

FROM REVIEWS TO REVENUES: WEBSITE DESIGN'S ROLE IN CONVERTING OPINIONS INTO PURCHASE INTENTIONS

Dari Ulasan hingga Pendapatan: Peran Desain Situs Web dalam Mengubah Opini Menjadi Niat Pembelian

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Abstract

The goal of this study was to examine the relationship between online evaluations, web design, and purchasing intent in the context of online commerce. Using both qualitative and quantitative methods, researchers have discovered that user review on the Internet is a significant tool for reducing information disparity, which in turn influences customer confidence and purchasing decisions. Concerns, such as a lack of credibility and the potential for erroneous evaluations, necessitate a more robust level of involvement. In this context, site design is emerging as a major moderating influence, with the ability to improve buy confidence and interest by giving an aesthetically pleasing appearance and intuitive navigation. This study sent questionnaires to eighty respondents using the Partial Least Square method, examining the validity and reliability of the questionnaires and the association between factors. In addition, the research has implications for management that could aid the e-commerce business in the development of customer-centric platforms, ethical content initiatives, and technological and design innovations that break new ground. The findings also provide a framework for future research, including investigation of the consequences of phony reviews, cross-cultural studies, and the development of technologies to filter reviews. Overall, the study gives important insight into how the interaction between online reviews and web design affects the online purchasing experience. In addition, the study offers guidance for creating best practices in this dynamic and competitive business.

Keywords: Digital Marketing, Online Review, Website design, Asymmetric Information, E-Commerce.

Abstrak

Dalam konteks perdagangan online, tujuan dari penelitian ini adalah untuk menyelidiki keterhubungan antara ulasan online, desain web, dan minat beli. Penelitian mengungkapkan, dengan menggunakan pendekatan kualitatif dan kuantitatif, bahwa evaluasi pengguna di internet merupakan alat penting untuk mengurangi ketimpangan informasi, yang pada gilirannya memengaruhi kepercayaan konsumen dan keputusan yang mereka buat saat melakukan pembelian. Kekhawatiran, bagaimanapun, termasuk kurangnya kredibilitas dan kemungkinan evaluasi yang salah, membutuhkan tingkat intervensi yang lebih kuat. Dalam konteks ini, desain web muncul sebagai faktor moderasi yang kuat, memiliki kemampuan untuk meningkatkan kepercayaan dan minat pembelian dengan memberikan tampilan yang menarik dan navigasi yang mudah. Studi ini menyebarkan kuesioner ke 80 responden dan metode yang digunakan adalah Partial Least Square, dengan pengujian validitas dan reliabilitas, kemudian dilanjutkan dengan pengujian keterhubungan antar variable. Lebih jauh, riset ini memiliki implikasi manajemen yang dapat membantu industri e-commerce dengan pengembangan platform yang berfokus pada pelanggan, upaya konten etis, dan inovasi teknologi dan desain yang membuka jalan baru. Temuan ini juga memberikan landasan untuk penelitian lebih lanjut, seperti analisis efek ulasan palsu, penelitian yang menjembatani batas budaya, dan penciptaan teknologi untuk memoderasi ulasan. Secara keseluruhan, penelitian ini memberikan wawasan substansial tentang bagaimana ulasan online dan desain web berinteraksi untuk menghasilkan pengalaman pembelian online. Selain itu, studi ini memberikan arahan untuk membangun praktik terbaik dalam industri yang kompetitif dan dinamis ini.

Kata Kunci: Digital Marketing, Review Online, Desain Website, Informasi Asimetris, E-Commerce.

