Journal of Management and Digital Business, 6(3), 2026, 1411-1428
Available at: https://journal.nurscienceinstitute.id/index.php/jmdb
EISSN: 2797-9555

Winning customers in platform economy: Captivating online reviews, online ratings, and e-service quality

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Abstract

This research analyzed and provided a clear picture of how online reviews, online ratings, and e-service quality variables influence customers' purchasing decisions in platform economies such as GoFood, GrabFood, and ShopeeFood. The study used a quantitative research approach, employing non-probability sampling to collect data from 150 participants in Jakarta, Bandung, Surabaya, Semarang, and Medan. The analysis was conducted using a probit regression model with SPSS and the R analytical tool. Results from the study reveal that online ratings and e-service quality play a significant role in usage decisions towards the platform economy, while online reviews do not. The three variables collectively have a significant impact on consumers' usage decisions in the digital platform economy. The results of this research are beneficial for companies in the food delivery platform economy in formulating initiatives to refine service performance and encourage active customer participation. Further research is recommended using a qualitative method to provide an in-depth analysis of customer expectations, attitudes, and behaviors regarding these three variables.

Keywords: E-service Quality, Online Ratings, Online Reviews, Platform Economy, Purchasing Decisions.

Abstrak

Penelitian ini dilakukan dengan tujuan menganalisis dan mendapatkan gambaran yang jelas mengenai peran variabel ulasan daring, penilaian daring, dan kualitas pelayanan daring terhadap keputusan penggunaan platform ekonomi seperti GoFood, GrabFood, dan ShopeeFood. Penelitian dilakukan secara kuantitatif melalui pendekatan purposive sampling terhadap 150 responden di Jakarta, Bandung, Surabaya, Semarang, dan Medan. Pengujian dilakukan dengan model regresi probit menggunakan alat analisis SPSS dan R. Hasil temuan penelitian ini mengindikasikan bahwa penilaian daring dan kualitas pelayanan daring berpengaruh signifikan terhadap keputusan penggunaan layanan platform pesan-antar, sedangkan ulasan daring tidak berpengaruh. Ketiga variabel tersebut memiliki pengaruh simultan terhadap keputusan penggunaan layanan platform pesan antar. Penelitian ini sangat bermanfaat bagi perusahaan layanan pesan antar makanan dalam menentukan strategi peningkatan pelayanan dan membangun customer engagement secara daring. Penelitian selanjutnya disarankan untuk dilakukan melalui kajian kualitatif mendalam terkait harapan, sikap, dan perilaku pelanggan terhadap ketiga variabel tersebut.

Kata Kunci: Kualitas Pelayanan Daring, Penilaian Daring, Ulasan Daring, Ekonomi Platform, Keputusan Pembelian.

How to cite: Subkhan, F. (2026). Winning customers in platform economy: Captivating online reviews, online ratings, and e-service quality. *Journal of Management and Digital Business*, *6*(3), 1411–1428. https://doi.org/10.53088/jmdb.v6i3.2977

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1. Introduction

The rapid expansion of the digital economy has fundamentally transformed consumer purchasing behavior and intensified competition among platform-based businesses worldwide. In Indonesia, the platform economy has experienced substantial growth alongside the increasing penetration of internet users, which reached more than 230 million people according to APJII data in 2026. This development has accelerated the adoption of online food delivery services such as GoFood, GrabFood, and ShopeeFood, which have become dominant actors in Indonesia's digital marketplace ecosystem. Consequently, digital marketing strategies have become increasingly critical in influencing customer behavior and sustaining platform competitiveness. Previous studies highlighted that online interactions and digital communication significantly shape customer trust, engagement, and transaction intentions in platform economies (Ngadimen & Widyastuti, 2021; Subkhan et al., 2024b; Taufiq et al., 2025). The urgency of this research is strengthened by the increasingly dynamic nature of digital competition, where inaccurate platform strategies may reduce customer acquisition and weaken long-term platform sustainability in the Indonesian food delivery market, by understanding the influence of online reviews, online ratings, and e-service quality on customer usage decisions.

