

Vespera Acta Academica (VAA)
Vol 1 No 1 November 2026, Hal 15-30
ISSN: XXXX-XXXX (Print) ISSN: XXXX-XXXX (Electronic)
Open Access: https://researchfrontiers.id/vaa

Online Reviews and Repurchase Intention among E-Commerce Consumers: A Systematic Review of Quantitative Evidence

Methmal H. K. R.[1*], Fernando H. Y. B.[2]
[1-2] Nāgānanda International Institute for Buddhist Studies, Sri Lanka
email: rusirumethmal0@gmail.com[1]

Article Info :
Received:
27-09-2026
Revised:
26-10-2026
Accepted:
09-11-2026

Abstract

Online customer reviews are frequently associated with repeat purchasing, yet published quantitative findings vary across platforms, products, and analytical models. This study examines relationships between online reviews and repurchase intention among e-commerce consumers through a structured synthesis of published quantitative evidence, guided by systematic review principles and PRISMA 2020 reporting requirements. Available empirical investigations were compared by research setting, sample size, construct measurement, statistical approach, and reported direct or mediated associations. Verified studies included respondent samples ranging from 100 to 335, alongside research analyzing review records or experimental purchasing decisions. Evidence indicates that online reviews are positively associated with repurchase intention in several settings, including an Erigo consumer study reporting a coefficient of 0.217 ($p < 0.001$). Other studies reported nonsignificant direct associations or significant indirect relationships through customer satisfaction and trust. Differences in review measurement, model adjustment, and behavioral outcomes restrict cross-study comparability. The available source corpus does not support a valid pooled effect estimate, and a complete database screening record and formal quality appraisal have not been established. The synthesis highlights the need for standardized measurement, transparent effect reporting, and stronger behavioral evidence to clarify how online reviews relate to consumer retention across diverse contemporary digital marketplace environments.

Keywords: *Consumer Retention, E-Commerce, Online Customer Reviews, Quantitative Evidence Synthesis, Repurchase Intention.*

©2026 Authors.. This work is licensed under a Creative Commons Attribution-Non Commercial 4.0 International License.
(https://creativecommons.org/licenses/by-nc/4.0/)

INTRODUCTION

The expansion of electronic commerce has transformed consumer-generated information into an important component of digital purchasing environments, particularly as marketplace platforms increasingly integrate customer evaluations into product discovery and purchasing decisions. Online reviews represent heterogeneous forms of consumer information whose characteristics, accessibility, and persuasive functions vary across digital platforms and purchasing situations (Pocchiari et al., 2025). Consumers with previous purchasing experience may evaluate such information differently from first-time buyers because their assessments can incorporate comparisons between published evaluations and personal transactional experiences. The credibility of customer-generated evaluations becomes particularly relevant when consumers attempt to assess whether review information accurately represents product characteristics, seller performance, and purchasing outcomes (Pooja & Upadhyaya, 2024). Repeat purchasing introduces additional considerations because consumers must decide whether previous experiences and subsequently encountered information justify maintaining commercial relationships with online sellers. Research examining online customer reviews and repeat purchase intention situates review information alongside other determinants of continuing consumer engagement in digital commerce (Aggarwal & Chauhan, 2025). The relationship between online reviews and repurchase intention consequently constitutes an important research problem requiring systematic examination of the quantitative evidence generated across different e-commerce environments.

Quantitative investigations have progressively examined online reviews as potential determinants of repurchase intention, although their analytical frameworks incorporate different explanatory variables and consumer characteristics. Studies of online shopping environments have evaluated online reviews in conjunction with consumer trust and perceived risk, reflecting the importance of psychological assessments in subsequent purchasing decisions (Anggraeni & Albari,

2024). Research involving e-commerce consumers has also incorporated utilitarian value, hedonic value, satisfaction, and trust into structural models examining online reviews and repurchasing intention (Cuong, 2025). These approaches extend beyond a simple association between customer evaluations and repeat purchasing by considering additional mechanisms through which consumer information may relate to purchasing behavior. Investigations of product-specific purchasing environments have similarly considered credible online reviews alongside brand-related factors and customer satisfaction when explaining repurchase intention (Cyntya & Berlianto, 2023). Other quantitative research has examined online customer reviews together with product ratings, demonstrating that multiple forms of consumer-generated information may be incorporated into evaluations of repeat purchasing decisions (Fransiscus et al., 2022). The resulting evidence reflects substantial methodological and conceptual diversity, creating difficulties in distinguishing the contribution of online reviews from the effects of other variables included in existing explanatory models.

A central limitation of the available literature concerns the comparability of quantitative evidence derived from studies employing different definitions of online reviews and repurchase intention. Online reviews may be operationalized through credibility, usefulness, informational quality, or broader evaluations of customer-generated content, creating differences in the constructs represented by reported statistical coefficients (Pooja & Upadhyaya, 2024). Repurchase intention must also be distinguished from initial purchase intention because the former presupposes previous purchasing experience and the possibility of continued transactional engagement (Aggarwal & Chauhan, 2025). Some empirical investigations estimate review-related relationships while controlling for seasonal advertising and celebrity endorsements, making the resulting coefficients conditional on variables absent from simpler research models (Fitriyatul Bilgies et al., 2023). Other studies incorporate customer satisfaction as a mediating mechanism, introducing analytical distinctions between direct relationships and pathways involving postpurchase consumer evaluations (Sinambela et al., 2026). Differences in model specification, measurement instruments, and purchasing environments complicate the interpretation of apparently similar findings across published investigations. A systematic assessment is consequently needed to distinguish comparable quantitative relationships from estimates generated under substantially different conceptual and methodological conditions.

The absence of a structured comparison of quantitative findings limits the development of cumulative knowledge concerning the relationship between online reviews and consumer repurchase intention. Research involving Tokopedia consumers has examined online customer reviews together with social influence and trust, illustrating the relevance of platform-specific characteristics and intervening variables to the interpretation of repurchase interest (Yuliani et al., 2025). Evidence from online shopping environments also incorporates perceived risk and consumer trust, indicating that review-related purchasing relationships are frequently assessed alongside additional psychological determinants (Anggraeni & Albari, 2024). Studies of e-commerce purchasing behavior further incorporate satisfaction and perceived shopping value, creating differences in the theoretical boundaries of the estimated review–repurchase relationship (Cuong, 2025). Without explicit differentiation between these analytical structures, the comparison of statistical significance across investigations may produce misleading generalizations about the consistency or strength of review-related relationships. E-commerce businesses may consequently interpret favorable findings as justification for increasing review visibility without establishing whether the available evidence supports comparable implications across product categories and consumer populations. Systematically evaluating the direction, magnitude, and methodological conditions of published quantitative estimates would provide a more defensible foundation for understanding the potential relevance of customer reviews to consumer retention.

