

ABSTRACT

The increasing use of the internet has a profound impact on changing patterns of buying and selling transactions within communities. Transactions that were previously conducted offline are now shifting towards the online realm, with e-commerce leading the way. Within the realm of e-commerce, product information is often limited, making consumer reviews a pivotal factor in influencing purchasing decisions. This study aims to analyze the effects of Reviews Consistency, Reviews Quantity, Reviews Valence, and Online Purchase Intentions, with Attitude towards Product as the intervening variable, on Tokopedia users.

The research employed a purposive sampling technique for data collection. The sample comprised 126 respondents who were active Tokopedia users that had both purchased items and engaged with product reviews. Seven hypotheses were assessed using the Structural Equation Modeling (SEM) analysis tool, which was operated through AMOS 24 software.

The research findings indicate that all seven proposed hypotheses can be accepted. These include, hypothesis 1 (there is a positive effect of review consistency on online purchase intention), hypothesis 2 (there is a positive effect of the quantity of reviews on online purchase intention), hypothesis 3 (There is a positive influence of review valence on online purchase intention), hypothesis 4 (there is a positive influence of product attitudes on online purchase intention), and hypothesis 5 (There is a positive influence of review consistency on attitude toward product), hypothesis 6 (There is a positive influence of review quantity on attitude toward product), and hypothesis 7 (There is a positive influence of review valence on attitude toward product).

Keywords: *Reviews Consistency, Reviews Quantity, Reviews Valence, Attitude towards Product, Online Purchase Intentions*