When Testimonials Matter More: Exploring the Influence of Online Customer Reviews and Brand Awareness on Purchase Intention

Benny Dwi Prasetyo [1], Amelindha Vania [2]

[1]Maulana Malik Ibrahim State Islamic University Malang, bennydp19@gmail.com
[2]Maulana Malik Ibrahim State Islamic University Malang, amelindhavania@uin-malang.ac.id

ABSTRACT

Online food delivery is the main choice of Indonesians, along with lifestyle changes that prioritize comfort, convenience, and time efficiency. The high purchase interest and large number of customer reviews on ShopeeFood show that Gacoan Noodles has a strong appeal in online food delivery services. This study aims to analyze the effect of online customer reviews and brand awareness on consumer purchase intention, especially on Gacoan Noodle products sold through the ShopeeFood application. Data was mainly collected by using a quantitative approach, data was distributed to consumers who have bought Mie Gacoan product form questionnaire. The analysis method used is Structural Equation Modeling (SEM) with the help of SmartPLS software. The results showed that online customer reviews have a significant influence on the purchase intention of Gacoan Noodle consumers on ShopeeFood in Malang City. Conversely, although brand awareness plays an important role in brand recognition, its effect on purchase intention is not partially significant. However, simultaneously, these two independent variables can explain most of the variation in the purchase intention of Gacoan Noodle consumers on the ShopeeFood application in Malang City.

Keywords: Online customer review, brand awareness, purchase intention, Mie Gacoan, ShopeeFood

INTRODUCTION

The trend of online food delivery services in Indonesia is growing rapidly. Global research institute Measurable AI reports that online food delivery is still the main choice for Indonesians to buy food or drinks (Nurcahyani, 2023). A survey conducted by Lokadata also shows that Indonesians are quite active in using food delivery services (Narasi, 2024). The Indonesian food delivery market has witnessed remarkable growth in the last few years with local as well as international companies. An important trend in the industry is change in the ordering mechanism, mobile applications are increasingly being used for ordering food. Eating is a social practice for many in Indonesia, however, the country's culinary culture is beginning to shift. With the availability of online delivery services, people can now enjoy almost all their favorite dishes at home. The situation has changed as a result of the development of online services and the increasing amount of food that can be ordered (Statista, 2024). In addition, the rapidly changing daily life of Indonesians has also aided in the growth of this service. With the slowly diminishing time to prepare food or eat outside, a good number of individuals are resorting to OFD services in order to satisfy their food

demands in a fast and easy way (Narasi, 2024). The demand for online food delivery services is steadily continuing to increase among Indonesians and the increasing trend is very encouraging. This makes Indonesia the largest market in Southeast Asia in this category. It is estimated that by 2023, Indonesia will be one of the countries with the highest usage of OFD in Southeast Asia, according to a report by Momentum Works. In that given year, the gross merchant value (GMV) of these services in Indonesia was $4.6 billion, approximately $72.12 trillion Indonesian rupiah (Rp), assuming the dollar exchange rate is Rp15,680 (Annur, 2024). Amid this growth, various online food delivery platforms such as ShopeeFood, GoFood, and GrabFood are competing to provide the best service to attract consumers (Yashilva, 2024).

Source: Data processed by researchers (2024)

