

Research Article

# The Role of Brand Image in Mediating The Influence of Online Customer Reviews on Purchasing Decisions (Study of Tokopedia Users in Denpasar City)

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**Abstract,** Marketplace or E-commerce is an internet-based online media as a place to conduct business activities and transactions between buyers and sellers. In the marketplace or e-commerce, buyers can search for as many suppliers as possible with the desired criteria so that they get the appropriate market price. Tokopedia is a marketplace based in Indonesia. The purpose of this study is to explain the role of brand image in mediating the influence of online customer reviews on purchasing decisions. This study was conducted in Denpasar City with a sample of 100 respondents using the non-probability sampling method with the purposive sampling technique. The data analysis technique used is the inferential analysis technique including confirmatory factor analysis (CFA), path analysis, Sobel test and VAF test. The results of this study indicate that online customer reviews have a positive and significant effect on purchasing decisions. Online customer reviews have a positive and significant effect on brand image. Brand image has a positive and significant effect on purchasing decisions. Brand image partially mediates the influence of online customer reviews on purchasing decisions for Tokopedia users in Denpasar City. The implications of this study can be used as consideration and input for Tokopedia in improving consumer purchasing decisions by considering the variables of online customer reviews and brand image.

**Keywords:** Brand Image, Online Customer Review, Purchase Decision.

Received: January, 6<sup>th</sup> 2025

Revised: February, 6<sup>th</sup> 2025

Accepted: February, 28<sup>th</sup> 2025

Published: March, 05<sup>th</sup> 2025

Curr. Ver.: March, 05<sup>th</sup> 2025



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## 1. Introduction

An online marketplace serves as a third-party platform that does not own its inventory but facilitates processes that simplify selling for merchants and help buyers find desired products (Karim et al., 2021). The marketplace facilitates all types of transactions, including product ordering, shipping, and payment (Hariyanto & Trisunarno, 2020). Several marketplaces are popular in Indonesia, such as Tokopedia, Shopee, Bukalapak, Lazada, Blibli, and others. Each marketplace in Indonesia has its unique advantages in terms of user experience, product variety, pricing policies, and payment systems.

According to data from Statista, the ranking of the most visited e-commerce platforms in Indonesia fluctuates over time. In 2022, Tokopedia ranked first as the most popular e-commerce platform in Indonesia, surpassing Shopee, Lazada, Bukalapak, and others. However, in 2023, Shopee overtook Tokopedia as the most visited e-commerce platform in Indonesia (Statista.com, 2022).

The fluctuating e-commerce visits in Indonesia are apparent, with Shopee maintaining its position as the most visited platform throughout Q1 to Q4 2023, recording an average of 241.6 million visits in Q4. Meanwhile, Tokopedia, which ranked second, experienced a decline, with an average of 96.9 million visits in Q4 (SimilarWeb, 2023).

The decline in Tokopedia's visits from Q1 to Q4 2023 impacted its Gross Merchandise Value. Gross Merchandise Value represents to the whole deals esteem of all products sold inside a particular period (Oktavia & Hasanah, 2022).

**Table 1. Tokopedia GMV from 2020 to 2023 (Quarter 2)**

Year	Gross Merchandise Value (Billion US\$)	alteration (%)
2020	14.2	-
2021	15.6	13.21%
2022	18.17	16.47%
2023 (Quarter 2)	18.0	-0.94%

Source: Momentum Works

Based on the GMV data, Tokopedia experienced a 13.21% increase in 2021 and a 16.47% increase in 2022. However, in 2023, Tokopedia Gross Merchandise Value declined by 0.94%, indicating underlying challenges. The drop in Tokopedia's visits contributed to this decline in GMV.

Tokopedia, founded in 2009, is an Indonesia-based marketplace that facilitates online transactions between buyers and sellers. The platform offers a variety of product categories, including electronics, fashion, food, and others. Additionally, Tokopedia provides various promotions, such as discounts, cashback, and special offers during specific periods.

