

EASE OF USE, ONLINE CUSTOMER RATING, AND ONLINE CUSTOMER REVIEW: KEYS TO BUYING DECISIONS ON GRAB FOOD

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ABSTRACT

This study examines the influence of Ease of Use, Online Customer Rating, and Online Customer Review on Buying Decisions among Grab Food users in Malang City. The growth of food delivery apps has transformed consumer behavior in Indonesian urban areas, creating a research gap regarding how digital elements affect purchase decisions. Traditional decision-making models may not fully apply to mobile food delivery platforms. The population comprised of Grab Food users in Malang City, with data from 120 respondents. Multiple linear regression analysis via SPSS version 23 showed all three variables collectively significantly affected Buying Decisions. Individually, Ease of Use ($\beta=0.381$, $p<0.01$) and Online Customer Review ($\beta=0.427$, $p<0.01$) demonstrated positive and significant effects, while Online Customer Rating showed no statistically significant influence ($\beta=0.103$, $p>0.05$) on consumer purchase decisions.

Keywords: Ease Of Use; Online Customer Rating; Online Customer Review; GrabFood; Malang City

INTRODUCTION

Increasingly sophisticated technology provides many benefits for online trading, prompting producers to shift toward online marketing activities. This transformation is marked by the rise of technology-based startups (Manggoa et al., 2020). With today's advanced technology, consumers can perform various activities online, from working to shopping for daily necessities, experiencing significant changes with each technological advancement. This creates opportunities for businesses to conduct digital purchases and sales through e-commerce platforms (Naufal & Nalurita, 2023).

As online transportation companies proliferate compete for consumers (Hasbi & Lestari, 2022), Grab has emerged as one of Indonesia's leading platforms. Grab offers various services to meet community needs related to work, education, travel, and commerce. It's user-friendly interface appeals to both consumers and drivers, aligning with current lifestyle changes, particularly among Malang residents. The GrabFood feature specifically has influenced lifestyle habits in Malang by enabling residents to order food easily and practically through the application, making purchase decisions possible from the comfort of their homes.

According to Tran et al. (2019), buying decisions emerge from complex cognitive and emotional processes that very significantly based on the consumer's psychological profile and external influences. These decisions reflect systematic evaluations of alternatives shaped by both rational assessment and subconscious motivations. Each consumer develops unique habits in their decision-making process.

Consumer purchase decisions are increasingly influenced by online customer reviews. When making purchase decisions, consumers typically examine reviews from previous customers to ensure products meet their expectations. The review feature available for each restaurant on GrabFood helps minimize doubts about purchasing decisions by providing information about pricing, product advantages and disadvantages, and specifications. Additionally, the Grab application displays online customer ratings—assessments using a standardized scale—which can increase consumer confidence by providing evaluations of the company, drivers, and registered sellers.

As noted by Rumagit et al. (2022), ease of use refers to something that is easy to learn, easy to understand, simple, and easy to operate. This factor plays a crucial role in consumer adoption of digital platforms like GrabFood. Despite the growing importance of food delivery applications in Indonesia, there is limited research examining the specific combination of digital factors (ease of use, online customer ratings, and online customer reviews) that influence consumer purchase decisions on platforms like GrabFood, particularly in regional urban centers like Malang. Previous studies have typically focused on metropolitan areas or examined these factors in isolation rather than considering their combined impact. This study addresses this gap by investigating how these three digital elements collectively and individually influence buying decisions.

Research Problem Formulation

Based on the phenomenon described above, the research problem can be formulated as follows:

1. Do ease of use, online customer ratings, and online customer reviews simultaneously influence buying decisions on GrabFood among Malang residents?
2. Does ease of use significantly influence buying decisions on GrabFood among Malang residents?
3. Do online customer ratings significantly influence buying decisions on GrabFood among

Malang residents?