The present study adopts a systematic review of quantitative evidence to examine how empirical investigations operationalize online reviews, measure repurchase intention, and estimate relationships between the two constructs. Previous research combining customer reviews and product ratings illustrates the need to distinguish different forms of customer-generated information when extracting comparable quantitative findings (Fransiscus et al., 2022). Studies incorporating credible reviews, brand-related dimensions, and customer satisfaction further demonstrate the importance of identifying the explanatory variables included in each reported statistical model (Cyntya & Berlianto, 2023). Investigations involving digital advertising and celebrity endorsements provide additional examples of how review-related coefficients may be estimated within multivariable purchasing models

(Fitriyatul Bilgies et al., 2023). Research examining customer satisfaction as a mediator also supports distinguishing direct statistical associations from indirect relationships when organizing the available quantitative evidence (Sinambela et al., 2026). Rather than introducing another platform-specific consumer survey, the proposed contribution is a transparent assessment of published effect estimates, measurement approaches, research settings, and methodological differences using explicit eligibility and synthesis criteria. Its intended novelty resides in separating directly comparable online review–repurchase relationships from context-dependent estimates and identifying areas where available quantitative evidence remains insufficient or inconsistent.

This study aims to systematically identify, appraise, and synthesize published quantitative evidence concerning the relationship between online reviews and repurchase intention among e-commerce consumers. The investigation seeks to establish how the principal constructs have been operationalized and which statistical approaches have been employed to estimate their association. It also examines the reported direction, magnitude, and statistical significance of review-related relationships while preserving differences in population characteristics, research settings, and model specifications. Particular attention is directed toward distinguishing direct associations from relationships estimated within models incorporating additional psychological, promotional, or transactional variables. The anticipated scientific contribution is an evidence-based account of the consistency and comparability of quantitative findings rather than an unsupported claim of a universal causal effect. Its methodological contribution involves transparent classification of empirical estimates, measurement characteristics, and reporting limitations to support subsequent research on digital consumer behavior. The resulting synthesis is intended to inform future quantitative investigations and provide a more analytically grounded basis for evaluating the relevance of online customer reviews to repeat purchasing strategies.

RESEARCH METHODS

This study adopts a systematic literature review approach incorporating structured quantitative evidence synthesis to examine the relationship between online customer reviews and repurchase intention among e-commerce consumers. The methodological framework follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA 2020), emphasizing transparency in literature identification, eligibility assessment, data extraction, and evidence synthesis (Page et al., 2021). The literature search is designed to cover peer-reviewed journal articles published between January 2022 and November 2026, using Scopus, Web of Science, and Google Scholar where database access permits, supplemented by reference-list screening. Search strategies combine the terms "online reviews," "online customer reviews," "consumer reviews," "repurchase intention," "repeat purchase intention," "e-repurchase intention," "e-commerce," "online shopping," and "marketplace" using Boolean operators adapted to each database. The existing bibliography serves as the preliminary evidence corpus, while the completion of database searches and documentation of screening results remain necessary for comprehensive systematic review reporting.

Study eligibility is determined according to predefined criteria addressing publication characteristics, research design, consumer population, explanatory variables, and purchasing outcomes. Eligible investigations must employ quantitative empirical methods, examine consumers with previous e-commerce purchasing experience, operationalize online reviews as an identifiable explanatory variable, and provide statistical findings concerning repurchase intention. Studies addressing initial purchase intention exclusively, employing qualitative or conceptual approaches, or examining electronic word of mouth without separately identifiable online review measurements are excluded from the principal quantitative synthesis. Related systematic reviews and experimental investigations addressing different review-related phenomena may nevertheless contribute contextual evidence without being treated as directly comparable effect estimates. These criteria maintain conceptual consistency between online review measurements and repeat purchasing outcomes while recognizing methodological differences across digital marketplace environments (Aggarwal & Chauhan, 2025). The methodological classification applied to the evidence corpus is presented in Table 1.

Table 1. Study Eligibility Criteria and Quantitative Evidence Extraction Framework

Assessment Component	Operational Criteria	Information Recorded
Publication period	Peer-reviewed journal articles published from January 2022 to November 2026	Authors, publication year, journal
Research design	Original quantitative empirical studies	Survey, regression, SEM, PLS-SEM, or other quantitative design
Consumer population	Consumers with previous e-commerce purchasing experience	Country, platform, product category, sample size
Explanatory variable	Online reviews operationalized as an identifiable construct	Review credibility, usefulness, quality, or related indicators
Purchasing outcome	Repurchase intention or explicitly identified repeat purchasing outcome	Outcome definition and measurement indicators
Statistical evidence	Reported quantitative relationship involving online reviews and the specified outcome	Coefficients, significance values, confidence intervals, or reported directional findings
Methodological appraisal	Assessment of sample selection, measurement validity, confounding, and statistical reporting	Sampling technique, analytical limitations, reporting completeness
Evidence synthesis	Classification according to statistical comparability and model specification	Direct effects, mediated relationships, effect direction, and significance

Source: Authors' methodological framework based on PRISMA 2020 and the eligibility requirements of the present study (2026).

The study selection procedure comprises duplicate identification, title and abstract screening, full-text eligibility assessment, and documentation of exclusion reasons. A PRISMA flow diagram is intended to present the number of identified, screened, excluded, and included publications once the selection process has been completed and verified. Data extraction follows the categories presented in Table 1, with particular attention to sample characteristics, construct operationalization, statistical procedures, and relationships involving online reviews and repurchase intention. Regression coefficients, standardized path estimates, significance values, confidence intervals, and coefficients of determination are recorded where available, without substituting unreported numerical statistics with estimated values. The methodological quality of eligible studies is to be examined using design-appropriate criteria addressing participant selection, construct validity, confounding variables, statistical analysis, and completeness of reporting. This assessment is necessary because differences in consumer populations and explanatory models may substantially affect the interpretation of published review-related relationships (Anggraeni & Albari, 2024).

Quantitative evidence is synthesized through structured comparisons of reported effect directions, statistical significance, measurement characteristics, and analytical specifications. Direct relationships between online reviews and repurchase intention are distinguished from indirect pathways involving customer satisfaction, consumer trust, brand loyalty, and other intervening variables. Statistical pooling is considered appropriate only when studies provide sufficiently comparable effect measures, compatible outcome definitions, and adequate uncertainty estimates. The currently available evidence does not satisfy these requirements consistently, making a structured synthesis without meta-analysis more defensible than calculating an unsupported pooled effect size (Cuong, 2025). Interpretation also distinguishes survey respondents, experimental participants, and online review records as different units of analysis to prevent inappropriate aggregation across research designs. The synthesis consequently emphasizes methodological transparency, evidence comparability, and the identification of research limitations rather than establishing a universal causal effect of online reviews on repurchase intention.

RESULTS AND DISCUSSION

Characteristics and Measurement of Quantitative Evidence

Quantitative investigations of online reviews and repurchase intention provide empirical observations derived from different consumer populations, product categories, and statistical models. The supplied bibliography constitutes an initial evidence corpus rather than a completed database search with documented identification and exclusion counts. PRISMA 2020 establishes the importance of transparent reporting of literature identification, eligibility assessment, and synthesis procedures when presenting systematic review findings (Page et al., 2021). Research mapping the development of online review scholarship demonstrates substantial variation in review characteristics, consumer engagement, and analytical approaches (Pocchiari et al., 2025). Quantitative evidence on online reviews and initial purchase intention also requires differentiation from investigations specifically measuring repeat purchasing, since these behavioral outcomes represent different stages of consumer decision-making (Qiu & Zhang, 2024). The available studies can be compared through their reported sample sizes, research settings, and analytical procedures without assuming that their estimated relationships are statistically equivalent. A defensible synthesis must preserve these distinctions before interpreting the consistency of published findings.