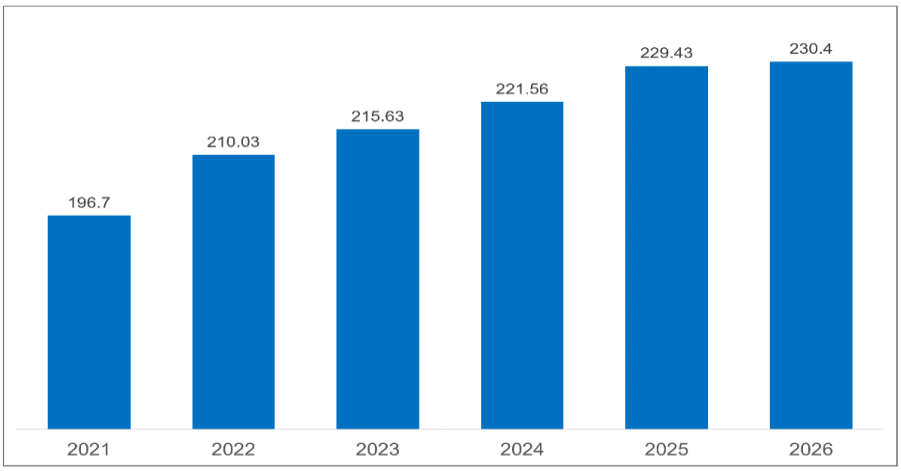


Figure 1. Internet Usage in Indonesia (Millions)
Source: APJII Report (2026)

Online reviews, online ratings, and e-service quality play a substantial role in shaping consumer perceptions and behavioral intentions within platform-based businesses. Online reviews serve as a form of electronic word-of-mouth, providing consumers with detailed information about product quality, service performance, delivery experience, and merchant reliability before transactions occur (Kusawat & Teerakapibal, 2024; Xian et al., 2024). Positive reviews can reduce uncertainty and strengthen consumers' confidence in selecting food delivery platforms, while negative reviews may discourage usage intentions. In addition, online customer ratings provide consumers with simplified quantitative evaluations that facilitate quick decision-making processes in digital environments (Hoang & Khoa, 2024; Kostyk et al., 2017). Ratings often serve as heuristic indicators of platform credibility, merchant performance, and overall service satisfaction. Furthermore, e-service quality reflects the platform's

capability to deliver efficient, reliable, responsive, and secure digital services that meet customer expectations (Ashiq & Hussain, 2024; Rita et al., 2019). In food delivery services, dimensions such as application usability, payment security, delivery accuracy, responsiveness, and customer support significantly affect user satisfaction and continuance intention (Ko & Chang, 2023). The interrelationship among these variables is also important, as superior e-service quality may encourage positive customer reviews and higher ratings, which in turn influence customer usage decisions. Therefore, these variables collectively shape digital trust and customer confidence within platform-economy ecosystems.

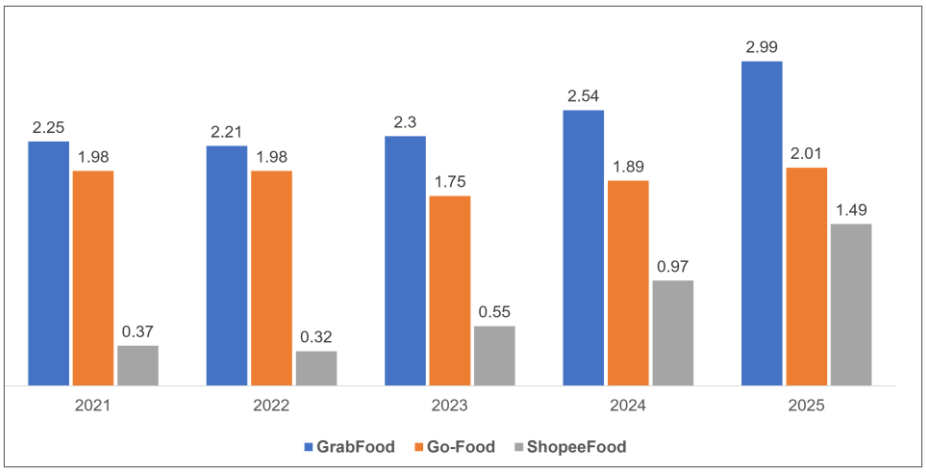


Figure 2. Transaction Value of Delivery Platforms in Indonesia (US$ Billion)
Source: Momentumworks (2025)