4. Do online customer reviews significantly influence buying decisions on GrabFood among Malang residents?

Research Objectives

This study aims to:

1. Analyze and determine the simultaneous influence of ease of use, online customer ratings, and online customer reviews on buying decisions on Grab Food among Malang residents.
2. Analyze and determine the influence of ease of use on buying decisions on Grab Food among Malang residents.
3. Analyze and determine the influence of online customer ratings on buying decisions on Grab Food among Malang residents.
4. Analyze and determine the influence of online customer reviews on buying decisions on Grab Food among Malang residents.

LITERATURE REVIEW

Buying Decision

Simamora & Fatira (2019) further elaborate that online buying decisions involve customers assessing multiple options and selecting one or more based on specific considerations, leading to a transaction. This highlights the importance of information accessibility and the role of digital platforms in facilitating consumer decision-making. The decision-making process according to Kumbara (2021) is a stage for consumers in deciding on a particular product which they think is the best of various alternatives or choices that suit their interests and are considered the most profitable.

Ease of Use

The availability of clear and concise information contributes to users' ability to make informed decisions. Naufal & Nalurita (2023) found that when information is presented in an easily digestible format, users are more likely to evaluate options effectively and arrive at satisfactory conclusions.

According to Sukmawati & Setiawati (2021) ease of use is the customer's feeling that shopping at an online store will build shopping and how much the customer feels the ease of use.

Online Customer Rating

According to Taesar (2019) rating is the same as review but is an opinion given by consumers in the form of a certain scale. A popular rating scheme for online store assessments is by giving stars. The assessment is carried out by customers who have made online transactions and is published on the seller's website or stall. The weakness of online customer assessments is that customers who have made transactions do not explain the quality of the product that should be assessed.

Online Customer Review

According to Gabriela et al. (2022) online customer review is an opinion and also a form of word of mouth communication for online sellers, where prospective buyers get information about products from customers who have felt the benefits of the product. It can be concluded that online customer review is information provided voluntarily by consumers from

various aspects to assess a product that has been purchased in order to meet consumer needs. So, before making a purchase, sellers also use online customer review as evaluation material and input for the products being sold.

The Influence of User Ease, Online Customer Ratings and Online Customer Reviews on Buying Decisions

In the study of Dzaki et al. (2023) the most influential factors are convenience and online customer review, because customers will buy if access to transactions and services is easy. Online customer review is a review in the form of words or sentences from customers who have bought a product so that it becomes one of the most important things in deciding to buy a product online because by seeing the review it can convince customers to make a transaction. Online customer rating is one of the features that is a place of assessment for sellers and prospective buyers (Mokodompit et al., 2022). So, it can be concluded that ease of use, online customer rating and online customer review are related in determining buying decisions because the ease of applying the Grab application, online customer rating and online customer review are very influential in determining buying decisions on the Grab application.

The hypothesis of this study based on the relationship between variables and research results is as follows:

H1: Ease of use, online customer ratings, and online customer reviews have a significant influence on buying decisions.

Ease of use, Online Customer Ratings, and Online Customer Reviews have a significant influence on Buying decisions

Based on research conducted by Simamora & Fatira (2019), ease of use is one of the things that buyers consider when shopping online. This convenience factor is related to how online transactions work. When making an online transaction for the first time, prospective buyers usually experience difficulties, due to security factors and not knowing how to make online transactions, because these buyers tend to cancel their intention to shop online. Ease of use of the application is something that is very related, especially in online businesses such as e-commerce. Where the easier an application system in e-commerce is understood, the higher the tendency of consumers to use it. Ease of use of the application is something that can influence a person's behavior, if someone has a very high perception of the ease of use of a system, of course the level of use of the system will also be higher. Naufal & Nalurita (2023) The hypothesis of this study based on the relationship between variables and research results is as follows:

H2: Ease of use has a significant influence on buying decisions.

The Influence of Online Customer Ratings on Buying Decisions

According to Latief & Ayustira (2020), prospective consumers can easily assess a particular product, because the number of stars in the online rating is considered a benchmark for the quality of a particular product. A very low rating (one star) indicates a very negative view of the product, a very high rating (five stars) reflects a very positive view of the product, and a three-star rating reflects a moderate view, which is a middle point that does not reflect small or large in terms of size, quantity, degree, or strength. Rating is one of the features used as a place of assessment by sellers and prospective buyers (Mokodompit et al., 2022).

