The Mediating Role of Trust in the Effect of Online Customer Reviews on Purchase Decisions (A Study on Burger Bangor Consumers in Gianyar Regency)

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Abstract: The increasing prevalence of online customer reviews has made them a critical component in consumer decision-making processes, particularly in the food and beverage sector. These reviews serve as valuable feedback, influencing both the assessment of product quality and the establishment of consumer trust. In the context of Burger Bangor in Gianyar Regency, this study aims to examine the mediating role of trust in the relationship between online customer reviews and purchasing decisions. Using a purposive sampling technique, an online survey was distributed to 100 respondents who had previously purchased Burger Bangor products. The data collected were analyzed using path analysis to test the proposed hypotheses. The findings reveal that online customer reviews significantly influence purchasing decisions by positively enhancing consumer trust. Furthermore, trust itself was found to have a strong positive effect on purchasing decisions and partially mediates the relationship between online reviews and purchasing decisions. These results highlight the importance of effectively managing online customer reviews as they not only provide crucial information to potential buyers but also play a pivotal role in building trust, which in turn influences consumer purchasing behavior. For Burger Bangor, actively responding to and leveraging these reviews can be an essential strategy for improving customer trust and increasing purchase intentions, ultimately contributing to sustained competitiveness in the food and beverage industry.

Keywords: Consumer Behavior; Consumer Trust-Building; Online Customer Reviews; Purchase Decisions; Trust.

1. INTRODUCTION

Food is one of the primary needs that contributes to the sustainability of our daily lives. Over time, globalization has brought changes to people's lives, including consumption patterns related to food (Mazwan et al., 2022). The change in eating patterns that occurs in society is that people tend to consume fast food more frequently due to its quick serving time and the ease of access to such food (Astutisari et al., 2022). The level of public consumption is also influenced by the increasing number of restaurants providing fast food (Ufrida & Harianto, 2022). The development of fast-food restaurants in Indonesia can be seen from the increasing number of fast-food restaurants in the country, as illustrated in Figure 1.
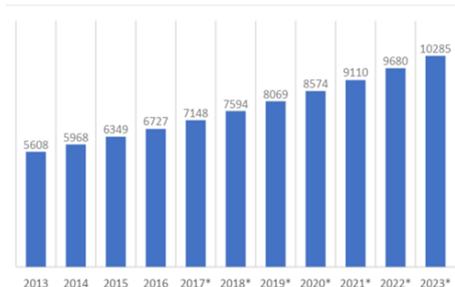
Figure 1. Fast Food Restaurant in Indonesia 2013-2023.
Source: Maretaniandini et al. (2024)

The data on fast-food restaurants in Indonesia from 2013 to 2023 show continuous growth, leading to wider distribution of ready-to-eat food and easier accessibility

(Maretaniandini et al., 2024). The ease of access to fast food is marked by the proliferation of fast-food outlets in various regions, including large cities, small towns, and rural areas (Oktavia et al., 2023). In addition, the growth of fast-food restaurants in Indonesia is also supported by people's lifestyles that demand instant, practical, and quick meals (Laksono et al., 2022). This is further facilitated by the presence of online food delivery services, which make it easier for people to purchase food and beverages without visiting the outlets directly. Online food delivery services have become one of the most popular digital services among Indonesian society (Ngiu & Purnama, 2024). In 2024, the number of users of food delivery services in Indonesia reached approximately 64 million (Statista, 2025). Data on top-of-mind online food delivery services in Indonesia in 2022 can be seen in Table 1.

Table 1. Top of Mind Online Food Delivery Services in Indonesia in 2022

No	Service Name	Mark (%)
1	GoFood	50
2	GrabFood	28
3	ShopeeFood	22

Source: databoks.katadata.id, 2022

Based on the data in Table 1, GoFood ranks first as the top-of-mind online food delivery service among Indonesian consumers, followed by GrabFood in second place and ShopeeFood in third place. The data also indicate that GoFood is the most popular food delivery service in Indonesia. GoFood, available through the Gojek application, provides convenience for users to order food from various restaurants, franchises, and MSMEs more flexibly (Hutabarat, 2023). One of the fast-food franchises that sells its products through GoFood is Burger Bangor.

Burger Bangor is a fast-food franchise that specializes in selling various types of burgers (Setyaningrum, 2024). It was established in 2019 by Denny Sumargo and his partner, Anli Maleaki Butar. Burger Bangor sells fast food, particularly burgers, with delicious taste, affordable prices, and diverse variants. Based on information shared through the official Instagram account of Burger Bangor, the company has opened more than 660 outlets in five years. The increasing number of Burger Bangor outlets aligns with its tagline, "the number 1 local burger company in Indonesia," supporting its expansion across various regions of the country. In addition to physical outlets, Burger Bangor is also available through online food delivery services such as GoFood, GrabFood, and ShopeeFood, making it easier for consumers to order without visiting the outlets directly.

In Bali, Burger Bangor outlets are spread across Denpasar, Badung, Gianyar, Tabanan, Klungkung, and Buleleng. Currently, there are more than 44 Burger Bangor outlets throughout Bali. In addition to offline sales, Burger Bangor in Bali is also available through the GoFood delivery service. In Gianyar Regency, there are currently 8 Burger Bangor outlets spread across Ubud, Gianyar, and Sukawati Districts. Based on interviews with two Burger Bangor outlets in Gianyar Regency, namely the Ubud and Batuan outlets, they stated that most of their sales were conducted online rather than through direct in-store purchases. Most customers buy products online via food delivery services, particularly through GoFood. The rating data from several Burger Bangor outlets in Gianyar Regency on GoFood can be seen in Table 2.