Several prior studies have investigated the influence of online customer reviews, online customer ratings, and e-service quality on purchasing decisions in e-commerce and digital platform contexts. It has been found that online reviews and ratings significantly influence purchasing decisions on marketplace platforms (Ardianti & Widiartanto, 2019; Nurhabibah et al., 2022; Rahmawati, 2021). Similarly, other studies reported that e-service quality positively affects consumer purchasing decisions in digital commerce environments (Audria & Batu, 2022; Pasi & Sudaryanto, 2021; Tampubolon et al., 2024). Other studies also confirmed that online reviews and ratings improve customer trust and purchase intention within e-commerce ecosystems (Shaddai & Pustap, 2020; Ullal et al., 2021). However, inconsistencies remain across empirical findings. Several studies emphasized that online reviews exert stronger effects than ratings, while others identified e-service quality as the dominant determinant of consumer behavior.

In addition, most prior studies focused on conventional e-commerce marketplaces such as Shopee, Tokopedia, Bukalapak, or Lazada rather than specifically examining food delivery platform economies characterized by real-time service interactions, delivery responsiveness, and dynamic customer experiences. Furthermore, comprehensive comparative studies involving multiple major metropolitan areas in Indonesia remain limited. Therefore, this study addresses these research gaps by simultaneously examining the influence of online customer reviews, online customer

ratings, and e-service quality on customer usage decisions within food delivery platform economies across Indonesia's major urban regions.

This research was conducted in Jakarta, Medan, Bandung, Surabaya, and Semarang, which are the largest urban economic centers in Indonesia, according to BPS data in 2025. The large-scale economic activity in these cities also creates substantial market opportunities for digital platforms such as GoFood, GrabFood, and ShopeeFood. Moreover, urban consumers in these cities exhibit greater familiarity with digital transactions, online reviews, mobile payment systems, and app-based service consumption than those in smaller regions. The selection of these five cities, therefore, provides a representative overview of customer behavior in Indonesia's urban platform economy ecosystem.

This study aims to analyze the influence of online reviews, online ratings, and e-service quality on customer usage decisions within the platform economy, particularly in the food delivery industry. The research contributes theoretically by extending the understanding of consumer behavior within digital platform ecosystems through the integration of review-based information, rating perceptions, and e-service quality dimensions into a unified analytical framework. In addition, this study offers empirical novelty by focusing specifically on food delivery platform economies and employing a comparative urban approach involving Indonesia's five largest cities. The findings are expected to provide strategic insights for the food delivery platform economy to design more effective digital marketing strategies, improve e-service quality, strengthen platform competitiveness, and enhance customer acquisition and retention.

2. Literature Review

The Captivation of Online Reviews on Platform Economy Usage

Online reviews constitute an important source of information in digital purchasing decisions because they reflect consumers' direct experiences with products and services (Lestari et al., 2022). Compared with corporate-generated promotions, consumer reviews are often perceived as more credible and trustworthy (Macheka et al., 2023). High-quality reviews can strengthen consumer trust and encourage purchase intentions, whereas inappropriate or inconsistent reviews may reduce interest in sellers and platforms (Arief et al., 2023; Mariana & Susilowati, 2025). Online reviews also function as informal communication channels through which consumers evaluate product quality, price, seller responsiveness, and service performance (Kusuma, 2023; Noviani, Sheren & Siswanto, 2022; Pasi & Sudaryanto, 2021). In platform-economy services, reviews also serve as social and psychological signals that shape perceived trust, risk, and platform credibility. Their influence is determined not only by the quantity of reviews but also by consistency, emotional tone, perceived informativeness, and cultural interpretation among users (Kusawat & Teerakapibal, 2024; Park et al., 2023; Xian et al., 2024).