The hypothesis of this study is based on the relationship between variables and the results of the study are as follows:

H3: Ease of use has a significant influence on buying decisions.

The Influence of Online Customer Reviews on Buying Decisions

According to Gani et al. (2023) the existence of reviews makes it easier for consumers to get information about the products they will buy. Starting from product quality, product similarity, and product authenticity. Reviews have the potential to attract consumer visits, increasing the time spent on frequently visited sites. Latief & Ayustira (2020) along with the increasingly broad capabilities of customer reviews, the focus of strategy has shifted from just customer reviews to evaluating and using reviews by customers. In addition to customer reviews, the performance of online applications owned by manufacturers can also be seen from the like value obtained from consumers (Latief & Ayustira, 2020). Other elements, such as price, brand reputation, and marketing strategies, can overshadow the impact of reviews.

H4: User ease of use influences buying decisions.

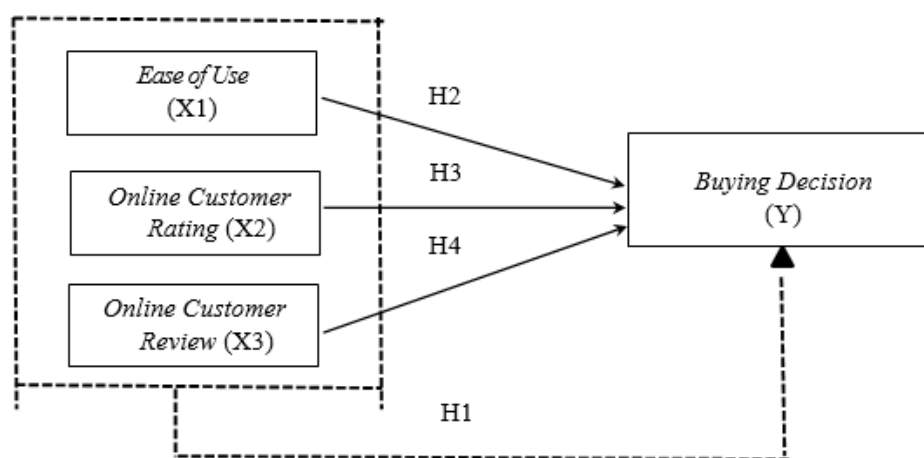


Figure 2. Conceptual Framework

RESEARCH METHOD

The type of research used is explanatory research with a quantitative approach. This research was conducted in Malang City. East Java. The population in this study were residents of Malang City who had used GrabFood. Because the population size is unknown, the sample determination uses the Malhotra formula 2009. The number of samples taken can be determined by multiplying the number of statements by 5, or 5 x the number of statements. The items to be studied in this study are 4 variables. The number of indicators in this study is 24 statement items, so the number of samples for this study is $N = 24 \times 5 = 120$ so that the number of samples for this study is 120 respondents.

In this study, primary data was obtained from the results of a questionnaire distributed through Google Form to residents of Malang City. The data collection method used in this study was by using a questionnaire, which means a data collection technique carried out by providing a set of statements, distributing statements through Google Form. The research instrument used to measure the variables was the Likert Scale. The data analysis method used in this study was quantitative data analysis with the analysis technique used Multiple Linear Regression. This analysis method is used to determine the effect of independent variables on dependent variables. The multiple analysis method in this study was used to determine the effect of user ease, online customer rating and online customer review on buying decisions on the Grab application.

RESULTS AND DISCUSSION

The object of this research is GrabFood which is one of the online delivery features available on the Grab application. Grab provides an application-based online motorcycle Taxi transportation service under the Grab brand which is equipped with many supporting facilities, one of which is GrabFood (a food/beverage courier service). By distributing questionnaires to respondents which are done online using a Google Form which is distributed via social media whatsapp. The sampling technique used is Purposive Sampling, so that the data obtained by researchers from respondents who have the criteria of Malang residents who have purchased products through GrabFood.

