


The Role Of Testimonials And Online Reviews In Influencing Purchase Decisions With Customer Engagement As A Mediating Variable (A Study on Consumers of PT. Java Abadi Gemilang)

Adzi Pangestu¹, Nora Andira Brabo²

^{1,2}Faculty Of Economics And Business, Budi Luhur University. Jl. Ciledug Raya, RT.10/RW.2, Petukangan Utara, Kec. Pesanggrahan, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12260

Article Info	ABSTRACT
Keywords: Testimonial, Online Customer Review, Customer Engagement, Purchase Decision, Partial Least Square	This study examines the role of testimonials and online customer reviews in influencing consumer purchase decisions, with customer engagement as a mediating variable. The research was conducted on consumers of PT. Java Abadi Gemilang, an IT services company. Using a quantitative explanatory approach, data were collected through a questionnaire distributed to 97 respondents selected using purposive sampling. The research instrument employed a five-point Likert scale and was tested for validity and reliability using SPSS and SmartPLS. Data analysis was conducted using the Partial Least Square (PLS) method to evaluate both the measurement model (outer model) and the structural model (inner model). The results show that online reviews significantly influence both customer engagement and purchase decisions, while testimonials do not. Moreover, customer engagement significantly mediates the relationship between online reviews and purchase decisions. These findings highlight the importance of interactive digital strategies in consumer behavior.
This is an open access article under the CC BY-NC license 	Corresponding Author: Adzi Pangestu Faculty Of Economics And Business, Budi Luhur University. Jl. Ciledug Raya, RT.10/RW.2, Petukangan Utara, Kec. Pesanggrahan, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12260 2031600907@student.budiluhur.ac.id

INTRODUCTION

As the information technology industry develops, more and more companies are offering IT services to meet business and operational needs. One of the challenges for IT service provider companies is building consumer trust amid tight competition. In the digital era, consumers not only rely on traditional promotions but also seek information through testimonials and online reviews. For consumers, previous customer experience becomes an important reference in decision-making.

Advances in information technology have changed the way companies interact with consumers. In the digital era, consumers increasingly depend on online information, including testimonials and online reviews, to assess the quality of a product or service before making a purchase. Previous customer reviews are considered more credible than conventional promotions because they are seen as honest opinions based on real experiences (Cheung &

Thadani, 2012). Therefore, online reviews and feedback have become one of the important factors in consumer decision-making, especially in the service sector such as information technology (IT).

Information Technology is very important in various aspects of modern life for several reasons. IT enables the automation of repetitive business processes, such as data processing, inventory management, and financial monitoring, so that work can be done more quickly and accurately. Information systems can also help companies manage their resources more effectively. Information technology facilitates access to information from various sources in a short time, for example through the internet. This helps in making more precise decisions because information is available anytime and anywhere. With the help of IT, businesses can innovate in offering new products or services, improve customer experience, and create new ways to interact. In education, IT facilitates e-learning, enabling access to digital learning materials and online collaboration.

IT enables people and organizations to communicate and collaborate easily through email, video conferencing, and various online collaborative platforms. This is very important for organizations that operate internationally or have teams spread across various locations. IT helps in collecting and analyzing data in real-time, enabling decision-making based on accurate and relevant data. With a good IT system, organizations can respond more quickly to market changes or emerging trends. In an increasingly digital world, information security is very important. Information technology enables the use of more sophisticated security systems to protect sensitive data and personal information from cyber threats. IT facilitates economic growth by opening new business opportunities and jobs in various sectors, especially the technology sector itself, such as software development, cybersecurity, and others.

Overall, IT not only simplifies daily life but also becomes an important foundation for the development of business, education, health, government, and many other sectors in this modern era. The need for IT hardware in Indonesia is increasing, especially in supporting digitalization and technological transformation in various sectors. Several factors driving this need are the adoption of cloud technology, big data management, cybersecurity, and the increasingly widespread use of AI. Demand for hardware such as servers, data racks, and storage devices is increasing, especially in industries that focus on cloud-based services and big data.