Prior digital experiences and platform familiarity may further moderate how consumers interpret and use online reviews in decision-making. Previous studies generally report that online reviews positively affect purchasing decisions (Ardianti &

Widiartanto, 2019; Arief et al., 2023; Audria & Batu, 2022; Kusuma, 2023; Noviani, Sheren & Siswanto, 2022; Nurhabibah et al., 2022; Pasi & Sudaryanto, 2021; Ramadhani & Fadli, 2024; Shaddai & Pustap, 2020; Sianipar & Yoestini, 2021; Tampubolon et al., 2024), particularly when consumers actively browse product descriptions, ratings, and user feedback before making decisions (Kim & Kim, 2022; Xian et al., 2024). Nevertheless, several studies report insignificant relationships between online reviews and consumer decisions (Lestari et al., 2022; Rahmawati, 2021), suggesting that the effectiveness of online reviews may vary across digital sectors and consumer contexts. These inconsistencies indicate the potential influence of moderating factors such as trust, demographic characteristics, platform experience, and service-specific attributes. Furthermore, most prior studies focus on marketplace settings, while evidence from food-delivery platform economies remains underexplored. Therefore, further contextual investigation is necessary to better understand the role of online reviews in shaping usage decisions in the platform economy.

H1: Online reviews affect the decision of platform economy selection.

The Captivation of Online Ratings on Platform Economy Usage

Online ratings are important determinants of consumer decisions in platform economy services because they provide simplified evaluations of product and service quality in digital environments characterized by information overload (Hoang & Khoa, 2024; Kostyk et al., 2017). Ratings are generally presented through numerical or star-based scales, where higher scores indicate better service performance and credibility (Illescas-Manzano et al., 2022; Lestari et al., 2022; Pasi & Sudaryanto, 2021). Consumers often perceive highly rated sellers as more reliable, whereas lower ratings tend to signal inferior quality and higher transaction risk (Lestari et al., 2022; Nurhabibah et al., 2022). In digital consumer behavior, ratings also serve as heuristic cues that facilitate faster decision-making and reduce cognitive effort during online transactions (Kostyk et al., 2017). Moreover, highly rated products and services may strengthen perceptions of social proof, increasing consumer trust and perceived legitimacy within platform ecosystems (Hoang & Khoa, 2024). Nevertheless, the influence of ratings may vary with consumers' digital literacy, prior experiences, trust perceptions, and sociocultural contexts.

Previous studies generally demonstrate that online ratings positively influence consumer decisions (Ardianti & Widiartanto, 2019; Nurhabibah et al., 2022; Shaddai & Pustap, 2020), although several studies report insignificant effects (Lestari et al., 2022; Rahmawati, 2021). These contradictory findings suggest that the effectiveness of online ratings may vary across sectors of the platform economy and service characteristics. In addition, comparative evidence between marketplace platforms and food delivery services remains limited despite differences in immediacy, experiential consumption, and delivery responsiveness. Therefore, further contextual and qualitative investigation is necessary to better understand the role of online ratings in shaping usage decisions in the platform economy.

H2: Online ratings affect the decision of platform economy selection.

The Captivation of E-Service Quality on Platform Economy Usage

E-service quality is a critical factor influencing consumer decisions and satisfaction in digital platform economies, particularly in online food delivery services (Ruslim, 2025). The performance of online services shapes consumers' perceived experience value during digital transactions, including information searching, ordering, payment, and feedback activities (Gupron, 2020). Consumers increasingly expect efficient, responsive, secure, and reliable digital services throughout their interactions with platform providers (Ashiq & Hussain, 2024). In this context, e-service quality extends beyond technical performance to encompass psychological and experiential dimensions, such as convenience, trust, emotional satisfaction, and responsiveness, during real-time digital interactions (Ko & Chang, 2023). High-quality digital services not only attract consumers but also strengthen loyalty and long-term platform engagement (Demir et al., 2020; Rita et al., 2019). Consumers' perceptions of e-service quality may nevertheless vary according to prior digital experiences, technological familiarity, and trust toward the platform ecosystem.

Previous studies consistently demonstrate that e-service quality positively influences consumer preferences and platform usage decisions (Gupron, 2020; Hartono et al., 2021; Putra & Parmariza, 2021; Rahman & Wijayanti, 2023; Tampubolon et al., 2024). However, existing literature remains dominated by quantitative approaches, resulting in limited discussion regarding how contextual factors such as trust, digital habits, and service expectations shape consumers' evaluations of e-service quality. Furthermore, differences across digital sectors indicate that service quality dimensions may vary between e-commerce marketplaces, digital payment systems, online meeting platforms, and food delivery services, particularly because food delivery platforms involve immediacy, logistics coordination, and real-time service responsiveness (Demir et al., 2020; Putra & Parmariza, 2021; Wismiyanti et al., 2025). Therefore, broader contextual and cross-platform analyses are needed to better understand the dynamic relationship between e-service quality and platform economy usage decisions.

