

Customer Review: Impact On Choice Confidence, Product Attitude, And Purchase Intention

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Abstract

The purpose of this study was to determine the impact of online customer reviews on choice confidence, product attitudes, and purchase intentions. The design of this research is quantitative experimental. This study used 120 students from the school of business of Airlangga University. This research was conducted by manipulating online review variables into two categories (positive reviews and negative reviews). The manipulation variable was tested for its effect on choice confidence, attitude towards the product, and purchase intention. The study used ANOVA and SEM-PLS. ANOVA to test the relationship between manipulation variables (positive review and negative review) with Choice confidence, Product attitude, and Purchase intention. SEM PLS is used to test the relationship between Choice confidence, Attitude towards the product, and purchase intention. Five hypotheses were accepted, and one other hypothesis was rejected. Research findings show that online customer reviews of positive content will create better attitudes and higher purchase intentions than reviews of negative content. However, the online review content (positive and negative) did not create different choice confidence. Furthermore, choice confidence influences product attitudes and purchase intentions. The contribution of this study is to explain the impact of online customer reviews on consumer buying behaviour using the SOR concept. Online Review as stimuli, Choice confidence and attitude towards the product as Organism, and Purchase intention as Response. The results of this study become managerial input in formulating marketing strategies in e-commerce related to online reviews on the market placement platform used.

Keywords Online Review, Choice Confidence, Attitude Toward Product, Purchase Intention.

INTRODUCTION

The COVID-19 pandemic has changed human behaviour, including shopping behaviour. Mobility restrictions with strict health protocols demand that many activities must be carried out online. This condition increases e-commerce transactions, namely buying and selling transactions electronically through internet media. E-commerce is a business process using electronic technology that connects companies, consumers, and the public through electronic transactions (Kabugumila et al., 2016). Many consumers turn to online platforms in the

shopping process and tend to evaluate products online. Reviews from consumers are information shared by consumers regarding shopping experiences and determining consumer shopping decisions (Shihab and Putri, 2018). Therefore, online reviews are an essential source of information because consumers are looking for more information online.

This study discusses the impact of online reviews on consumer purchasing decisions, including choice confidence, attitude toward products, and consumer purchase intentions.

Online reviews are information about consumer experiences using products or services intended for other consumers. Information on online reviews has an impact on confidence in making purchasing decisions, including product choices. Positive online reviews will increase consumer confidence in the products they choose (Orus et al., 2019). Murphy (2019) on the Local Consumer Review Survey 2020 proves that 85 percent of consumers pay attention to online reviews as a basis for making purchasing decisions. Online reviews are considered to determine consumer attitudes towards products and purchase intentions (Shihab and Putri, 2018). Thus, positive online reviews play a vital role in determining consumers' positive attitudes towards a brand. The contribution of this research is to provide input on effective marketing strategies in the field of e-commerce, especially understanding online reviews on the marketplace. Designing the right marketing strategy will increase consumer purchases. In the era of the COVID-19 pandemic, e-commerce plays an essential role in driving the economy and opening up job opportunities. The results of this study are expected to produce an effective strategy for marketers in understanding consumer behaviour when deciding to purchase a product or service online.

LITERATURE REVIEW

Social exchange theory and online review

Social Exchange Theory (SET) connects social phenomena and economic exchange, in which consumers are socially interdependent (Shi and Liao, 2017). Social bonds are one of the reasons consumers share the electronic word of mouth (e-WOM) (Munzel and Kunz, 2014). Sharing and exchanging knowledge can provide mutual benefits, reputation, and trust (Shiau and Luo, 2012) and create new knowledge (Roblek et al., 2013). One way to share information among consumers is to do an online review. Many factors influence a person to share information, including pleasure, personal enjoyment,

reputation, sense of belonging, and helping others (Liu et al., 2016; Munzel and Kunz, 2014). Online reviews help consumers make purchasing decisions on e-commerce platforms (Shi and Liao, 2017; Chen and Xie, 2008). Consumers share reviews based on the information they receive and also their perceived shopping experience with others.