Table 2. Ratings of Burger Bangor Outlets in Gianyar Regency on GoFood.

No	Outlet Location	Rating
1	Kedewatan	4.8
2	Tebongkang	4.5
3	Gianyar	4.7
4	Ubud	4.7
5	Batuan	4.6
6	Batubulan	4.1

Source: Processed Data, 2025

Although Burger Bangor outlets in Gianyar Regency generally receive good ratings, negative reviews are still found from consumers who purchased through GoFood. Interestingly, even though many consumers give 5-star or 4-star ratings, some still include less satisfied comments. Therefore, even with high ratings, negative reviews may still affect consumer purchase decisions. This indicates that high ratings do not always fully represent overall consumer satisfaction. Such negative reviews can become a serious consideration for potential buyers, as they tend to read reviews before deciding to purchase. This is because online customer reviews reflect the seller's credibility and product quality, which have a significant effect on sales (Liu et al., 2020).

In addition to the negative reviews given by buyers, sales levels at several Burger Bangor outlets also show fluctuating patterns. Based on interviews with several employees at the Batuan outlet, sales there tend to be unstable over time. Similarly, interviews with employees at the Ubud outlet revealed the same pattern, with sales experiencing unpredictable fluctuations. These fluctuations indicate that the number of consumers deciding to purchase Burger Bangor products is inconsistent, as shown by repeated increases and decreases in sales.

The existence of negative reviews received by Burger Bangor outlets through GoFood services, particularly in Gianyar Regency, as well as the inconsistency in fluctuating sales figures, form the initial background for this research. These conditions encouraged the researchers to further explore the factors affecting consumers' purchase decisions of Burger Bangor fast-food products. As an initial step, the researchers conducted a pre-survey aimed at obtaining a general overview of consumer behavior. This pre-survey was conducted by distributing questions to 30 respondents who had previously purchased Burger Bangor products through the Gojek application, specifically via the GoFood feature. The data and preliminary findings obtained from this pre-survey were summarized and presented in a table, as shown in Table 3.

Table 3. Pre-Survey of Bangor Burger Consumers in Gianyar Regency.

No	Question	Yes	No	Percentage (%)	
				Yes	No
1	Do you buy Burger Bangor products because you believe that Burger Bangor always pays attention to the quality of its products?	19	11	63.3	36.7
2	Did you pay attention to the reviews of the Bangor Burger outlet before purchasing its products?	20	10	66.7	33.3
3	Would you still buy Burger Bangor products at a store that has bad reviews?	6	24	20	80

Source: Processed Data, 2025

The pre-survey shows that 19 respondents stated they purchased Burger Bangor products because they believe the company always pays attention to product quality, indicating a relatively high level of consumer trust. It also shows that 20 respondents pay attention to outlet reviews before purchasing Burger Bangor products, which indicates that online customer reviews play a role in purchase decisions. Furthermore, 24 respondents stated that they would not purchase Burger Bangor products from outlets with poor reviews, which could lead to a decline in purchase decisions.

Based on the pre-survey results, this indicates that although consumers have trust in the brand, purchase decisions are not consistent, as most consumers still pay attention to online customer reviews and choose not to purchase products with poor reviews. However, when consumer trust is high and accompanied by positive online customer reviews, purchase decisions are also likely to increase. Consumers read online reviews to seek information, understand product-related details, and ultimately make purchasing decisions. This aligns with the Stimulus-Organism-Response (S-O-R) Theory, which states that consumer purchase decision-making behavior originates from environmental aspects that serve as stimuli, including trust in accepting information from online customer reviews.

Purchase decision is a process that drives consumers to identify needs, generate options, and select certain products or brands, including deciding where to buy, when to purchase, how much money to spend, and what payment methods to use (Gunawan et al., 2019). It is a continuous process that refers to deliberate and consistent actions to fulfill needs by purchasing the most relevant brand, which has been considered and evaluated among many alternatives (Aditya et al., 2023). Purchase decision can also be defined as a process of selecting, acquiring, and recognizing a product or service, in which consumers search for information about the product, evaluate it before purchasing, decide whether to buy, and then experience satisfaction or dissatisfaction with the purchase (Komalasari et al., 2021).

Online Customer Review (OCR) refers to reviews written by customers who have purchased products, which may help future customers make better purchase decisions (Park, 2018). OCR is consumers' evaluation of products or services, which can serve as an effective promotional tool in marketing communications (Setyaningrum & Prasetya, 2024). Consumers may provide either positive or negative reviews about a product or store (Sugiarti & Iskandar, 2021). OCR serves as an important source of information for consumers in evaluating products (Ananda et al., 2023) and constitutes a form of large-scale digital data available online for various products and services (Zhang & Kim, 2021). Thus, OCR acts as an information source for both current and potential customers (Ferreira et al., 2023).

Several studies have confirmed that OCR has an effect on purchase decisions. Agustina & Transistari (2023) found that OCR has a positive and significant effect on purchase decisions. Similarly, Regina et al. (2021) reported that OCR exerts a positive and significant effect on purchase decisions. However, research conducted by Ghoni & Soliha (2022) on OCR in the Shopee marketplace found different results, indicating that OCR does not significantly affect purchase decisions.