**Table 2. Top Brands Index of E-commerce Platforms in Indonesia (2020-2023)**

Brand	2020 (%)	2021 (%)	2022 (%)	2023 (%)
Shopee.co.id	20.00	41.80	43.70	45.80
Lazada.com	31.90	15.20	14.70	15.10
Tokopedia.com	15.80	16.70	14.90	11.30
Blibli.com	8.40	8.10	10.10	10.60
Bukalapak.com	12.90	9.50	8.10	4.70

Source: Top Brand Index (2023)

According to Top Brand Index data, Tokopedia's brand index increased by 0.9% in 2021. However, in 2022 and 2023, Tokopedia's brand index declined by 1.8% and 3.6%, respectively, ranking third in 2023. This indicates that Tokopedia has not yet established itself as the top e-commerce brand in customers' minds.

To analyze Tokopedia's performance, a deeper investigation into customer interest trends is necessary. One way to assess customer enthusiasm is through Google Trends, which provides insights into the most searched topics and keywords over specific periods and regions.

Based on Google Trends data, Tokopedia's search interest has significantly declined in Bali, particularly in Denpasar. In Q3 2023, Denpasar ranked second for Tokopedia-related searches, but by Q4 2023, it had dropped to fourth place. This decline reflects shifting customer behavior and market dynamics in the e-commerce sector.

Customer search behavior plays a crucial role in influencing purchase decisions. Customers tend to conduct research before making a purchase (Daulay & Putri, 2018). The declining interest in Tokopedia in Denpasar may suggest that consumers are exploring other e-commerce platforms that better suit their needs. For instance, Shopee's aggressive marketing and promotions may have shifted consumer attention away from Tokopedia.

#### The Role of Online Customer Reviews in Purchase Decisions

A purchase decision is the process of selecting a product based on an individual's needs and desires. According to Armstrong (2015), a purchase decision involves how individuals, groups, and organizations choose, use, and evaluate products, services, ideas, or experiences to satisfy their needs and wants. Purchase decisions are influenced by both

internal and external factors, shaping consumers' attitudes toward product selection (Widiyawati, 2022). One key external factor affecting purchase decisions is customer reviews (Lee & Shin, 2014).

Before purchasing from an e-commerce platform, customers typically seek information from various sources (Mo et al., 2015). Online Customer Reviews (OCRs) allow users to freely share opinions and feedback about products and services, significantly impacting purchase decisions (Elwalda et al., 2016). Positive reviews enhance customer perception and attract potential buyers to try a product (Sianipar & Yoestini, 2021).

However, research regarding the connection between online customer reviews and purchase decisions has produced mixed results. Studies by Anggraini et al. (2023), Ramadhana & Ratumbusang (2022), and Ardianti (2019) found online customer reviews have a significant influence purchase decision. Conversely, study by Wang et al. (2015), Rahmawati (2022), Ilmiyah & Krishermawan (2020), and Sudjatmika (2017) reported no significant the connection between online customer reviews and purchase decisions. Given these inconsistencies, a mediating variable is necessary to better understand this relationship. This study introduces brand image as a mediating factor.

A strong brand image fosters positive consumer perception and trust, ultimately influencing purchase decisions (Fahrudin et al., 2023). Consumers rely not only on customer reviews but also on brand reputation (Mahendra & Edastama, 2022). Research by Maharani et al. (2021) and Putri & Nofri (2023) supports the notion that online customer reviews positive and significant impact brand image. Furthermore, studies by Katu & Suparna (2022) and Dewi & Rahanatha (2022) indicate that brand image directly and significant influences purchase decisions.

Based on Kotler & Keller (2007:346), brand image is a perception and conviction held by consumers, expressed through brand association within their memory. In Tokopedia's case, brand image heavily depends on customer reviews. Consumers who have a favorable view on brand are more inclined to make purchases (Setiadi, 2013).