Published investigations demonstrate considerable variation in the number of consumers contributing to quantitative assessments of review-related purchasing behavior. Aggarwal and Chauhan (2025) employed structural equation modeling to examine 287 online shoppers in India, incorporating online customer reviews alongside other digital marketing factors. Anggraeni and Albari (2024) investigated 335 online shopping consumers through a structural equation modeling framework that incorporated trust and perceived risk. Cuong (2025) analyzed 297 e-commerce consumers in Vietnam using partial least squares structural equation modeling. These investigations represent distinct sampling environments and measurement specifications rather than components of a unified consumer dataset. Their reported sample sizes establish the empirical scope of the individual studies but do not independently determine the generalizability of their findings.

Product-specific investigations introduce additional distinctions in consumer characteristics and the commercial settings represented by the available quantitative evidence. Cyntya and Berlianto (2023) examined 229 Bio Beauty Lab consumers through a quantitative framework integrating credible online reviews, brand-related factors, and customer satisfaction. Fransiscus et al. (2022) investigated 100 existing Scarlet Whitening consumers using multiple linear regression to assess customer reviews and product ratings. Fitriyatul Bilgies et al. (2023) also examined 100 e-commerce consumers but incorporated advertising and celebrity endorsements as additional explanatory variables. Research involving Shopee users adopted a larger sample of 200 respondents while evaluating reviews alongside ratings, service, and price (Fabian & Bahri, 2025). Another investigation of Erigo customers on Shopee analyzed 120 previous purchasers through multiple linear regression (Febryhardo et al., 2026). The diversity of product-specific and platform-specific samples indicates that the published studies address different segments of consumer behavior. Their statistical results should consequently be interpreted relative to their respective research populations and model specifications.

Population characteristics also vary across studies examining online reviews in relation to consumer attitudes, trust, satisfaction, and repeat purchasing. Ayuwandani et al. (2025) investigated 132 Generation Z consumers in Denpasar through a model incorporating online customer reviews, brand trust, customer experience, and augmented reality. Haruni and Albari (2025) examined 250 Skintific consumers in Yogyakarta using structural equation modeling to assess relationships involving reviews, consumer attitudes, brand loyalty, and repurchase intention. Kirowati and Hwihanus (2026) analyzed 102 Somethinc consumers in Madiun through a quantitative framework involving product quality and customer trust. Yuliani et al. (2025) investigated 105 Tokopedia users from a university student population, introducing social influence and trust into the proposed relationships. These differences illustrate the relevance of consumer selection, product specialization, and geographic boundaries to the interpretation of published quantitative findings. Table 1 presents the reported sample characteristics and analytical approaches of selected empirical investigations whose basic study information could be verified.

Table 2. Published Sample Characteristics and Analytical Approaches in Quantitative Research on Online Reviews and Repurchase Intention

Study	Year	Research Setting	Sample Size (n)	Quantitative Analytical Approach
Aggarwal & Chauhan	2025	Online shoppers in India	287	Structural Equation Modeling
Anggraeni & Albari	2024	Shopee and Tokopedia users, Indonesia	335	SEM–AMOS
Ayuwandani et al.	2025	Generation Z makeup consumers, Denpasar	132	PLS-SEM
Cuong	2025	E-commerce consumers, Vietnam	297	PLS-SEM
Cyntya & Berlianto	2023	Bio Beauty Lab consumers, Greater Jakarta	229	PLS-SEM
Fabian & Bahri	2025	Shopee consumers, Indonesia	200	PLS-SEM
Febryhardo et al.	2026	Erigo consumers on Shopee	120	Multiple linear regression
Fitriyatul Bilgies et al.	2023	E-commerce consumers, Indonesia	100	Multiple linear regression
Fransiscus et al.	2022	Scarlet Whitening consumers	100	Multiple linear regression
Haruni & Albari	2025	Skintific consumers, Yogyakarta	250	SEM–SmartPLS
Kirowati & Hwihanus	2026	Somethinc consumers, Madiun	102	PLS-SEM
Rasendriyo & Ramadhan	2026	Specs futsal shoe consumers on Shopee	100	SEM–SmartPLS
Sinambela et al.	2026	Fashion and beauty e-commerce consumers, Batam	221	PLS-SEM
Yuliani et al.	2025	Tokopedia users in a university student sample	105	SEM–SmartPLS

The investigations presented in Table 2 report sample sizes ranging from 100 to 335 respondents, indicating considerable differences in the scale of their survey-based evidence. These observations should not be added together to construct an artificial aggregate sample because the studies employed distinct recruitment procedures, research instruments, and analytical frameworks. Rasendriyo and Ramadhan (2026) examined 100 purchasers of Specs futsal shoes through a model incorporating online consumer reviews, ease of use, and customer engagement. Sinambela et al. (2026) investigated 221 fashion and beauty e-commerce consumers while considering customer satisfaction as a mediating variable. Research involving the Lovable Hijab marketplace further illustrates the relevance of lifestyle and promotional conditions when investigating review-related repurchase intention (Arifin et al., 2024). Differences in consumer characteristics and product involvement may affect the interpretation of online review information and the relevance attributed to previous purchasing experiences. Quantitative comparisons must consequently account for the boundaries of each investigation rather than treating the published samples as interchangeable representations of e-commerce consumers.

Measurement diversity constitutes a second major characteristic of the quantitative evidence beyond differences in respondent populations. The credibility of online reviews concerns the perceived authenticity, reliability, and informational trustworthiness of evaluations generated by other consumers (Pooja & Upadhyaya, 2024). Review characteristics may also include informational quality, timeliness, review volume, valence, and relevance to purchasing requirements. Studies that combine these dimensions into different measurement instruments may produce coefficients referring to constructs that overlap conceptually without being operationally identical. Research involving Tokopedia consumers illustrates how online customer reviews can be incorporated into a broader model containing trust and social influence (Yuliani et al., 2025). Assessment of comparability therefore requires examination of the actual measurement items and construct definitions rather than relying exclusively on similarities between article titles.

Differences in publication design also determine which references can legitimately contribute to the principal quantitative synthesis. Systematic literature reviews examining social commerce and

repurchase intention provide useful conceptual evidence but do not constitute new respondent-level effect estimates (Cuong & Khoi, 2026). Broader reviews of repurchase intention determinants likewise support theoretical classification without necessarily providing an extractable coefficient for the specific relationship under investigation (Fadillah et al., 2026). Conceptual synthesis of consumer repurchase intention can clarify explanatory factors while remaining distinct from the statistical findings of primary empirical studies (Trivedi et al., 2025). Research examining repeat-purchase information within electronic word of mouth must be distinguished from studies using repurchase intention as the dependent variable because its reported outcome concerns purchase intention (Li, 2023). Qualitative research on online customer reviews and brand attitudes in China provides contextual interpretation but does not satisfy eligibility criteria requiring quantitative empirical estimates (Zhang et al., 2025). Such distinctions prevent the inclusion of conceptually relevant but methodologically ineligible publications as direct quantitative observations.

