to make a purchase or transaction with a specific reseller account on the Tokopedia C2C e-commerce platform, Prospective buyers will seek information related to the required product and data related to the

reputation or quality of the seller's account. Information on the seller's reputation can be seen from the seller's online reputation on Tokopedia's C2C e-commerce platform.

Park and Lee (2010) state that when consumers intend to buy a product online, they reduce the sense of uncertainty. They will seek and refer to electronic word of mouth (e-WOM) communication, such as online customer reviews on platform e-commerce that usually has information from different consumer experiences. In addition to reducing uncertainty, another reason that makes potential consumers search for information in online reviews is that there are difficulties felt by potential consumers when looking for information about products they will buy outside the online media. So that reviews from other consumers in the online media, the internet can be their source of information and also make potential consumers can save time and energy in information search activities (Auliya and Prastiwi, 2017).

The hypothesis results show that the Online Customer Review variable has a positive and significant effect on the Trust variable. The significance value evidence for the Online Customer Review variable 0,009 with alpha 5% ($p = 0.009 < 0.05$), meaning that Online Customer Review has a significant effect on Consumer Trust of C2C E-Commerce Platform Users in Medan. Thus it can be concluded that Hypothesis 2 (two) is acceptable.

This case is in line with the research conducted by Farki et al. (2012) stated that OCR had been shown to have a positive and significant relationship with consumer trust. This case indicates that the Online Customer Review variable is influential and significant on trust. Therefore, when consumers other reviewers' satisfaction online, they will seek and refer to online customer reviews on e-commerce platforms that usually have data from the consumer experience. In addition to reducing uncertainty.

The effect of seller's reputation on purchase decisions

Klein (2017) states that the seller's reputation can be seen directly through the impression conveyed by the nearest person (word-of-mouth), the store's location, the physical appearance of the store, and the appearance or physical condition of the goods they will buy. With the seller's reputation in the C2C e-commerce platform, the platform users, as buyers, can get an idea or knowledge related to the seller's behavior from previous buyers' ratings. Strader and Ramaswami (2012) state that in the process of making purchasing decisions made online.

The hypothesis test results show that the seller Reputation variable has a positive and significant effect on the Purchase Decision variable. The significance value evidence for the Vendor Reputation variable 0,000 with an alpha of 5%, namely ($p = 0.000 < 0.05$), meaning that the Seller's Reputation has a significant influence on the Consumer Decision Purchase of C2C E-Commerce Platform Users. Thus, Hypothesis 3 can be inferred as acceptable.

The reputation of a company or seller is one factor that influences consumers' decision to buy online a product or service (Maltz, 2010). This case is supported by Adryansyah (2013) research findings, who found a positive and significant relationship between seller reputation and purchasing decision. Another study conducted by Lina (2018) also states that the seller's reputation affects the purchasing decision of 73.6%. Therefore, the overall value perceived to be either negative or positive obtained from the level of knowledge and facts of a company or organization that consumers feel is closely related to purchasing online on Tokopedia c2c e-commerce platform.

The effect of online customer review on purchase decisions

Park and Lee (2011) state that when consumers buy a product online to reduce uncertainty, they will seek and refer to

online customer reviews on e-commerce platforms that usually have data from the consumer experience. In addition to reducing uncertainty, another reason that makes potential consumers search for information in online reviews is that there are difficulties felt by potential consumers when looking for information about products they will buy outside the online media. So that reviews from other consumers in the online media, the internet, can be their source of information and also make potential consumers can save time and energy in information search activities (Auliya and Prastiwi, 2017).

The significance value evidence this for the Online Customer Review variable 0.001 with an alpha of 5%, namely ($p = 0.001 < 0.05$). The Online Customer Review has a significant impact on the Consumer Purchase Decision of C2C E-Commerce Platform Users in Medan, so it can be concluded that Hypothesis 4 (four) is accepted.