Many studies use SET in the marketing field, but few have applied it to study online customer reviews. The practice of viral marketing applies social exchange theory with three areas, namely 1) interpersonal relationships, 2) consumer-brand relationships, and 3) content and information sharing (Hayes and King, 2014). This study uses two of the three areas, namely interpersonal relations and content and information sharing.

E-commerce is a business process that uses electronic technology to connect companies, consumers, and the public in the form of electronic transactions (Kabugumila et al., 2016). These business transactions occur either as Business to Business (B2B), Business to Consumer (B2C), Consumer to Consumer (C2C), or Consumer to Business (C2B). The terms e-commerce and e-business are often used interchangeably (Martadila, 2020). Many consumers turn to online media in shopping activities, look for product information and up-to-date service information, and evaluate products online (Rohm et al., 2013). An online customer review is a form of e-WOM about their online shopping experience. Online reviews relate to products and services made by consumers shared online (Shi and Liao, 2017). Online reviews can be in reviews with positive or negative content (Baber et al., 2016).

Customer online review and choice confidence

Choice confidence is a consumer understanding of choice beliefs that the consumer self-assesses (Tsai and McGill, 2011). Choice confidence results from metacognition related to information influenced by external and internal factors in determining one's decisions (Andrews, 2016). Based on previous research,

there are many antecedent factors of choice confidence, including diagnosis, adequacy of information, clarity of information, and positive online reviews from consumers (Flavián et al., 2016). Reviews from other consumers are external factors that affect consumer choice confidence. Positive online reviews can increase choice confidence (Flavián et al., 2016; Orús et al., 2019). Choice confidence can be measured based on confidence, certainty, and confidence in decisions when choosing something (Gillison and Reynolds, 2018).

Previous research has proven that positive and negative online reviews can affect choice confidence (Flavián et al., 2016; Orus 2019; Weisstein et al., 2017). The online review affects consumer evaluation and product purchasing behavior. Consumers who receive online reviews about a product or service will feel more confident in deciding to buy the product or service. It happens because consumers trust reviews from other consumers more than advertising efforts from companies. Consumers tend to rely on information obtained from these online reviews. Consumers will be helped in making choices, so they will be more confident when buying a product or service.

H1. There is a significant difference in choice confidence in positive and negative customer online reviews.

Customer online review and attitude toward a product

Attitude as evaluation, emotional feeling, and tendency to behaviour. Attitude is the response of like or dislike towards an object. Attitude is relatively consistent. Attitude consists of three components, namely cognitive, affective and conative (Schiffman et al., 2011; Hartini, 2020). Positive reviews lead to positive consumer attitudes, and negative reviews lead to negative consumer attitudes (Tang et al., 2014). Positive online reviews are free advertisements that consumers trust because they are made by other consumers (Berger, 2014; Orús et al., 2019). Meanwhile, online reviews negatively affect consumer evaluations and product purchase behaviour (Weisstein et al., 2017).

Online review is a particular form of electronic word of mouth (e-WOM) that usually contains suggestions, opinions, and comments from other consumers; they are usually perceived as impartial and trustworthy (Sukaris et al., 2019). Online reviews are the primary source of consumers looking for product information that suits their preferences and makes better purchasing decisions (Andrews, 2016). As many as 85% of consumers consider online reviews important in determining purchasing decisions (Murphy, 2019). Karmarkar and Tormala (2010) suggest that the level of certainty expressed in online reviews positively impacts the attitudes and behaviour of other consumers. In contrast, negative information strongly influences attitudes and purchasing decisions than positive information (Wu, 2013). This online review impacts consumer attitudes. Previous research has shown that positive reviews lead to positive consumer attitudes and negative reviews lead to negative consumer attitudes (Weisstein et al., 2017).

H2. There is a significant difference in attitude toward products in positive and negative online customer reviews.

Customer online review and purchase intention

Consumers will form preferences among brands in the choice set in the evaluation stage and buy the most preferred brand (Kotler and Keller, 2016). Purchase intention is a consumer's interest in a product so that a desire and purchase action arise (Kotler and Keller, 2016). Keputusan pembelian konsumen dibuat berdasarkan proses analitik yang didorong secara kognitif untuk mengurangi kemungkinan kerugian moneter. Purchase intention adalah kecenderungan atau kemungkinan konsumen akan membeli produk pilihan dimasa datang (Kang et al., 2020). Purchase intention is a conscious plan or describes a person's efforts to purchase a product or brand. Purchase intention is an implied promise to repurchase the product every time one makes the next trip to the market (Tariq et al., 2013).