Alternative forms of quantitative evidence further demonstrate why the unit of analysis must be documented before statistical results are compared. Yu et al. (2026) examined 976,483 verified Amazon reviews from six product categories using a mixed-method framework that integrated text analysis and regression techniques. The numerical count represents review records rather than independent survey respondents, making it conceptually different from the sample sizes presented in Table 1. Experimental investigation of favorable review solicitation and repurchase decisions also provides a distinct form of behavioral evidence compared with cross-sectional questionnaire research (Tian, 2026). These approaches offer opportunities to examine review-related behavior through recorded transactions and experimentally structured conditions, although they do not automatically generate effect measures comparable with survey-based coefficients. A rigorous synthesis must distinguish respondent counts, review records, experimental observations, and statistical effect estimates before considering cross-study aggregation. The available evidence supports a structured comparison of study characteristics, while a completed eligibility assessment and standardized extraction of quantitative estimates remain necessary for a reproducible systematic review.

Quantitative Relationships between Online Reviews and Repurchase Intention

The published quantitative evidence does not establish a uniform relationship between online reviews and repurchase intention across e-commerce settings. Febryhardo et al. (2026) reported a positive and statistically significant relationship between customer reviews and repurchase intention among 120 Erigo consumers, with a regression coefficient of 0.217 and a significance level below 0.001. Research involving 100 Scarlet Whitening consumers similarly reported positive effects of online customer reviews and product ratings on repurchase intention (Fransiscus et al., 2022). A separate investigation involving 100 e-commerce consumers found that online consumer reviews did not exert a significant individual influence on repurchase intention within a regression model incorporating advertising and celebrity endorsements (Fitriyatul Bilgies et al., 2023). Research involving 221 fashion and beauty e-commerce consumers also identified a nonsignificant direct relationship between online reviews and repurchase intention despite reporting a significant pathway through customer satisfaction (Sinambela et al., 2026). These differences demonstrate that the statistical relevance of customer-generated evaluations cannot be inferred exclusively from the existence of review-related information within a marketplace. An evidence synthesis must distinguish positive associations from nonsignificant estimates while accounting for differences in measurement, explanatory variables, and consumer populations.

Positive associations have nevertheless been reported across several quantitative investigations involving different commercial environments and consumer segments. Aggarwal and Chauhan (2025) identified a positive and significant relationship between online customer reviews and repeat purchase intention among 287 Indian online shoppers using structural equation modeling. Ayuwandani et al. (2025) reported a positive relationship involving online customer reviews and repeat purchase decisions among 132 Generation Z consumers in Denpasar. Research involving 200 Shopee respondents identified online customer reviews as an influential variable alongside ratings and service characteristics (Fabian & Bahri, 2025). An investigation of 100 Specs futsal shoe consumers found that online customer reviews positively and significantly influenced repurchase intention, whereas customer engagement did not mediate the review-related relationship (Rasendriyo & Ramadhan, 2026). A separate study involving 102 Somethinc consumers reported positive and significant relationships

between online customer reviews, customer trust, and repurchase intention, with trust serving as a partial mediator (Kirowati & Hwihanus, 2026). These findings establish the presence of positive associations in several original empirical studies without demonstrating that their coefficients share equivalent measurement scales or statistical specifications.

The relationship between online reviews and repurchase intention also involves intermediary consumer evaluations that require separate quantitative interpretation. Cuong (2025) reported a positive association between online reviews and customer satisfaction, with a standardized coefficient of 0.182 and a t-statistic of 3.463 among 297 Vietnamese e-commerce consumers. The same investigation identified a positive relationship between online reviews and consumer trust, with a standardized coefficient of 0.145 and a t-statistic of 2.570. These values represent relationships involving satisfaction and trust rather than direct coefficients for the review–repurchase intention relationship. Anggraeni and Albari (2024) similarly identified the importance of trust in mediating the influence of online reviews on repurchase intention within an investigation of 335 online shopping consumers. Research involving Bio Beauty Lab consumers incorporated credible online reviews, brand equity dimensions, and customer satisfaction into a broader explanatory model of repurchase intention (Cyntya & Berlianto, 2023). The existence of intervening relationships indicates that review-related information may influence subsequent purchasing intentions through consumer evaluations formed after exposure to reviews. Direct associations and mediated pathways must consequently be reported separately to avoid attributing intermediary relationships to an unmeasured direct effect.

The distinction between immediate informational responses and subsequent purchasing intentions becomes more pronounced when consumer attitudes and brand loyalty are incorporated into quantitative models. Haruni and Albari (2025) examined 250 Skintific consumers and reported positive relationships linking online customer reviews with consumer attitudes, attitudes with brand loyalty, and loyalty with repurchase intention. A study involving 105 Tokopedia consumers reported a positive and significant direct relationship between online customer reviews and repurchase interest, together with an indirect relationship involving consumer trust (Yuliani et al., 2025). These findings indicate that the statistical association between customer reviews and repeated purchasing can be evaluated through different explanatory sequences. Direct review coefficients assess relationships with repurchase intention under specified model conditions, whereas mediated coefficients concern pathways involving additional consumer constructs. Table 2 presents a comparative synthesis of verified quantitative findings while distinguishing published numerical estimates from findings reported only in directional or significance terms. Coefficients that could not be extracted from the verified source information are not replaced with assumed numerical values.

Table 3. Published Quantitative Evidence on Online Reviews and Repurchase Intention

Study	Sample (n)	Review-Related Relationship	Published Statistic	Reported Finding
Aggarwal & Chauhan (2025)	287	Online reviews → Repeat purchase intention	Numerical coefficient not extracted	Positive and significant
Febryhardo et al. (2026)	120	Customer reviews → Repurchase intention	$\beta = 0.217$; $p < 0.001$	Positive and significant
Fransiscus et al. (2022)	100	Customer reviews → Repurchase intention	Numerical coefficient not extracted	Positive relationship reported
Fabian & Bahri (2025)	200	Online customer reviews → Repurchase intention	Numerical coefficient not extracted	Influential relationship reported
Ayuwandani et al. (2025)	132	Online customer reviews → Repeat purchase decisions	Numerical coefficient not extracted	Positive relationship reported
Rasendriyo & Ramadhan (2026)	100	Online reviews → Repurchase intention	Numerical coefficient not extracted	Positive and significant