Figure 1. Southeast Asia's Largest Online Food Delivery Market by 2023

The main factor that influences users in choosing a food delivery app or platform is price with a percentage of 51% and other considerations such as discounts or promotions are also some of the important factors, accounting for 49%. This means that in most cases, users do not ignore the economic aspect (Narasi, 2024). Based on the Aset Tenggara (2022), in terms of price after discount, ShopeeFood is superior to other online food delivery applications. This shows that ShopeeFood is able to provide the perception of a more competitive price compared to other platforms. This advantage is one of the driving factors to increase consumer purchasing interest through ShopeeFood. To generate buying interest in ShoppeFood users, online customer reviews are also very influential for ShopeeFood users to decide whether to buy and even make repeat purchases (Kurniawati & Ariyani, 2022).
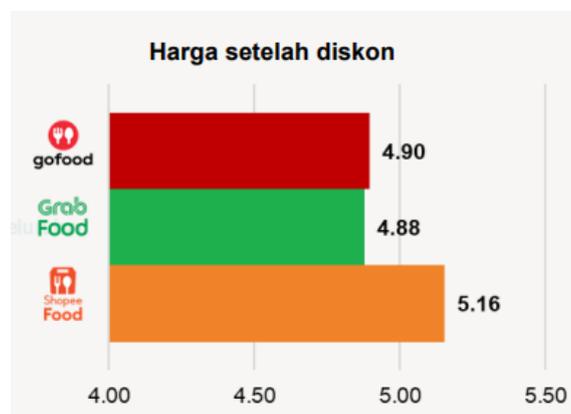

Source: Data processed by researchers (2024)

Figure 2. Comparison of Service Prices After Discount on Online Food Delivery Apps in Indonesia

A word of mouth in virtual mode in the form of online customer reviews is one of the key determinants that influence consumer decisions when selecting online food delivery services in this competition. Online customer reviews from previous buyers can be a reference for potential consumers in building buying interest. Through reviews on online food delivery applications, potential consumers get information about products. Positive reviews increase purchase intention, while negative reviews can cause doubts in purchasing decisions (Azaria & Sagala, 2022). There are several previous studies that support the relationship between online customer reviews and purchase intention (Mulyati & Gesitera, 2020; Amalia & Nurlinda, 2022). These studies found that online reviews have a positive impact on increasing purchase intention by making it easier for consumers to get product information. In contrast, research by Ariyani et al. (2023) found that online customer reviews cannot create purchase intention in online purchases at the Shopee marketplace.

According to Purnomo (2018), consumer purchase intention can be formed through high brand awareness, such as realizing and knowing that a product is a category of certain products. Affecting consumer behavior in online food delivery makes brand awareness essential. Brand awareness is the extent to which consumers can identify a brand by its unique attributes, expressed as recognition or recall performance (Kotler & Kevin, 2016). There are many studies supporting positive and significant between brand awareness its compared with purchase intention (Prameswari & Giri, 2022; Akbar et al., 2023). However, research by Fenetta & Keni (2020) shows that brand awareness does not have a positive effect on purchase intention.

The object of this research is Mie Gacoan in the shopeefood application, the reason for researchers to examine shopefood users is because the current group of people who are starting to shift from buying food offline tend to use online food delivery applications such as shopeefood (Nurcahyani, 2023). Mie Gacoan are one of the most popular brands among consumers in East Java.
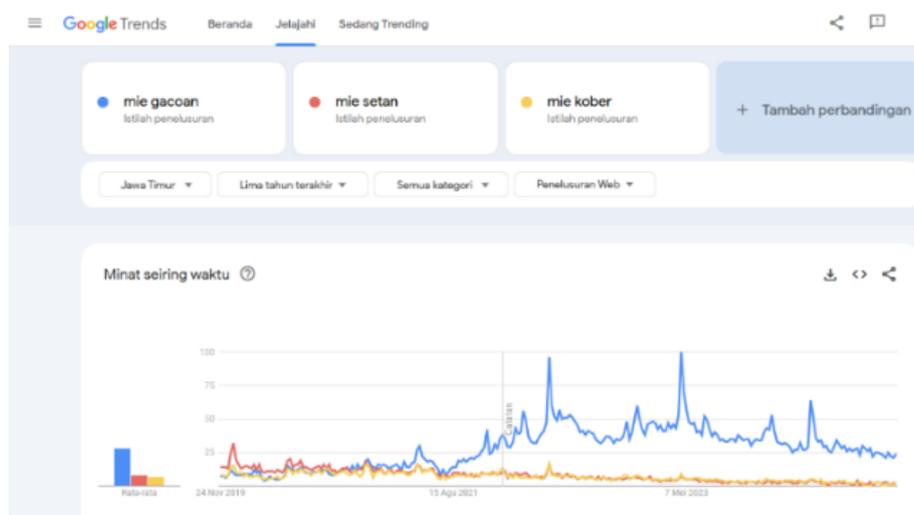
Source: Google Trends (2024)