Several researchers have studied the motivation to participate and use online reviews (Kim et al., 2011; Wilson et al., 2012). Online reviews have a substantial impact on consumer buying behavior (Zhu and Zhang, 2010). Researchers in the hospitality business have found that consumer reviews are positively related to attitudes and intentions of booking and selling hotel rooms (Tsao et al., 2015; Öğüt and Onur Taş, 2012). Many companies motivate consumers to actively collaborate to promote various interactions (Shi and Liao, 2017). Knowing the purchase intention for a brand is very important because it describes the customer's impression. Likewise, an online review of a product will determine the consumer's intention to buy the product.

H3: There are differences in purchase intention in positive and negative online customer reviews.

Choice confidence, attitude toward product dan purchase intention

Choice confidence is a person's confidence level in the truth of his choice (Karmarkar and Tormala, 2010; Andrews, 2016). Consumer purchasing decisions become the primary goal of marketing strategy. Emotional confidence will determine one's attitude towards a brand (Rizvi and Oney, 2018; Thomson et al., 2005). Consumers who have high self-confidence, then consumers believe in their abilities in evaluating a product or service. Consumers believe that their assessment is correct and will respond positively to the product they choose. It will improve consumer attitudes towards the evaluated product or service. Choice confidence will determine attitude toward the product. Based on the description, a hypothesis is formulated.

H4. Choice confidence has a significant positive effect on attitude toward the product.

Consumer confidence in the correctness of choice as reflected in the choice confidence

(Andrews, 2016; Zhu et al., 2018) impacts consumer behavior (Tsai & McGill, 2011; Zhu et al., 2018). Choice confidence affects consumers' purchase intentions (Aydin, 2018; Laroche et al., 1995; Zhu et al., 2018). Choice confidence is influenced by external factors such as information from advertisements, promotions, reviews. The higher the choice confidence in the consumer, the more confident that the product is the best choice, thus the higher the consumer's intention to buy the product. Based on the previous description, a hypothesis is formulated.

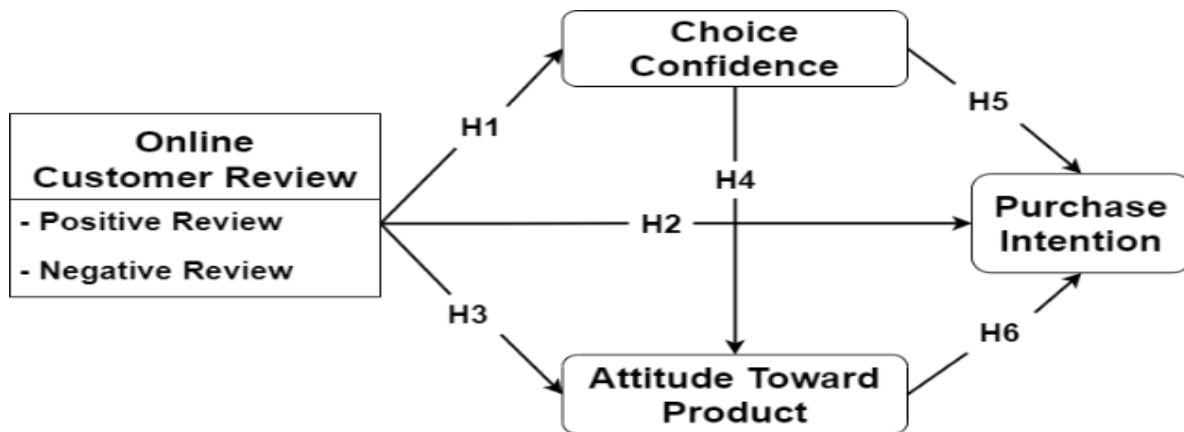
H5. Choice confidence has a significant positive effect on purchase intention.