Trust also has a significant effect on consumer behavior in online environments (You et al., 2022). According to Nurhayati & Nurlinda (2022), the greater the number of positive reviews from consumers, the greater the consumer trust in online shopping. This is because trust reduces the risks caused by uncertainty that consumers face regarding products and purchase decisions (Sung et al., 2023). Positive reviews observed by consumers enhance trust in the product they intend to purchase (Wahyudi et al., 2019). The higher the consumer trust, the higher the purchase decisions made by consumers (Amalia & Yulianthini, 2022).

Research by Soekotjo (2022) stated that OCR has a positive and significant effect on trust. Similarly, Ovaliana & Mahfudz (2022) found that OCR has a positive and significant effect on consumer trust. Trust is a fundamental concept that permeates various aspects of human interaction (Ye & Mattila, 2024). Trust refers to consumers' ability to assess and believe in the services received and the benefits experienced (Krisnanto & Yulianthini, 2021). Trust reduces doubt and allows consumers to articulate their positive interactions, thereby supporting products and assisting potential buyers in making appropriate decisions (Tedjakusuma et al., 2025). Consumer trust is a key prerequisite for gaining confidence in transactions (Hidayat et al., 2021). If a brand loses consumer trust, it becomes difficult for the brand to gain a large market and attract customers (Ashiq & Hussain, 2023).

Empirical evidence on the effect of trust on purchase decisions shows mixed results. Tyas & Nurhasanah (2019) found that trust has a positive and significant effect on purchase decisions. Similarly, Salma et al. (2022) reported that trust partially has a positive and significant effect on purchase decisions. However, Lestari et al. (2019) found that trust does not significantly affect purchase decisions, and Blessa & Indriani (2022) reported that trust has a negative and insignificant effect on purchase decisions.

This research gap highlights the importance of further investigating whether there is a relationship or effect among purchase decisions, OCR, and trust, specifically in the context of Burger Bangor consumers in Gianyar Regency. OCR plays a vital role in shaping and fostering consumer trust in a product or brand. The trust that develops becomes a crucial factor in the purchase decision-making process. Therefore, it is highly relevant to examine the extent to which each variable affects consumer behavior. The results of this study are expected to provide practical contributions for companies, particularly in designing more

effective marketing strategies to attract consumers and help companies maintain their presence amid increasingly competitive business environments.

The phenomenon, research gap, and background discussed above form the basis for conducting this study on "The Mediating Role of Trust in the Effect of Online Customer Reviews on Purchase Decisions."

The S-O-R (Stimulus–Organism–Response) Theory, proposed by Mehrabian and Russell (1974), examines consumers' internal motivations and provides deeper understanding of the overall decision-making process (Testa et al., 2024). This model assumes that different external stimuli have different effects on human internal states, which in turn determine decision-making behavior based on internal cognitive and emotional factors (Zhang et al., 2023). The S-O-R model explains consumer purchase behavior in three stages: stimulus (S), organism (O), and response (R) (Edo et al., 2025). Applying this model helps analyze internal states as stimuli and users' behavioral responses toward technology (Kumalasari & Priharsari, 2023).

OCR is one of the main determinants that affect consumer purchase decisions (Kang et al., 2022). Research by Sianipar & Yoestini (2021) found that OCR has a positive and significant effect on purchase decisions. Similar findings were reported by Regina et al. (2021), Aditya et al. (2023), and Kheir & Abrian (2024), who confirmed that OCR significantly affects purchase decisions. Indriani & Lestari (2024) also reported a positive and significant effect of OCR on purchase decisions. According to Sudirjo et al. (2023), OCR positively and significantly influences purchase decisions. OCR plays an important role in providing information to consumers before purchasing, which positively and significantly affects their decisions (Lumansik & Kusuma, 2025). Research by Nurhabibah et al. (2022) also showed that OCR significantly affects purchase decisions, as it allows potential consumers to gain insights from the experiences of previous buyers. This finding is consistent with research by Hikmah et al. (2024), which reported that OCR significantly affects purchase decisions: when OCR is positive, purchase decisions are also positively affected, Based on these explanations, the following hypothesis can be formulated.

H1: Online customer reviews have a positive and significant effect on purchase decisions.

Ovaliana and Mahfudz (2022) in their research found that online customer reviews have a positive and significant effect on consumer trust. Similar results were stated in the study of Soekotjo (2022), which showed that online customer reviews have a positive and significant effect on trust. Research conducted by Hariyanto and Trisunarno (2020) also stated that online customer reviews have a positive and significant effect on trust. The findings of Fahrozi et al. (2022) indicated that online customer reviews have a positive and significant effect on trust, where better online customer reviews will further increase consumer trust. These results are also in line with the research conducted by Anggraini et al. (2022), which showed that online customer reviews have a positive and significant effect on trust, as online customer reviews present both the strengths and weaknesses of products that may affect trust toward the products to be purchased. Masitoh et al. (2024) explained that online customer reviews have a positive and significant effect on trust, as all information in online customer reviews forms belief in purchasing a product. Hilal and Astuti (2022) stated that online customer reviews have a significant effect on trust. Online customer reviews have a positive and significant effect on consumer trust (Mulyati and Gesitera, 2020). The research conducted by Zahara et al. (2021) reported similar results, namely, that online customer reviews have a positive and significant effect on trust. These findings are also consistent with those explained by Tahir and Khan (2021), who stated that online customer reviews have a positive and significant effect on trust. This shows that there is an effect of online customer reviews on trust. Based on this explanation, the following hypothesis can be formulated:

H2: Online customer reviews have a positive and significant effect on trust.