Following the above discussion, this research intends to examine "The Role of Brand Image in Mediating the Influence of Online Customer Reviews on Purchase Decisions (A Study on Tokopedia Users in Denpasar City)."

## 2. RESEARCH METHODS

This research employs a quantitative approach accompanied by an associative form. The quantitative approach is applied to analyze a particular population or sample with the objective of verifying a pre-established hypothesis. Associative research is conducted to build a theory that functions to reveal or explain the relationship between the phenomena of online customer review variables, purchasing decisions variables and brand image as a mediating variable.

This study will take place in Denpasar City, Bali. The consideration of choosing this location is because Denpasar City has a population with a fairly large density which of course often carries out the online shopping process in the existing marketplace. In addition, Denpasar City is a city with the highest percentage of residents accessing the internet, reaching 87.54 percent (BPS Bali Province, 2023). Denpasar City is also a center of activity where everything is developing rapidly, so it will make it easier for the author to collect respondents.

In this study, the population used is the Denpasar city community who shop using the Tokopedia marketplace. This study uses a non-probability sampling method, which is a sampling technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample (Sugiyono (2018:136). The non-probability sampling technique chosen is a type of purposive sampling, which is a sampling technique with certain considerations according to the research objectives. The number of samples is 100 respondents. Analysis techniqueThe data used are inferential analysis techniques including confirmatory factor analysis (CFA), path analysis, Sobel test and VAF test.

### 3. RESULTS AND DISCUSSION

#### Inferential Analysis of Research Data

##### Confirmatory Factor Analysis Result Test

Confirmatory Factor Analysis (CFA) is a multivariate analysis the approach employed to confirm whether the measurement model aligns with the proposed hypothesis. In confirmatory factor analysis, there are construct variables and indicator variables. The confirmatory factor analysis procedure in this study refers to the explanation (Hair et al., 2010) and is conducted by using the assistance of the IBM SPSS software with the subsequent steps.

##### Kaiser Meyer Olkin (KMO)

**Table 3. KMO Results Test**

Variables	KMO	Sig. Bartlett's Test
Purchase decision (Y)	0.789	0,000
Online Customer Reviews(X)	0.818	0,000
Brand Image(M)	0.730	0,000

Source: Processed data, 2024

The test comes about appeared in Table 3 appear that the purchasing decision variables, Online Customers Review and brand image have KMO values greater than 0.70, and probability values (Sig.) Bartlett's Test <0.05. This concludes that each variable has sufficient samples for factor analysis and the correlation matrix is the variable identity matrix used in this study.

##### Measures of Sampling Adequacy (MSA)

**Table 4. MSA Value Testing**

Variables	Indicator	MSA Value
Purchase Decision (Y)	Y1	0.871
	Y2	0.727
	Y3	0.847
	Y4	0.760
Online Customer Reviews (X)	X1	0.802
	X2	0.807
	X3	0.875
	X4	0.764
	X5	0.901
Brand Image(M)	M1	0.747
	M2	0.663
	M3	0.867
	M4	0.709

Source: Processed data, 2024

Table 4 indicates that the MSA value of the purchasing decision variables, Online Customers Review and brand image is exceeds 0.5, signifying that each model is appropriate for factor analysis. This ensures that the factors within each variable can effectively measure the variables used in this study.

**Principal Component Analysis****Table 5. Principal Component Analysis Values**

Variables	Indicator	Principal component value
Purchase decision (Y)	Y1	0.632
	Y2	0.805
	Y3	0.633
	Y4	0.722
Online Customer Reviews (X)	X1	0.816
	X2	0.892
	X3	0.773
	X4	0.894
	X5	0.537
Brand Image(M)	M1	0.901
	M2	0.956
	M3	0.836
	M4	0.932

Source: Processed data, 2024

In Table 5, the Principal component values of the purchasing decision variables, Online Customers Review and brand image have values greater than 0.50. This means that each research factor can be used to measure each of its variables.