Purchase decisions arise due to reviews given by customers who purchase products or services online where the decision to purchase customers as a mindset of customers who hold a favorable attitude towards the company or online seller, and the tendency of customers to use a particular online product or service with consistency high (Sumarwan, 2011).

Consumers are usually more likely to listen to others' statements, recommendations, or experiences of others who have already purchased the same product like the one to be purchased. Zhu and Zhang (2010: 133) state that online customer reviews are essential information sources for consumers. This information is also the basis of consumer assessment of the quality of a product or service. This case is supported by research conducted by (Nieto et al., 2014) states that online customer review has a significant influence on the performance of products described as consumer purchasing decisions. 133) mentions that online customer review is one of the critical sources of information for

consumers. This information is also the basis of consumer assessment of the quality of a product or service.

This case is supported by research conducted by (Nieto et al., 2014) states that online customer review has a significant influence on the performance of products described as consumer purchasing decisions.

The effect of trust on purchase decisions

According to Gunawan (2013), trust is defined as a form of attitude that shows feelings of love and persistence to use a product or brand. Trust will arise from the consumer's mind if the product purchased can provide the benefits or value that consumers want in a product. Based on the hypothesis test results, trust positively and significantly affects the Purchase Decision variable. This case is evidenced by the significance value for the trust variable 0,000 with alpha 5% that is ($p = 0.000 < 0.05$). The trust has a significant influence on the Consumer Decision Purchase of C2C E-Commerce Platform Users in Medan; thus, it can be concluded that Hypothesis 5 (five) accepted.

Purchase decisions are closely related to the trust felt by the customer. One will feel confident in the online product or service at a price, set reviews or testimonials, reputation, product description, and ease of transaction process for the online product or service. Then, customers will show a higher buying interest to purchase the product or service online. Customer trust is the key to creating Mowen and Minor purchase decisions (2012).

The trust drives the customer's purchase decision from previous consumer reviews who have already purchased the product online. The customer's response from the customer's behavior by comparing the performance or results felt with the customer's expectation when doing or feeling after buying products online on the c2c e-commerce platform. This case is evidenced by Lina's (2018) research, which

stated that trust significantly influences purchasing decisions.

The effect of seller's reputation on purchase decisions through trust

Based on the hypothesis test, the seller's reputation positively and significantly affects Purchase Decision's variable through trust. This case is evidenced by its significant value of 0.005 with 5% alpha ($p = 0.005 < 0.05$), meaning that the Seller's Reputation has a significant influence on the Purchase Decision through Consumer Trust of C2C E-Commerce Platform Users in Medan. Thus it can be concluded that Hypothesis 6 (six) accepted.

From the analysis results, the seller's reputation variable gives a greater indirect effect on the purchase decision of 0.147 with a p-values value of $0.004 < 0.05$ compared to the online customer review variable of only 0.105 with a p-value of $0.014 < 0.05$. Reseller reputation can further increase consumer trust to shop online. These improvements can be reviewed in terms of information quality, system quality, and service quality. The statement disseminated through a questionnaire distributed to 140 respondents shows that respondents still positively respond to the given report. The better the other consumers give online product reviews, the more consumers decide to buy online products.

Nevertheless, consumers sometimes side with increasing the reputation of the seller in the selection of purchase decisions. Decreased seller reputation or low vendor reputation can lead to a decrease in consumer trust in online purchases. So maintaining a good reputation for the company is essential. This thinking is in line with Williams et al. (2012), which stated that negative word-of-mouth (NWOM) is expected to have substantial downside consequences for corporate reputation. Although WOM positive is considered not significant in improving the company's reputation. However, consumers sometimes side with increasing the reputation of the seller in the selection of purchase decisions.

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This case is in line with the research conducted by Purnomoe et al. (2018), who showed a positive and significant influence of seller reputation variables on purchasing decisions through consumer trust. This case means that the better the sellers' reputation, it will be comparable to the value of trust that consumers will feel and shape consumers' purchasing decisions.