H3: The e-service quality affects the decision of platform economy selection

Platform Economy Usage Decision

Consumer decisions in platform economy services involve evaluating alternative behaviors and selecting the most appropriate option based on available information, perceived benefits, and prior experiences (Rijkiya et al., 2025; Shaddai & Pustap, 2020). In digital platforms, information system quality, including reliability, security, accessibility, and transaction efficiency, plays a critical role in shaping user trust and convenience (Widianto et al., 2025). Usage decisions are also influenced by psychological, sociocultural, and contextual factors, including perceived risk, social influence, digital habits, and prior service experiences (Putra & Parmariza, 2021; Rijkiya et al., 2025; Ruslim, 2025). In food delivery platforms, consumers evaluate not only functional attributes such as convenience and price but also emotional satisfaction, responsiveness, and platform reliability during real-time interactions (Ashiq & Hussain, 2024; Ko & Chang, 2023; Wismiyanti et al., 2025). These conditions indicate that

platform economy usage decisions are dynamic processes shaped by technological, informational, and behavioral interactions (Rita et al., 2019; Subkhan et al., 2024a, 2025).

Purchasing decisions are further driven by rational and emotional motivations, including recommendations, perceived value, and service experiences (Kusuma, 2023; Maffett & Brusa, 2023; Noviani, Sheren & Siswanto, 2022; Vakulenko et al., 2024). However, previous studies predominantly emphasize direct quantitative relationships, resulting in a limited understanding of consumers' subjective perceptions and the dynamic interaction among online reviews, online ratings, and e-service quality. Contradictory findings also suggest that consumer decisions may vary depending on digital literacy, trust, demographics, and prior platform experience. Moreover, most prior studies focus on specific marketplaces, while cross-sector analyses involving food delivery platforms remain limited. Therefore, broader contextual approaches are needed to better understand usage decisions in the platform economy within digital service ecosystems. As shown in Figure 3, this study investigates the impact of online reviews, online ratings, and e-service quality on the usage of the food delivery platform economy.

H4: Online reviews (X1), online ratings (X2), and e-service quality (X3) simultaneously have a significant impact on the platform economy usage (Y).

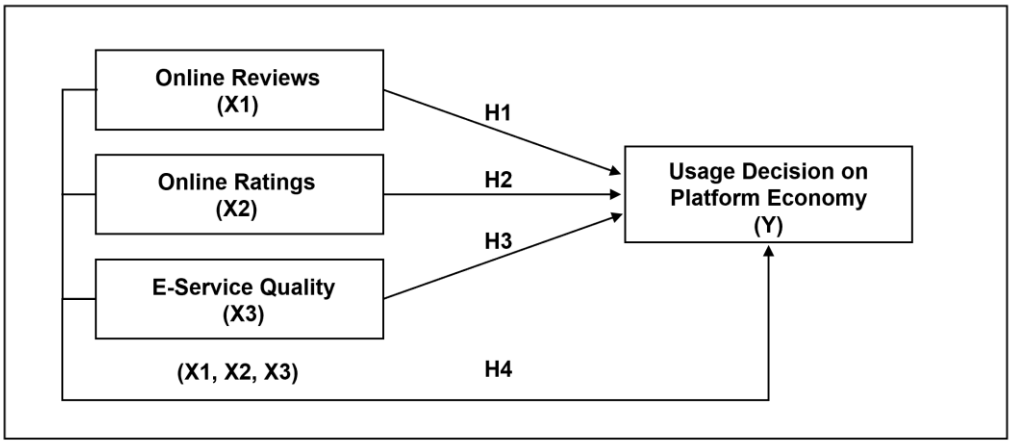


Figure 3. Research Framework

3. Research Method

This study employed a quantitative approach using primary data. The dependent variable was the decision to use the platform economy (Y), while the independent variables included Online Reviews (X1), Online Ratings (X2), and E-Service Quality (X3). The population consisted of users of food delivery platform economy services, including GrabFood, GoFood, and ShopeeFood in Jakarta, Medan, Bandung, Surabaya, and Semarang, which were selected based on their high regional Gross Domestic Product (GDP). The study employed purposive sampling, a non-probability sampling technique used to select respondents based on specific characteristics to ensure data relevance (Sugiyono, 2019). Using the Cochran formula with a 95% confidence level, 8% margin of error, and an infinite population assumption, the study