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Introduction

Generation Z, which includes people born between the middle of the 1990s and the early 2010s, has a strong propensity to shop online as a result of a number of important situations. To begin, technology is increasingly integrated into everyday life. (Pena-Garcia, Gil-Saura, Rodriguez-Orejuela, & Siqueira-Junior, 2020; Vogrincic-Haselbacher et al., 2021). Technology and the Internet gave rise to Generation Z, which has become accustomed to using devices such as smartphones and personal computers. The utilization of these devices makes access to online businesses much more convenient. Second, it is adaptable and user-friendly in its operation. They don't have to leave the convenience of their homes in order to shop, research products, and make purchases because they can do it all online. (Martins, Costa, Oliveira, Gonçalves, & Branco, 2019). Third, there is a greater variety of possibilities from which to pick. The numerous online shopping platforms offer a huge selection of products sourced from a wide variety of manufacturers and suppliers. (Asih, Teofilus, Sutrisno, & Yoana, 2020; Pena-Garcia et al., 2020). Not to be overlooked is the importance of focused marketing. Technology and data analytics are typically utilized by e-commerce businesses in order to provide customers with products that are suited to their unique preferences and pursuits. The end result is a buying experience that is more engaging and distinctive for the individual shopper.

The vast inventory that can be found when shopping online is one of the reasons why more people are turning to this method. (Vogrincic-Haselbacher et al., 2021). Customers are able to find products that are tailored to their interests and requirements thanks to the extensive availability of these goods. (Ding, Zhang, & Wang, 2017; Park, 2017). E-commerce websites also give a handy way to compare products in terms of their prices, the features they offer, and the ratings they have received from other customers. Some stores even go so far as to provide customization options, which brings an additional dimension of personalization to the shopping experience as a whole. When looking for unusual or specialty things, purchasing them online is frequently the most efficient approach that is available. When taken into consideration as a whole, these aspects combine to make internet shopping a more pleasurable and adaptable experience, one that provides nearly limitless alternatives and is not constrained by either location or time (Pena-Garcia et al., 2020), reflecting a change in the tastes of current consumers, who place a greater emphasis on shopping experiences that provide them with a variety of options and more ease of use. Based on the explanation above, it can be concluded that several questions that need to be answered in this research, including: What is the role of reviewer profiles, review history, and other contextual information in increasing reader trust in reviews, and how can these be integrated in website design? And at what times may website design help in creating and sustaining consumer confidence in online transactions, and what are the problems that may be faced in this process?

Customers who have already purchased and utilized the goods are able to share their feedback and experiences with the product through online reviews. (Dinesh & Bhoopathy, 2019; Siering & Janze, 2019). They provide a more objective point of view on the quality, functionality, and worth of a product or service, which is something that is usually difficult to evaluate based solely on the seller's description. By reading reviews, customers are able to assess whether or not the product lives up to their expectations, determine whether or not there are widespread faults, and learn about the experiences that other customers have had working with vendors. (Siering & Janze, 2019). These reviews typically contain ratings, comments, photographs, and even videos showing the things in question being put to use in real-world situations. When customers read positive

evaluations about a product or seller, they may feel more confident in making a purchase, while reading reviews that are critical may alert them to potential issues. (Ghasemaghaei, Eslami, Deal, & Hassanein, 2018). These reviews become a key tool for minimizing the uncertainty and risk connected with online transactions when customers are unable to see or touch a product prior to making a purchase. By reading the evaluations that other customers have left on various shopping websites, consumers are able to form more informed opinions and avoid making purchases that might turn out to be a waste of money. These reviews have developed into a vital component of an approach to internet purchasing that is streamlined and centered on the needs of the customer. (Asih et al., 2020).

