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## Understanding The Important Role of Online Customer Reviews in Social Commerce on Customer Trust and Impulse Buying

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### Abstract

This research aims to investigate the impact of online customer reviews on customer trust and impulse buying, by utilizing the Stimulus-Organism-Response (SOR) theoretical framework. Furthermore, it examines the impact of customer trust as a mediating variable between online customer reviews and impulse buying. Data was obtained through the use of an online questionnaire which was filled out satisfactorily by a total of 150 participants. Participants in this research were individuals who had engaged in impulsive online purchasing behavior and demonstrated consumer trust. The method used in this research involves utilizing Structural Equation Modeling with Partial Least Squares (SEM-PLS). The findings show that online customer reviews significantly influence consumer trust and impulse buying, while consumer trust significantly influences impulse buying. Moreover, consumer trust partially mediated the relationship between online customer reviews and impulse buying. This research encourages online customer reviews for social commerce in Indonesia. When customer trust increases, consumers will make impulse purchases based on recommendations. Individuals who show a tendency to engage in impulsive online purchasing behavior are supported by the trust that the individual has. This research provides theoretical and practical implications that can provide valuable insight for further online consumer purchase research.

**Keywords:** customer trust, customer reviews, impulse buying, social commerce

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## INTRODUCTION

Technological advances have facilitated the adoption of preserving consumption behavior oriented towards the use of social media in the context of e-commerce transactions, thereby enabling the transition from e-commerce to social commerce. Social commerce is a development of e-commerce that involves the use of social media, online media that supports social interaction and user contributions, to assist in buying and selling products and services online (Xiang et al., 2022). Over the past two years, social commerce has become the most used shopping platform. Social commerce is gaining popularity as everything that is trending around the world revolves around the app in fun short videos accompanied by trending music (Feng, 2024; Zhang & Liu et al., 2022). The interesting thing about this phenomenon is that it allows traders to take creative advantage of displaying reviews of their products through short or long in-feed videos so that social media users who act as consumers can buy them directly, which can lead to impulse buying behavior.

In the era of digitalization, not only sales transactions are developing, but marketing strategies are also developing (Kobets, 2024; Lunatari et al., 2024). One of the big changes in traditional marketing is marked by the emergence of digital marketing to be able to compete in the digital era (Paramastri, 2024; Vidani, 2024). The importance of digital marketing increases every year as part of the marketing strategy implemented by an organization or company. Currently, online customer reviews on social networks are considered effective marketing tools; this exposes consumers to other consumption experiences, allows consumers to make decisions, and communicates consumer experiences to the company. Not only content creators are actively creating content, but business people also use the content as a tool to promote business. This can provide sellers with opportunities to increase sales, as well as views and followers. In general, the commercial dynamics of social commerce are driven by social purpose, where everyone can be a seller, consumer, content creator, and opinion leader (Angelini et al., 2024; Wang & Xie, 2020).

One of the important consequences of social commerce is the emergence of meaningful user behavior, specifically the impulsive buying of online customers. On social commerce, customers can see online reviews about online retailers, products, or services. Online customer reviews on social commerce provide information that facilitates future purchases and urges to buy impulsively to another customer. Consumers' perceived value when reading online reviews is considered a positive and reactive aspect that facilitates and predicts consumers' browsing behavior. Listening and reading online reviews, as part of the purchase journey, can activate perceived value by achieving a desired goal or providing customer satisfaction. Therefore, brands and businesses need to know the importance of reading online reviews to encourage customers' browsing behavior, ultimately leading to impulsive purchases (Astuti & Nindyaswar, 2022). In the existing literature, impulsive buying refers to unplanned or sudden purchasing behavior, which has increasingly attracted the attention of researchers in online shopping (Sujaya, 2023). Impulse buying is an unplanned purchase, which occurs when a person receives a certain stimulus. Previous studies have shown that the online shopping environment will stimulate impulsive buying of online customers (Busalim & Hussin 2016; Dodoo & Wu, 2019).