Figure 3. Comparison of Popularity in Mie Gacoan, Mie Setan, and Mie Kober in East Java

In addition, Mie Gacoan has become the most sought-after and popular spicy noodle brand from 2019-2024. It can be seen that Mie Gacoan is significantly ahead of Mie Setan and Mie Kober in the spicy noodle category in Indonesia, especially in the East Java region (Google Trends, 2024). This shows the high public buying interest in Gacoan Noodle products in East Java. Based on data from Google Trends (2024), searches related to Mie Gacoan in Malang city show a significant spike, reflecting the public's enthusiasm for the brand. Data from ShopeeFood (2024) shows that the best-selling food orders in Malang city are dominated by Mie Gacoan products, which further strengthens the relevance of selecting Malang city as the location in this study. With Mie Gacoan branches spread across every sub-district, the brand has managed to attract the attention of local consumers, especially through positive customer reviews that strengthen its reputation on the shopeefood platform.

Based on the phenomena and problems mentioned, it can be seen the effect of online customer review and brand awareness on purchase intention. The existence of gaps in previous research has caused researchers to be interested in re-examining the variables mentioned above, but with different places and objects, namely consumers of Gacoan Noodle products in Malang city who use the shopeefood application.

The purpose of this study was to analyze the effect of Online Customer Review and Brand Awareness on consumer Purchase Intention on Gacoan Noodle products in the ShopeeFood application, both partially and simultaneously. This research is also to contribute to marketing literature and become a reference for the Gacoan Noodle company to improve the quality of online reviews and strengthen brand awareness, so as to attract more consumers and increase sales through platforms such as ShopeeFood.

LITERATURE REVIEW

Online Customer Review

Online customer reviews are a means for consumers to rate a product they have purchased. These reviews are useful for other consumers in assessing the extent of consumer satisfaction with the product, the purchase process, and the quality of service provided by the manufacturer (Handayani & Usman, 2021). According to Phillips et al. (2017), online customer reviews are an effective form of electronic word of mouth communication on online shopping sites. Wang et al. (2019) state that honest and quality customer reviews have a major influence on consumer purchases, especially in shaping perceptions of product quality. According to Handayani & Usman (2021), online reviews are a factor that strongly influences purchase intention on e-commerce platforms because consumers trust reviews provided by other users more than information provided by marketers. In Islam, consumers before deciding to buy a product are required to choose a product that is guaranteed halal and in accordance with the toyyibah principle, which is good, clean, and pure. The product must come from halal ingredients, be processed in a good way, and be safe for consumption. This is in accordance with Surah Al-Baqarah verse 168, which states that Allah SWT orders every human being to ensure that the products they buy or consume, whether in the form of food, drinks, or other goods, must meet halal and good criteria in order to provide benefits to users (Isnaini et al., 2024)

The indicators used to measure online customer review are as follows (Akbar et al., 2023):

1. Argument Quality

2. Source Credibility
3. Valence
4. Timeless

Brand Awareness

Brand awareness is a subset of brand equity; its definition is when consumers can recognize brands under various conditions, which is indicative of their brand recognition or recall accomplishments (Kotler & Kevin, 2016). Brand awareness is the extent to which consumers are familiar with the distinctive qualities or image of a particular brand of goods or services and is defined according to Siahaan & Yuliati (2016), as the ability of an outside party to identify a brand as a member of the product or service category. According to Purnomo (2018), consumer purchase intention can be formed through high brand awareness, such as realizing and knowing that a product is a category of certain products. The higher the awareness, the interest in buying consumers will also increase (Hakim & Keni, 2020). In an Islamic perspective, brand awareness must be based on clear and firm sharia principles, especially in terms of using brand names related to Islamic values. Companies that operate Islamic brands must ensure that the products offered meet the provisions of sharia, from raw materials to the production process. Islamic branding, which reflects values such as honesty, deep understanding of sharia principles, and accountability, plays an important role in building brand awareness that is in line with Islamic religious and cultural values (Isnaini et al., 2024).