Online reviews are important tools for online shopping; however, they also face credibility issues (Julian Thomas, Wirtz, & Weyerer, 2019). It is possible for things like fraudulent reviews, biased judgements, manipulative evaluations, and mismatches to obfuscate the true picture of a product or service. This can happen when there is a lack of transparency. Reviews that contain false information could have been caused by a lack of or an incomplete purchase verification. This underscores the need of having a critical approach while reading reviews in the process of making purchasing decisions, taking into account the potential for reviews that are available online to contain prejudice as well as erroneous information. Careful and functional website design can be one way to overcome the credibility problem of online reviews (Blanco, Sarasa, & Sanclemente, 2017; Shang, Wu, & Sie, 2017). If the platform is designed with a major emphasis on openness and independent verification, then the ratings and comments that are supplied on the platform will have a higher degree of credibility. For instance, putting in place a purchase verification mechanism that restricts the capacity to provide evaluations on a product to just those customers who have actually purchased it and used it would be an example of one such measure. In addition, making the parameters and criteria for review writing very clear can help to ensure that the reviews are of a high quality and are still relevant. (Kathy Ning & Mohamed, 2012; Wang & Li, 2017). One strategy for increasing the validity of a product or service is to build it in such a way that it allows buyers to access reviewer profiles, review histories, and other supplementary details. A website that is well-designed can be an effective tool for moderating online reviews, which is necessary when it comes to dealing with issues that are related to online reviews. In the field of research pertaining to online reviews and website design, recent innovations could include the development of verification technology to ensure the authenticity of reviews, an analysis of the influence of user interface design on perceived credibility, or research on how review moderation through careful website design affects consumer trust. Because of the way in which e-commerce is progressing, it is particularly essential to give some thought to this subject. Additional research may give beneficial insights into the process of establishing trust and transparency in the online purchasing process through the incorporation of efficient and ethical website design.

Online reviews can be less of a credibility problem by using smart and useful website design techniques (Siering & Janze, 2019; Vogrincic-Haselbacher et al., 2021). By putting openness and independent verification at the top of the platform design list, the ratings and comments that are shown have a higher level of authenticity. One real-world example is putting in place a way to verify a purchase, so that only customers who have actually bought and used a product can write reviews. Also, explaining the parameters and criteria for writing reviews can improve their quality and usefulness (Huang, Zhu, & Zhou, 2013; Sparks, Perkins, & Buckley, 2013). A good way to improve the validity of products or services is to give buyers access to reviewer profiles, review histories, and other contextual information. Good website design becomes a key tool for moderating online reviews, especially when dealing with review-related issues. Recent innovations at the intersection of online reviews and website design include verification technologies that make sure reviews are real, studies of the effect of user interface design on perceived credibility, and analyses

of how review moderation through smart website design affects consumer trust. Since e-commerce is always changing, thinking about this subject is more important than ever. The unique thing about this study is how it combines technological advances with the psychological aspects of consumer behavior, with a focus on Generation Z (Gutt, Neumann, Zimmermann, Kundisch, & Chen, 2019). Unlike previous research, which mostly focused on the technological aspects of judging credibility, this study goes into detail about how consumer trust changes over time and how generational differences affect it. This study is unique because it uses new algorithms and user interface design techniques and looks at how they interact with the specific preferences and behaviors of Generation Z. Generation Z is becoming more likely to shop online (Hernandez, Jimenez, & Martin, 2011). This is because technology is becoming more integrated into daily life, and as a result, consumer behavior is changing. This is an interesting area of study that hasn't been covered well enough in previous studies.

Moreover Information asymmetry refers to circumstances in which one party has more or better information than the other, particularly in the context of e-commerce, this frequently arises between sellers and purchasers. By providing consumers with an objective evaluation of the goods or service, online reviews help to rectify this imbalance. However, concerns such as bogus reviews can worsen asymmetry and complicate purchasing decisions. Effective website design can also be used to lessen information asymmetry, for instance by providing evaluations in an easy-to-understand format or by emphasizing products with positive feedback. In the context of e-commerce, knowledge asymmetry has far-reaching ramifications, including effects on buyer trust, ethics, and regulation. If purchasers are unsure about the product's quality owing to a lack of dependable information, they may be hesitant to make a purchase. In contrast, if a website gives sufficient and reliable information, including legitimate reviews, it can enhance buyer confidence and increase sales. The ethical and regulatory consequences of information asymmetry are also significant, as phony reviews are viewed as deceptive tactics, but transparent and responsible website design can assist adherence to ethical norms and regulations. Therefore, this theory provides a framework for analyzing the intricate dynamics of e-commerce.

More research is likely to give us valuable information about how to build trust and openness in the world of online shopping, which shows how important it is for website design to be both effective and honest. By looking at this under-researched intersection, the study adds a new perspective and opens up new areas for research. It also sets a standard for a full understanding of online consumer trust and behavior in the modern digital marketplace.