Attitude will determine consumer purchasing decisions. Attitudes reflect evaluations that support or reject, positive or negative, good or bad, likes or dislikes an object (Hartini, 2020; Kotler and Keller, 2016). Attitudes encourage consumers to behave in a certain way or keep consumers from taking specific actions (Hartini, 2020; Soebandhi et al., 2018). Attitude is an overall evaluation of an object, problem, person, and action (Hoyer et al., 2013). Attitude is often used to assess advertising effectiveness because it is a strong predictor of intentions and behaviour (Chang et al., 2013). The better the player's evaluation of the advergaming, the more likely they will show a positive preference for buying the products advertised in the game (Soebandhi et al., 2018). Likewise, someone who has a positive attitude towards a product will determine the desire to consume the product. Attitude shapes the intention to buy or not to buy the products.

H6. Attitude toward product has a significant effect on purchase intention.

Based on the established hypothesis, a research model can be arranged, as shown in Figure 1.

Fig. 1 Research model



RESEARCH METHODE

Procedure and sample

This study is an explanatory quantitative study to explain the relationship between online review variables, choice confidence, attitude towards products, and purchase intention. This research belongs to the type of true experiment, in which the researcher explicitly manipulates one or more independent variables and groups participants into experimental groups generally to achieve randomization. This study uses an experimental laboratory design using shoe products. Shoe products are fashion products where consumers have more than one product brand to support the appearance of consumers. Experimental research manipulates online reviews to measure their effect on choice confidence, attitude toward products, and purchase intention—manipulation of online review variables by using reviews or other consumer comments posted on social media. The results of this study are expected to produce steps that marketers need to take to understand better consumer behaviour in deciding to buy a product online (see Appendix B and C).

In giving treatment to participants, this study used a between-subjects design. Each participant will only give one response to one experimental treatment (Zikmund et al., 2010). Online customer reviews are manipulated and divided into two groups, namely positive and negative reviews. In this study, 60 participants were assigned to each group. There are 120

participants from undergraduate program students at Airlangga University, Indonesia, aged 18-26 years, dominated of Male (55 percent). Experimental design with Between subjects with two situations, including positive and negative reviews. This research took place in April-May 2021 using Google Forms.

Measurement

The online review variable is a review or other consumer comments uploaded on social media. Online review is a variable manipulation; positive review describes the quality and customer satisfaction in using products. Meanwhile, negative reviews describe the shortcomings and dissatisfaction of consumers with these shoe products. These variables are measured on a nominal scale, namely 1 for positive reviews and 2 for negative reviews. Manipulation checks were carried out on 20 participants with valid results up to 98 percent (19 participants), so the research continued. Choice confidence is the consumer's confidence in the buying decision process, the truth of his choice (Flavián et al., 2016), and is measured by five items. Attitude toward a product is a consumer's evaluation of an object, an evaluative assessment that can be profitable and not profitable (Elliott and Speck, 2005). Six items measure attitude toward the product. Purchase intention is the possibility of consumers to buy products (Kang et al., 2020). Three items measure this variable

Table 1 Measurement Variable

Constructs	Measurement Items	Reference
CC	1. I am confident when choosing a shoe product according to my wishes	Andrews (2016); Flavián et al. (2016)
	2. I am confident in my abilities when shopping for shoes	
	3. I am confident with my choice of shoe products	
	4. I believe that I have made the right shoe shopping choice	
	5. I feel comfortable with my choice of shoe products	
ATP	1. Shoe products make my activities easier	Ajzen (2005); Elliott and Speck (2005)
	2. I would like to reuse that shoe product in the future	
	3. I am satisfied with the service provided by this shoe product	
	4. I feel comfortable using this shoe product	
	5. I feel wearing these shoes is an excellent way to enjoy my time	
	6. Compared to other shoes, I would rate this shoe as one of the best	
PI	1. I intend to buy these shoes shortly	Kang et al. (2020)
	2. I intend to buy this shoe instead of other shoes	
	3. I am willing to recommend this shoe to my friends	

Note CC : Choice Confidence ; ATP Attitude Toward Product ; PI: Purchase Intention