The emergence of social media has led to wider online criticism and made social media one of the most relevant and effective channels of information exchange. Previous research has demonstrated that trust plays an important role in forming and maintaining social exchange relationships (Zhang & Liu, 2022). Like other e-commerce contexts, customer trust is also essential in social commerce. Online customer reviews can influence customer trust by providing information about product or service quality, online store reliability, and previous purchasing experiences (Alkhalifah, 2022). This becomes

even more important in the online shopping environment due to the complexity and variety of online interactions and the potential for dishonest and unpredictable behavior in social commerce. Building customer trust is crucial in social commerce, where frequent member interactions occur. Zhang et al., (2014) highlighted that online reviews are key information sources for consumers, helping them assess product and service quality. Increased trust leads to impulse purchases driven by recommendations.

Online customer reviews are becoming one most important thing for modern consumers. Online customer reviews highlight important information that influences consumers' online purchasing behavior. Previous studies have shown that online reviews can play an important role in consumers' online purchasing behavior (Mudambi and Schuff, 2010; Zhang et al., 2014). Although the importance of online reviews has been widely recognized, few studies have examined whether online reviews can influence consumers to develop impulsive purchasing behavior. Online customer reviews which contribute to increased consumer impulsivity, can be regulated by customer trust (Elwalda & Lü, 2014). Previous research by Moreno et al., (2022) also suggested that customer trust can mediate the relationship between online customer reviews and impulse buying behavior. Online customer reviews are an important factor that influences impulse buying behavior that is mediated by customer trust in social commerce. However, only a few studies have examined how this may influence consumers' online impulsive buying behavior, mediated by customer trust. The objective of this study is to investigate the impact of online customer reviews on impulse buying, mediated by customer trust, drawing upon the theoretical framework of the Stimulus-Organism-Response (SOR) Theory.

Research on the influence of online customer reviews on impulse buying mediated by customer trust has an important urgency because of the importance of customer trust, where online customer reviews can influence customer trust in products and companies. High customer trust can improve their purchasing decisions and influence company success. Apart from that, the importance of decision-making through impulse buying can influence customer purchasing decisions. Research on the influence of online customer reviews on impulse buying can help companies understand the factors that influence customer purchasing decisions and develop more effective marketing strategies. More than that, the urgency of the research is that in a competitive business environment, companies need to understand how online customer reviews can influence customer perceptions and influence their purchasing decisions. Research on the influence of online customer reviews on impulse buying can help companies develop marketing strategies that are more effective and competitive in the market. By considering this urgency, research on the influence of online customer reviews on impulse buying mediated by customer trust can help companies understand the factors that influence customer purchasing decisions and develop more effective marketing strategies.

## LITERATURE REVIEW

### Stimulus-Organism-Response (SOR) Theory

The critical role of online customer reviews in influencing purchase promotion and customer trust through mediation. SOR theory is a psychological model used to understand and predict human behavior in a variety of contexts. This theory examines the relationship between external stimuli, internal processes, and behavioral responses. SOR theory has been extended to several research areas, including marketing (Wu et al., 2020). In particular, there is a lack of research that considers recommendations and rewards as stimuli in recommendation systems to study the impact of customer reactions in real-world online shopping environments. She argues that SOR theory is divided into aspects of the environment (stimulus), which creates the individual's psychology (the organism) and can then shape

behavior (the response). Based on the SOR framework, consumers' behavioral intentions are formed by stimulation from external factors, in this study, such as online customer reviews. The concept of SOR refers to an individual's external stimuli that influence their perceptions, and attitudes, and form their behavior (Han et al., 2022). "Stimulus" are factors that predict a consumer's perception as a starting point for decision-making. "Organism" is a component of SOR theory. The organism refers to the internal processes of the individual that intervene between external stimuli and the individual's actions and reactions. In the context of the original framework, organismic mainly refers to emotional and cognitive aspects. One framework or construct in this study is customer trust. The final element of SOR theory is "feedback." An individual must respond to a given stimulus according to an appropriate behavioral pattern. The SOR model systematically describes an organism's response to the external environment that affects its cognitive and psychological state (Bastos & Moore, 2021).

### **Online Customer Reviews and Customer Trust**

Consumer trust is created by providing an online facility where everything is defined, from products and services to reviews left by consumers. online customer reviews also play an important role in purchasing decisions, including impulse buying. Han (2023) found that consumers who intend to purchase products online reduce their feelings of uncertainty. They collect and refer to online customer reviews regarding electronic platform trading. This typically includes information from consumer experiences. In addition to reducing tension, another reason why potential consumers look for information in online reviews is that potential consumers look outside of online media for information about the products they want to buy. This case is supported by the studies of Fahrozi et al., (2022); Farki et al., (2016); Han (2023) which show that OCR has a positive and significant relationship with consumer trust. Based on previous studies, the hypothesis proposed in this study is:

H1: Online customer reviews have a positive impact on consumer trust.