**Percentage of Variance and eigenvalue****Table 6. Percentage of Variance and Eigenvalue Values**

Variables	Percentage of Variance	Eigenvalue
Consumer purchasing decisions (Y)	69,820	2,793
Online Customer Reviews (X)	78,217	3,911
Brand Image(M)	82,353	3,294

Source: Primary data processed, 2024

In Table 6, the percentage of Variance value of the purchasing decision variables, Online Customers Review and brand image have values greater than 60 percent. This means that each research factor can be used to measure each of its variables.

**Factor Loading****Table 7. Loading Factor Values**

Variables	Indicator	Loading Factor Value
Purchase decision (Y)	Y1	0.795
	Y2	0.897
	Y3	0.796
	Y4	0.850
Online Customer Reviews (X)	X1	0.903
	X2	0.944
	X3	0.879
	X4	0.945
	X5	0.733

	M1	0.901
Brand ImageM)	M2	0.956
	M3	0.836
	M4	0.932

Source: Processed data, 2024

According to table 7, the loading factor values for purchasing decisions, Online Customer Reviews, and brand image are greater than 0.60 and are grouped into one particular factor. Thus, it can be inferred that the indicators employed are reliable within these variables and appropriate for use.

### Path Analysis

This study utilizes the path analysis technique to assess the impact of causal relationships between exogenous variables, including online customer review, and endogenous variables, Purchase Decisions and brand image. Additionally, it analyzes the mediating role of brand image in the Influence of online customer reviews on purchase decision.

### Formulating hypotheses and structural equations

Initial phase in path analysis is to develop hypotheses and construct equation models grounded in established theories.

- (1) Online customer reviews has a positive and significant influence on Purchasing Decisions at Tokopedia, Denpasar City
- (2) Online customer reviews has a positive and significant influence on brand image at Tokopedia, Denpasar City
- (3) Brand image has a positive and significant influence on Purchasing Decisions at Tokopedia, Denpasar City
- (4) Brand imageMediating the Influence of Online Customer Reviews on Purchasing Decisions at Tokopedia, Denpasar City

Based on the hypothesis that has been formulated, the substructural equation 1 can be formulated as follows:

$$M = \beta_2 X + e_1$$

Meanwhile, the substructural equation 2 can be formulated as follows:

$$Y = \beta_1 X + \beta_3 M + e_2$$

In this research, the influence of online customer reviews on brand image is calculated utilizing the SPSS 25.0 software for Windows. The following shows the outcome of the first structure calculation presented in the following structural analysis report:

$$M = \beta_2 X + e_1$$

$$M = 0,740 X$$

$$See = 0.055$$

$$t = 10,878$$

$$Sig.t = 0,000$$

$$R^2 = 0.547$$

$$F = 118,334 \quad Sig. F = 0.000$$

Online customer review variable have a coefficient value of 0.740, indicating online customer reviews have a positive impact on brand image. This implies that an increase in Online Customer Reviews will lead to a 0.740 increase in Brand Image.

In this research, the impact of Online Customer Reviews and Brand Image on Purchase Decisions was analyzed using the SPSS 25.0 software for Windows. The outcome of the second structural calculation are outlined in the following structural analysis report.

$$Y = 0.247X + 0.620M$$

$$See = (0.061) (0.076)$$

$$t = (2,865) (7,183)$$

$$\begin{aligned}\text{Sig. t} &= (0.005) (0.000) \\ R^2 &= 0.673 \\ F &= 99,612 \quad \text{Sig. F} = 0.000\end{aligned}$$

Online customers reviews variables have a coefficient value of 0.247, This indicates online customer reviews have a positive impact on purchase decisions, indicating that an increase in Online Customer Reviews will lead to a 0.247 increase in Purchase Decisions. The Brand Image variable has a coefficient value of 0.620, demonstrating its positive impact on Purchase Decisions. This indicates that if Brand Image increases, Purchase Decisions are expected rise by 0.620. Path coefficient diagram format.