The indicators used to measure brand awareness are adapted from a study conducted by (Akbar et al., 2023), which are as follows:

1. Unaware of Brand
2. Brand Recognition
3. Brand Recall
4. Peak of Mind

Purchase Intention

Purchase Intention is defined as consumer interest in products (services / goods) which is influenced by the behavior of the consumer himself, both internal and external behavior Kotler & Keller (2020). Purchase Intention, according to Najwah & Chasanah (2022), refers to the intention that comes from individuals to buy certain products or services, which are considered before the purchase process is carried out. Purchase intention, as explained by Maulida & Purwanto (2022), is a sense of interest felt by consumers in a product or service, which is the first step within the purchasing decision-making process of consumers. Online consumer reviews and brand awareness are very significant for the intention to purchase. As explained by Kurniawati & Ariyani (2022), purchase intention starts from awareness of needs, which is then followed by search, action, and evaluation of products to be consumed. Positive reviews and brand awareness can increase consumer confidence and purchase intentions for products. This shows that when consumers are exposed to positive online reviews, they are more likely to recognize the brand and feel more confident about buying the product offered (Yulida, 2019).

In an Islamic perspective, every individual is expected to fulfill their needs in a way that brings benefits to life, including in consumption activities. Islam regulates consumptive behavior with the principles contained in the Qur'an and As-Sunnah, which if adhered to, will bring blessings and prosperity. In this case, purchase intention is seen through five main principles, that is justice, cleanliness, modesty, generosity, and Morality. Islam teaches that consumers must be able to distinguish between needs and wants, and choose the good and useful, in order to avoid loss. Consumption of halal and useful products is preferred over haram ones, which can cause mudharat (Isnaini et al., 2024).

This study uses reference indicators from (Akbar et al., 2023). The indicators measuring purchase intention are as follows:

1. Transactional
2. Referential
3. Preferential
4. Explorative
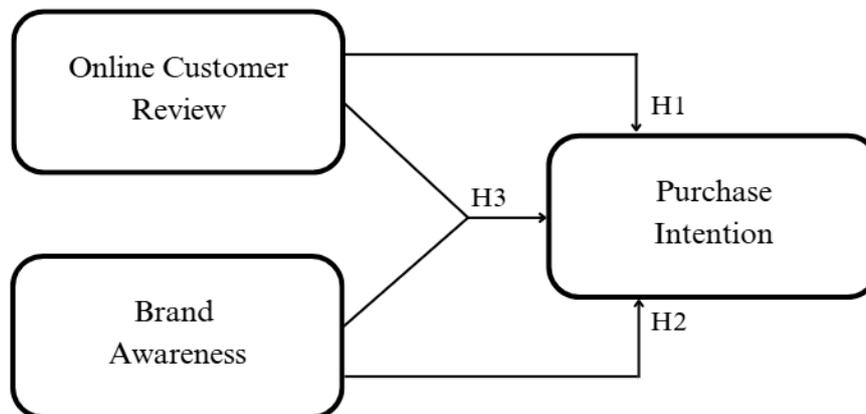
Source: Data processed by researchers (2024)

Figure 4. Research Model

METHODOLOGY

In this study, the research method chosen is quantitative with an explanatory approach. This research collects data through questionnaires distributed to all Mie Gacoan consumers on the ShopeeFood application in Malang City as the population for this study. In order to use the sample population, a purposive sampling method was used with criteria including domicile (living, working and studying) in Malang City (Lowokwaru, Sukun, Klojen, Blimbing and KedungKandang Districts), being in the age range of 15 - 35 years, and having previously purchased Mie Gacoan products use the ShppeeFood application. The sample used was 105 respondents who met these criteria. Each item is stated to be measured using a five-point Likert scale. Data analysis was carried out using statistical techniques such as Structural Equation Modeling (SEM) via SmartPLS version 3 software to test hypotheses related to the relationship between variables and measure their influence partially or simultaneously.