### **Online Customer Reviews and Impulse Buying**

From a consumer perspective, customer reviews include all of the benefits that customers perceive, such as the suitability of the benefits with the price paid and the product's quality to be purchased online. In this case, it becomes easier for customers to identify themselves based on the reviews provided when evaluating their purchasing decisions. Online customer reviews aim to enhance customer perception of the performance of a service or product during and after delivery. From a company's perspective, a seller's reputation includes everything that customers view as an indicator, such as the services and products provided. Online product reviews can be provided in the form of testimonials or comment sections. Therefore, customers need accurate reviews to convince them to buy. Zhang et al., (2014) stated that online customer reviews are an important source of information for consumers. This information also provides the basis for consumers to evaluate the quality of a product or service. This increased customer trust leads consumers to make impulse purchases based on recommendations. According to a study by Kazi et al., (2019), social network marketing through online reviews has a positive impact on impulse purchases. Additionally, a study by Astuti et al., (2020) found that online customer reviews have a positive impact on impulse purchases. This case is supported by research conducted by Nieto et al., (2014). Based on previous studies, the hypothesis proposed in this study is:

H2: Online customer reviews have a positive impact on impulse buying.

H4: Online customer reviews have a significant impact on impulse buying through consumer trust.

### Customer Trust and Impulse Buying

Online customer reviews with attractiveness and expertise have a positive impact on consumer trust in a brand, according to research conducted by Kim & Kim (2021); Emeraldal & Kurniawati (2022), online customer reviews with appeal and expertise have a positive effect on consumer trust in a brand. Furthermore, research by Racherla et al., (2012) shows that online product reviews can increase consumer trust. According to a study by Styvén et al., (2017), trust can encourage consumers to make impulse buying. A study by Han (2023) also found that the higher the trust of social media users, the higher the consumer's impulse purchase behavior. Furthermore, Moreno et al., (2022) stated that customers' online trust has a positive impact on impulse purchases. According to a study by Lavenia & Erdiansyah (2022) an online customer review increases trust and has a positive impact on impulse buying. Based on previous studies, the hypothesis proposed in this study is:

H3: Customer trust has a positive impact on impulse buying.

The following is the proposed research model:

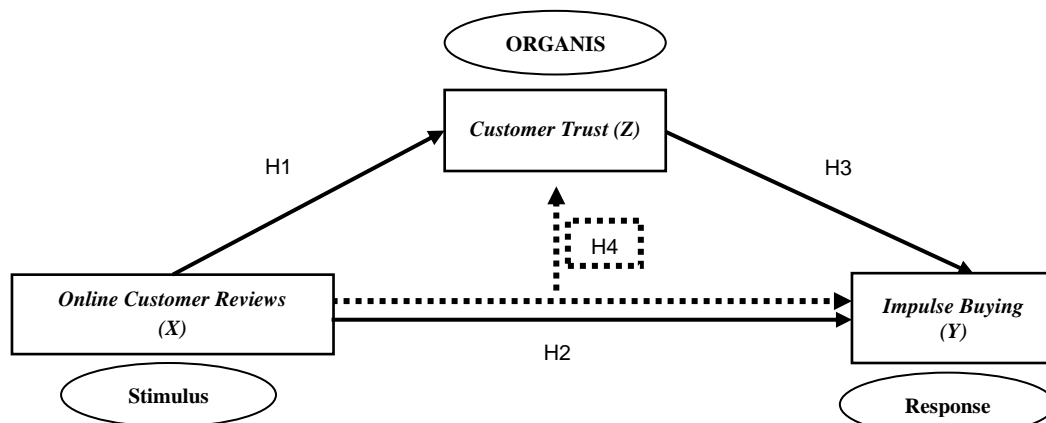


Figure 1. Conceptual Model

### METHODS

This research utilized a quantitative approach to examine the impact of online customer reviews on customer trust and impulse buying behavior within the context of social commerce. The study was grounded in the SOR theoretical framework to investigate these relationships, particularly focusing on how customer trust serves as a mediating variable between online reviews and impulsive purchasing behavior. The population targeted in this research included all users of social commerce applications who had made at least one transaction. However, the exact population size was unknown, prompting the use of a non-probability sampling method. Specifically, purposive sampling was utilized, selecting participants who met the criterion of having made at least one transaction on social commerce platforms.

