

THE INFLUENCE OF STORE REVIEWS AND RATINGS ON FASHION PRODUCTS ON CONSUMER TRUST LEVELS IN ONLINE SHOPPING (CASE STUDY ON GEN Z IN JEMBER REGENCY)

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ABSTRACT

The development of the fashion industry in the digital era has increased significantly along with the rapid growth of e-commerce in Indonesia. The intense competition among online stores highlights the importance of building consumer trust as a key factor in purchasing decisions. This study aims to determine and analyze the influence of customer reviews and store ratings on consumer trust in online shopping among Generation Z in Jember Regency. This research employed a quantitative approach with a total sample of 100 respondents. The results show that customer reviews and store ratings simultaneously have a significant effect on consumer trust, with a value of 62.315. Partially, customer reviews have a positive and significant effect on consumer trust with a value of 5.432, while store ratings also have a positive and significant effect on consumer trust with a value of 4.876. The coefficient of determination (R^2) value of 0.562 indicates that 56.2% of the variation in consumer trust can be explained by customer reviews and store ratings, while the remaining 43.8% is influenced by other factors outside this study such as price, product quality, promotion, and brand image.

Keywords : *Reviews, Store Ratings, Consumer Trust, Generation Z, E-Commerce*