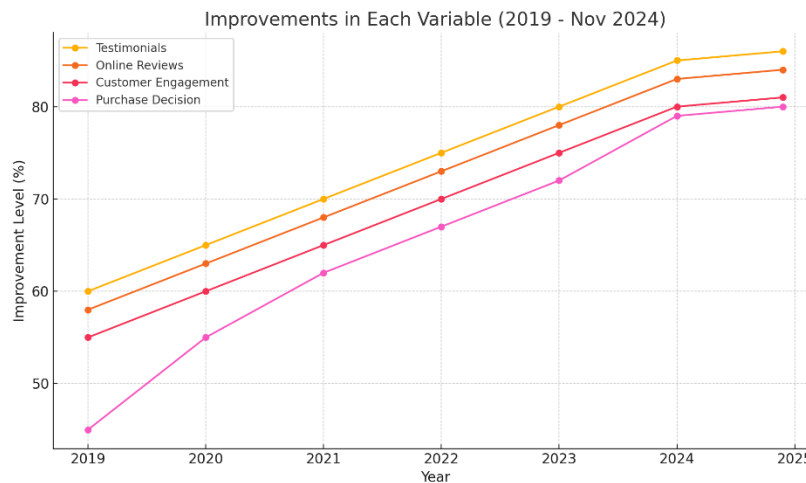
According to the latest report, modern data centers require server racks with high energy consumption that can reach 50–100 kilowatts per rack, creating challenges in heat management and energy efficiency. The adoption of cloud services by companies in Indonesia also requires supporting hardware, such as high-capacity servers and reliable networking devices. The International Data Corporation (IDC) predicts that the market value of cloud services in Southeast Asia, including Indonesia, will more than double by 2026.

This means that companies must increase their hardware capabilities to meet the growing demands of cloud services. The increasing cyberattacks in Indonesia also make companies update their hardware infrastructure for security. This includes firewall devices,

encryption servers, and special devices for data management. The hardware security market is projected to grow along with the awareness of the importance of better data protection. In line with this trend, Indonesia continues to strengthen its digital infrastructure to support hardware needs in various industries. This is supported by government initiatives to expand digital infrastructure as part of the digital transformation efforts in 2025.

One of the companies in the IT field is PT Java Abadi Gemilang, which is a service company for an IT enterprise. One of its business activities is the procurement of goods. Various marketing strategies are carried out to increase both sales and purchases, and of course, purchase decisions are influenced by many factors. Consumer decision-making is essentially a problem-solving process. The researcher uses the purchase decision variable because studies on purchase decisions are still worthy of being researched, considering the increasing number and variety of products being sold and circulated, which leads to the need for various considerations by the public in making purchasing decisions. Most consumers, whether individual consumers or organizational buyers, go through almost the same mental process in deciding which product and brand to buy (Yulindo, 2013).

A purchase decision is a concept in buying behavior in which consumers decide to act or do something, and in this case, to make a purchase or utilize a particular product or service (Balawera, 2013). Consumer purchase decisions can occur if the product matches what the consumer wants and needs. In this case, PT Java Abadi Gemilang is still observing other indicators of how consumers determine their decision to purchase the company's products, including testimonials.



Source: PT Java Abadi Gemilang, 2025

Figure 1. Overview of Variable Improvements

Description of Figure 1. illustrates the curve of improvement for each variable from 2019 to 2025. This curve shows the upward trend in the variables of Testimonials, Online Reviews, Customer Engagement, and Purchase Decisions. Each variable shows consistent growth year by year, reflecting the importance of digital strategies in strengthening consumer purchase decisions at PT Java Abadi Gemilang.

Testimonials have become one of the crucial factors influencing consumer purchasing decisions, especially in the digital era. Research shows that customer reviews and testimonials play a role in building trust and business reputation, as well as providing credible information regarding the quality of products or services. Customer experiences shared publicly are often more trusted than direct company promotions because they are considered more objective and honest. Testimonials are an effective strategy for building business credibility. According to Andrew Griffith as cited by Sriyanto (2019), testimonials are a way to build credibility, where information published in the media should favor the public over personal interests. Testimonials shared on social media should be objective and prioritize public interest over individual concerns. As a marketing tool, testimonials play an important role in increasing business profits, as they help consumers assess whether a product is worth buying. Positive reviews can strengthen the confidence of potential buyers, build public trust, and enhance the competitiveness and quality of the services or products offered (Setyanti et al., 2021).

Positive testimonials can attract others to purchase the promoted product and serve as a tool for evaluating and improving product quality, service, and reputation. Testimonials are divided into two parts: written testimonials, usually appearing on a product's social media accounts or on marketplaces, which often consist of customer quotes used to persuade new prospective customers to use the offered goods or services; and verbal testimonials, which are direct statements from customers that can be communicated to others. Customers will usually promote their favorite products to others if they have had a positive experience with the service and product (Nadia, 2021). However, different findings have been presented in research by Wuri Purnamasari (2020), who stated that the testimonial variable does not positively influence purchase decisions. In contrast, research by Vivi Nurindah Sari (2022) found that testimonials have a significant influence on the purchase decisions of Bioaqua products.