To determine an appropriate sample size given the unknown population, the research followed the guidelines provided by Hair & Alamer (2019) who suggest that the Maximum Likelihood Estimation (MLE) technique is suitable for this type of study. According to MLE, a sample size ranging from 100 to 200 is considered optimal for ensuring reliable results. Based on this recommendation, the study selected a sample size of 150 participants. Data was collected through an online questionnaire, ensuring

that participants had satisfactorily completed the survey and met the inclusion criteria of engaging in impulsive online purchasing behavior.

The quantitative data analysis methodology employed in this research was Partial Least Squares Structural Equation Modeling (SEM-PLS), which is particularly well-suited for complex models and exploratory research. The SEM-PLS analysis method was applied using SmartPLS version 3, a software tool commonly used for such analyses. This method allowed the researchers to test the proposed hypotheses and examine the relationships between the variables in a robust manner. SEM-PLS was chosen due to its ability to handle non-normal data distributions and small to medium sample sizes effectively, making it a fitting choice for this research.

Hypothesis testing was conducted using the PLS analysis technique, which evaluated the direct and indirect effects of online customer reviews on impulse buying, with customer trust acting as a mediator. The findings from the analysis revealed that online customer reviews significantly influence both consumer trust and impulse buying. Furthermore, the study confirmed that consumer trust significantly impacts impulse buying and serves as a partial mediator in the relationship between online customer reviews and impulsive purchasing behavior. These insights offer both theoretical and practical implications, highlighting the importance of fostering customer trust to enhance impulse buying behavior in the context of social commerce.

Table 1. Respondents Characteristics

Characteristics of Respondents	Description	Amount	Percentage (%)
Gender	Man	44	29.3
	Woman	106	70.7
The Last Education	SHS	51	34.0
	Diploma	3	2.0
	Bachelor	45	30.0
	Master	44	29.3
	Doctoral	7	4.7
Occupation	BUMN Employees	1	0.7
	Civil Servant	13	8.7
	Lecturer	12	8.0
	Private Sector Employees	40	26.7
	Self-Employed	11	7.3
	Student	66	44.0
	Other	7	4.7
Generation	Gen Alpha (2013-Present)	3	2.0
	Gen Z (1997-2012)	88	58.7
	Gen Y / Millenial (1981-1996)	39	26.0
	Gen X (1965-1980)	17	11.3
	Baby Boomers	3	2.0
Impulsive Transactions in Social Commerce	Yes	134	89.3
	No	16	10.7

This section will describe descriptively the distribution of respondent background data consisting of various characteristics. The characteristics of the respondents discussed in this study include gender, age, last education, and occupation. The classification of the characteristics of the respondents can be seen in Table 1. Based on Table 1, it can be concluded that 150 respondents used



social commerce, dominated by 70,7% women while 29,3% were men. Judging from their last education, the respondents were the highest dominated by Senior High School (SHS) at 34% while the lowest respondent was from D3 at 2%. Judging from occupation, it is dominated by students as much as 44% and the lowest number of respondents is 0,7% from BUMN employees. The results of the study about the characteristics of respondents based on generation are dominated by Generation Z at 58,7%, and the lowest results are from the Alpha generation and baby boomers at 2%.

## RESULT

### Outer Model Analysis

According to Latan & Ghazali (2012) in the early stages of development a loading factor value greater ( $>$ ) than 0.5 0.6 can be said to be valid. The following Table 2 is an explanation for the loading factor values of each of the existing variables. Based on Table 2, the results of data processing show that there are no variable indicators whose outer loading values are below 0.7, so all indicators are declared feasible or valid for research use and can be used for further analysis.