According to the study of Andryana and Ardani (2021), trust has a positive and significant effect on purchase decisions. This is consistent with the findings of Amalia and Yulianthini (2022), Agustiningrum and Andjarwati (2021), and Karim et al. (2020), who stated that trust has a positive and significant effect on purchase decisions. This indicates that the higher the level of trust, the higher the purchase decisions made by consumers.

The study of Aprilia and Musdalifah (2023) stated that trust has a positive and significant effect on purchase decisions. These results are also in line with the research of Febriana and Purwanto (2023), who explained that trust has a significant and positive effect on purchase decisions, where the higher the level of trust, the higher the purchase decisions. Girsang and Husda (2024) explained that trust has a positive effect on purchase decisions. Muhiban and Anggraeni (2023) in their study also stated that trust has a significant effect on purchase decisions. However, the findings differ from the research of Anggraeni et al. (2023), which revealed that trust does not have a significant effect on purchase decisions. A similar result was also found in the study of Priyatin and Farisi (2023), namely that there is no significant relationship between trust and purchase decisions. Based on this explanation, the following hypothesis can be formulated:

H3: Trust has a positive and significant effect on purchase decisions.

The findings of Fenella et al. (2025) stated that trust significantly mediates the effect of online customer reviews on purchase decisions. Similar findings were reported in the study of Sari and Mustaqim (2024), which explained that purchase decisions are significantly affected by online customer reviews through trust. The research conducted by Puspita and Setyowati (2023) also showed similar results, namely that trust significantly mediates the effect of online customer reviews on purchase decisions. The study of Nurhaliza et al. (2024) explained that online customer reviews affect purchase decisions through trust. Similar findings were also reported by Sari et al. (2025), which showed that online customer reviews significantly affect purchase decisions through trust. Kusumawati and Anggarawati (2022) explained that there is a significant effect of online customer reviews on purchase decisions mediated by trust. Based on this explanation, the following hypothesis can be formulated:

H4: Trust significantly mediates the effect of online customer reviews on purchase decisions.
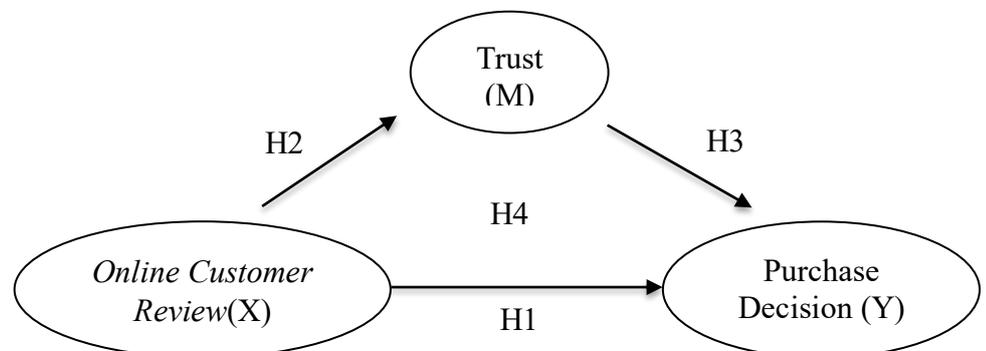

Figure 2. Conceptual Framework.
Source: Fenella et al.(2025)

2. RESEARCH METHODS

This study is an associative type of research using a quantitative approach. Associative research is research that explains the relationship or the effect between two or more variables. This study was conducted to explain the effect between the variables online customer reviews and trust on purchase decisions.

The research was conducted in Gianyar Regency, Bali. Gianyar Regency was chosen because it is one of the regencies with the largest number of Burger Bangor outlets in Bali, totaling eight outlets. Gianyar Regency also ranks fourth in terms of population after Badung Regency, with a population of 524,033 people (BPS Gianyar Regency, 2024). It also has relatively high economic growth and mobility, making it a potential market for local fast-food products. This condition also provided an opportunity for researchers to find consumers who decide to purchase Burger Bangor.

The objects of this study are online customer reviews, purchase decisions, and consumer trust in Burger Bangor products in Gianyar Regency.

The independent variable is the variable that influences or causes changes in the dependent variable. The independent variable in this study is online customer review (X). The indicators of online customer review used in this study were adapted from Mardiana and Sijabat (2022). The indicators are: (1) consumers obtain information about products,

(2) consumers are encouraged to make purchases due to motivation from others, and (3) consumers receive recommendations from others.

The endogenous variable, also referred to as the dependent variable, output, criterion, or consequence variable, in this study is purchase decision (Y). The purchase decision indicators were adapted from Ovaliana and Mahfudz (2022). The indicators are: (1) trust in purchasing the product, (2) disseminating information to other customers, and (3) making repeat purchases.

The mediating or intervening variable is a variable that influences the relationship between the independent and dependent variables but cannot be measured directly. It lies between the independent and dependent variables and indirectly affects the dependent variable. The mediating variable in this study is trust (M). The indicators of trust were adapted from Mutiara and Wibowo (2020). The indicators are: (1) benevolence, (2) ability, (3) integrity, and (4) willingness to depend.

The population of this study is Burger Bangor consumers in Gianyar Regency, with an unknown (infinite) number of population members.

A sample is a part of the number and characteristics possessed by the population (Sugiyono, 2024: 131). The population in this study is large and its exact number is unknown. Based on an estimation of 10 indicators, the sample size ranges from 50–100 respondents. This study used 100 respondents.