- **Direct effect**

A direct impact takes place if one variable directly affects another without the involvement of a mediating variable.

- a) The effect of Online Customer Reviews on Purchase Decisions is 0.247.
- b) The effect of Online Customer Reviews on Brand Image is 0.740.
- c) The effect of Brand Image on Purchase Decisions is 0.620.

- **Indirect effect**

An indirect effect occurs when the relationship between two variables is mediated by another variable. The effect of Online Customer Reviews on Purchase Decisions, mediated by Brand Image, is calculated as  $0.740 \times 0.620 = 0.459$ .

- **Total effect**

The total influence can be done by adding the direct influence of Online customer reviews on Purchasing Decisions of 0.586 and the indirect influence of Online customer reviews on Purchasing Decisions through brand image of 0.459, then the result is  $0.247 + 0.459 = 0.706$ .

### Testing the value of the coefficient of determination (R<sup>2</sup>) and the Error Variable (e)

This test will see the value of each determination coefficient for substructure 1 and substructure 2 and the value of each error variable in each structure with the aim of constructing the ultimate path diagram model. The following presents the error variable calculations for each structural component

$$\begin{aligned}e_i &= \sqrt{1 - R_i^2} \\ e_1 &= \sqrt{1 - R_1^2} \\ &= \sqrt{1 - 0,547} = \sqrt{0,453} = \mathbf{0.673} \\ e_2 &= \sqrt{1 - R_2^2} \\ &= \sqrt{1 - 0,673} = \sqrt{0,327} = \mathbf{0.572}\end{aligned}$$

The computation of the error impact (e) results in the following values The error influence in Substructure 1 (e<sub>1</sub>) is 0.673 and The error influence in Substructure 2 (e<sub>2</sub>) is 0.572.

Computation of the total coefficient of determination

$$\begin{aligned}R^2_m &= 1 - (e_1)^2 - (e_2)^2 \\ &= 1 - (0,673)^2 - (0,572)^2 \\ &= 1 - (0,453) - (0,327) \\ &= 1 - 0,148 = \mathbf{0,852}\end{aligned}$$

The overall determination coefficient obtained is 0.852, meaning that 85.2% of the purchase decisions variable is affected by Online Customer Reviews and Brand Image, whereas the remainder 14.8% is influenced by external factors beyond this research. Based on the structural equation analysis, the path coefficient results will be explained using the standardized Beta coefficient values, which indicate the strength of the relationships between variable

### Hypothesis testing

The criteria for testing and interpreting the relationship between variables:

If significant value  $\leq 0.05$  then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.

If significant value  $\geq 0.05$  then  $H_0$  is accepted and  $H_a$  is rejected.

**(1) The Influence of Online Customer Reviews on Purchasing Decisions**

$H_0$ : There is no effect of online customer reviews on purchasing decisions.

$H_1$ : There is an effect of online customer reviews on purchasing decisions

The results of the analysis in Table 4.12 show that Online customer reviews have a Beta coefficient value of 0.247 and a Sig. value of 0.005. Thus, it can be stated that  $H_1$  is accepted due to the Sig. value. of  $0.005 < 0.05$ . These outcome indicate that Online customer reviews have a positive and significant effect on Purchasing Decisions for Tokopedia users in Denpasar City.

**(2) The influence of online customer reviews on brand image**

$H_0$ : There is no influence of online customer reviews on brand image.

$H_2$ : There is an influence of online customer reviews on brand image.

The results of the analysis in Table 4.11 show that Online customer reviews have a Beta coefficient value of 0.740 and a Sig. value of 0.000, so it can be said that  $H_2$  is accepted because Sig.  $0.000 < 0.05$ . These results indicate that Online customer reviews have a positive and significant influence on brand image on Tokopedia users in Denpasar City.