RESULTS AND ANALYSIS

Respondent Characteristics

To assist the understanding of the characteristics of the respondents that formed part of this research, below demographic profile is presented, which includes variables such as gender, age, place of residence, marital status, education level, and income. This data provides important insights into the background of the respondents who participated in this study, which may influence the results and interpretation of the analysis conducted.

Table 1. Research Results

Description	Frequency	Percentage
Gender		
Male	32	30,5%
Female	73	69,5%
Total	105	100%
Age		
15-25 years old	90	85,7%
26-30 years old	8	7,6%
31-35 years old	7	6,7%
Total	105	100%
Domicile		
Sukun	21	20%
Kedungkandang	21	20%
Lowokwaru	21	20%
Blimbing	21	20%
Klojen	21	20%
Total	105	100%
Marital Status		
Not Married Yet	88	83,8%
Married	17	16,2%
Total	105	100%
Last Education		
Senior High School	70	66,7%
Diploma (D1/D2/D3)	3	2,9%
Bachelor's Degree (S1/D4)	30	28,6%
S2/S3	2	1,9%
Total	105	100%
Income		
< 1 Million	29	27,6%
1-2 Million	49	46,7%
3-4 Million	17	16,2%
> 4 Million	10	9,5%
Total	105	100%

Source: Data processed by researchers (2024)

The profile of all respondents in this study, totaling 105 respondents, is dominated by young women aged 15-25 years, with unmarried status, senior high school education, and income ranging from 1-2 million rupiah in each month. Respondents were spread evenly

across the five sub-districts in Malang City, reflecting the diversity in the locations where they live. This profile shows the dominance of young, unmarried respondents, with secondary education, and lower-middle income.

Validity Reliability

Validity test is a process to establish the suitability and accuracy of the data obtained from the object of research to be able to carry out an analysis, so that it can be ensured that it matches the data reported by the researcher (Hair Jr. et al., 2021). The validity in this study can be seen in the table below:

Table 2. Validity and Reliability

Variabel	Item	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Online Customer Review	X1.1.1	0,815	0,864	0,898	0,595
	X1.1.2	0,78			
	X1.2.1	0,758			
	X1.3.1	0,754			
	X1.3.2	0,756			
	X1.4.1	0,764			
Brand Awareness	X2.1.1	0,702	0,909	0,926	0,612
	X2.1.2	0,752			
	X2.2.1	0,802			
	X2.2.2	0,719			
	X2.3.1	0,789			
	X2.3.2	0,84			
	X2.4.1	0,815			
	X2.4.2	0,827			
Purchase Intention	Y.1.1	0,784	0,906	0,925	0,605
	Y.1.2	0,818			
	Y.2.1	0,749			
	Y.2.2	0,823			
	Y.3.1	0,743			
	Y.3.2	0,778			
	Y.4.1	0,792			
	Y.4.2	0,733			

Source: Data processed by SmartPLS 3 (2024)

The test results demonstrate that all indicators on the online customer review, brand awareness, and purchase intention variables have outer loading above 0,7, which indicates adequate convergent validity The average value of Cronbach's alpha and composite reliability exceeds the minimum threshold of 0,7, which indicates excellent construct reliability. In addition, the Average Variance Extracted (AVE) values for all three variables were above 0.5, suggesting that the constructs met the necessary convergent validity standards. Overall, the information obtained can be considered valid and reliable for further performing analysis.

F-Square Test

The F-Square test is used to measure how much the independent variable affects the dependent variable and whether this influence is significative. The F-Square value is categorized as 0,02 for a small effect, 0,15 for a medium effect, and 0,35 for a large effect (Sugiyono, 2022).