In online shopping activities, consumers need to search for more information about the products they intend to purchase to minimize potential negative impacts. An easy way to obtain such information is by reading reviews and checking store ratings. Online Consumer Reviews serve as a tool for consumers to search for and receive information that may later influence their purchase decisions (Almana & Mirza, 2013). Online consumer reviews also function as a decision-support tool, a feedback mechanism provided by consumers, and a recommendation system on e-commerce platforms. Furthermore, according to Sutanto & Aprianingsih (2016), online consumer reviews are a form of electronic word of mouth and a new form of marketing communication that can influence and play a role in the consumer purchase decision process. These findings align with the research of Yandi (2018), who found that all dimensions of online consumer reviews influence purchase decisions. Ichsan et al. (2018) found that online reviews and ratings significantly influence consumer buying interest.

PT Java Abadi Gemilang, as a company operating in IT services, recognizes the importance of leveraging customer reviews and testimonials to influence prospective customers. Positive reviews can enhance perceptions of service quality and reduce

uncertainty, while negative reviews can be a challenge in attracting new customers. Therefore, testimonials play a crucial role in influencing consumer decisions to use the company's services.

Online consumer reviews, available on digital platforms, are feedback given by consumers regarding the products they have purchased. These reviews not only contain positive ratings but also complaints related to the product or the seller, and thus they influence purchasing decisions. Today, consumer purchase decisions are no longer based solely on advertisements but are also influenced by reviews shared on online platforms (Holleschovsky, 2015). Dimauro (2015) also indicated that consumers shopping via e-commerce trust online consumer reviews more than traditional media. Dimauro's (2015) findings reveal that consumers who make e-commerce purchasing decisions are more inclined to trust online reviews provided by other consumers rather than those from traditional media. This is consistent with research findings by Pitman (2022), which show that in 2022, 88% of consumers trust online customer reviews as much as they trust input and advice from colleagues, family, or friends.

In addition, engagement or customer involvement is becoming increasingly important in the digital business environment. Customer engagement is not only expressed through giving reviews but also through active interactions such as comments, recommendations, and participation in forums discussing products and services. Customers who feel engaged tend to provide more honest feedback and build stronger connections with the company. According to Willems (2011), Customer Engagement is a process of involving customers by interacting with them in dialogue and experience to optimally support them in a way that influences their purchasing decisions.

In the context of PT Java Abadi Gemilang, customer engagement is an important aspect that must be considered by companies offering products or services, with a focus on long-term strategies. These strategies aim not only to convince customers of the quality of the offered products or services but also to maintain relationships so that customers feel emotionally connected or see the benefits they gain from the brand. Schultz et al. (2016) stated that consumer engagement is a complex and difficult concept to understand, and that researchers and marketers must be more careful in defining, conceptualizing, and measuring the strength of this relationship. Customer engagement can act as a mediating variable that strengthens the relationship between testimonials, online reviews, and consumer decisions. While research on the relationship between testimonials and online reviews with consumer decisions is abundant, few studies examine the role of engagement as a mediating variable in IT services.

METHODS

This study employs a quantitative approach aimed at examining the relationships among the predetermined variables, namely testimonials, online reviews, customer engagement, and purchase decisions. This approach is deemed appropriate for measuring the strength of relationships between variables and testing hypotheses statistically. The type of research is

explanatory, intending to explain causal relationships between independent variables, the dependent variable, and the mediating variable. The research was conducted at PT. Java Abadi Gemilang, a company engaged in information technology services. This location was chosen because the company actively utilizes digital channels to reach consumers and has a sufficient customer base for analysis. The study was carried out within a timeframe aligned with the academic schedule of the master's program.

Data collection was conducted using a questionnaire distributed to IT service consumers of PT. Java Abadi Gemilang. The questionnaire was designed based on indicators of each research variable and had undergone validity and reliability testing. It employed a five-point Likert scale, ranging from "strongly disagree" to "strongly agree," to assess respondents' level of agreement with the provided statements.

The population of this study includes all IT service consumers who use the services of PT. Java Abadi Gemilang. Since the exact population size is unknown, a non-probability sampling technique was used. Specifically, purposive sampling was applied, which involves selecting respondents based on specific criteria defined by the researcher. The sample size for this study was 97 respondents. This number was determined based on considerations of data adequacy for statistical analysis using the Partial Least Square (PLS) method. This number is considered representative for capturing consumer perceptions of the studied variables.

Respondent characteristics were grouped based on several categories, including gender, age, education level, occupation, and the purpose of IT service usage. These demographic data were used to understand the distribution of respondents and to supplement the analysis of consumer behavior trends.

Data collection was conducted directly by distributing the questionnaire through online media to respondents who met the specified criteria. The researcher ensured that all questions in the questionnaire were comprehensible to respondents and relevant to the services provided by the company.