The sampling method applied in this study was non-probability sampling, namely a sampling technique that does not provide equal opportunities or chances for each member of the population to be selected as a sample (Sugiyono, 2024: 136). The chosen non-probability sampling technique was purposive sampling, which is a sampling technique based on specific criteria (Sugiyono, 2024: 138). The criteria in this study were as follows: (1) respondents are consumers domiciled in Gianyar Regency, (2) respondents are 18 years old or above, (3) respondents have completed at least high school or equivalent education, and (4) respondents are Burger Bangor consumers who have purchased products at least once through the GoFood service on the Gojek application within the last six months when the research was conducted.

Based on its nature, the types of data used in this study are quantitative and qualitative data. The qualitative data are respondents' statements on the questionnaire related to the role of trust in mediating the effect of online customer reviews on purchase decisions. The quantitative data consist of scoring from respondents' answers to the distributed questionnaires, as well as secondary data such as the population number of Gianyar Regency.

The data sources in this study were divided into primary and secondary sources. Primary data were obtained from questionnaires distributed online to Burger Bangor consumers in Gianyar Regency. Secondary data are those collected independently by the researcher and include scientific studies in the form of reference books, articles, and scientific journals on the effect of online customer reviews on purchase decisions mediated by trust, as well as other documents relevant to the research object at Burger Bangor.

The data collection method used in this study was a questionnaire. A questionnaire is a data collection technique by giving a set of written questions or statements to respondents to be answered directly or online (Sugiyono, 2024: 219). The questionnaires in this study were distributed online to Burger Bangor consumers. The questions included personal identity, age, and statements related to the study variables.

The research instrument in the questionnaire method was developed based on the indicators described in the operational variable indicators. Since a questionnaire was used, validity and reliability tests were required. The validity test was conducted to measure whether the questionnaire was valid or not. An item is valid if it has a correlation ≥ 0.3, and invalid if the correlation is < 0.3 (Sugiyono, 2024: 198). A valid instrument produces results that can be considered appropriate. This study used construct validity testing, where the research instrument was tested on a sample taken from the population. The total sample size used in this study was 100 respondents. The reliability test shows the consistency of a measuring tool in measuring the same phenomenon (Rahyuda, 2019: 219). The reliability test aims to assess how consistent the measuring instrument is. If the same measuring instrument is used repeatedly to study the same object with the same technique, it should

produce the same results. A variable is said to be reliable if it yields a Cronbach's Alpha value > 0.60.

Table 4. Validity Testing.

No	Variables	Instrument	Pearson Correlation	Information
1.	Online Customer Review (X)	X_1	0.859	Valid
		X_2	0.870	Valid
		X_3	0.845	Valid
2.	Buying decision (Y)	Y_1	0.967	Valid
		Y_2	0.940	Valid
		Y_3	0.949	Valid
3.	Trust (M)	M_1	0.947	Valid
		M_2	0.958	Valid
		M_3	0.953	Valid
		M_4	0.948	Valid

Source: Processed data, 2025

Table 4 shows that all indicators in this study have Pearson correlation values $\geq$ 0.3, thus they are valid as research instruments.

Table 5. Reliability Testing.

No.	Variables	Cronbach's Alpha	Information
1.	Online Customer Review(X)	0.818	Reliable
2.	Purchase Decision (Y)	0.947	Reliable
3.	Trust (M)	0.961	Reliable

Source: Processed data, 2025

Table 5 shows that all variables in this study have Cronbach's Alpha values above 0.6, thus meeting the reliability requirement.

The questionnaire in this study was measured using a Likert scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group toward social phenomena (Sugiyono, 2024: 152). The questionnaire in this study used a 5-point Likert scale ranging from 1 to 5 (Sugiyono, 2024: 152). The Likert scale scoring used was: strongly agree = 5, agree = 4, neutral = 3, disagree = 2, strongly disagree = 1.

The data analysis techniques in this study consisted of descriptive statistical analysis and inferential statistical analysis. Descriptive statistics are used to analyze data by describing or illustrating the collected data as they are without generalizing (Sugiyono, 2024: 226). The descriptive statistical analysis results included the average age of respondents and the average questionnaire scores. Inferential statistics are used to analyze sample data and generalize the results to the population (Sugiyono, 2024: 228).

This study used path analysis. Path analysis was conducted using correlation and regression to determine whether the dependent variable is affected directly or through the intervening variable (Sugiyono, 2019: 77). Classical assumption tests were conducted to ensure the appropriateness of the model. The Sobel test was used to assess the strength of the indirect effect of online customer review (X) on purchase decision (Y) through trust (M) by multiplying the path coefficient of X to M (a) and M to Y (b), or ab. Mediation testing was conducted using the VAF method to examine the mediating role of trust (M) in the effect of online customer reviews (X) on purchase decisions (Y).

3. RESULTS AND DISCUSSION

Burger Bangor is a local fast-food franchise that features burgers as its main menu. Founded in 2019 by Deny Sumargo and Anly Maleaki Butar, Burger Bangor was established with the goal of providing burgers that are not only delicious but also affordable and easily accessible to the public. Within a relatively short period, Burger Bangor has opened hundreds of outlets across various regions in Indonesia. This rapid growth helped Burger Bangor receive recognition from the Indonesian World Records Museum (MURI) as the

local burger brand with the highest number of outlets in Indonesia. This serves as concrete evidence that Burger Bangor is capable of competing in the fast-food industry and has earned a place in the hearts of society. The characteristics of respondents represent data collected to identify the profile of the study participants. This study used purposive sampling, resulting in a total of 100 respondents who are consumers of Burger Bangor in Gianyar Regency, as presented in Table 6 below.