Table 4. F-Square Test

	Online Customer Review	Brand Awareness	Purchase Intention
Online Customer Review			2,207
Brand Awareness			0,010
Purchase Intention			

Source: Data processed by SmartPLS 3 (2024)

From the table above, the F-Square test results show that online customer review has a major influence on purchase intention, with an F-Square value of 2,207, which is much higher than the 0.35 threshold which indicates a large influence. These results F-Square value indicate that the online customer review variable is very powerful in influencing purchase intention. In contrast, brand awareness has an F-Square value of 0,010, which is classified as a small influence category (0,02), indicating that the effect of brand awareness on purchase intention is very weak and almost insignificant. Thus, these results indicate that the Online customer reviews seem to be more effective in influencing an intention to purchase than brand awareness.

Model Fit Test

This research was done using standardized root mean square residual (SRMR) for estimating the goodness of fit in SEM analysis. If the SRMR value is smaller than 0,08, the model is considered to have a very good fit with the observed data. SRMR values between 0,08 to 0,10 indicate a moderate or acceptable fit. The SRMR values that has quality values of more than 0,10 is considered to be of a poor fit (Sugiyono, 2022).

Tabel 5. Uji Model Fit

	Saturated Model	Estimated Model
SRMR	0,158	0,158

Source: Data processed by SmartPLS 3 (2024)

From the data presented in the previous sections, relating to the fit model testing within the study models, the SRMR value of the Saturated Model and the Estimated Model are of 0,158 respectively. This SRMR value is greater than the recommended threshold of 0,08 for a model with a very good fit. Thus, the SRMR value of 0,158 indicates that both models have a poor fit. This indicates that the proposed models need to be improved or adjusted to better fit the observed data.

Hypothesis Test

T-Statistics are used to test the relationship between variables and test hypotheses in the analysis. Results are tested through T-Statistics values and P-Values. Any T-Statistics with a value greater than 1,96 for a two-tailed test at a 5 percent significance level is considered statistically significant and hypotheses were accepted if the P-Values were less than 0,05 (Hair Jr. et al., 2021). The following appears to be the findings on hypothesis testing in this current research:

Table 6. Hypothesis Test

	Standard Deviation (STDEV)	T Statistics	P Values	Description
Online Customer Review -> Purchase Intention	0,055	16,826	0,000	H1 Accepted
Brand Awareness -> Purchase Intention	0,056	1,090	0,276	H2 Rejected

Source: Data processed by SmartPLS 3 (2024)

As seen in Table 6, On the metrics of the hypothesis testing, On the relationship of online customer review with purchase intention it is observed that there are significant results, with T-Statistics of 16,826 and a P-Value of 0,000. Because the T-Statistics value is greater than 1,96 and the P-Value is below 0,05 therefore we accept H1, that is to say that online customer review influences significantly on purchase intention. In contrast, the relationship between brand awareness and purchase intention is not significant, with T-Statistics of 1,090 and P-Value of 0,276 Since the T-Statistics value is smaller than 1,96 and the P-Value is greater than 0,05 We reject H2, which shows that brand awareness did not affect purchase intention significantly. In summary, these findings mean that only online customer review has this effect on the intention to purchase whereas brand awareness does not.

R-Square Test

The R-Square test is applied in the model to ascertain how the independent variables can be relied upon in explaining the changes that happen to the dependent variable. With an R^2 value is above 0,75, then this model has a high capacity to adequate the underlying relationships between the variables, while an R-Square (R^2) value between 0,50 and 0,75 indicates moderate model capability. An R-Square (R2) value between 0,25 to 0,50 indicates weak model capability (Hair Jr. et al., 2021) .