Literature Review

Asymmetric Information

The term "information asymmetry" refers to circumstances in which one party possesses more information or information of a higher quality than the other side. When it comes to e-commerce, suppliers almost always have a deeper understanding of their products than their customers do (Mavlanova, Benbunan-Fich, & Koufaris, 2012). This imbalance can be remedied to some extent by providing consumers with access to the knowledge and experiences of those individuals who have previously utilized a product or service through the utilization of online reviews. This can be accomplished by providing consumers with access to the knowledge and experiences of those individuals who have previously utilized a product or service. As a direct result of this, purchasers have the ability to make more informed purchases. However, the information that is genuinely available may be clouded and an imbalance may be produced as a result of factors such as falsified or fraudulent evaluations. By establishing a website with a well-thought-out design that

combines review verification tools and a transparent grading system, this imbalance can be remedied. (Abdel-Rahim & Stevens, 2018; Tong & Crosno, 2016). As a result, the primary focus of this research is on the ways in which website design can be utilized to reduce the information gap that exists in online assessments (Imran, Ata Ul, & Murad, 2018; Mavlanova et al., 2012). This could involve investigating verification technology, implementing transparency, and taking other measures to ensure that reviews are true and trustworthy representations of customer experience. This would make it easier for buyers and sellers to align their information.

In the past ten years, particularly in the context of e-commerce, there has been a fast expansion of research on asymmetric information. Beginning with Akerlof's (1970) introduction of the notion, this theory has been an essential foundation for comprehending how information is transferred in online transactions. In the context of e-commerce, numerous research examines how knowledge asymmetry influences buyer and vendor conduct (Y. Chen, Mak, & Li, 2013). Product reviews and star ratings, for instance, become crucial instruments for minimizing the knowledge asymmetry between buyers and sellers (Wu, Wu, Sun, & Yang, 2013). Multiple studies demonstrate that verifiable and transparent evaluations can enhance consumer confidence (Filiari, 2015). On the other hand, concerns such as fraudulent reviews and scams have become a worry, with numerous research attempting to discover methods to detect and prevent them (Fillieri, 2016).

Information asymmetries in e-commerce have also influenced changes in policy and regulation. Some authorities, for instance, have taken steps to regulate online reviews in order to safeguard customers from false information (Cao, Yan, & Li, 2018; Vogrincic-Haselbacher et al., 2021). Attempts have been made to eliminate information asymmetry by increasing the transparency of transactions using technological advancements such as blockchain. In conclusion, the study of asymmetric information in the context of e-commerce has expanded in many areas over the past decade. Information asymmetry continues to be a rich and significant research subject, reflecting the ever-changing complexity and dynamics of digital marketplaces, ranging from the understanding of consumer and seller behavior to the implementation of cutting-edge technologies (Fink, Rosenfeld, & Ravid, 2018; S. Park & Nicolau, 2015).

Online Review and Purchase Intention

There is a strong correlation between reading online reviews and having an interest in purchasing a product online, both of which are significant components of the online shopping experience (Dinesh & Bhoopathy, 2019; Julian Thomas et al., 2019). Consumers who have used a product in the past share their perspectives on its features, dependability, and overall quality in reviews (Gutt et al., 2019; Yang, Liu, Liang, & Tang, 2019). This is significant because customers shopping online cannot physically examine or try out products. Customers are more likely to trust businesses and make purchases after reading positive evaluations, whereas consumers are more likely to hold off making purchases after reading unfavorable ones. This highlights the importance of reviews as a vital source of information that can help reduce the uncertainty and risk involved in making purchases online (Sun, Han, & Feng, 2019; Vogrincic-Haselbacher et al., 2021). However, the trustworthiness of the reviews is also an extremely important factor to consider. Customers' faith in a company can suffer when reviews are unreliable or when there is reason to assume that they are fraudulent, which could result in less interest in making a purchase. Therefore, transparency and verification in online reviews are essential components in the equation that determines the level of interest in making a purchase (Filiari, 2015; Fillieri, 2016). The design of a website that enables verified reviews and shows reviews in a manner that is simple to navigate can also improve the buying experience, which can lead to an increase in the desire to make a purchase. Online reviews,

taken as a whole, act as a bridge between customers and sellers, ease communication, foster trust, and eventually affect the decisions made regarding purchases. Therefore, we conclude the following hypothesis:

H1: Online Review has a significant effect towards Purchase Intention of Online product

Website Design as Moderators

It is important to recognize the role of site design moderation in the connection between online product reviews and interest in purchasing products online (Blanco et al., 2017; Wang & Li, 2017). This relationship can be strengthened through careful site design by providing elements such as review verification, which promotes buyer trust, and easy navigation, which provides quick access to information relevant to the transaction (Shang et al., 2017; Suh & Chow, 2021). Credibility can also be increased in reviews by clearly revealing a reviewer's personal information. On the other hand, shortcomings in moderation, such as a lack of procedures to spot bogus reviews or displays that are overly cluttered, can undermine these ties (Sanchiz, Amadieu, Fu, & Chevalier, 2019; Wang & Li, 2017). The usefulness of reviews as a tool for assisting with purchase decisions can be diminished if the evaluations are not trusted, or if it is difficult to locate pertinent information. Therefore, to take full use of the potential of online evaluations to generate purchasing interest, it is essential to have a web design that has been carefully thought out, which supports openness, credibility, and ease of use (Broda, Kruger, Schinke, & Weber, 2018; Sanchiz et al., 2019). On the other hand, having a poor design might have the opposite effect, which highlights how important design considerations are to a successful e-commerce strategy. Based on the above explanation, we propose the following hypothesis:

H2: Website design moderates the relationship between online reviews and interest in online product purchases.

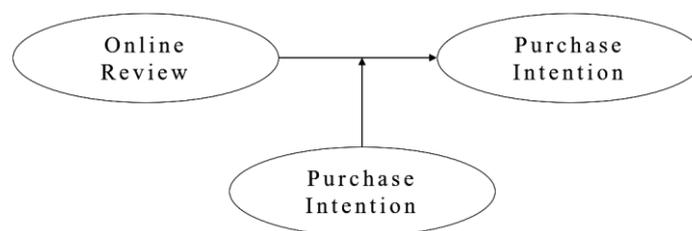


Figure 1: Conceptual Framework
Source: Data Processed, 2023

Methodology

Sample and Procedures

This research is centered on Java Island with data distribution in West Java, Central Java, and East Java because the sample used in this study is generation Z, which was based on several sources, and the level of e-commerce users in Java reached 75 percent; therefore, this research is centered on Java Island. According to the sampling quota, this study had a total of 80 respondents, the 80 respondents represented generation Z in the Java region, including representatives from the Sepuluh Nopember Institute of Technology for East Java and Indonesian universities for West Java. The reason for using students as respondents is related to the knowledge they have acquired and the use of Indonesian universities and Sepuluh Nopember Institute of Technology, which represent

Indonesia in the QS world ranking, so that it can be concluded that the sample used is representative of the entire country. It is possible to draw the conclusion that respondents in this research are active users because they are ecommerce consumers who have made a minimum purchase of Rp. 500,000 and have a transaction frequency of at least once per month and once. In addition, questionnaires are used in this research to collect data. The operational items that are included in this research's questionnaire were adapted from items that appeared in earlier studies., such as online reviews adapted from Fillieri (2016), website design adapted from Chen, Su, and Widjaja (2016), and purchase intention adapted from Julian Thomas et al. (2019). The operational items listed in table 1 are as follows:

Table 1. Validity and Reliability Analysis

Variables	Item Operational
Online Review	Online Review 1 Review dari pengguna lain dapat membantu saya dalam mengambil Keputusan
	Online Review 2 Online review merupakan fitur yang penting bagi saya
	Online Review 3 Online review biasanya memberikan rekomendasi yang tepat buat saya
	Online Review 4 Online review memberikan informasi produk yang cocok dengan kebutuhan saya
	Online Review 5 Dengan melihat online review, saya menjadi lebih Online Review 5 percaya diri dalam membuat keputusan pembelian
Purchase Intention	Purchase Intention 1 Saya berminat untuk membeli di online marketplace
	Purchase Intention 2 Saya kemungkinan besar akan membeli di online marketplace
	Purchase Intention 3 Saya akan membeli di online marketplace
Web Design	Web Design 1 Design situs ecommerce tidak membingungkan
	Web Design 2 Pengelompokan produk di e-commerce jelas
	Web Design 3 Saya merasa familiar dengan tampilan ecommerce