Table 2. Loading Factor Value

Indicator	Online Customer Reviews	Impulse Buying	Customer Trust
X1	0.797		
X2	0.850		
X3	0.791		
X4	0.849		
X5	0.800		
X6	0.735		
X7	0.771		
X8	0.800		
X9	0.787		
Y1		0.846	
Y2		0.882	
Y3		0.875	
Y4		0.835	
Y5		0.818	
Y6		0.827	
Z1			0.856
Z2			0.858
Z3			0.787
Z4			0.809
Z5			0.756

### Discriminant Validity

Indicators are stated to meet discriminant validity if the indicator cross-loading value on the variable is the largest compared to other variables. From the results of processing the data obtained, it can be stated that the indicators used in this study already have good discriminant validity in compiling their respective variables. In addition to observing the cross-loading value, discriminant validity can also be known. Another method is to look at the Average Variant Extracted (AVE) value for each

indicator, the required value must be  $> 0.5$  for a good model. The following Table 3 is Average Extracted (AVE) Value as can be seen in Table 3.

Table 3. AVE Value

Variable	AVE	Information
E-Service Quality	0.560	Valid
E-Trust	0.522	Valid
E-WOM	0.564	Valid
Repurchase Intention	0.582	Valid

Based on the data presented in Table 3, the AVE values for the variables e-service quality, e-trust, e-WOM (Electronic Word of Mouth), and repurchase intention all exceed the threshold of 0.5. An AVE value greater than 0.5 indicates that more than half of the variance of the observed variables is explained by the latent construct, signifying good convergent validity. This means that the indicators chosen for each construct are effectively capturing the intended underlying concept. Additionally, the fact that all AVE values surpass the 0.5 threshold confirms strong discriminant validity, ensuring that each construct is distinct and not merely a reflection of another within the model. This solidifies the reliability of the measures and the validity of the hypothesized relationships within the study, enabling more confident interpretation of the findings.

### Composite Validity and Cronbach Alpha

A variable can be declared to meet composite reliability if it has a composite reliability value of  $> 0.7$ . The reliability test with the composite reliability above can be strengthened by using the Cronbach Alpha value. A variable can be declared reliable or meets Cronbach Alpha if it has a Cronbach Alpha value  $> 0.7$ . The following is Table 4 showing the the Cronbach Alpha value and composite reliability value of each variable used in this study. These results indicate that each variable of composite reliability and Cronbach's alpha so it can be concluded that all variables are reliable.

Table 4. Composite Reliability and Cronbach's Alpha Value

Variable	Composite Reliability	Cronbach's Alpha	Information
Online customer reviews	0.940	0.929	Reliable
Customer trust	0.907	0.872	Reliable
Impulse buying	0.939	0.922	Reliable

### Inner Model Analyst

#### Model Goodness Test (Goodness of Fit)

Based on the data processing that has been done using the smart PLS 3.2 program, the R-Square value is obtained in Tabel 5. It shows that online customer reviews can explain the variability of customer trust contracts by 56.7% and the remaining 44.3% is explained by other contracts outside those examined in this research. Meanwhile, online customer reviews can explain the variability of the impulse buying construct by 70.3% and the remaining 29.7% is explained by other contracts outside those examined in this research. The goodness of fit assessment is known from the Q-Square value. The Q-



Square value has the same meaning as the coefficient of determination (R-Square) in the regression analysis, where the higher the Q-Square, the better or more fit the model can be with the data.:

Table 5. R-Square Value

Variable	R Square	R Square Adjusted
Customer trust	0.567	0.564
Impulse buying	0.703	0.698

The results of the Q-Square value calculation are shown below. Based on the calculation results below, a Q-Square value of 0.871 is obtained. This shows that the diversity of the research data that can be explained by the research model is 87.1%. While the remaining 12.9% is explained by other factors that are outside this research model. Thus, from these results, this research model can be stated to have good goodness of fit.