obtained 150 respondents. A margin of error between 5% and 10% is considered methodologically acceptable and statistically reliable in social science research (Bougie & Sekaran, 2025). Data were collected through structured online questionnaires.

Hypothesis testing was conducted using probit regression in R software. Preliminary analyses included validity, reliability, and multicollinearity tests, which were carried out using SPSS. Variables were considered valid when the r-statistic exceeded the r-table at a 5% significance level, while questionnaire reliability was confirmed with Cronbach's Alpha values above 0.5. Multicollinearity was assessed using tolerance values > 0.01 and VIF values < 10. The probit regression model was estimated using maximum likelihood estimation in R. Probit regression was considered more appropriate than ordinary least squares because platform economy usage decisions represent probabilistic behavioral outcomes. In contrast, Likert-scale data are ordinal rather than continuous (Bougie & Sekaran, 2025). In addition, probit regression better captures non-linear consumer decision-making behavior and generates probability values within the logical range of 0–1, thereby improving analytical accuracy in digital platform studies (Sugiyono, 2019). Model significance was evaluated using the Likelihood Ratio Test, individual variable significance through the Wald test, and model fit through the Hosmer–Lemeshow test.

4. Results and Discussion

4.1. Results

Respondent Profile

Table 1. Respondent Profile

Profile	Profile	Frequency	Percentage
City	Jakarta	30	20%
	Surabaya	30	20%
	Bandung	30	20%
	Semarang	30	20%
	Medan	30	20%
Sex	Male	45	30%
	Female	105	70%
Age	17-25	137	91.3%
	26-35	12	8%
	36-45	0	0%
	46-55	1	0.6%
Education	Senior High School	61	42%
	Diploma	25	17.7%
	Bachelor	63	42%
	Masters	1	0.7%
Occupation	University Student	81	54%
	Civil Servant	8	5.3%
	Private Employee	44	29.3%
	Student	1	0.7%
	Lecturer/Teacher	2	1.3%
	Entrepreneur	6	4%
	Others	8	5.3%

Referring to the illustration in Table 1, the respondents in this study were evenly distributed across 5 (five) research cities: Jakarta, Bandung, Surabaya, Semarang, and Medan, with 20% each. Survey participation was dominated by male respondents (70%) and by respondents aged 17-25 (91.3%). By education, the distribution of respondents was most dominant among high school and undergraduate degree holders, at 42% each, with occupations as students (54%) and private employees (29.3%).

As illustrated in Table 2, 42.7% of respondents in this study use ShopeeFood as the food delivery platform, followed by GoFood at 36.7% and GrabFood at 20.7%. As many as 51.33% of respondents place monthly food delivery service orders 1 to 5 times, and 32% at approximately 6 to 10 times, and 6% at approximately 10 to 15 times. Food delivery services were used more than 15 times a month by 10.66% of respondents.

Table 2. Use of Delivery Services

		Frequency	Percentage
Platform	ShopeeFood	64	42.7%
	GoFood	55	36.7%
	GrabFood	31	20.7%
Transaction Per Month	1-5 Times	77	51.33%
	6-10 Times	48	32%
	10-15 Times	9	6%
	>15 Times	16	10.66%