Table 6. Characteristics of Respondents.

No	Characteristics	Classification	Respondents (Person)	Percentage (%)
1	Type Sex	Man	39	39
		Woman	61	61
	Amount		**100**	**100**
2	Age	18 - 30 Years	65	65
		31 - 40 Years	19	19
		41 - 50 Years	10	10
		>50 Years	6	6
	Amount		**100**	**100**
3	Education Final	High School/Vocational School/Equivalent	45	45
		Diploma	15	15
		Bachelor	39	39
		Postgraduate	1	1
	Amount		**100**	**100**
4	Income	2 - 4 Million	44	44
		5 - 7 Million	27	27
		8 - 10 Million	13	13
		>10 Million	16	16
	Amount		**100**	**100**

Source: Processed data, 2025

Table 6 shows that most Burger Bangor consumers in Gianyar Regency, when viewed by gender, are dominated by females, totaling 61 respondents or 61 percent. In terms of age, respondents aged 18–30 years dominate the most at 65 percent, while those over 50 years old are the fewest, at only 6 percent. Regarding educational background, respondents with a high school or equivalent education dominate at 45 percent, compared to other education levels, with the postgraduate group being the lowest at only 1 percent. In terms of income, respondents earning 2–4 million represent the highest proportion at 44 percent, while those in the 8–10 million income bracket account for the lowest at 13 percent.

The description of research variables presents the responses of participants to the statements in the questionnaire. The questionnaire responses were converted by categorizing them into specific measurement scale criteria.

Table 7. Description of Respondents' Answers on Online Customer Review.

No	Statement	Proportion Respondents' Answers					Amount	Average	Criteria
		1	2	3	4	5			
1	I obtain information about Burger Bangor products through online customer reviews.	4	21	49	22	4	301	3.01	Currently
2	I am encouraged to purchase Burger Bangor products	3	26	45	25	1	295	2.95	Currently

No	Statement	1	2	3	4	5	Amount	Average	Criteria
	due to motivation from others.								
3	I receive recommendations from others to purchase Burger Bangor products.	4	15	39	35	7	326	3.26	Currently
	Average							3.07	Currently

Source: Processed data, 2025

The online customer review variable is the independent variable in this study, measured using three indicators and assessed on a 5-point Likert scale. This variable falls into the moderate category, as indicated by an average score of 3.26, where the moderate category falls within the interval of 2.61–3.40. This means that respondents' evaluation of online customer reviews of Burger Bangor products is moderate. The indicator with the highest average score is the statement "I receive recommendations from others to purchase Burger Bangor products (X.3)." The average score for this statement is 3.26, showing that, in general, some respondents believe that their decision to purchase Burger Bangor is not primarily driven by external motivation but rather by their own desire.

Table 8. Description of Respondents' Answers on Purchase Decision.

No	Statement	Proportion Respondents' Answers					Amount	Average	Criteria
		1	2	3	4	5			
1	I decide to purchase Burger Bangor products because I trust their quality.	4	18	52	25	1	301	3.01	Currently
2	I inform others about Burger Bangor products	1	24	45	25	5	309	3.09	Currently
3	I make repeat purchases after previously buying Burger Bangor products.	1	20	39	36	4	322	3.22	Currently
	Average							3.10	Currently

Source: Processed data, 2025

The purchase decision variable is the dependent variable in this study, measured using three indicators and assessed on a 5-point Likert scale. This variable falls into the moderate category, as indicated by an average score of 3.22, where the moderate category lies within the interval of 2.61–3.40. This means that respondents' evaluation of purchase decisions regarding Burger Bangor products is moderate. The indicator with the highest average score is the statement "I make repeat purchases after previously buying Burger Bangor products (M.3)." The average score for this statement is 3.22, showing that, in general, most respondents tend to make repeat purchases at Burger Bangor.

Table 9. Description of Respondents' Answers Regarding Trust.

No	Statement	Proportion Respondents' Answers					Amount	Average	Criteria
		1	2	3	4	5			
1	I trust that Burger Bangor is sincere in serving its customers.	1	15	46	32	6	327	3.27	Currently

2	I trust that Burger Bangor is capable of providing customer satisfaction.	3	34	43	17	3	283	2.83	Currently
3	I trust that Burger Bangor always sells its products honestly.	6	17	39	29	9	318	3.18	Currently
4	I accept all risks and consequences when purchasing Burger Bangor products.	2	34	43	19	2	285	2.85	Currently
	Average							**3.03**	**Currently**

Source: Processed data, 2025

The trust variable is the mediating variable in this study, measured using four indicators and assessed on a 5-point Likert scale. This variable falls into the moderate category, as indicated by an average score of 3.27, where the moderate category lies within the interval of 2.61–3.40. This means that respondents' evaluation of trust in Burger Bangor products is moderate. The indicator with the highest average score is the statement "I trust that Burger Bangor is sincere in serving its customers (Y.1)." The average score for this statement is 3.27, showing that most respondents believe Burger Bangor is sincere in serving its customers.