### Hypothesis Test

Table 6. Hypothesis Test Results for Direct Effect

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-Values
Online customer review > Customer trust	0.753	0.757	0.043	17.343	0.000
Online customer reviews > Impulse buying	0.460	0.460	0.076	6.063	0.000
Customer trust > Impulse buying	0.436	0.437	0.078	5.569	0.000

The rules of thumb used in this research for direct influence are t-statistics  $> 1.96$  with a significance level of p-value  $< 0.05$  (5%) and the beta coefficient is positive. Hypothesis test results for direct effect as can seen in Table 6. Based on the results of hypothesis testing for the hypothesis effect of online customer reviews on customer trust, the t statistical value is greater than the t table ( $17.343 > 1.976$ ), with a significant level less than 0.05 ( $0.000 < 0.05$ ). The value of path coefficients online customer reviews is positive at 0.753. So it can be concluded that the online customer reviews variable has a positive and significant effect on customer trust. The better the online customer reviews, the more customer confidence in social commerce will increase. Based on the results of hypothesis testing for the effect of online customer reviews on impulse buying, the t statistical value is greater than the t table ( $6.063 > 1.986$ ), with a significant level less than 0.05 ( $0.000 < 0.05$ ). The value of path coefficients online customer reviews is positive at 0.460. So it can be concluded that the online customer reviews variable has a positive and significant effect on impulse buying. The better the online customer reviews. The more it can influence impulse buying in social commerce. Based on the results of hypothesis testing for customer trust on impulse buying, the t statistical value is greater than the t table ( $5.569 > 1.986$ ), with a significant level less than 0.05 ( $0.000 < 0.05$ ). The value of path coefficients is positive at 0.436. So it can be concluded that the variable customer trust has a positive and significant effect on impulse buying. This means that the better the trust, the more it can influence impulse buying in social commerce.

Rules of thumb in this study for indirect effects are t-statistics  $> 1.96$  with a significance level of p-value  $< 0.05$  (5%) and the beta coefficient is positive.

Table 7. Hypothesis Test Results for Indirect Effect

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Online customer reviews -> Customer trust -> Impulse buying	0.328	0.331	0.063	5.217	0.000

Hypothesis test results for indirect effect as can seen in Table 7 above. Based on the results of hypothesis testing for the effect of online customer reviews on impulse buying through customer trust, the t statistical value is greater than the t table ( $5.217 > 1.966$ ), with a significant level less than 0.05 ( $0.000 < 0.05$ ). The path coefficient value of the indirect influence of online customer reviews on impulse buying through customer trust is positive at 0.328. So it can be concluded that the online customer reviews variable has a positive and significant effect on impulse buying through customer trust.

## DISCUSSION

This research shows that online customer reviews influence customer trust and impulse buying. Apart from that, using attractive and interactive product displays and customized product review recommendations has the potential to encourage the creation of customer trust as an organism so that it can stimulate impulse buying as a response. The SOR theory explains how the quality of products and services offered by a company influences customers' decisions to purchase. SOR theory suggests that online customer reviews are related to impulse purchases. When products and services are of high quality, customers feel satisfied and have more trust in the company and its products. This improves customers' purchasing decisions. Therefore, companies should pay attention to the quality of products and services offered to increase customer confidence and influence customer purchasing decisions. In addition, companies must also pay attention to customer criticism and confidence in their products and services to improve the quality of their product and service offerings (Mo et al., 2015; Kimiagari & Malafe, 2021).

Judging from the results of the questionnaire filled out by respondents, it is known that respondents stated that they believed in the existence of online customer reviews, the importance of the role of good online customer reviews in making it easier for consumers to make purchases, and the number of product reviews on social commerce shows the level of popularity of the product itself. Prospective consumers have trust based on many things, including online customer reviews given by other consumers who have had previous experiences, when someone gives an online assessment in the form of photos, video reels, or review comments, it can trigger impulsive buying or unplanned buying. Unplanned purchases often occur without prior thought and suddenly a strong feeling arises of owning the item being sold. One of how feedback given by consumers can realize the trust given to the shop customers. On the other hand, customers are impulsive buyers in the form of potential consumers who believe that the product is of good quality, as can be seen from many impulsive consumers who make purchases on social commerce more than once. The results of this research are supported by previous

research which shows that online customer reviews influence customer trust (Han, 2023).

The results of this research data processing also show that online customer reviews influence impulse buying. This is because the better the online customer reviews given, the greater the possibility that potential buyers will make impulse purchase transactions because they are influenced by positive reviews given by previous buyers. When potential consumers see video reels in the form of online customer reviews, potential consumers experience the urge to shop according to what they potential consumer feel at that time, potential consumers often have thoughts of buying now, thinking later without thinking twice, potential consumers also tend to buy goods outside of shopping purposes, as well as product offerings through online customer reviews. Potential consumers tend to shop online differently from those who planned their initial shopping. This condition is supported by respondents' answers who revealed that they made high spontaneous purchases just because of sheer interest as indicated by a high average score and only made 1 purchase on social commerce (Chen et al., 2019). These results are supported by research conducted by Simamora & Dina (2023); Kimiagari & Malafe (2021) where impulse purchases are influenced by ratings given by consumers online.