Table 1. Based on Grab and GrabFood Application Users

Application Users Grab dan Grab Food	Frequency	Percentage (%)
Yes	120	100%
No	0	0%
Total	120	100%

Source: Primary Data processed in 2024

Based on the table, it can be stated that the characteristics based on Grab and GrabFood application users are 120 respondents (100%) and those who do not use the Grab and GrabFood applications are 0 (0%).

Research Instrument Test

The validity test and the reliability test are carried out using the SPSS (Statistical Product and Service Solution) data processing program, namely:

Table 2. Research Instrument Validity Test

Variable	items	r Calculated	r Table	Information	Decision
Buying Decision (Y)	Y1	0,635	0.1779	r Calculated > r Table	Valid
	Y2	0,657	0.1779	r Calculated > r Table	Valid
	Y3	0,698	0.1779	r Calculated > r Table	Valid
	Y4	0,727	0.1779	r Calculated > r Table	Valid
	Y5	0,533	0.1779	r Calculated > r Table	Valid
	Y6	0,679	0.1779	r Calculated > r Table	Valid
	Y7	0,680	0.1779	r Calculated > r Table	Valid
Ease of Use (X1)	Y8	0,654	0.1779	r Calculated > r Table	Valid
	X1.1	0,606	0.1779	r Calculated > r Table	Valid
	X1.2	0,702	0.1779	r Calculated > r Table	Valid
	X1.3	0,724	0.1779	r Calculated > r Table	Valid
	X1.4	0,781	0.1779	r Calculated > r Table	Valid

Online Customer Rating (X2)	X1.5	0,691	0.1779	r Calculated > r Table	Valid
	X2.1	0,772	0.1779	r Calculated > r Table	Valid
	X2.2	0,866	0.1779	r Calculated > r Table	Valid
	X2.3	0,842	0.1779	r Calculated > r Table	Valid
Online Customer Review (X3)	X3.1	0,720	0.1779	r Calculated > r Table	Valid
	X3.2	0,750	0.1779	r Calculated > r Table	Valid
	X3.3	0,520	0.1779	r Calculated > r Table	Valid
	X3.4	0,748	0.1779	r Calculated > r Table	Valid
	X3.5	0,662	0.1779	r Calculated > r Table	Valid
	X3.6	0,739	0.1779	r Calculated > r Table	Valid
	X3.7	0,704	0.1779	r Calculated > r Table	Valid
	X3.8	0,734	0.1779	r Calculated > r Table	Valid

Source: Data processed with SPSS 2024

Based on the validity test results table above, it is known that r table is 0.1779 obtained from a sample of 120 respondents and its significance is 5%, the calculated r value of the Ease of Use (X1), Online Customer Rating (X2), Online Customer Review (X3), and Purchase Decision (Y) variables seen from the Person Correlation value is greater than the r table so it can be concluded that all statement items in each variable are valid. The reliability test in this study was tested with the help of SPSS data processing, namely the Cronbach's Alpha test. The criteria are as follows:

Table 3. Reliability Test of Research Instruments

Variable	Cronbach's Alpha	Information
Buying Decision (Y)	0,762	Reliable
Ease of Use (X1)	0,777	Reliable
Online Customer Rating (X2)	0,837	Reliable
Online Customer Review (X3)	0,772	Reliable

Source: Data processed with SPSS 2024

Based on the table of reliability test results from 120 respondents, it can be seen that the Cronbach's Alpha value of the User Ease Variable (X1) is 0.777, Online Customer Rating (X2) is 0.837, Online Customer Review (X3) is 0.772, and Purchase Decision (Y) is 0.762. So, it can be concluded that all variables in the statement are declared reliable because they have met the required value, namely with a Cronbach's Alpha value > 0.6.

Normality Test

The normality test aims to test whether in the regression model the dependent variable and the independent variable, both have a normal distribution or not. In this study, the normality test was carried out using the Kolmogorov-Smirnov test to determine whether the data used was normally distributed or not.

Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			120
Normal Parameters ^{a,b}	Mean		,0000000
	Std. Deviation		2,40418633
Most Extreme Differences	Absolute		,073
	Positive		,054
	Negative		-,073
Test Statistic			,073
Asymp. Sig. (2-tailed)			,175 ^c
Monte Carlo Sig. (2-tailed)	Sig.		,521 ^d
	99% Confidence Interval	Lower Bound	,508
		Upper Bound	,533

Source: Data processed with SPSS 2024

Based on the table of results of the normality test above, it explains that the Kolmogorov-Smirnov significance of all variables meets the significance value of Asymp. sig 0.175, > 0.05, so the data is said to be a normally distributed variable.

Classical Assumption Test

To find out whether or not there is multicollinearity in a regression, look at the VIF (Variance Inflation Factor) value.

Table 5. Multicollinearity Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7,811	2,220		3,518	,001		
X1	,456	,140	,307	3,262	,001	,426	2,345
X2	,362	,214	,160	1,690	,094	,421	2,377
X3	,358	,096	,363	3,738	,000	,402	2,490

Source: Data processed with SPSS 2024

Based on the multicollinearity test results table, the Tolerance and Variance Inflation Factor (VIF) values are 2.345 and 0.426 for the User Ease variable (X1), 2.377 and 0.421 for the Online Customer Rating variable (X2), 2.490 and 0.402 for the Online Customer Review variable (X3). Of the three variables, they have a tolerance value > 0.1 VIF < 10. So, it can be concluded that the independent (dependent) variable does not experience multicollinearity. To detect whether the independent variable experiences heteroscedasticity or not, it can be seen from its probability value, as follows:

Table 6. Heteroscedasticity Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,658	1,360		2,689	,008
X1	-,152	,086	-,247	-1,769	,080
X2	,091	,131	,097	,692	,491
X3	,006	,059	,015	,107	,915

Source: Data processed with SPSS 2024

Based on the Glajser results table above, the Sig value for the Ease of Use variable (X1) obtained a sig value of 0.80, Online Customer Rating (X2) 0.491, Online Customer Review (X3) 0.915. So, it can be concluded that each variable has a sig value greater than 0.5 which indicates that there is no heteroscedasticity.

Multiple Linear Regression

Multiple linear regression analysis is used to determine the direction of the relationship between independent variables and dependent variables, namely Ease of Use (X1), Online Customer Rating (X2), Online Customer Review (X3), Against Buying Decisions (Y).

Table 7. Multiple Linear Regression Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,811	2,220		3,518	,001
X1	,456	,140	,307	3,262	,001
X2	,362	,214	,160	1,690	,094
X3	,358	,096	,363	3,738	,000

Source: Data processed with SPSS 2024

- Based on the multiple linear regression model equation, it can be interpreted as follows:
- a: The constant value of 7.811 indicates that the variables ease of use, online customer rating, and online customer review have a value of 0, so the purchase decision value is 7.811.
 - b1X1: On the ease of use variable, a positive value of 0.456 was obtained, meaning that if the ease of use is good, the buying decision will increase.
 - b2X2: On the online customer assessment variable (X2), a positive value of 0.362 was obtained, meaning that if the online customer assessment is good, the buying decision will increase.
 - b3X3: On the online customer review variable, a positive value of 0.358 was obtained, meaning that if the online customer review is good, the buying decision will increase.

Hypothesis Testing

F Test

F test is used to find out all independent variables that have a simultaneous influence on the dependent variable. The decision-making criteria are as follows:

Table 8. F Test Results
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	879,467	3	293,156	49,439	,000 ^b
Residual	687,833	116	5,930		
Total	1567,300	119			

Source: Data processed with SPSS 2024

From the table above, the F test results show a significant value of $0.000 < 0.05$. Thus, based on the hypothesis (H1) proposed in this study, Ease of Use (X1), Online Customer Rating (X2), Online Customer Reviews (X3) simultaneously have a significant influence on the Purchase Decision variable (Y).