Kirowati & Hwihanus (2026)	102	Online reviews → Repurchase intention	Numerical coefficient not extracted	Positive and significant
Yuliani et al. (2025)	105	Online reviews → Repurchase interest	Numerical coefficient not extracted	Positive and significant
Fitriyatul Bilgies et al. (2023)	100	Online reviews → Repurchase intention	Numerical coefficient not extracted	Not statistically significant
Sinambela et al. (2026)	221	Online reviews → Repurchase intention	Numerical coefficient not extracted	Direct effect not significant
Cuong (2025)	297	Online reviews → Customer satisfaction	β = 0.182; t = 3.463	Positive and significant
Cuong (2025)	297	Online reviews → Consumer trust	β = 0.145; t = 2.570	Positive and significant
Anggraeni & Albari (2024)	335	Online reviews → Trust → Repurchase intention	Numerical indirect estimate not extracted	Trust-mediated relationship reported
Haruni & Albari (2025)	250	Reviews → Attitudes → Brand loyalty → Repurchase intention	Numerical indirect estimate not extracted	Positive component relationships reported

The evidence presented in Table 3 demonstrates that statistically significant and nonsignificant direct relationships have both been reported in empirical investigations of e-commerce consumers. The coefficient of 0.217 reported by Febryhardo et al. (2026) represents the relationship between customer reviews and repurchase intention within a multiple regression model incorporating brand experience and customer satisfaction. The coefficients of 0.182 and 0.145 reported by Cuong (2025) instead represent relationships between online reviews and satisfaction and between online reviews and trust, respectively. These estimates cannot be ranked as direct measures of the same behavioral outcome because their dependent variables and model specifications differ. The nonsignificant review-related findings reported by Fitriyatul Bilgies et al. (2023) and Sinambela et al. (2026) further illustrate why favorable evidence should not be generalized across consumer populations. Differences in explanatory variables may also affect the interpretation of whether a coefficient represents an isolated relationship or an association adjusted for additional determinants. The available reporting does not support the calculation of a valid pooled effect size or a confidence interval representing a common review–repurchase relationship.

Statistical significance must be interpreted alongside the substantive characteristics of the models used to generate published estimates. Studies combining customer reviews with product ratings, service quality, and price estimate relationships conditional on several marketplace attributes rather than measuring the influence of reviews in isolation (Fabian & Bahri, 2025). Research involving lifestyle characteristics and flash-sale participation introduces additional behavioral and promotional considerations into the relationship between online reviews and repeat purchasing (Arifin et al., 2024). Investigations incorporating perceived needs, curated offerings, and influencer endorsements similarly position customer-generated evaluations within a broader marketing communication environment (Aggarwal & Chauhan, 2025). Large-scale analysis of review information further indicates that product attributes and emotional characteristics may exhibit different relationships with repeat purchasing across product categories (Yu et al., 2026). Such methodological differences affect both the substantive meaning and the statistical interpretation of reported review-related coefficients. Comparability consequently depends on documented construct definitions, model adjustments, and outcome measurements rather than on shared terminology alone.

Related investigations employing electronic word of mouth provide additional evidence concerning digital consumer communication, although their findings cannot automatically be classified as direct estimates of online customer review effects. Research involving Shopee consumers has examined e-WOM alongside customer trust, service quality, perceived value, and satisfaction when

explaining repurchase intention (Ar-Ridho & Astuti, 2026). Hartanto and Laij (2024) incorporated e-WOM, perceived value, and electronic trust into an explanatory framework of electronic repurchase intention. Kusuma et al. (2025) investigated relationships among electronic trust, e-WOM, and online repurchase intention within the e-commerce environment. A study of TikTok Shop consumers examined e-WOM together with electronic service quality, trust, and customer satisfaction (Nafisah & Istanti, 2025). Research involving Bukalapak consumers similarly incorporated electronic word of mouth, electronic service quality, and satisfaction into an assessment of repurchase intention (Prabowo et al., 2024). Investigations of e-commerce consumers in Jakarta have also examined brand image and brand trust as mediators of the relationship between electronic word of mouth and repeat purchasing (Putri et al., 2024). These contributions support broader theoretical interpretation, but their quantitative coefficients require separate classification unless online customer reviews are operationally identifiable within the reported e-WOM measurements.

Additional evidence from digital consumer communication research reinforces the distinction between review-specific information and broader forms of electronic word of mouth. Gani et al. (2024) examined relationships involving service recovery, customer satisfaction, electronic word of mouth, and repurchase intention within the online travel agent industry. Profityas and Indrawati (2024) investigated consumer participation, community trust, and positive electronic word of mouth in relation to repurchase intention within BeautyHaul. Research incorporating sales promotion, electronic word of mouth, and online customer experience further demonstrates the multidimensional structure of repeat purchasing models (Setiani et al., 2024). Investigations of Generation Z purchasing behavior have also examined the relationship between digital communication, trust, and repurchase intention (Suziana et al., 2025). Yunus et al. (2022) positioned online consumer reviews as an intervening variable within a model involving electronic service quality, customer satisfaction, and repurchase intention. These studies are useful for interpreting alternative explanatory pathways but cannot be incorporated indiscriminately into a common direct-effect estimate. The available evidence supports the existence of context-dependent review-related relationships while leaving the magnitude of a generalizable quantitative association unresolved.

Contextual Differences, Evidence Quality, and Implications for E-Commerce

Differences in the reported relationship between online reviews and repurchase intention suggest that consumer evaluations may operate through multiple psychological and behavioral mechanisms. The Stimulus–Organism–Response framework provides a relevant interpretation by positioning customer-generated information as an external stimulus associated with internal consumer evaluations and subsequent behavioral intentions. Kirowati and Hwihanus (2026) applied this perspective to 102 Somethinc consumers and identified customer trust as a partial mediator of review-related repurchase relationships. Research involving online shopping consumers also identified the importance of trust in mediating relationships between online reviews and repurchase intention (Anggraeni & Albari, 2024). Studies examining electronic word of mouth and electronic trust provide related evidence concerning the role of psychological confidence in continuing online purchasing relationships (Hartanto & Laij, 2024). The interpretation of these relationships requires recognition that a mediator represents a separate construct rather than an alternative numerical expression of online reviews. Evidence concerning trust-related pathways therefore supports a more differentiated interpretation of consumer responses without establishing that identical mechanisms operate across every e-commerce platform.

Customer satisfaction represents another explanatory mechanism that may account for differences between direct and indirect review-related relationships. Sinambela et al. (2026) reported that online reviews had no significant direct effect on repurchase intention among 221 fashion and beauty e-commerce consumers, whereas the indirect relationship through satisfaction was significant. Cuong (2025) identified a positive association between online reviews and customer satisfaction, with a standardized coefficient of 0.182 and a t-statistic of 3.463. In a regression model involving Erigo consumers, customer satisfaction exhibited a coefficient of 0.327, compared with 0.217 for customer reviews, with both relationships reported as statistically significant (Febryhardo et al., 2026). Research involving Bio Beauty Lab consumers also incorporated satisfaction and brand-related evaluations into an explanatory model of repeated purchasing intention (Cyntya & Berlianto, 2023). These findings

indicate that customer satisfaction and review perceptions represent distinct explanatory constructs whose relationships with repurchase intention may differ within the same analytical framework.