Source: Data Processed by Researchers, 2023

In this inquiry, the data that were acquired were analysed using a method that is known as partial least squares. This analysis was carried out on the data that was gathered. The first stage of the analysis is the validity test, and a considerable amount of emphasis is placed on the construct and discriminant validity of the data. This is demonstrated by the values of Factor Loading, AVE, Fornell Larcker, and Hetero-Monotrait. The validity test is the first stage of the analysis. The findings of the validity test were utilized as a basis for guiding the remaining stages of the analysis (HTMT). The continuation of this research will also involve a reliability test, the outcomes of which will be represented by the value of composite reliability. In the end, the hypothesis will be examined via the lens of the r-squared test, which will be performed on the research.

Result and Discussion

The findings of this study's construct, convergent, and discriminant validity tests make it abundantly clear that the research was successful in passing all of the validity and reliability tests,

which are provided in Table 1 below. This is evidenced by the fact that the research was able to pass all of the tests. It is necessary to have a loading factor value that is bigger than 0.5 in order to show that the construct may be trusted.

Table 2. Validity and Reliability Analysis

Variables	Item Operational	Factor Loading	Average Variance Extracted (AVE)	Composite Reliability	R-Square
Online Review	Online Review 1	0,657	0,541	0,854	
	Online Review 2	0,699			
	Online Review 3	0,672			
	Online Review 4	0,818			
	Online Review 5	0,814			
Purchase Intention	Purchase Intention 1	0,936	0,885	0,959	0,680
	Purchase Intention 2	0,952			
	Purchase Intention 3	0,935			
Web Design	Web Design 1	0,870	0,809	0,927	
	Web Design 2	0,906			
	Web Design 3	0,922			

Source: Data Processed by Researchers, 2023

In addition, the outcomes of the reliability test were positive, with a value for the overall reliability that was somewhere in the range of 0.854–0.959. This range of values is considered to be satisfactory. As a direct result of this, one can draw the inference that the data that were used in the survey in question were trustworthy and appropriate for the purpose for which it was designed. On the other hand, in order to do a more in-depth investigation, one may also look at Both the Fornell-Larcker value and the heterotrait–monotrait value are displayed in Table 2 to demonstrate the discriminant validity of the test. You may find both of these values in the table that we have here. Both of these values are listed in the table that we currently possess. You can look them up there (HTMT).

Table 3. Discriminant Validity Analysis

Fornell Larcker Test	Online Review	Purchase Intention	Web Design
Online Review	0,735		
Purchase Intention	0,342	0,941	
Web Design	0,318	0,811	0,899
Heterotrait-Monotrait Ratio (HTMT)		Online Review	Purchase Intention
Purchase Intention		0,374	
Web Design		0,369	0,888

Source: Data Processed by Researchers, 2023

According to Table 2, it can also be observed that the value of the Fornell-Larcker test that reaches 0.941 and the value that is on the diagonal line are greater than other values. This is because both of these values are closer to the line that divides the table diagonally. As a consequence of this, according to statistics, it is possible to declare that the data that were utilized in this investigation satisfied the assumption of discriminant validity. However, there are a few presumptions that suggest the value of the Fornell-Larcker test is insufficient to evaluate the discriminant validity of the hypothesis. These presumptions are presented in the following sentence. As a result, the HTMT exam stands to gain something from this research as well. It is feasible to get the conclusion that the data that were used satisfied the requirements for validity and overall reliability with an r-square value of 0.680. This allows one to draw a conclusion. It is possible to draw this conclusion based on the results of the HTMT test, which indicate that there is no value higher than 0.9. According to this estimate, independent factors can account for as much as 68 percent of the total variance in the dependent variables that they are trying to explain.