t Test

The t-test is used to show how far the influence of one independent variable individually affects the dependent variable. The decision-making criteria are as follows:

Table 9. t Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,811	2,220		3,518	,001
X1	,456	,140	,307	3,262	,001
X2	,362	,214	,160	1,690	,094
X3	,358	,096	,363	3,738	,000

Source: Data processed with SPSS 2024

Based on the results of the t-test above, it can be seen that:

- The Ease of Use variable (X1) is known to have a significant value of $0.001 < 0.05$, which means H2 is accepted where ease of use has an effect on buying decisions. The Online Customer Rating variable (X2) is known to have a significant value of $0.094 > 0.05$, which means H3 is not accepted, so it can be concluded that the online customer rating variable does not have an effect on buying decisions.
- The Online Customer Review variable (X3) is known to have a significant value of $0.000 < 0.05$, which means H4 is accepted, so it can be concluded that the online customer review variable has an effect on buying decisions.

Determination Coefficient Test (Adjusted R2)

Table 10. Determination Coefficient Test Results
Model Summary

Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate
1	.749 ^a	.561	.550	2,435

Source: Data processed with SPSS 2024

Based on the table above, the Adjusted R² figure is 0.550 or 55%. This shows that the percentage contribution of the variables ease of use, online customer rating, and online customer review to buying decisions is 55%, while the remaining 45% is explained by variables not included in this study.

Implications

Based on the results of the discussion that have been described above, the purchase decision as an independent variable, ease of use, online customer rating and online customer review as dependent variables. The results of this study indicate that ease of use, online customer rating, and online customer review significantly influence buying decisions on GrabFood. The following is an explanation of the implications of each variable:

The Influence of User Ease (X1), Online Customer Rating (X2) and Online Customer Review (X3) on Buying Decisions (Y)

Based on the calculation results that have been obtained for the buying decision variable in the Simultaneous F Test, it has a significant influence. So, it can be concluded that the buying decision of the Malang community, Islamic University of Malang, class of 2020 on GrabFood is influenced by user ease, online customer rating, and online customer review as a whole. For the Malang Community, the three X variables are determinants of buying decisions. The results of this study are in line with previous research according to Sulistio & Aransyah (2023) where online customer rating, online customer review and user ease have a significant influence on buying decisions.

The Effect of Ease of Use (X1) on Buying Decisions (Y)

Based on the results of the Partial Test (t-Test), ease of use has a positive and significant effect on buying decisions on GrabFood. With an Ease of Use value smaller than the specified significance. It can be concluded that the easier it is to use, the higher the level of buying decisions. The results of respondents stated that they agreed that it was easy to learn how to buy products through GrabFood by obtaining the highest average value on the "easy to learn" indicator and this ease of use variable obtained the smallest average value compared to other variables. Ease of use has a significant effect because ease of use is very in-depth in how to learn how to buy products on GrabFood so that it can influence buying decisions on GrabFood. The results of this study are in line with previous research according to Naufal & Nalurita (2023) ease of use partially has a significant effect on buying decisions. So, it is explained that Grabfood d is a food delivery application that is easy for customers to use.

The Influence of Online Customer Rating (X2) on Buying Decisions (Y)

Based on the results of the Partial Test (t-Test), online customer rating has a positive and insignificant effect on buying decisions on GrabFood. These results can be seen from the significance of the online customer rating variable which is greater than the specified

significance. So, it can be concluded that online customer rating increases but does not increase buying decisions. The results of respondents did not agree that online customer rating is useful for buying products on Grabfood by obtaining the highest average value on the "perceived usefulness" indicator. So, the reason online customer rating is not significant is because a high rating is not necessarily in accordance with what is desired. This is in accordance with the theory explained by Taesar (2019) rating is the same as a review but is an opinion given by consumers in the form of a set scale. A popular rating scheme for ratings in online stores is to give stars. Ratings are carried out by customers who have made transactions online and published on the seller's website or stall. The weakness of online customer ratings is that customers who have made transactions do not explain the quality of the product that should be assessed. The results of this study are in line with previous research by Rahmawati (2021) a study entitled "The Influence of Online Customer Reviews, Online Customer Ratings and User Trust on Online Buying Decisions (Case Study of FEB Students, PGRI University of Semarang)" that online customer ratings do not affect buying decisions because there is no reliable assessment. also contrary to previous research by Mokodompit et al. (2022), Sulistio & Aransyah (2023), and Maharani & Yulianthini (2023) which stated that online customer ratings have a significant effect on buying decisions. So, it can be explained that Online customer ratings do not affect buying decisions on GrabFood in product selection by customers. Online customer ratings do not have a significant effect because there is no reliable assessment.