Once the data were collected, instrument testing was conducted through validity and reliability tests. Validity testing ensures that the instrument accurately measures what it is intended to measure, while reliability testing assesses the consistency of the measurement results. These tests were performed using SPSS 21 and SmartPLS software. The measurement scale used in this study was a five-point Likert scale. This scale enables the researcher to measure respondents' attitudes and perceptions toward the indicators of the studied variables systematically and quantitatively.

Data analysis in this research employed the Partial Least Square (PLS) method, which is suitable for analyzing small sample sizes and complex models, especially when involving mediating variables. PLS was used to test both the structural model (inner model) and the measurement model (outer model). The outer model testing included assessments of convergent validity, internal consistency reliability, and discriminant validity. Meanwhile, the inner model testing covered evaluations of R-Square values, path coefficients, and the significance of relationships between variables. Mediation testing was carried out to

determine whether customer engagement could mediate the influence of testimonials and online reviews on purchase decisions.

With a systematically designed methodology and appropriate analytical tools, this research is expected to provide an accurate overview of the influence of testimonials and online reviews on consumer purchase decisions, as well as the mediating role of customer engagement in the context of IT services at PT. Java Abadi Gemilang.

RESULTS AND DISCUSSION

Analysis of Respondent Identity

This study involved 97 respondents who are consumers of information technology services at PT. Java Abadi Gemilang. The demographic characteristics of the respondents are classified based on several categories, namely gender, age, education level, occupation, and the purpose of IT service usage. This information is essential to provide a comprehensive overview of the respondents' backgrounds as research subjects.

Based on gender, the majority of respondents are male, indicating that IT service users in this company are predominantly men. This reflects a common trend where the information technology sector is still mostly accessed by males, although female participation has also shown growth. In terms of age, most respondents fall within the productive age range, particularly between 26 and 35 years old. This age group is considered to have a high level of understanding and adaptability toward technology use and is more active in accessing digital services. Hence, they are an important target in digital-based marketing strategies.

The respondents' education level is mostly at the undergraduate (Bachelor's) and diploma level, indicating that they generally have a sufficient formal education background. This level of education is highly relevant to their ability to understand and evaluate information available on digital platforms, including testimonials and online reviews. From the occupational perspective, respondents are mostly private employees and professionals in the technology field, which is directly related to the use of IT services. Their involvement in technology-related work strengthens the credibility of the responses provided in the questionnaire, as they are considered experienced and knowledgeable about the services used.

Regarding the purpose of IT service usage, most respondents stated that the services are used for corporate purposes, while others use them for personal needs. This shows that PT. Java Abadi Gemilang has a broad market segment, encompassing both individual and corporate clients. The general profile of respondents indicates that they have a good level of digital literacy, experience with technology services, and are actively involved in making purchasing decisions based on information available online. This demographic information supports the validity of the study, as the respondents are considered relevant to the research objective of examining the influence of testimonials and online reviews on purchasing decisions through customer engagement.

Description of Research Variables

This study examines four main variables: testimonials, online reviews, customer engagement, and purchase decisions. Each variable is described based on established theoretical indicators and was measured using a set of statements in the questionnaire, utilizing a five-point Likert scale. The aim of this description is to provide an overview of respondents' tendencies toward each studied variable.

The first variable, testimonials, reflects the extent to which recognition, credibility, and recommendations provided by previous consumers influence prospective customers' perceptions. Respondents were asked to evaluate statements that described how much the testimonials they read or heard influenced their trust in the products or services offered by PT. Java Abadi Gemilang. Descriptive results show that most respondents gave neutral to moderately high ratings, indicating that testimonials had a moderate influence on shaping their confidence.

The second variable is online reviews, which refer to consumer opinions, ratings, or experiences shared through online platforms. The indicators used to measure online reviews include attractiveness, source credibility, reviewer expertise, and valence or the tone of the review (positive or negative). Measurement results show that most respondents tend to trust online reviews as a useful source of information in their purchasing decision-making process.