RESULT and DISCUSSION

This study used partial least squares structural equation modeling (PLS-SEM) rather than covariance-based structural equation modeling to validate the suggested research model. It was done for two reasons: the study's goal is to find significant determinants of purchase intention shoe rather than theory confirmation. The research model is complicated, involving several components. recommended mean replacement approach. Finally, Analysis of Variance (ANOVA) is performed as an analytical method to examine the study hypothesis, determining whether there is a difference in mean across groups in the online customer review construct. They were testing the hypothesis using Analysis of Variance (ANOVA) and Path analysis. ANOVA was used to test H1, H2, and H3, while SEM-PLS was used to test H4, H5, and H6.

Common method variance (CMV)

CMV was defined as “variance that is attributable to the measurement method rather than to the constructs the measures represent” (Podsakoff et al., 2003, p. 879), which might compromise the validity of results. CMV can exaggerate or deflate the correlation between two variables. The significant relationship

between two variables might just be the result of CMV rather than the true hypothesized impact. Some of the procedures proposed by MacKenzie and Podsakoff (2012) were used to reduce the CMV. The questionnaire was thoroughly pre-tested to ensure that each question was clear and intelligible. Second, in the questionnaire, double-barreled questions were avoided. Third, the participants' anonymity is guaranteed.

The risk of common method variance (CMV) was evaluated by performing Harman's single factor test with all measurement items (Podsakoff et al., 2012). The extraction method uses the principal axis factoring with no rotation. Initial Eigenvalues produce a total value of 4.993, the percentage of variance 35.66% < 50%, and the cumulative percentage 35.66% < 50%. The results showed that CMV was not a critical issue because no single factor alone explained variance of greater than 50% (Podsakoff et al., 2003). Correlation Matrix Procedure is also applied to detect common method variance (CMV). The common method bias will be evident when a substantially significant correlation among principal constructs ($r > 0.90$). Table 3 shows the correlation between constructs in the range of 0.280 – 0.887, smaller than 0.90. based on the

value of Harman's single factor and the Correlation matrix procedure, there is no issue of common method bias.

Measurement model assessment

This research model's constructs are all first-order reflective. Convergent validity, discriminant validity, and internal consistency are used to validate measurement quality. The following criteria were used to determine convergence validity:

Table 2. Construct reliability and validity test

Items	M	SD	λ	α	rho_A	CR	AVE
CC1	4.550	0.698	0.612				
CC2	4.230	0.786	0.803				
CC3	4.400	0.648	0.843	0.804	0.817	0.865	0.565
CC4	4.310	0.703	0.717				
CC5	4.460	0.639	0.763				
ATP1	4.280	0.763	0.792				
ATP2	4.180	0.865	0.730				
ATP3	4.210	0.765	0.793	0.861	0.869	0.896	0.590
ATP4	4.310	0.659	0.800				
ATP5	4.380	0.759	0.794				
ATP6	3.970	0.866	0.691				
PI1	2.710	1.080	0.877				
PI2	2.930	1.151	0.920	0.864	0.887	0.917	0.786
PI3	3.310	1.111	0.862				

Note. σ = standard deviation; λ = factor loadings; α = cronbach's alpha; CR = composite reliability; AVE = average variance extracted

Table 2 shows construct reliability and validity. For each convergent validity, item reliability was examined; validity needs indicator loadings of 0.50 or more. Table 1 shows the factor loading value for each construct greater than 0.50-0.70 (lowest = 0.612 and highest = 0.920) and meets the requirements of convergent validity (Fornell and Larcker, 1981; Malhotra and Peterson, 2006). Internal consistency was tested using Cronbach's Alpha (α) and Composite Reliability (CR), and all results were

over 0.80, showing excellent (1.00-0.90) reliability for all constructs (Nunnally, 1978; Bagozzi and Yi, 1988; Hair et al., 2011). The rho_A criterion was also measured and valued at greater than 0.70 (Dijkstra and Henseler, 2015). The convergent validity was measured through an average of variance extracted (AVE) for each construct was also investigated, and results were much more significant than Chin's (1998) indicated 0.50 threshold.