The research results also show that the trust variable influences impulsive purchasing decisions in social commerce. This means that the better the trust, the more it can influence purchasing decisions, and impulsive purchasing decisions in social commerce. These results identify that consumer trust lies in social commerce being able to fulfill its responsibilities towards consumers in running an online business, social commerce can carry out good sales business in securing transactions and does not incur additional costs beyond those calculated in the social commerce application when carrying out transactions in social commerce (Wang et al., 2024; Medina-Quintero, 2024). Furthermore, consumer trust in social commerce is determined by guaranteed privacy, data protection, and collection of consumer personal data in the transaction service process in social commerce and trust in social commerce to act honestly and trustworthy in providing shopping information to consumers. These conditions are important things that consumers pay attention to and influence decisions. impulse buying in social commerce. This research is in line with the research results of Farki et al., (2016); Fahrozi et al., (2022); Han (2023) which state that customer trust has a significant effect on impulse buying decisions.

Moreover, the results of this research also show that online customer reviews affect impulse buying through trust. The results of distributing questionnaires showed that many respondents stated that they believed that online customer reviews could make it easier for consumers to make purchases and the number of photos, video reels, and online reviews on a product could indicate the level of popularity of the product itself. Online shopping intentions for potential consumers This is motivated by many things, including online customer reviews given by other consumers. When someone gives a review of a product, it will trigger impulsive buying or unplanned buying (Laradi et al., 2024). Apart from that, impulsive buying in impulsive consumers occurs due to unplanned purchases, unplanned purchases. well-thought-out, spontaneous purchases, and frequent online purchases. Engaging and interactive online customer reviews influence consumer trust and impulse purchase intentions. This shows that online customer reviews are suitable for social commerce. Additionally, active social interactions drive impulse purchase intentions in social commerce. Interesting and interactive online customer reviews influence consumer trust and impulse buying intentions (Farki et al., 2016; Han, 2023; Martha et al., 2022; Salsabila et al., 2023).

The managerial implications of this research are that the stimulus in this context is online customer reviews, which influence customers' impulse purchases. Companies can use online customer

reviews to promote their products and increase their customers' trust. Customers responding to stimuli (online customer reviews) and influencing their purchase decisions are the organisms in this context. Companies must also pay attention to their customers' needs and preferences to increase customer trust and influence impulse buying triggers. A response is a customer purchase decision that is considered an impulse purchase. Companies can also use online customer reviews to influence customers to make impulse purchases and increase sales. This research that online customer reviews are more suitable for social commerce. Additionally, active social interactions are conducive to impulse buying intentions in social commerce.

## CONCLUSION

This research aims to determine the impact of online customer reviews on customer trust and impulse buying, by utilizing the SOR theory. The findings of this research indicate that online customer review experiences can have a positive impact on customer behavior, particularly regarding customer trust and impulse buying. The impact of customer behavior characterized by customer trust and online compulsive buying on provider sales in social commerce is undoubtedly significant. This research contributes to the SOR theory of development. This research paper introduces a theoretical framework that explores the use of online customer reviews in social commerce. This research examines the phenomenon of impulsive online buying through the SOR theory, which links online customer reviews as an external stimulus that has a significant impact on consumer trust with the final response influencing sudden purchases made by potential consumers. Future researchers can also use other objects such as various types of e-commerce so that they can provide different and more interesting results.

## LIMITATION

This study has limitations that should be carefully considered when interpreting the results. The generalizability of the study results is limited as it only focuses on social trading platforms, so the results may not be generally applicable to different industries or other contexts. Limitations in describing specific market or industry contexts may limit the generalizability of our findings regarding the impact of online customer reviews on consumer behavior. There are limitations in the use of variables in this research. This study did not take into account all factors that might influence the relationship between online customer reviews and impulse buying, such as other external factors that were not measured. To overcome the limitations and increase the understanding of the impact of online customer reviews on consumer behavior, further research can be conducted.

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