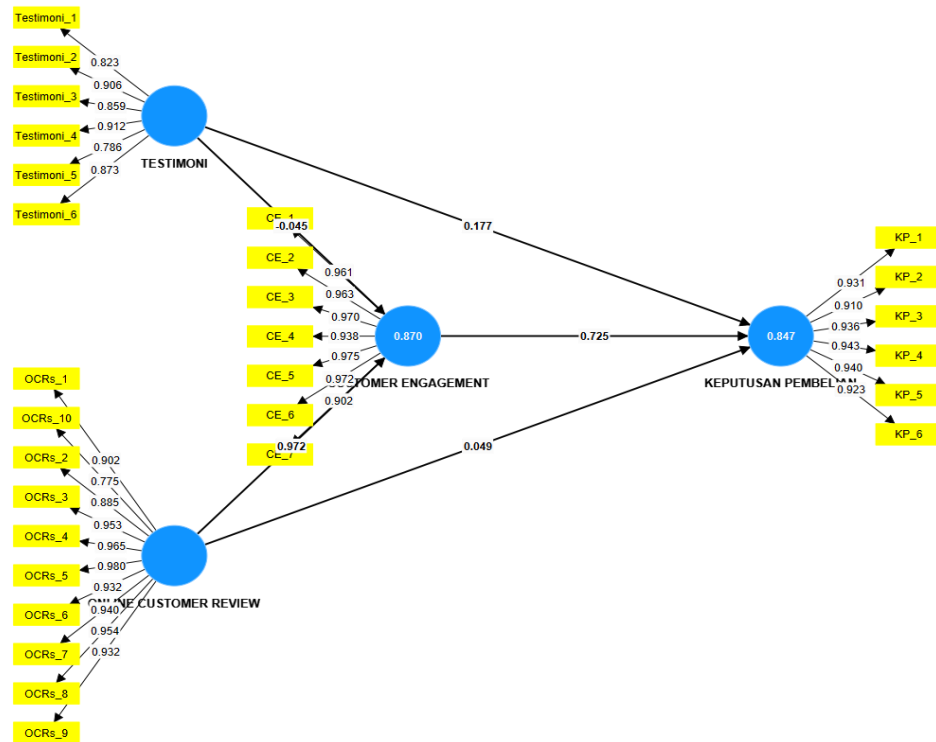
The third variable analyzed is customer engagement, which refers to the active involvement of customers in affective, cognitive, and behavioral forms. Indicators of this involvement include enthusiasm, enjoyment, attention, information absorption, and consumer participation in sharing, learning, and supporting product-related content. Most respondents demonstrated a high level of engagement, particularly in the behavioral and cognitive aspects, such as actively reading reviews and providing comments on social media.

The final variable is purchase decision, which reflects the psychological and behavioral process consumers go through in deciding whether to purchase a product or service. Indicators in this variable include confidence in product selection, purchasing habits, speed of decision-making, and payment methods. Descriptive analysis results show that most respondents had a structured decision-making pattern, based on confidence in product quality and previous personal experiences.

With the detailed descriptions of these variables, it can be concluded that the four variables are closely interconnected in shaping consumer behavior. Online reviews and customer engagement demonstrate a more dominant influence compared to testimonials, both directly and through mediation. These findings align with the dynamics of digital consumer behavior, which has become increasingly critical and selective in making decisions based on information available online.

Results of Smart PLS (Partial Least Square) Analysis

The results of the analysis using Partial Least Square (PLS) consist of two models, namely the Measurement Model (Outer Model) and the Structural Model (Inner Model). Testing criteria are applied to both models.



Source: Smart PLS 4 Output
Figure 1. Validity Test Phase 1

Based on Figure 1 Validity Test, all indicators have outer loading values above 0.7, allowing the model testing to proceed.

Table 1. Results of Convergent Validity Test Through Loading Factor

Variable	Item	Loading Factor	Remarks
Testimonials	Testimonials_1	0.823	Valid
	Testimonials_2	0.906	Valid
	Testimonials_3	0.859	Valid
	Testimonials_4	0.912	Valid
	Testimonials_5	0.786	Valid
	Testimonials_6	0.873	Valid
Online Customer Review (OCRs)	OCRs_1	0.902	Valid
	OCRs_2	0.885	Valid
	OCRs_3	0.953	Valid
	OCRs_4	0.965	Valid
	OCRs_5	0.980	Valid
	OCRs_6	0.932	Valid
	OCRs_7	0.940	Valid
	OCRs_8	0.954	Valid
	OCRs_9	0.932	Valid

Variable	Item	Loading Factor	Remarks
<i>Customer Engagement</i>	OCRs_10	0.775	Valid
	CE_1	0.961	Valid
	CE_2	0.963	Valid
	CE_3	0.970	Valid
	CE_4	0.938	Valid
	CE_5	0.975	Valid
	CE_6	0.972	Valid
Buying Decision	CE_7	0.902	Valid
	KP_1	0.931	Valid
	KP_2	0.910	Valid
	KP_3	0.936	Valid
	KP_4	0.943	Valid
	KP_5	0.940	Valid
	KP_6	0.923	Valid

Source: Smart PLS 4 Output

Based on the results in Table 1, it can be seen that the items measuring the variables Testimonial, Online Customer Reviews, Customer Engagement, and Purchase Decision have loading factor values above 0.7. Thus, all of these instrument items can be considered valid in measuring their respective variables. However, some statement items have loading factor values below 0.7, indicating that those items are not valid in measuring their indicators. Therefore, these statement items were removed or eliminated because they did not meet the criteria for convergent validity.