Table 3. R-Square Test

	R-Square	R-Square Adjusted
Purchase Intention	0,983	0,982

Source: Data processed by SmartPLS 3 (2024)

Based on the R-Square value in this study of 0,983. With an R^2 value greater than 0,75, this model shows a strong ability to describe the relationship between variables. The Adjusted R-Square value of 0,982 indicates that the model is very strong in explaining variations in purchase intention simultaneously. With this value, 98.2% variability in purchase intention in

the model can be accounted for variations in the independent variables of the model. This also explains that, in general, the independent variables that were examined such as online customer reviews and brand awareness have a large effect on the purchase intention in total or simultaneously. Thus, the third hypothesis (H3) is accepted.

Analysis

The Effect of Online Customer Review on Purchase Intention

This analysis shows that online customer review has a significant influence on consumer purchase intention of Mie Gacoan on the ShopeeFood application in Malang City, so that the first hypothesis (H1) is accepted. This finding indicates that Mie Gacoan customer reviews available online at ShopeeFood play an important role in increasing consumer purchase intentions in Malang City. Mie Gacoan consumers on ShopeeFood tend to be more influenced by the experiences and ratings of other users who have tried the product. Positive reviews, both in the form of ratings and comments, can provide confidence for potential buyers and encourage them to make purchases. This is in line with the theory that information obtained from other consumer's experience has a great impact on making a purchase intention, because consumers feel safer and more confident when choosing products that have received positive reviews. Furthermore, this significant influence of online reviews shows that consumers are not only looking for information about the quality of the product, but also about previous customers' experiences in buying and consuming the product. On a platform like ShopeeFood, where products like Mie Gacoan are often selected based on reviews and recommendations from other users, customer reviews become one of the main factors considered before finally making a purchase decision. Thus, information shared by previous consumers can strengthen the purchase intention of potential consumers.

This supports the earlier findings concerning the significant effort of online customer review in swaying the customers' purchase intention.. For example, Mulyati & Gesitera (2020) found that online customer reviews have a positive influence on purchase intention, helping potential consumers find product information and reducing uncertainty in decision making. Research by Amalia & Nurlinda (2022) also revealed that customer reviews significantly increase purchase intentions, with better reviews increasing the chance of product purchase.

The Effect of Brand Awareness on Purchase Intention

The results of the analysis for Hypothesis 2 (H2), which examines the role of brand awareness in influencing purchase intention, show that the effect of brand awareness on purchase intention is not significant. This hypothesis is rejected, which means that brand awareness has no statistically significant effect on the purchase intentions among consumers of Mie Gacoan through the ShopeeFood application in Malang City. Although brand awareness is one of the factors which contribute towards recognition and image development, its effect on Purchase Intention is not as strong as expected. This indicates that other factors may be more dominant in influencing the purchase intention of Gacoan Noodle consumers in Malang City on ShopeeFood, such as perceived product quality or users' personal experience. On apps like ShopeeFood, consumers of Mie Gacoan in Malang City are more likely to consider other factors that more directly influence their satisfaction and experience, such as perceived product quality, price, and customer reviews. For example, even though Mie

Gacoan is widely known in the community, consumers may prefer the product based on the reviews of other users who have tried the product before, or based on their experience in using the fast and reliable food delivery service through the ShopeeFood app. Therefore, although Mie Gacoan may already have a good level of brand awareness among consumers, it has not been able to have an impact on the purchase intention of ShopeeFood consumers in Malang.

This finding agrees with the findings of Fenetta & Keni (2020), which shows that brand awareness does not have a positive effect on purchase intention, which is in line with the findings in this study. Although brand awareness plays an important role in building product recognition, these two studies show that other factors are more dominant in influencing consumer purchase intention. The research suggests that even though consumers recognize brands, the effect of brand awareness on purchasing intention is not always significant. This may be due to consumers who are more likely to choose products based on other factors, such as product quality, price, or even previous user experience.