The effect of online customer review on purchase decisions through trust

It is established from the hypothesis test that Online Customer Review has a positive and significant effect on the variable of Purchase Decision through Trust. This case is evidenced by its significant value of 0.014 with an alpha of 5% ($p = 0.014 < 0.05$). Online Customer Review has a significant influence on the Purchase Decision through Consumer Trust of C2C E-Commerce Platform in Medan. Thus it can be concluded that Hypothesis 7 (seven) accepted.

The ease of transaction provided, transaction security, personal data, product confidentiality purchased are also one that makes consumers now more happy to shop online than conventional, especially amid this COVID-19 pandemic, which requires all activities to be carried out indoors. Everyone now enjoys shopping online because it is flexible, practical, clear product information, lowers prices, saves time, and prevents the spread of covid-19.

In addition to being a solution to shopping problems, the Tokopedia platform also provides a container for conventional stores,

which in this era have difficulty getting customers to join. The Tokopedia C2C platform for free and for individuals who do not have products and stores can create their stores themselves by selling products from other sellers on the Tokopedia platform called drop shipper. Consumers are now much smarter at choosing which sellers to trust and which sellers have quality goods and giving feedback that is consistent with what they get and feel. This case means that the better the online customer review provided, it will be comparable to consumers' value of trust and attract consumers' purchasing decisions.

CONCLUSION

Centered on the study and discussion of the seller's reputation and online customer review of the purchase decision through consumer trust of C2C E-Commerce Platform Users in Medan, some conclusions can be drawn. The seller's reputation has a positive and significant impact on consumer trust of C2C E-Commerce Platform Users in Medan. The seller's reputation has a positive and significant effect on the consumer decision purchase of C2C E-Commerce Platform Users in Medan. The online customer review has a positive and significant effect on consumer trust of C2C E-Commerce Platform Users in Medan. The online customer review has a positive and significant impact on the consumer purchase decision of C2C E-Commerce in Medan. The trust has a positive and significant effect on C2C E-Commerce Platform Users in Medan's consumer purchase decision. The seller's reputation has a positive and significant effect on the purchasing decision through the consumer trust of the C2C E-Commerce Platform in Medan. The online customer review has a positive and significant effect on the purchase decision through consumer trust of the C2C E-Commerce Platform in Medan.

Suggestions

Based on the research results and discussion on the influence of seller reputation and online customer review on purchase decisions through consumer trust of users of C2C e-commerce platform in Medan, the authors provide the following recommendations. The seller's reputation as an independent variable has a positive and significant influence on the trust and the Purchase Decision. Based on the respondents' answers, it is advisable for developers or sellers online on the website or application Tokopedia to make strict rules to the sellers or vendors on the site or application to provide information, specifications, details, and images clear product information.

We recommended that the developer company provide education to customers to know how to make a complaint to the expedition used. Besides, It is also advisable to inform the terms and conditions of the goods or products such as what and the damage can be provided return product service. It is also recommended to make an obligation to use insurance on the expenditure of goods that are considered high risk when sent by the expedition. It is recommended again to the developer company Tokopedia to monitor the customer complaint process until completed. It is advisable for the company developer or online seller on the website or application Tokopedia to review system regulation that requires each consumer to give testimonials or comments on the product they have purchased by including the email username registered. Individuals who do not register an email or do not have a username can not provide testimonials or comments in the seller's store. This case is done to obtain clarity and certainty of the information provided by previous customers in the review column. We recommend that consumers do not need to expect too many high-quality goods or products at low prices, and suggestions for sellers should be explained the product details if the product

is HDC or fake, and so are the authentic goods.

Due to the limitations of this study, it is expected that further researchers can be able to perfect this study by adding other factors not studied in this study. Social Media Marketing, Viral Marketing, Online Ratings, Web Quality, and Consumer Loyalty, or researching C2C e-platform other commerce because this research only focuses on Tokopedia. It can also increase the consumer population throughout Sumatra or Indonesia to get more research on online shopping.

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