The Influence of Online Customer Reviews (X3) on Buying Decisions (Y)

Based on the results of the Partial Test (t-Test), online customer reviews have a significant effect on buying decisions on GrabFood. These results can be seen from the significance of the online customer review variable with the online customer review value being smaller than the significance that has been set. So, it can be concluded that the more reviews given, the higher the level of buying decisions. According to the results of the study, respondents agreed that with reviews, information about the products to be purchased becomes easier to obtain by obtaining the highest average value on the "perceived usefulness" indicator. So, the reason online customer reviews influence buying decisions is because the reviews given by customers have provided benefits regarding brief information on the product. This is in line with the theory according to Agustiningsih & Hartati (2023) online customer reviews are customer opinions on online stores/merchants that contain positive and negative reviews to provide information and recommendations about a product to other customers. According to Putri & Lestari (2022), online customer reviews are product reviews written by customers based on experiences that reflect product quality and are written on features provided by the marketplace. According to Gabriela et al. (2022) online customer review is an opinion and also a form of word of mouth communication for online sellers, where prospective buyers get information about products from customers who have benefited from the product. The results of this study are in line with previous studies conducted by Mokodompit et al. (2022), Sulistio & Aransyah (2023), and Maharani & Yulianthini (2023), that online customer review partially has a significant effect on buying decisions. So, it is explained that online customer review is one of the benchmarks in determining the product to be purchased.

CONCLUSION

Based on the results of the study and the discussions presented, the following conclusions can be drawn:

1. The variables of User Ease (X1), Online Customer Rating (X2), and Online Customer Review (X3) collectively have a significant effect on Buying Decisions (Y) on GrabFood.
2. The variable of Online Customer Rating (X2) has a positive but insignificant effect on Buying Decisions (Y) on GrabFood.
3. The variable of Online Customer Review (X3) has a positive and significant effect on Buying Decisions (Y) on GrabFood.

Limitations

This study has several limitations that should be acknowledged:

1. The research focuses on only three independent variables: User Ease (X1), Online Customer Rating (X2), and Online Customer Review (X3), with one dependent variable, Buying Decision (Y).
2. The sample size is limited to 120 respondents from the total population of Malang, which may not fully represent the broader consumer base.

Recommendations

In light of the research findings and limitations, the following recommendations are proposed:

1. For Businesses: Companies should prioritize enhancing User Ease, Online Customer Ratings, and Online Customer Reviews to positively influence Buying Decisions. This can be achieved by:
 - Streamlining the user interface of their applications to improve ease of use.
 - Actively encouraging satisfied customers to leave positive reviews and ratings.
 - Implementing feedback mechanisms to address customer concerns and improve service quality.
2. For Future Researchers: To build on this study, future research should consider:
 - Expanding the number of independent variables to include factors such as pricing, promotional strategies, and customer service quality, which may also influence buying decisions.
 - Increasing the sample size and diversifying the demographic to enhance the representativeness of the findings.
 - Utilizing mixed methods for data collection, such as surveys combined with interviews or focus groups, to gain deeper insights into consumer behavior.
3. Future Research Areas: Researchers are encouraged to explore the following areas: The impact of social media influence on online buying decisions.
 - Comparative studies between different food delivery platforms to identify unique factors affecting consumer choices.
 - Longitudinal studies to assess how consumer preferences and behaviors evolve over time in response to technological advancements and market changes.

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