Platform characteristics, product involvement, and digital interaction mechanisms introduce additional variation into the available quantitative evidence. Ayuwandani et al. (2025) examined augmented reality as a moderating variable within a model incorporating online customer reviews, trust, consumer experience, and repeat purchasing decisions. Research involving online hijab consumers considered lifestyle characteristics and flash-sale participation alongside online reviews, highlighting the relevance of promotional settings to subsequent purchasing intentions (Arifin et al., 2024). Large-scale analysis of 976,483 verified Amazon reviews across six product categories identified differences in review-related repurchase signals between hedonic and utilitarian products (Yu et al., 2026). Experimental evidence further demonstrated that favorable review solicitations involving monetary incentives could produce adverse consequences for subsequent purchasing behavior. Tian (2026) reported a field experiment involving 799 consumers in which favorable-review solicitation reduced repurchase probability by 20.3% relative to the study's reported comparison. The experimental result concerns incentivized review solicitation and observed purchasing behavior rather than the same explanatory construct measured in conventional customer review perception surveys. These differences reinforce the necessity of distinguishing the effects of review information, review management practices, and product-specific consumer responses.

The interpretation of quantitative evidence also depends on whether the included investigations measure comparable constructs and outcomes. Systematic research on review credibility emphasizes the importance of evaluating informational trustworthiness rather than treating all customer-generated evaluations as equivalent signals (Pooja & Upadhyaya, 2024). Interdisciplinary scholarship concerning online reviews further distinguishes review creation, consumer engagement, informational impact, and managerial intervention as analytically different research domains (Pocchiari et al., 2025). Meta-analytical research examining online reviews and purchase intention provides relevant adjacent evidence but cannot automatically establish relationships involving repeat purchase intention (Qiu & Zhang, 2024). Qualitative research investigating online customer reviews and repurchase intentions in China offers contextual explanations that cannot be interpreted as extractable quantitative effect estimates (Zhang et al., 2025). Table 3 classifies representative evidence according to its research design, reported numerical observations, and relevance to quantitative synthesis. This classification is intended to prevent the statistical aggregation of studies that address substantively different review-related phenomena.

Table 4. Proposed Administrative Accountability Framework for Digital Citizen Complaint Management

Evidence Category	Representative Study	Verified Numerical Evidence	Contribution to Interpretation	Synthesis Limitation
Direct review–repurchase relationship	Febryhardo et al. (2026)	n = 120; β = 0.217; p < 0.001	Positive adjusted relationship	Study-specific regression model
Direct review–repurchase relationship	Fitriyatul Bilgies et al. (2023)	n = 100	Nonsignificant direct relationship	Comparable effect coefficient not extracted
Direct and mediated relationships	Sinambela et al. (2026)	n = 221	Nonsignificant direct effect; significant satisfaction mediation	Direct and indirect estimates must remain separate
Trust-mediated relationship	Anggraeni & Albari (2024)	n = 335	Identifies the role of consumer trust	Numerical indirect estimate not extracted
Review-related satisfaction pathway	Cuong (2025)	n = 297; β = 0.182; t = 3.463	Positive review–satisfaction association	Outcome differs from repurchase intention

Review-related trust pathway	Cuong (2025)	n = 297; β = 0.145; t = 2.570	Positive review–trust association	Outcome differs from repurchase intention
Experimental review solicitation	Tian (2026)	n = 799; reported 20.3% reduction in repurchase probability	Consequences of incentivized favorable-review requests	Intervention differs from perceived online reviews
Large-scale review-record analysis	Yu et al. (2026)	976,483 verified reviews; 6 product categories	Attribute- and emotion-related repurchase signals	Review records are not equivalent to survey respondents
Adjacent purchase-intention evidence	Qiu & Zhang (2024)	Quantitative meta-analysis of purchase intention	Theoretical and methodological comparison	Different purchasing outcome
Qualitative contextual evidence	Zhang et al. (2025)	Not applicable	Consumer interpretations of review credibility and brand attitudes	Not eligible for quantitative effect synthesis

Table 4 demonstrates why the statistical synthesis of review-related consumer behavior must preserve distinctions among effect estimates, intervening relationships, and experimental outcomes. The regression coefficient of 0.217 reported by Febryhardo et al. (2026) cannot be compared directly with the 20.3% reduction in repurchase probability reported in Tian's (2026) experimental investigation because the figures represent different statistical quantities and interventions. Likewise, the review-related satisfaction and trust coefficients reported by Cuong (2025) do not measure the same dependent variable as the direct review–repurchase coefficient identified in the Erigo investigation. The large number of customer review records examined by Yu et al. (2026) provides substantial textual evidence but does not establish the number of independently observed consumers contributing to a comparable survey-based effect estimate. Quantitative synthesis consequently requires more than the identification of statistically significant relationships across published investigations. A reproducible meta-analysis would require compatible effect measures, sufficient information about their uncertainty, and defensible treatment of between-study heterogeneity. The evidence available from the present source set does not establish those requirements, making structured comparison more appropriate than an unsupported pooled effect estimate.

Methodological quality constitutes an additional determinant of confidence in the relationships identified across published studies. Several investigations relied on nonprobability sampling, restricting the extent to which their findings can be generalized beyond the consumers represented in their original research settings. Anggraeni and Albari (2024) employed convenience sampling, while Sinambela et al. (2026) used purposive sampling in their investigation of fashion and beauty e-commerce consumers. Research incorporating advertising, celebrity endorsements, and online consumer reviews illustrates how differences in included explanatory variables can influence the interpretation of individual regression coefficients (Fitriyatul Bilgies et al., 2023). Studies measuring electronic word of mouth more broadly also require assessment of whether their instruments isolate review-specific information from other digital communication activities (Ar-Ridho & Astuti, 2026). A formal quality appraisal should document recruitment procedures, construct validity, confounding control, statistical reporting, and the availability of uncertainty estimates before determining the strength of cumulative quantitative evidence.

The empirical distinctions identified across published investigations have implications for the management of online customer information and repeat purchasing relationships. Review credibility research supports attention to authenticity, source reliability, and the informational usefulness of consumer evaluations when developing marketplace review systems (Pooja & Upadhyaya, 2024). Experimental evidence concerning incentivized favorable reviews suggests that practices designed to increase positive review participation may undermine repurchase behavior when consumers perceive

threats to review authenticity (Tian, 2026). Research on service recovery and electronic word of mouth within online travel services further indicates the importance of considering postpurchase experiences alongside digital consumer communication (Gani et al., 2024). Studies of electronic service quality, satisfaction, and electronic word of mouth among Bukalapak consumers provide additional support for evaluating review-related strategies within broader customer relationship management systems (Prabowo et al., 2024). Investigations of consumer participation and positive electronic word of mouth within BeautyHaul demonstrate the relevance of community-related communication to continued purchasing relationships (Profityas & Indrawati, 2024). Research involving TikTok Shop consumers similarly incorporates trust and satisfaction into explanations of repurchase intention associated with electronic word of mouth (Nafisah & Istanti, 2025). Managerial decisions should consequently distinguish the generation of visible review activity from the development of consumer confidence, satisfactory purchasing experiences, and sustainable retention outcomes.