Following an analysis of the study's validity and reliability, the authors of this study continued their investigation of the relationship between the variables and the t-tests. The findings are presented in Table 3 below:

Table 4. Hypothesis Testing

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Mod_WD → PI	0,121	1,668	0,095 *
OR → PI	0,116	1,702	0,089 *
WD → PI	0,766	15,423	0,000 ***

Source: Data Processed by Researchers, 2023

Discussion

According to table 3, it is possible to draw the conclusion that there is a significant relationship between online review variables and significant buying interest in the range of 10 percent with a statistical t value of 1,702 and that there is also a significant relationship between web design moderation variables and significant buying interest in the range of 10 percent with a static t value of 0.095. Both of these conclusions are supported by the fact that there is a significant

relationship between web design moderation variables and significant buying interest in the range of 10 percent. Even if the respondents in this study are members of Generation Z and have high levels of digital connectivity, it is feasible to draw the conclusion that they continue to hold the belief that web design is an important component in the process of creating purchase interest online. Figure 1 provides a visual representation of the importance of moderation.

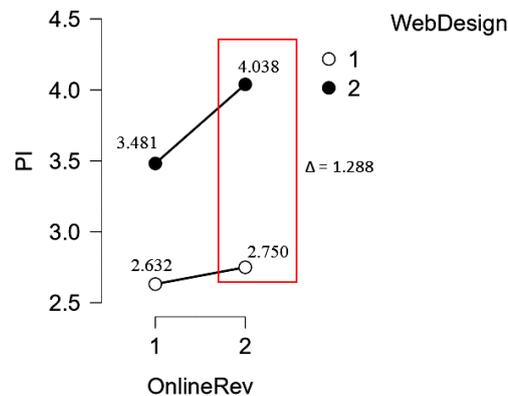


Figure 2: Moderation Analysis
 Source: Data Processed, 2023

Image 1 depicts information regarding the effect of online reviews on purchase intent. The data relating to Hypothesis 1 demonstrate the significance of online product reviews in influencing purchase intentions. This conclusion is consistent with the observation that consumers frequently consult customer evaluations to acquire insight into the quality and usefulness of a product. As the study demonstrates, positive evaluations can impact a potential buyer's purchasing choice. This emphasizes the significance of building a favorable environment for online reviews and ensuring that client input is widely displayed and easily accessible. In addition, the study may push companies to reconsider how they seek and display reviews, maybe incorporating incentives or faster processes to encourage pleased customers to share their experiences. In addition, the moderation impact of Website Design demonstrates that Hypothesis 2 explores the complex interaction between website design, online product reviews, and online product purchase interest. This study demonstrates that the visual appeal of a website not only increases buy intent directly, but also moderates the relationship between online reviews and purchase intent. Even when there are poor reviews, an attractive website design might increase the likelihood of a sale. Figure 1's value of 1.288 may show the strength of this moderating effect, indicating that well-designed web pages magnify the positive impact of positive reviews. In contrast, a poorly designed website may minimize the potential positive impact of positive reviews or amplify the negative impact of negative reviews. These observations illustrate the intricacy of online consumer behavior as well as the interrelated influences of design and reviews.

This research contributes to the growing body of knowledge on online customer behavior by revealing the nuanced relationship between reviews, design, and intent to purchase. By determining how website design can operate as a moderator between online reviews and buy intent, this study provides e-commerce enterprises with actionable methods. Reaffirming the need to invest in high-quality web design is the emphasis on appealing design as a crucial factor in influencing client decisions, as opposed to a supplemental function. In addition, the ramifications of this research may extend beyond e-commerce to other online platforms where evaluations and design combine to influence user behavior, so offering a valuable foundation for future research and practical applications in diverse digital environments.

Implication and Further Research

This study focuses mostly on the information imbalance that exists in online business transactions and how this disparity might be addressed through online evaluations and effective web design. As a direct result, our understanding of how to remedy information inequities in a digital context has advanced substantially. This study indicates that web design is important more than just aesthetics; it can also improve or decrease the credibility of a website. The study investigates the relationship between trust and website design, providing insight into how design interacts with other factors that influence consumer decisions. The convergence of Information-Based Asymmetric Theory and the operational component of Electronic Commerce exemplifies how economic theory may be applied to newer and more complicated situations, thereby shedding light on the theory's larger applications.