Table 2. Results of Consistency Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Remarks
Testimonials	0.930	0.939	0.945	Reliable
<i>Online Customer Review</i>	0.980	0.983	0.983	Reliable
<i>Customer Engagement</i>	0.984	0.984	0.986	Reliable
Buying Decision	0.969	0.971	0.975	Reliable

Source: Smart PLS 4 Output

In Table 2, it can be seen that the values of Cronbach's Alpha and Composite Reliability are greater than 0.6 (Fornell and Larcker, 1981; Nunnally and Bernstein, 1994). Therefore, it can be concluded that all instrument items can be considered reliable in measuring the variables of Testimonial, Online Customer Review, Customer Engagement, and Purchase Decision.

Table 3. Average Variance Extracted

Variable	Average Variance Extracted (AVE)	Cut Off	Remarks
Testimonials	0.741	> 0,5	Valid
Online Customer Review	0.853	> 0,5	Valid

Variable	Average Variance Extracted (AVE)	Cut Off	Remarks
Customer Engagement	0.912	> 0,5	Valid
Buying Decision	0.865	> 0,5	Valid

Source: Smart PLS 4 Output

In Table 3, the AVE values for each construct—Testimonial, Online Customer Review, Customer Engagement, and Purchase Decision—are very good, i.e., greater than 0.5, thus meeting the criteria for convergent validity. Each construct can be considered strong and consistent in explaining its respective indicators. Therefore, all constructs in the model have fulfilled the criteria for convergent validity.

Table 4. Discriminant Validity

	Customer Engagement	Buying Decision	Online Customer Review	Testimoni
Customer Engagement	0.955			
Online Customer Review	0.933	0.880		
Buying Decision	0.913	0.930	0.924	
Testimoni	0.804	0.803	0.874	0.861

Source: Smart PLS 4 Output

In Table 4, it can be seen that the square root of AVE for each construct is greater than the correlation with other constructs in the model. The square root of AVE values in the diagonal column are: Customer Engagement 0.955, Purchase Decision 0.880, Online Customer Review 0.924, and Testimonial 0.861. Thus, it can be concluded that the model has good discriminant validity. Each construct in the model truly measures a distinct concept and does not overlap with other constructs. The constructs Testimonial, Customer Engagement, Online Customer Review, and Purchase Decision have relevant and unique indicators for each, making the model analysis more accurate and reliable.

Table 5. Fit Summary

	Saturated Model	Estimated Model
SRMR	0.079	0.079

Source: Smart PLS 4 Output

With an SRMR value of 0.070 (below the cutoff of 0.08), the model is considered to have a good fit between the observed data and the predicted data. This means that the model is able to represent the relationships among latent constructs quite well, both in the theoretical model and the tested model.

Table 6. R Square Test

R Square	R Square	R Square Adjusted
Customer Engagement	0.178	0.161
Buying Decision	0.519	0.503

Source: Smart PLS 4 Output

Based on Table 6, Customer Engagement is explained by 17.8% of the variance influenced by the variables Testimonial and Online Customer Review, while the remaining 82.2% is influenced by other variables outside the research model. This value is below 0.19, thus falling into the very weak category. Purchase Decision is explained by 51.9% of the variance influenced by Testimonial, Online Customer Review, and Customer Engagement, while the remaining 48.1% is influenced by other variables outside the research model. This value is above 0.33, thus falling into the moderate category.

Table 6. Path Coefficients

Path	T-Statistic	P-Value	Significance	Decision
Testimonial → Purchase Decision	1.443	0.149	Not Significant	Rejected
Online Customer Review → Purchase Decision	7.122	0.000	Significant	Accepted
Testimonial → Customer Engagement	0.435	0.664	Not Significant	Rejected
Online Customer Review → Customer Engagement	11.046	0.000	Significant	Accepted
Customer Engagement → Purchase Decision	3.525	0.000	Significant	Accepted
Testimonial → Customer Engagement → Purchase Decision	0.440	0.660	Not Significant	Rejected
Online Customer Review → Customer Engagement → Purchase Decision	4.052	0.000	Significant	Accepted

Based on Table 6 Path Coefficients, the results of hypothesis testing are described as follows:

- a. H1 (Testimonial → Purchase Decision)
 The test results show that the T-statistic is 1.443 (< 1.96) and the P-Value is 0.149 (> 0.05). Remark: This hypothesis is not statistically significant. This means that Testimonials do not have a significant influence on Purchase Decisions.
- b. H2 (Online Customer Review → Purchase Decision)
 The test results show that the T-statistic is 7.122 (> 1.96) and the P-Value is 0.000 (< 0.05). Remark: This hypothesis is statistically significant. This means that Online Customer Reviews have a positive and significant influence on Purchase Decisions.
- c. H3 (Testimonial → Customer Engagement)
 The test results show that the T-statistic is 0.435 (< 1.96) and the P-Value is 0.664 (> 0.05). Remark: This hypothesis is not significant. This means that Testimonials do not have a significant influence on Customer Engagement.
- d. H4 (Online Customer Review → Customer Engagement)

The test results show that the T-statistic is 11.046 (> 1.96) and the P-Value is 0.000 (< 0.05). Remark: This hypothesis is significant. This means that Online Customer Reviews have a positive and significant influence on Customer Engagement.

e. H5 (Customer Engagement \rightarrow Purchase Decision)

The test results show that the T-statistic is 3.525 (> 1.96) and the P-Value is 0.000 (< 0.05). Remark: This hypothesis is significant. This means that Customer Engagement has a positive and significant influence on Purchase Decisions.

f. H6 (Testimonial \rightarrow Customer Engagement \rightarrow Purchase Decision)

The test results show that the T-statistic is 0.440 (< 1.96) and the P-Value is 0.660 (> 0.05). Remark: This hypothesis is not significant. This means that the influence of Testimonials on Purchase Decisions through Customer Engagement is not significant.

g. H7 (Online Customer Review \rightarrow Customer Engagement \rightarrow Purchase Decision)

The test results show that the T-statistic is 4.052 (> 1.96) and the P-Value is 0.000 (< 0.05). Remark: This hypothesis is significant. This means that Online Customer Reviews have a positive and significant influence on Purchase Decisions through Customer Engagement.

Discussion

Testimonial on Purchase Decisions

The test results show that the T-statistic is 1.443 (< 1.96) and the P-Value is 0.149 (> 0.05), indicating that this hypothesis is not statistically significant. This means that testimonials do not have a significant effect on purchase decisions. This may occur when the testimonials provided are irrelevant, unconvincing, or not strong enough to influence the buyer's decision-making process. In certain contexts, buyers may pay more attention to comprehensive reviews such as online customer reviews, which offer more detailed information than brief testimonials. This factor indicates that the role of testimonials as a form of verbal promotion has limitations in directly influencing purchase decisions.

Online Customer Review on Purchase Decision

The test results show that the T-statistic is 7.122 (> 1.96) and the P-Value is 0.000 (< 0.05), meaning this hypothesis is statistically significant. This indicates that online customer reviews have a positive and significant influence on purchase decisions. These findings show that buyers heavily consider the reviews from other customers available online before making a decision. Online customer reviews typically include more detailed insights into product quality, user experience, and specific benefits, offering a clearer and more convincing picture for potential buyers. This also supports the theory that consumer reviews in the digital era play a crucial role in shaping perceptions and trust toward a product or service.

Testimonial on Customer Engagement

The test results show that the T-statistic is 0.435 (< 1.96) and the P-Value is 0.664 (> 0.05), thus this hypothesis is not significant. This means that testimonials do not have a significant influence on customer engagement. It indicates that testimonials are not strong enough to generate customer involvement. Customer engagement typically requires deeper interaction, such as personalized communication, consistent experience, or proactive

customer support. Testimonials may serve as supporting or complementary information but do not have a substantial impact on increasing customer involvement.

Online Customer Review on Customer Engagement

The test results show that the T-statistic is 11.046 (> 1.96) and the P-Value is 0.000 (< 0.05), indicating that the hypothesis is significant. This means that online customer reviews have a positive and significant influence on customer engagement. These results indicate that online reviews provide a significant contribution to building customer involvement. Online reviews allow customers to access more in-depth information, interact with content, and feel more confident about the offered product or service. This engagement may arise because customers perceive the reviews as relevant and trustworthy.

Customer Engagement on Purchase Decision

The test results show that the T-statistic is 3.525 (> 1.96) and the P-Value is 0.000 (< 0.05), thus the hypothesis is significant. This means that customer engagement has a positive and significant influence on purchase decisions. These findings confirm that customer involvement plays a vital role in the decision-making process. Engaged customers tend to have a stronger emotional connection with the brand, which boosts their confidence and makes them more likely to purchase. Furthermore, customer engagement often encourages more personalized interaction, which in turn reinforces purchase intentions.