Table 10. Path Analysis Substructure 1.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	**Std. Error**	**Beta**		
(constant)	4,070	1,008		4,036	0,000
Online Customer Review(X)	0.874	0.107	0.638	8,206	0,000
R Square	0.407				
Adjusted R Square	0.401				

Source: Processed data, 2025

The structural equation (1) formed is as follows
$$M = \beta_2 X + e_1$$
$$M = 0,638X$$

Table 11. Path Analysis Substructure 2.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	**Std. Error**	**Beta**		
(constant)	3,005	1,813		3,695	0,000
Corporate social responsibility(X)	0.266	0.103	0.263	2,570	0.012
Brand image(M)	0.319	0.075	0.432	4,225	0,000
R Square	0.400				
Adjusted R Square	0.388				

Source: Processed data, 2025

Structural equation (2) Formed is as follows
$$Y = \beta_1 X + \beta_3 M + e_2$$
$$Y = 0,263X + 0,432M$$

The results of the error variable calculation in each structure are as follows.

$$e_i = \sqrt{1 - R_i^2}$$
$$e_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,407} = 0,770$$
$$e_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,400} = 0,774$$

The calculation of error effects (e) shows that the error effect in structure 1 (e_1) is 0.770 and the error effect in structure 2 (e_2) is 0.774. The next step is to calculate the total determination coefficient as follows.

$$R^2m = 1 - (e_1)^2(e_2)^2$$
$$= 1 - (0,770)^2(0,774)^2$$
$$= 1 - (0,593)(0,599)$$
$$= 1 - 0,355 = 0,645$$

Based on the calculation of the total determination coefficient, a value of 0.645 is obtained, which means that 64.5 percent of the purchase decision variable on Burger Bangor products in Gianyar Regency is affected by online customer review and trust, while the remaining 35.5 percent is affected by other factors not included in the research model or outside the research model. The path analysis model is presented in Figure 3.
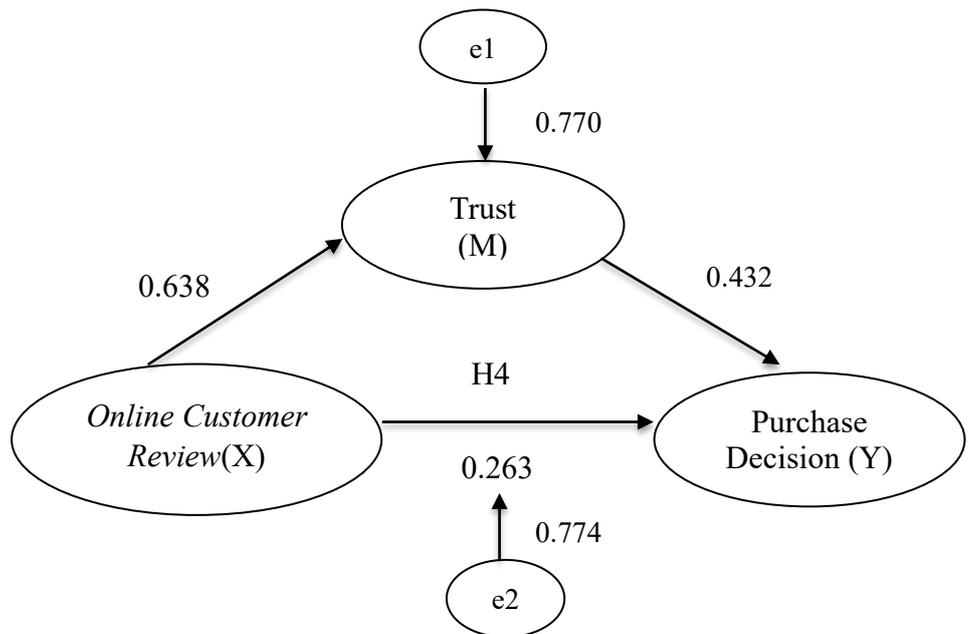
Figure 3. Path Analysis Model.

From the illustration in Figure 2, the direct, indirect, and total effects between variables are presented in Table 12.

Table 12. Direct Effect, Indirect Effect, and Total Effect.

Effect of variables	Direct Effect	Indirect Effect through trust	Total Effect	Sig.	Results
X→M	0.638		0.638	0,000	Significant
M→Y	0.432		0.432	0,000	Significant
X→Y	0.263	0.275	0.538	0.012	Significant

Source: Processed data, 2025

Table 13. Normality Test.

Substructure 1	**0.200**
Substructure 2	0.188

Source: Processed data, 2025

Table 13 shows that the equation model in this study has met the normality assumption where Asymp. Sig. (2-tailed) exceeds 0.05.

Table 14. Multicollinearity Test.

Model		Colinearity Statistics	
		Tolerance	**VIF**
Substructure 2	Online Customer Review	0.593	1,687
	Trust	0.593	1,687

Source: Processed data, 2025

Table 14 shows that the equation model in this study is free from multicollinearity symptoms because there is no exogenous variable with a tolerance value less than 0.10 or a VIF value exceeding 10.

Table 15. Heteroscedasticity Test.

Equality	Model	t	Sig.
Substructure 1	Online Customer Review	0.508	0.612
Substructure 2	Online Customer Review	0.176	0.860
	Trust	-0.055	0.956

Source: Processed data, 2025

Table 15 shows that the equation model in this study is free from heteroscedasticity because the significance values are greater than 0.05.