Future quantitative research should prioritize standardized construct definitions and transparent reporting of effect estimates to improve comparability across e-commerce environments. Studies investigating customer reviews and repurchase intention would benefit from distinguishing review credibility, informational usefulness, review valence, and review exposure rather than combining these characteristics without documented measurement justification. Existing systematic reviews of social commerce repurchase intention demonstrate the relevance of trust, consumer experience, and social mechanisms as explanatory domains requiring careful conceptual differentiation (Cuong & Khoi, 2026). Broader synthesis of repurchase intention research likewise identifies satisfaction, perceived value, and trust as recurring determinants of continued purchasing decisions (Trivedi et al., 2025). Longitudinal consumer records, behavioral purchasing outcomes, and comparable reporting of standardized coefficients with confidence intervals would strengthen future assessments of review-related consumer retention. The present verified evidence supports a conditional relationship between online reviews and repurchase intention, but it does not justify a universal causal conclusion or a pooled quantitative estimate without completed systematic screening and additional statistical extraction.

CONCLUSION

The synthesis of published quantitative evidence indicates that online reviews have a context-dependent relationship with repurchase intention among e-commerce consumers rather than a uniform effect across platforms and consumer populations. Several empirical investigations reported positive associations, including research involving Erigo consumers that identified a regression coefficient of 0.217 with a significance level below 0.001. Other studies reported nonsignificant direct relationships, while identifying significant indirect associations involving customer satisfaction or trust. These differences reflect variations in construct operationalization, consumer characteristics, product categories, and statistical models incorporating additional psychological or marketing variables. Evidence concerning initial purchase intention, broader electronic word of mouth, and experimentally solicited reviews cannot be interpreted as equivalent estimates of the direct relationship between online reviews and repurchase intention. The numerical findings examined in this research originate from the respective published investigations and do not constitute newly estimated coefficients or a combined respondent dataset. Differences in effect measures and incomplete reporting of uncertainty estimates prevent the calculation of a defensible pooled effect size from the available evidence. The study consequently addresses its research objectives by identifying patterns of statistical association, distinguishing direct and mediated relationships, and examining methodological differences without attributing definitive causal effects to online reviews.

The findings emphasize the importance of distinguishing the informational characteristics of online reviews from consumer trust, satisfaction, and subsequent purchasing intentions. For e-commerce businesses, the evidence suggests that improving review credibility, informational usefulness, and transparency may provide a more defensible approach to customer retention than prioritizing favorable review quantities alone. Theoretical implications concern the need to differentiate direct review-related associations from psychological mechanisms explaining consumers' intentions to maintain purchasing relationships. Future quantitative investigations should employ standardized measurement instruments, report comparable effect estimates with confidence intervals, and disclose statistical adjustments for relevant consumer and marketplace characteristics. Longitudinal studies incorporating verified purchasing transactions would strengthen understanding of whether changes in

review perceptions precede subsequent purchasing behavior. The present synthesis remains limited by differences in research designs, consumer populations, construct measurements, and the availability of extractable statistical information. A complete database screening record, documented PRISMA selection process, and formal methodological quality assessment are also required before the investigation can be considered a fully reproducible systematic review. Addressing these limitations would strengthen cumulative evidence concerning online reviews and support more reliable evaluations of their relationship with consumer repurchase intention.

REFERENCES

Aggarwal, P., & Chauhan, K. (2025). The impact of perceived need, curated offering, influencer endorsement and online customer review on online repeat purchase intention. *International Journal of Internet Marketing and Advertising, 23*(1/2), 98–117. https://doi.org/10.1504/IJIMA.2025.147545

Anggraeni, F. T., & Albari, A. (2024). The influence of online reviews, trust, and risk perception on repurchase intention on online shopping sites. *Futurity Economics & Law, 4*(1), 108–124. https://doi.org/10.57125/FEL.2024.03.25.07

Arifin, S., Roosdhani, M. R., Komaryatin, N., Ali, A., & Huda, N. (2024). Digital shopper's dilemma: The role of lifestyle, flash sale, and online reviews in repurchase intentions. *International Journal of Entrepreneurship and Business Management, 3*(2), 59–68. https://doi.org/10.54099/ijebm.v3i2.956

Ar-Ridho, M. F., & Astuti, B. (2026). Pengaruh customer trust, e-WOM, e-service quality, dan perceived value terhadap repurchase intention dengan customer satisfaction sebagai variabel mediasi pada pengguna Shopee. *JPEK, 10*(1). https://doi.org/10.29408/jpek.v10i1.32303

Ayuwandani, M., Yasa, N. N. K., Wardana, I. M., & Rahanatha, G. B. (2025). The effect of online customer reviews, brand trust, and customer experience on repurchase intention: The moderating role of augmented reality. *International Research Journal of Management, IT and Social Sciences, 12*(5), 388–404. https://doi.org/10.21744/irjmis.v12n5.2554

Cuong, D. T. (2025). The influence of utilitarian value, hedonic value, and online review on consumers' satisfaction, trust, and repurchasing intention in e-commerce platforms. *Innovative Marketing, 21*(2), 105–118. https://doi.org/10.21511/im.21(2).2025.09

Cuong, D. T., & Khoi, B. H. (2026). Unpacking repurchase intention in social commerce: A systematic literature review. *Journal of Theoretical and Applied Electronic Commerce Research, 21*(3), Article 88. https://doi.org/10.3390/jtaer21030088

Cyntya, C., & Berlianto, M. P. (2023). The effect of credible online review, brand equity dimension, and customer satisfaction towards Bio Beauty Lab's repurchase intention. *Jurnal Organisasi dan Manajemen, 19*(1), 203–223. https://doi.org/10.33830/jom.v19i1.3740.2023

Fabian, V., & Bahri, R. S. (2025). The influence of online customer review, rating, service, and price on repurchase intention at Shopee. *International Research Journal of Economics and Management Studies, 4*(2), 131–137. https://doi.org/10.56472/25835238/IRJEMS-V4I2P114

Fadillah, F., Rizan, M., & Handaru, A. W. (2026). Determinants and theoretical foundations of repurchase intention in the digital marketplace: A systematic literature review using the PRISMA 2020 framework. *SIJDB, 3*(4). https://doi.org/10.38035/sijdb.v3i4.358

Febryhardo, B., Ekowati, T., & Runanto, D. (2026). Influence of brand experience, customer review and customer satisfaction on repurchase intention among Erigo customers on Shopee. *International Journal of Applied Finance and Business Studies, 13*(4), 604–611. https://doi.org/10.35335/ijafibs.v13i4.456

Fitriyatul Bilgies, A., Risal Tawil, M., Mardiah, A., Jusatria, & Arief, I. (2023). Analysis of the influence of online consumer reviews, seasonal digital advertising and celebrity endorsers on repurchase intention of e-commerce consumers. *Jurnal Informasi dan Teknologi, 5*(4), 26–32. https://doi.org/10.60083/jidt.v5i4.412

Fransiscus, C., Wijaya, C., Medeleine, G., Jessica, M., Putri, S. D., & Siagian, D. (2022). Online customer review and product rating influence repurchase intention of Scarlet Whitening. *Jurnal Ekonomi Perusahaan, 29*(2), 51–60. https://doi.org/10.46806/jep.v29i2.889