The Simultaneous Effect of Online Customer Reviews and Brand Awareness on Purchase Intention Simultaneously

The results of the analysis for Hypothesis 3 (H3), which focuses on the effect of online customer review and brand awareness on intention to make a purchase intention of gacoan noodle consumers on the ShopeeFood application in Malang City simultaneously, show that this hypothesis is accepted. This finding indicates that although brand awareness does not have a significant effect partially, the combined effect of online customer review and brand awareness still has a very large contribution in influencing the purchase intention of consumers in Malang City towards Mie Gacoan on ShopeeFood. This means that although brand awareness alone is not enough to influence purchase intention directly, when combined with online customer reviews, both have a significant impact on the decision of Mie Gacoan consumers in Malang City to buy the product through ShopeeFood. On platforms like ShopeeFood, consumers often rely on reviews from other users to make purchasing decisions, especially when they feel less familiar with a particular brand. Although Mie Gacoan already has a fairly good brand awareness among the public, the direct influence of online customer reviews tends to be more profound in shaping purchase intention, especially for potential buyers who want to make sure the product is good before deciding to purchase.

Simultaneously, while brand awareness plays a role in building brand recognition, its influence becomes stronger when coupled with online customer reviews, which provide social proof and direct experience from other consumers. This is particularly relevant in the purchase of Mie Gacoan on ShopeeFood in Malang City, where consumers can see ratings and reviews before deciding to buy Mie Gacoan. Therefore, although brand awareness does not necessarily influence purchasing intention directly, the combination of strong brand recognition and positive user reviews creates a synergistic effect that drives an increase in consumer purchase intentions. Thus, a marketing strategy that emphasizes these two factors, especially in an e-commerce platform, will have a significant influence in increasing purchase intention.

This finding matches what previous research by Ariyani et al. (2023) has shown that brand awareness and online customer reviews have a significant positive influence on purchase

intention when analyzed together. However, the study found that brand awareness had a greater impact compared to online customer reviews, which showed no significant influence when considered individually. This study highlights the importance of both factors in influencing consumer behavior in e-commerce.

CONCLUSION AND RECOMMENDATION

Conclusion

This study results in a significant influence of online customer review on purchase intention both partially and simultaneously. Meanwhile, brand awareness cannot influence purchase intention directly, it can only influence purchase intention simultaneously with online customer reviews. These findings highlight the importance of brand awareness and customer reviews in influencing consumer purchase intentions, especially in e-commerce platforms such as ShopeeFood, where the combination of the two can drive greater purchase intentions.

Recomendation

This study has several limitations that must be considered when expanding this research. First, this research only focuses on Gacoan Noodle consumers on the ShopeeFood application in Malang City, so further research is expected to expand the scope of research by involving various products and e-commerce platforms to obtain more generalizable results. Second, the variables used in this study are limited to online customer review and brand awareness. future research can consider adding other variables that can affect purchase Intention, such as perceived product quality, price, and brand trust, in order to provide a more comprehensive picture. Third, data collection methods that rely on questionnaires can be affected by response bias, such as the desire to provide answers that are considered social which can affect the objectivity of the results, so further research can use qualitative or mixed methods to provide deeper insights into consumer behavior in making purchasing intention. In addition, based on the results of the model fit test, this research model is also not recommended to be applied in further research.of using the product, namely to increase personal confidence and comfort, rather than simply to be seen or judged by others.

Taking into consideration the outcomes of this investigation, the Mie Gacoan company should pay attention to the two main factors that influence consumer purchase intention, namely brand awareness and online customer review. Mie Gacoan can display positive reviews from consumers on social media or e-commerce platforms such as ShopeeFood as testimonials to build trust in potential customers. This can increase brand credibility and encourage new consumers to try the product. To encourage more positive reviews, companies can offer incentives or loyalty programs to consumers who leave reviews, such as discounts or attractive gifts. This will motivate consumers to share their experiences. The company also needs to continue introducing and strengthening Mie Gacoan's brand image as spicy noodles from Indonesia through marketing campaigns on various platforms. This includes collaborations with influencers or promos on e-commerce apps to attract new consumers.

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