Sobel test:

To test the significance of the indirect effect, the z-value of coefficient ab is calculated using the following formula.

$$S_{ab} = \sqrt{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2}$$
$$S_{ab} = \sqrt{(0,319)^2(0,107)^2 + (0,874)^2(0,075)^2 + (0,107)^2(0,075)^2}$$
$$S_{ab} = \sqrt{0,0055}$$
$$S_{ab} = 0,0743$$
$$Z = \frac{ab}{Sab}$$
$$Z = \frac{(0,874)(0,319)}{0,0743}$$
$$Z = \frac{0,2788}{0,0743} = 3,75$$

VAF Test:

$$VAF = \frac{Inderect\ Effect}{Direct\ Effect + Indirect\ Effect}$$
$$VAF = \frac{0,275}{0,275 + 0,263} = 0,511$$

The results of the research analysis show that online customer review has a positive and significant effect on purchase decisions, so the first hypothesis (H1) is accepted. This result indicates that the better the online customer review, particularly those containing recommendations to purchase Burger Bangor products, the more it will encourage consumers to purchase Burger Bangor products. This is in line with the SOR theory that online customer review is depicted as a stimulus, where online customer review affects internal perceptions in the form of consumer trust, which leads to purchase decision-making. This research result is consistent with previous studies conducted by Sianipar and Yoestini (2021), Regina et al. (2021), Aditya et al. (2023), as well as Kheir and Abrian (2024) which found that online customer review has a positive and significant effect on purchase decisions.

The results of the research analysis show that online customer review has a positive and significant effect on trust, so the second hypothesis (H2) is accepted. This result indicates that the more positive recommendations consumers receive to purchase Burger

Bangor products, the more consumer trust in the services provided by Burger Bangor will increase. This is in line with the SOR theory that online customer review acts as a stimulus that affects internal perceptions in the form of consumer trust. This result is consistent with the research of Ovaliana and Mahfudz (2022), Soekotjo (2022), and Trisunarno (2020), which state that online customer review has a positive and significant effect on trust.

The results of the research analysis show that trust has a positive and significant effect on purchase decisions, so the third hypothesis (H3) is accepted. The test results imply that the stronger consumer trust in Burger Bangor's services, the greater consumer interest in repurchasing Burger Bangor products. This reinforces the SOR theory used in this research, namely that internal perceptions in the form of consumer trust will lead to purchase decision-making. This research result is consistent with previous studies conducted by Andryana and Ardani (2021), Amalia and Yulianthini (2022), Agustiningrum and Andjarwati (2021), as well as Karim et al. (2020), which state that trust has a positive and significant effect on purchase decisions.

The Sobel Test results show that Z = 3.75 > 1.96, which means that online customer review affects purchase decisions with the mediation of trust. Thus, trust is a mediating variable that has a significant positive effect between online customer review and purchase decisions for Burger Bangor products in Gianyar Regency, so the fourth hypothesis is accepted. This reinforces the SOR theory, which discusses the effect of external stimuli on the internal perceptions of individuals, which result in actions. This research result is consistent with Fenella et al. (2025), Sari and Mustaqim (2024), and Puspita and Setyowati (2023), who found that trust significantly mediates the effect of online customer review on purchase decisions.

The theoretical implication of this research is that the empirical findings on the relationship between online customer review, trust, and purchase decisions support and extend studies in marketing science. This research provides evidence that online customer review builds consumer trust, which ultimately enhances purchase decisions. This is in line with the SOR theory, which is a model for understanding the effect of external stimuli on internal perceptions (organism) that result in a response.

The practical implication of this research is that it is expected to serve as a reference for fast-food companies, particularly Burger Bangor, in utilizing online customer review and trust as strategies to increase purchase decisions. Burger Bangor's management can use these research findings by paying closer attention to online customer reviews and conducting periodic evaluations of consumer assessments. In addition, it is important for the company to consider evaluation results from online customer reviews as a reference for improving services and product quality to maintain strong consumer trust.

4. CONCLUSIONS AND SUGGESTIONS

The conclusions of this research are as follows. Online customer reviews have a positive and significant effect on purchasing decisions for Burger Bangor products in Gianyar Regency. This indicates that the better the online customer reviews obtained by Burger Bangor, the higher the consumers' purchasing decisions for Burger Bangor products will be. Online customer reviews also have a positive and significant effect on trust. This means that the better the online customer reviews, the stronger the trust of Burger Bangor consumers in Gianyar Regency will be. This research also found that trust has a positive and significant effect on purchasing decisions. Trust reflects a belief, so when consumers have a high level of trust, it can increase their decision to make a purchase. Trust partially mediates the influence of online customer reviews on purchasing decisions. This means that part of the effect of online customer reviews on purchasing decisions is channeled through the formation of positive trust, although there is also a direct effect of online customer reviews on purchasing decisions.

Burger Bangor's marketing strategy should focus on building strong and positive consumer trust. One way to achieve this is by conducting regular evaluations of reviews on various application platforms. Through these evaluations, the company can identify service or product aspects that are already performing well and should be maintained, as well as discover weaknesses that need immediate improvement. The goal of this step is to increase the number of positive reviews and reduce the likelihood of negative consumer reviews. This is particularly important since most of Burger Bangor's sales are made online through

food delivery services such as GoFood, where positive reviews play a major role in building consumer trust to make a purchase.

For Burger Bangor's management, it is expected to maintain consistency in both products and services, which can be achieved by providing regular training to staff regarding customer service and ensuring that standard operating procedures (SOPs) are properly implemented at each outlet. Consistency in products and services will certainly enhance consumer trust on an ongoing basis. For future researchers, it is recommended to expand the scope of the study, whether in terms of the variables examined, the methods used, or the research context. By broadening the scope, future studies are expected not only to produce more in-depth findings but also to describe phenomena more comprehensively. Moreover, broader research results will increase the possibility of applying the findings more generally across various situations and fields, thereby providing more significant contributions to the development of science as well as practical applications in the real world.

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