Testimonial on Purchase Decision through Customer Engagement

The test results show that the T-statistic is 0.440 (< 1.96) and the P-Value is 0.660 (> 0.05), indicating that this hypothesis is not significant. This means that the influence of testimonials on purchase decisions through customer engagement is not significant. These results suggest that while testimonials may provide additional information, their contribution to creating customer involvement that ultimately affects purchase decisions is not strong enough. This reinforces the findings in H1 and H3, which indicate that testimonials alone are not a determining factor in driving engagement or purchase decisions.

Online Customer Review on Purchase Decision through Customer Engagement

The test results show that the T-statistic is 4.052 (> 1.96) and the P-Value is 0.000 (< 0.05), so the hypothesis is significant. This means that online customer reviews have a positive and significant influence on purchase decisions through customer engagement. These results highlight the important role of online customer reviews in fostering customer engagement, which in turn enhances purchase decisions. In this context, customer engagement acts as a mediator that strengthens the relationship between online reviews and purchase decisions by increasing customer trust and confidence in the product or service.

CONCLUSION

Based on the findings and discussion, this study concludes that testimonials do not have a significant influence on purchase decisions or customer engagement, indicating the limited effectiveness of testimonials as a primary promotional tool. On the other hand, online customer reviews have a positive and significant effect on both purchase decisions and customer engagement. Online reviews are considered more informative, relevant, and

trustworthy, making them an important factor in shaping consumer perceptions and confidence. Furthermore, customer engagement has a significant influence on purchase decisions, indicating that emotional and cognitive involvement of customers leads to stronger purchasing decisions. Customer engagement is also proven to mediate the influence of online reviews on purchase decisions, but it is not effective as a mediator for testimonials. This reinforces the understanding that strategies based on interaction and customer experience have a greater impact than one-way verbal promotions. The managerial implications of these findings include: optimizing the management of online reviews, enhancing credibility through honest and relevant feedback, reducing reliance on testimonials, strengthening customer engagement, and utilizing review and engagement data to support more strategic decision-making. However, this study has limitations such as narrow geographic scope, the use of cross-sectional methods, and limited variables analyzed.

REFERENCE

- Almana, A., & Mirza, A. (2013). Impact of online reviews on consumer buying behavior. *International Journal of Business and Management*.
- Balawera, R. (2013). Keputusan pembelian dalam perilaku konsumen. *Jurnal Ekonomi dan Bisnis*.
- Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470.
- Dimauro, V. (2015). Consumer behavior in e-commerce: The impact of online reviews on purchasing decisions. *Journal of Digital Commerce*, 12(3), 45–52.
- Holleschovsky, N. (2015). Influence of online consumer reviews on consumer purchasing behavior. *Digital Marketing Journal*, 7(2), 15–28.
- Ichsan, M., Nuraini, S., & Fadilah, A. (2018). Pengaruh online consumer review dan rating terhadap minat beli konsumen. *Jurnal Manajemen dan Bisnis*, 6(2), 89–97.
- Nadia, F. (2021). Strategi testimoni dalam membangun kepercayaan pelanggan. *Jurnal Ilmu Komunikasi dan Pemasaran*, 3(1), 55–62.
- Pitman, T. (2022). Consumer trust in online reviews: A comparative analysis. *Consumer Behavior Journal*, 14(4), 212–220.
- Purnamasari, W. (2020). *Pengaruh testimoni dalam periklanan terhadap keputusan pembelian*. *Jurnal Manajerial*.
<https://ejournal.upi.edu/index.php/manajerial/article/download/9475/5864>
- Sari, V. N. (2022). Pengaruh harga dan testimoni konsumen terhadap keputusan pembelian produk skincare Whitelab pada marketplace Shopee. *Jurnal Ekonomika dan Manajemen*, 11(2), 168–176.
- Schultz, D. E., Malthouse, E. C., & Pick, D. (2016). From customer journey to consumer engagement: Considerations for the design of brand relationships. *Journal of Brand Management*, 23(4), 362–374.

- Setyanti, I., Pramono, R., & Dewi, N. (2021). Pengaruh testimoni dan review online terhadap keputusan pembelian produk. *Jurnal Ekonomi dan Bisnis*.
- Sriyanto. (2019). Komunikasi pemasaran digital: Pendekatan dan implementasi. Yogyakarta: Graha Ilmu.
- Sutanto, J., & Aprianingsih, A. (2016). The influence of online customer review toward purchase intention. *Journal of Management Science and Business Research*.
- Willems, H. (2011). The future of customer engagement. *Customer Management Journal*, 34–37.
- Yandi, I. (2018). Analisis dimensi online consumer review dalam keputusan pembelian. *Business Journal*.
- Yulindo, A. (2013). Proses pengambilan keputusan konsumen dalam pembelian produk. *Jurnal Ilmu Ekonomi dan Bisnis*, 5(1), 73–80.