A focus on verification and transparency in online reviews can inspire discussions on the ethical responsibilities of sellers and platform designers, as well as the need of establishing long-term customer trust. This topic relates to questions of ethics and sustainability in the internet commercial environment. This study's results support the hypothesis that viewing reviews before making an online purchase is a vital part of the overall online shopping experience. In addition, the results contribute to our knowledge of the factors that drive customer interest in online purchasing. By identifying features of online design that influence a user's degree of trust in a company, this research sets the way for the development of more effective and responsible e-commerce platforms, leading to findings regarding how website design might influence credibility. These theoretical ramifications not only contribute to the development of best practices in the design and management of e-commerce platforms, but also increase our knowledge of the dynamics involved in online shopping.

Putting an emphasis on web design that improves the user experience through techniques such as straightforward navigation, appealing display, and review verification can assist build trust and increase buying interest, all of which have a direct impact on sales expansion. This development of customer-centric platforms is not merely aesthetic; it is a strategic step to improve user engagement and satisfaction, resulting in tangible business success. The installation of policies that prevent fraudulent reviews and encourage the openness of online reviews contributes to the platform's reputation as a reliable source of information as part of the ethical content strategy. This is essential for preserving the long-term loyalty of customers. In addition, investing in technological innovation and design that considers the crucial role that web design plays in the total online shopping experience enables firms to remain competitive and adapt to customers' ever-changing preferences. These tactics provide a solid foundation for e-commerce platforms to succeed in the current digital economy.

Further Research

This study has the potential to open up multiple major investigation areas in the subject of e-commerce, which can be turned into future research if the researcher chooses to pursue these avenues. This can include conducting controlled experiments to determine the efficacy of various site design aspects in affecting trust and buying interest as well as conducting in-depth research into the effects that fake reviews have on the behavior of customers. Another option is to conduct controlled experiments to determine the efficacy of various site design aspects in affecting trust and buying interest. In addition, doing cross-cultural research on responses to online evaluations and the design of websites in various global markets can be helpful in tailoring marketing strategies for international distribution. In addition to the research and development that is being done on how

different demographic segments are affected by the design of websites, one other area of expanding interest is the technology that can be used to control and verify reviews. Finally, when developing rules that are more ethical and sustainable, it could be good to address the legal and regulatory difficulties that are associated with online reviews. These issues are unique to online reviews because they are governed by different laws. In general, this line of research presents an opportunity to develop a more in-depth understanding of the intricate interactions between online evaluations, web design, and customer behavior in the context of continually changing e-commerce. This understanding can help businesses better serve their customers.

In addition, future researchers investigating the subtle linkages between online reviews, website design, and consumer behavior in the e-commerce landscape could integrate a number of other variables to elucidate these correlations further. An interesting variable could be the impact of social media on customer purchase decisions. Examining how online reviews published on social networks, as well as the social credibility of the reviewers, affect consumer trust and purchase behavior might provide light on modern marketing methods. Similarly, researching the impact of augmented reality (AR) and virtual reality (VR) on website design could reveal how these emerging technologies enhance or alter the user experience and, in turn, influence purchasing decisions. The psychological elements that influence consumer trust and decision-making could be another interesting topic of research. This includes understanding the emotions, perceptions, and cognitive biases that might influence how consumers read and respond to online reviews and website design. Examining the influence of cultural norms and values on consumer responses to internet reviews could also yield cross-cultural insights. The incorporation of machine learning and artificial intelligence in controlling and personalizing the user experience may indicate how technology might further refine consumer targeting and improve the purchasing experience. In conclusion, future study could incorporate technological, psychological, sociological, and regulatory considerations, thereby expanding the scope and possible applicability of the findings in the fast-changing field of e-commerce. This multidimensional strategy can help to more sophisticated and effective consumer engagement and online presence optimization tactics for firms.

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