Table 3. Cross loading

Items	CC	ATP	PI
CC1	0.612	0.214	0.224
CC2	0.803	0.287	0.307
CC3	0.843	0.340	0.252
CC4	0.717	0.356	0.149
CC5	0.763	0.322	0.287
ATP1	0.351	0.792	0.212
ATP2	0.293	0.730	0.176

ATP3	0.338	0.793	0.226
ATP4	0.383	0.800	0.242
ATP5	0.233	0.794	0.180
ATP6	0.235	0.691	0.246
PI1	0.234	0.223	0.877
PI2	0.333	0.288	0.920
PI3	0.288	0.226	0.862

Table 3 shows the value of cross-loading as the first measure to measure discriminant validity. The loading value of each measurement item from a construct is greater than the loading value of the other measurement items. For

example, the correlation of the choice confidence construct with the indicator is higher than the correlation of the indicator with the construct of attitude toward product and purchase intention.

Table 4. Discriminant validity

Construct	M	SD	1	2	3
Fornell-Larcker Criterion					
1. Choice Confidence	4.390	0.695	(0.752)		
2. Attitude Toward Product	4.222	0.780	0.407	(0.768)	
3. Purchase Intention	2.983	1.114	0.327	0.280	(0.886)
Heterotrait-Monotrait Ratio of Correlations (HTMT)					
1. Choice Confidence					
2. Attitude Toward Product			0.477		
3. Purchase Intention			0.383	0.318	

Table 4 shows, the AVE square root value of choice confidence is 0.752, more significant than the attitude toward product at 0.407, and purchase intention is 0.327. Second, HTMT values for all constructs ranged from 0.318 to 0.477, well below the threshold of 0.85 to 0.90 (Hair et al., 2021). The discriminant validity is met based on the value of cross-loading, square root of AVE, and HTMT.

This study uses Analysis of Variance (ANOVA), so it is necessary to test the normality of the data by using the One-Sample Kolmogorov-Smirnov Test. This test aims to determine the presence of confounding variables or residuals. Decision-making data is said to be normal if the value of Asymp. Sig. (2-tailed) > 0.05 (Ghozali, 2018). The magnitude of the Asymp. Sig. (2-tailed) of each residual data for each variable is choice confidence (p-value 0.795 > 0.05), attitude toward product (p-value 0.421 > 0.05), and

purchase intention (p-value 0.791 > 0.05). It means that the residual data is normally distributed. This study conducted Levene's test to see the homogeneity of variance. This test involves values $df_1 = 1$ and $df_2 = 98$, resulting in a Levene statistic at choice confidence of 0.203 (p-value 0.653 > 0.05), attitude toward product of 0.308 (p-value 0.580 > 0.05), and purchase intention of 0.008 (p-value 0.930 > 0.05). It means that the null hypothesis cannot be rejected, and the ANOVA assumption is fulfilled that the variance is the same.

Structural model assessment and hypothesis testing

Prior to determining the significance of the path coefficient, model fit was evaluated using the SRMR criteria. The difference between the observed correlation and the suggested correlation matrix is SRMR (Henseler et al., 2016). The SRMR value should be less than

0.08 (Hu and Bentler, 1998). The SRMR value in this study was $0.077 < 0.08$, indicating that the data fit the model well. Table 5 summarizes the structural model's results. Multicollinearity was determined by checking the VIF values,

which had to be less than the acceptable value of 3.30. Individual VIF values ranged from 1.348 to 2.399. This research found no evidence of significant multicollinearity (Hair et al., 2017).

Table 5. Analysis of variance (ANOVA) test

Path	Online Review		Results
	Positive	Negative	
Online Review -> Choice Confidence	Mean	16.95	15.47
	F	3.580	
	P-value	0.061	
Online Review -> Attitude Toward Product	Mean	17.37	15.48
	F	4.218	
	P-value	0.042	
Online Review -> Purchase Intention	Mean	9.78	8.52
	F	5.196	
	P-value	0.024	

