

## ABSTRACT

*The rapid development of digital technology and the growth of e-commerce have significantly changed consumer behavior in making purchasing decisions, particularly for electronic products that involve a high level of consumer involvement. In this context, online customer reviews serve as an important source of information that influences consumers' perceptions and purchase intentions. This study aims to analyze the influence of three dimensions of online reviews, namely review timeliness, review quantity, and review valence, on consumers' online purchase intentions for electronic products on the Tokopedia platform, focusing on consumers in Semarang City.*

*This study employs a quantitative approach using a survey method through the distribution of questionnaires to respondents residing in Semarang City who have experience purchasing electronic products online via Tokopedia. The research is based on the Theory of Planned Behavior (TPB), which explains that individual intention is influenced by attitude toward behavior, subjective norms, and perceived behavioral control. Data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of the SmartPLS software.*

*The results indicate that review timeliness, review quantity, and review valence have a positive and significant effect on consumers' online purchase intentions for electronic products. These findings highlight the importance of online review characteristics in shaping consumer perceptions and increasing consumer confidence in the products offered. This study is expected to provide practical implications for e-commerce practitioners, particularly Tokopedia and electronic product sellers, in managing customer reviews strategically to enhance consumers' purchase intentions.*

**Keywords:** *online customer reviews, review timeliness, review quantity, review valence, purchase intention, e-commerce.*