**(3) The influence of brand image on purchasing decisions**

$H_0$ : There is no influence of brand image on purchasing decisions

$H_3$ : There is an influence of brand image on purchasing decisions

The results of the analysis in Table 4.12 show that brand image has a Beta coefficient value of 0.620 and a Sig. value of 0.000, so it can be said that  $H_3$  is accepted because the Sig. value of  $0.000 < 0.05$ . These results indicate that brand image has a positive and significant influence on Purchasing Decisions for Tokopedia users in Denpasar City.

**Summarize and conclude**

Based on the previous calculations, the direct calculations, indirect effects and total effects of each structural equation can be summarized as presented in Table 8.

**Table 8. Direct Effect, Indirect Effect of Brand Image (M), on Online customer reviews(X) and Purchase Decision (Y)**

Effect of Variables	Direct effect	Indirect effect through M	Total effect	Significant	Results
X → M	0.740		0.740	0,000	Significant
M → Y	0.620		0.620	0.007	Significant
X → Y	0.247	0.459	0.706	0,000	Significant

Source: Primary data processed, 2024

Table 8 summarizes the direct effect and indirect effect pathways among variables, along with the total effect in each structural equation derived from the path analysis technique. Explanation of the values presented in Table 8:

**1. Effect of Online Customer Reviews on Brand Image**

A study on Tokopedia customers in Denpasar City found that Online Customer Reviews directly impact Brand Image, with a coefficient value of 0.740.

**2. Effect of Brand Image on Purchasing Decisions**

The research findings indicate that Brand Image has a direct impact on Purchasing Decisions, with a coefficient value of 0.620 among Tokopedia customers in Denpasar City.



### 3. Effect of Online Customer Reviews on Purchasing Decisions

The study shows that Online Customer Reviews influence Purchasing Decisions, with a direct effect coefficient of 0.247.

### 4. The Mediating Role of Brand Image in the Relationship Between Online Customer Reviews and Purchasing Decisions

This study also explored how Brand Image mediates the relationship between Online Customer Reviews and Purchasing Decisions. The results indicate that Online Customer Reviews exert both a direct effect (0.247) and an indirect effect through Brand Image (0.459), leading to a total effect of 0.706.

#### Sobel Test

The results of the Sobel Test show that the calculated Z value is  $6.01 > 1.96$ , so the brand image variable is a variable that mediates the influence of Online customer reviews on the Purchasing Decisions of Tokopedia customers in Denpasar City, so H4 can be accepted.

#### VAF Test

The VAF value is less than 80 percent, so it can be categorized as a partial mediator, so it can be concluded that the mediation effect produced for brand image mediating the influence of online customer reviews on purchasing decisions is partial mediation (partial mediation).

#### Discussion

##### The Influence of Online Customers Reviews On Purchasing Decisions

The results of the hypothesis test show that online customer reviews have a positive and significant influence on purchasing decisions. This result can be interpreted that the better the online customer review, the more consumers' purchasing decisions for Tokopedia products in Denpasar City will increase. Online customer reviews are platforms that enable customers to freely and conveniently share their comments and opinions online regarding various products or service, this type of online customer review can have a major influence on a customer's purchase decision (Elwalda et al, 2016). One of the factors that determines purchasing decisions is Customer reviews (Lee & Shin, 2014).

The findings of this study are in line with the opinion expressed by Ramadhana & Ratumbusang (2022) Online Customer Reviews has a significant influence on purchasing decisions in the marketplace. Other research Ardianti & Widiartanto (2019) Online Customer Review has a significant influence on purchasing decisions through the Shopee marketplace. Research conducted Anggraini et al., (2023) Online Customer Reviews have a significant influence on purchasing decisions at TikTok shops among the people of Bandar Lampung City. Research conducted Latief & Ayustira (2020) Online Customer Reviews has a significant influence on the decision to purchase cosmetic products at Sociolla.