Table 5 shows the results of hypothesis testing H1, H2, and H3 using the ANOVA test. The relationship between the influence of online review on choice confidence has a calculated F value of 3,580 (p-value $0.061 > 0.05$). The mean value for a positive review is 16.95, and a negative review is 15.47. Hypothesis 1 shows no significant difference in choice confidence in negative and positive online reviews, so hypothesis 1 is rejected. The relationship of the influence of online review on attitude toward the product has a calculated F value of 4.218 (p-value $0.042 < 0.05$). The mean value of a positive review is 17.37 and 15.48 for a negative review. It shows that online reviews with positive review treatment conditions will positively affect the product than negative

reviews, so hypothesis 2 is accepted. Likewise, with H3, the relationship between the influence of online reviews on purchase intention has a calculated F value of 5.196 (p-value $0.024 < 0.05$). At the mean value, the results obtained are 9.78 for positive reviews and 8.52 for negative reviews. It shows that positive review treatment conditions online reviews will produce more positive purchase intentions than negative review conditions, so hypothesis 3 is accepted. Furthermore, Path analysis with the help of the SmartPLS application was used to test H4, H5, and H6. The proposed regression model is that choice confidence affects attitude toward the brand, which affects purchase intention.

Table 6. Path coefficients and specific indirect effect

Path	β	M	SD	t-values	p-values	Results
Choice Confidence -> Attitude Toward Product	0.407	0.430	0.079	5.165	0.000	H4. Supported
Choice Confidence -> Purchase Intention	0.255	0.264	0.090	2.817	0.005	H5. Supported
Attitude Toward Product -> Purchase Intention	0.177	0.185	0.081	2.194	0.029	H6. Supported

Choice Confidence ->						
Attitude Toward Product ->	0.072	0.080	0.039	1.856	0.064	Non Partial
Purchase Intention						Mediation

Note: β =Coefficient; M=Sample Mean; SD=Standard Deviation

Table 6 shows Path Analysis for hypotheses 4, 5, and 6. The relationship between choice confidence and attitude toward the product has a significant positive effect ($\beta=0.407$; $t=5.165$; $p=0.000$) so that hypothesis 4 is accepted. Meanwhile, the relationship between choice confidence and purchase intention has a significant positive effect ($\beta=0.255$; $t=2.817$; $p=0.005$), so hypothesis 5 is accepted. Finally, the relationship between attitude toward product and purchase intention has a significant positive effect ($\beta=0.177$; $t=2.194$; $p=0.029$), so hypothesis 6 is accepted. All t-statistic values show a value significantly greater than the t-table 1.96 and significant to 5 percent alpha. The structural model is examined with the primary evaluation metrics R^2 (explained variance), f^2 (effect size), and Q^2 (predictive relevance) (Hair et al., 2017). The coefficient of determination (R^2) was the overall effect extent measure for the structural model (Garson, 2016). The R^2 value is between 0 to 1, with higher levels indicating more accuracy to predictive. The R^2 value of 0.19, 0.33, and 0.67 could be presented as weak, moderate, and substantial (Chin, 1998). The (f^2) effect size enabled evaluating the independent variable contribution to the dependent variable. The f^2 value of 0.02 was small, 0.15 was medium, and 0.35 was high (Cohen, 1988). The Q^2 value estimated the structural model's predictive relevance for each endogenous construct. The Q^2 value should be over zero (Hair et al., 2017). The R^2 value on the construct of attitude toward the product is 16.6 percent, and purchase intention is 13.3 percent. The R^2 value shows that the predictive relevance of the model is quite weak. Then, the f^2 value of choice confidence on attitude toward product $0.199 > 0.15$ (medium-weak), choice confidence on purchase intention of $0.162 > 0.15$ (medium-weak), and attitude toward product of purchase intention $0.130 > 0.15$ (medium-weak). The Q^2

values of the two endogenous variables were over zero. Precisely, attitude toward product had Q^2 values (0.190), and purchase intention had Q^2 values (0.180). These results confirmed that the model's predictive power is suitable for the endogenous latent variables. Table 5 shows that choice confidence influences attitude toward product and purchase intention. Likewise, there is a significant effect of attitude toward a product on purchase intention. However, by looking at the indirect relationship of the three variables, the results of this study show that attitude toward the product does not mediate the relationship between choice confidence and purchase intention.