Gani, L., Fonda, L., Prasetyo, S. H., & Gunadi, W. (2024). The effect of service recovery on customer satisfaction, eWOM, and repurchase intention in the online travel agent industry in Indonesia. *Jurnal Manajemen Teknologi, 23*(1), 1–18. https://doi.org/10.12695/jmt.2024.23.1.1

Hartanto, P., & Laij, F. (2024). Model e-WOM dan perceived value dalam meningkatkan e-repurchase intention dengan mediasi e-trust. *Jurnal Manajerial, 11*(2), 334–355. https://doi.org/10.30587/jurnalmanajerial.v11i02.7549

Haruni, C. M., & Albari, A. (2025). The impact of celebrity influencers and online customer reviews on repurchase intentions: The mediating role of consumer attitudes and brand loyalty. *Asian Journal of Economics, Business and Accounting, 25*(6), 152–167. https://doi.org/10.9734/ajeba/2025/v25i61842

Kirowati, D., & Hwihanus. (2026). The influence of product quality and online customer reviews on repurchase intention with customer trust as a mediating variable: A study of Somethinc consumers in Madiun City. *Apollo: Journal of Tourism and Business, 4*(3). https://doi.org/10.58905/apollo.v4i3.657

Kusuma, C. S. D., Nugroho, F. W., Nirbita, B. N., Nuranti, B. R., & Sekarningtyas, A. (2025). E-trust dan repurchase intention: Studi interaksi dengan e-WOM di ekosistem e-commerce. *Efisiensi: Kajian Ilmu Administrasi, 20*(2), 171–193. https://doi.org/10.21831/efisiensi.v20i2.80081

Li, S. (2023). The effect of repeat purchase information in electronic word-of-mouth (eWOM) on purchase intention. *Journal of Consumer Behaviour, 22*(6), 1493–1508. https://doi.org/10.1002/cb.2235

Nafisah, I., & Istanti, F. (2025). E-service quality, e-trust, and e-WOM toward repurchase intention: The mediating role of e-customer satisfaction among TikTok Shop users in Semarang. *International Journal of Applied Finance and Business Studies, 13*(1), 186–195. https://doi.org/10.35335/ijafibs.v13i1.376

Page, M. J., et al. (2021). The PRISMA 2020 statement: An updated guideline for reporting systematic reviews. BMJ, 372, n71. https://doi.org/10.1136/bmj.n71

Pocchiari, M., Proserpio, D., & Dover, Y. (2025). Online reviews: A literature review and roadmap for future research. *International Journal of Research in Marketing, 42*(2), 275–297. https://doi.org/10.1016/j.ijresmar.2024.08.009

Pooja, K., & Upadhyaya, P. (2024). What makes an online review credible? A systematic review of the literature and future research directions. *Management Review Quarterly, 74*, 627–659. https://doi.org/10.1007/s11301-022-00312-6

Prabowo, H., Sutrisno, Gultom, H. C., & Pratiwi, R. (2024). Repurchase intention of Bukalapak customers viewed from the quality of e-service, e-word of mouth and e-satisfaction. *Jurnal Aplikasi Bisnis dan Manajemen, 10*(1), 118. https://doi.org/10.17358/jabm.10.1.118

Profityas, K., & Indrawati, I. (2024). The influence of customer participation towards repurchase intention with online brand community trust and positive eWOM as intervening variables in BeautyHaul. *International Journal of Science, Technology & Management, 5*(4). https://doi.org/10.46729/ijstm.v5i4.1118

Putri, N. R., Rizan, M., & Febrilia, I. (2024). Pengaruh electronic word of mouth terhadap niat pembelian ulang dengan citra merek dan kepercayaan merek sebagai variabel mediasi pada pengguna e-commerce di Jakarta. *Jurnal Masharif Al-Syariah, 9*(3). https://doi.org/10.30651/jms.v9i3.22996

Qiu, K., & Zhang, L. (2024). How online reviews affect purchase intention: A meta-analysis across contextual and cultural factors. *Data and Information Management, 8*(2), Article 100058. https://doi.org/10.1016/j.dim.2023.100058

Rasendriyo, M. D., & Ramadhan, M. E. A. (2026). The effect of ease of use and online consumer reviews on repurchase intention for Specs futsal shoes with customer engagement as an intervening variable: A study of Shopee users in Pontianak. *Electronic Journal of Education, Social Economics and Technology, 7*(1). https://doi.org/10.33122/ejeset.v7i1.1319

Setiani, N. G., Syafrizal, S., & Triani, L. A. (2024). The effect of sales promotion, electronic word of mouth and online customer experience on repurchase intention. *Andalas Management Review, 8*(1), 73–82. https://doi.org/10.25077/amar.8.1.73-82.2024

Sinambela, F. A., Elisa, & Fahlevi, R. (2026). The effects of utilitarian value, hedonic value, and online reviews on repurchase intention: The mediating role of customer satisfaction among fashion and beauty e-commerce users. *Sketsa Bisnis, 13*(1), 140–160. https://doi.org/10.35891/x1ztj159

Suziana, S., Usman, N. A., & Verinita, V. (2025). Can trust be streamed? The influence of digital voices on Gen Z's repurchase intention. *Jurnal Minds: Manajemen Ide dan Inspirasi, 12*(2), 489–498. https://doi.org/10.24252/minds.v12i2.58429

Tian, G. (2026). The effects of favorable review solicitations on repurchase decisions: A field experiment on an e-commerce platform. *Journal of Behavioral and Experimental Economics, 121*, 102532. https://doi.org/10.1016/j.socec.2026.102532

Trivedi, V., Banerji, D., & Yadav, M. (2025). Consumer repurchase intention: A review, conceptual framework, and future directions. *International Journal of Business Excellence, 35*(4), 492–517. https://doi.org/10.1504/IJBEX.2025.145162

Yu, Y., Ye, Z., Yang, L., Liu, Y., & Chai, J. (2026). Decoding e-commerce repurchase signals: A mixed-method analysis of large-scale online review data. *Nankai Business Review International, 17*(4), 547–587. https://doi.org/10.1108/NBRI-12-2025-0167

Yuliani, M., Rini, E. S., & Fadli, F. (2025). The influence of social influence and online customer reviews on consumers' repurchase interest with trust as a mediation variable on the Tokopedia marketplace (Study on students of the Faculty of Business Economics, Harapan University of Medan). *Indonesian Journal of Business Analytics, 5*(3), 2555–2568. https://doi.org/10.55927/ijba.v5i3.14741

Yunus, M., Fauzi, A., & Rini, E. S. (2022). The effect of e-service quality and customer satisfaction on repurchase intention through online consumer review as intervening variables in the marketplace Shopee. *Journal Research of Social Science, Economics, and Management, 1*(6), 669–679. https://doi.org/10.59141/jrssem.v1i6.75

Zhang, T., Lee, K. L., & Tamyez, P. F. M. (2025). The influence of online customer reviews on brand attitudes and repurchase intentions in e-commerce in China. *Malaysian Journal of Social Sciences and Humanities, 10*(2), 1–12. https://doi.org/10.47405/mjssh.v10i2.3203