##### Influence Online Customer Reviews Towards Brand Image

The results of the hypothesis testing show that online customer reviews has a positive and significant influence on brand image. This result can be interpreted to mean that the better online customer reviews then the brand image of a Tokopedia product in Denpasar City is increasing. In online customer reviews, buyers can provide good or bad reviews about the product or item so that this affects the brand image of an item or product.

The findings of this study are in line with the opinion conveyed by the research conducted by Maharani et al (2022) which found that online reviews have a significant influence on Brand Image. Putri & Nofri (2023) stated that online customer reviews have a significant influence on Brand Image in Generation Z Maybelline users in Makassar City. Research by Iswara & Santika (2019) found that E-WOM has a positive and significant effect on brand image on Bata brand shoes. Online customer reviews as a form of Electronic word of mouth show a significant positive influence on purchasing decisions.

##### The Influence of Brand Image on Purchasing Decisions

The results of the hypothesis test show that brand image has a positive and significant influence on purchasing decisions. These results can be interpreted to mean that if brand image. Tokopedia products increase in Denpasar City, so the Purchase Decision of products

on Tokopedia is increasing. Customers with a positive image of a brand are more likely to make a purchase (Setiadi, 2013)

The findings of this study are in line with the opinion expressed by Katu & Suparna (2022) brand image has a significant positive effect directly on purchasing decisions during the Pandemic (Study on Xiaomi Smartphone Products in Denpasar City). Dewi & Rahanatha (2022) brand image has a significant positive effect directly on purchasing decisions at Starbucks in Denpasar. Other research Pratiwi & Ekawati (2020) brand image has a positive and significant effect on purchasing decisions at The Haven Bali Seminyak hotel. Other research Putri & Kusumadewi (2018) Brand image has a positive influence on purchasing decisions for Wall's Magnum Ice Cream. Research Darmawan & Pramudana (2022) Brand image has a positive influence on purchasing decisions for Balinese songket cloth.

### **The Role of Brand Image in Mediating the Influence of Online Customer Reviews on Customer Purchasing Decisions**

The hypothesis test results in this study show that Online Customer Reviews influence Consumer Purchasing Decisions for Tokopedia products in Denpasar City, with Brand Image serving as a partial mediating variable. This implies that positive Online Customer Reviews can enhance Brand Image, and an improved Brand Image can subsequently increase Consumer Purchasing Decisions for Tokopedia products in Denpasar City.

These findings are consistent with previous studies. Maharani et al. (2022) found that Online Reviews significantly impact Brand Image on Paintinterest. Research by Syakira & Karina Moeliono (2019) demonstrated that Online Customer Reviews significantly affect Purchasing Decisions for Freeman Feeling Beautiful Facial Masks. Similarly, Melati (2020) found that Online Customer Reviews play a crucial role in influencing Purchasing Decisions for mobile phone cases on the Shopee Marketplace, particularly among Surabaya students. Moreover, a study by Sanjiwani & Atmosphere (2019) confirmed that Brand Image has a direct and significant positive effect on Purchasing Decisions for Tokopedia products.

## **4. CONCLUSION**

Based on the research findings, the following conclusions can be drawn:

1. Online Customer Reviews have a positive and significant impact on Purchasing Decisions. This indicates that the better the Online Customer Reviews received by Tokopedia consumers, the higher their Purchasing Decisions in Denpasar.
2. Online Customer Reviews positively and significantly affect Brand Image. This means that better Online Customer Reviews contribute to a stronger Brand Image for Tokopedia products in Denpasar.
3. Brand Image has a positive and significant effect on Purchasing Decisions. A stronger Brand Image of Tokopedia in Denpasar leads to higher Purchasing Decisions among customers.
4. Online Customer Reviews influence Purchasing Decisions both directly and indirectly through Brand Image as a partial mediator. This suggests that improving Online Customer Reviews for Tokopedia in Denpasar enhances its Brand Image, which in turn leads to an increase in consumer Purchasing Decisions.

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