Discussion

Theory implications

The results of the study resulted in four accepted and one rejected hypothesis. There are different attitudes toward products and purchase intentions in different online reviews (positive and negative). Positive review treatment conditions result in a more positive attitude toward the product than the negative review condition. This supports the research of Weisstein (2017), Wu (2013) and Karmarkar and Tormala (2010). Likewise, with purchase intention, positive online reviews produce higher purchase intentions than negative online reviews. It shows that online customer reviews play an essential role in influencing consumer purchase intentions. These results support the research of Tsao et al. (2015), Kim et al. (2011), Wilson et al. (2012), and Zhu and Zhang (2010). Online reviews are an essential source of information for consumers in evaluating a brand. Consumers face many product choices, so online reviews posted by other consumers on social media are a vital source of information. Consumers tend to have likes or dislikes and also purchase intentions for a product.

This study proves no significant difference in choice confidence on online reviews, both positive and negative. These results indicate that online customer reviews do not significantly affect consumer choice confidence. These results do not support the research of Flavián et al. (2016) and Orús et al. (2019). It happens because most of the respondents (76.7 percent) are Generation Z. This generation is closely related to technology (digital native). There are 7 characteristics of Generation Z, including having big ambitions for success, instant behavior, love of freedom, high self-confidence, like details, desire to get recognition, and proficiency in digital and information technology (Santosa, 2015). This digital native and high self-confidence from Generation Z consumers makes online reviews not play a significant role in determining their choice confidence in making product choices because they can get it from many sources of information.

The results of this study indicate that choice confidence significantly influences attitude toward the product. The more confident consumers are with their product choices, the more they will increase their attitude toward the product. Someone with high self-confidence believes in his ability to evaluate a product or service because consumers believe that their assessment is correct. It will improve consumer attitudes towards the evaluated product or service. The results of this study support the research of Rizvi and Oney (2018) and Thomson et al. (2005).

Attitude toward the product also significantly influences consumer purchasing decisions. This attitude reflects an evaluation that supports or does not support, positive or negative, good or bad, likes or dislikes the product or service. Attitudes encourage consumers to behave in a certain way or keep consumers from doing or not taking specific actions (Hartini, 2020; Soebandhi et al., 2018). These results support Chang's (2013) research that attitude is often used to assess advertising effectiveness because it is a strong predictor of intention and behavior. Likewise, someone who has a positive attitude

towards a product will determine the desire to consume the product.

Managerial implications

The results show that online reviews play an essential role in determining attitudes toward products and consumer purchase intentions. Companies need to consider increasing the frequency of customers to provide reviews, such as giving rewards to consumers who want to provide online reviews. Consumers use reviews as a comparison in determining purchases. Therefore, it is necessary to increase the credibility of online customer reviews. It can be overcome by providing ratings on online reviews given by consumers and validating user profiles that provide reviews to guarantee user credibility. The goal is for consumers to know whether they are people who have bought, or just interested, or have guest accounts. In addition, companies also need to implement rules that prevent dummy accounts and seller accounts from providing reviews and rating their products to increase credibility further. Judging from the magnitude of the influence of this online review, the company should also consider using reviews and ratings on products and almost all aspects related to customers.

Limitation and future research

The results of this study indicate that there is no significant difference in choice confidence in positive and negative online reviews. It means that online review does not affect choice confidence. It is presumably because most of the respondents (76.7 percent) are Generation Z. Further research is expected: First, try to compare participants across generations, such as generations X and Y. Second, this research is an experimental study using shoe products. So, further research accommodates research objects that prioritize services, such as restaurants, hotels, and others. Third, further research can try to use a research design with a survey. Fourth, when buying products online, consumers face much information from online store attributes that can be considered, such as store ratings, number of followers, and others.

So in the future, it is necessary to study various attributes of online stores that can be considered in purchasing decisions. Fifth, online customer review is a form of e-WOM, a tool for effective persuasion to consumers. So, it is necessary to consider using more sophisticated and already applied information technology such as Augmented Reality (AR) or Virtual Reality (VR). It is hoped that further research can answer the challenges of the potential in this research.

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