Validity and Reliability Assessment

Table 3. Validity and Reliability Assessment Results

Variable	Item	r-Statistic	Cronbach Alpha	Remarks
Online reviews (X1)	The benefits of online reviews	0.729	0.831	Valid and Reliable
	Online review time	0.821		
	Positive expressions of reviews	0.760		
	Online review volume	0.859		
	Update online reviews	0.719		
Online ratings (X2)	Credible	0.716	0.846	Valid and Reliable
	Helpful	0.785		
	Interesting	0.751		
	Experts	0.696		
	Liked	0.814		
	Trusted	0.751		
E-Service Quality (X3)	Efficient	0.691	0.925	Valid and Reliable
	Reliable	0.759		
	Fulfillment	0.723		
	Privacy	0.756		
	Responsive	0.724		
	Compensation	0.698		
	Contact	0.719		
	Accuracy	0.703		
	Security	0.775		
	Personalization	0.812		
	Empathy	0.746		
	Design	0.800		
Usage Decisions (Y)	As needed	0.761	0.669	Valid and Reliable
	Has benefits	0.768		
	Suitability in purchasing products	0.628		
	Repeat purchase	0.530		
	Price suitability	0.614		

The validity of the research variables was analyzed using SPSS 23. Test analysis measures the calculated r-statistics by the r-table. Given a sample size of 150 and a significance level of 5%, the validity criteria for this study used r table of 0.160. The test results on all indicators (28 indicators) on all research variables in Table 3 showed the calculated r statistic > the r table of 0.160. Thus, all indicators and variables examined in this research are considered valid. The correlation coefficient test of Cronbach's Alpha in Table 3 showed values > 0.5 for all study variables. It indicates that all variables used as research tools are declared reliable.

Multicollinearity Assessment

The multicollinearity test is considered acceptable if the VIF is above 0.01 or the tolerance is below 0.01, or if the VIF < 10. The multicollinearity test results in Table 4 showed tolerance values for the online review variables of .708 and a VIF of 1.411, for online ratings of .787 and a VIF of 1.270, and for quality of online service of .848 and a VIF of 1.178. Thus, all research measurement tools had VIF values below 10 and tolerances above 0.10, indicating no multicollinearity in this research.

Probit Regression Results

The findings of the statistical assessment on the relationship between variables are presented below:

Table 4. Probit Regression Results

Variable	Estimate	Std.Error	z-value	p-value	Collinearity Statistics	
					Tolerance	VIF
Intercept	-3.156	1.163	-2.711	0.006		
X1	-0.071	0.227	-0.315	0.752	0.708	1.411
X2	0.578	0.292	1.977	0.048	0.787	1.270
X3	0.624	0.241	2.589	0.009	0.848	1.178

Based on the estimation results, the probit regression model can be written as follows:

$$Y^* = -3.156 - 0.072X1 + 0.578X2 + .625X3$$

The probability model can be expressed as:

$$P(Y = 1 \mid X) = \Phi(-3.156 - 0.072X1 + 0.578X2 + 0.625X3)$$

where Φ represents the cumulative distribution function of the standard normal distribution.

Wald Test (Partial Significance Test)

The Wald test was used to determine the partial effect of each independent variable on the dependent variable. The interpretation of the results in Table 4 is as follows: The Sig value in the table for X1 is .752, which is > 0.05, meaning that the H_1 hypothesis is rejected; online reviews do not affect the decision to use the platform economy. The Sig value in the table for X2 is .048, where the number is < 0.05, thereby the H_2 hypothesis is confirmed, and online ratings affect the decision to use the platform economy. The Sig value in the table for X3 is .009, where the number is < 0.05, thereby the H_3 hypothesis is confirmed, and e-service quality affects the decision to use the platform economy.

Likelihood Ratio Test (Overall Model Significance)

The test compares the full model with the null model. The results are presented in Table 5.

Table 5. Likelihood Ratio Test Results

Model	Residual DF	Residual Deviance	Chi-square	p-value
Null Model	149	110.077		
Probit Model	146	91.285	18.793	0.0003

The results show that the p-value is 0.0003018, which is smaller than the significance level of 0.05. This indicates that the probit regression model is statistically significant, meaning that the independent variables jointly influence the dependent variable. Therefore, the H4 hypothesis is confirmed, as online reviews, online ratings, and e-service quality together significantly influence customer usage of the platform economy for food delivery services.

Hosmer–Lemeshow Test

The goodness of fit of the model was evaluated using the Hosmer–Lemeshow test. The results of the test are presented in Table 6.

Table 6. Hosmer–Lemeshow Goodness of Fit Test

Chi-square	df	p-value	Remark
7.116	8	.5242	Model fit

The Hosmer–Lemeshow test produced a p-value of 0.5242, which is greater than 0.05. This indicates that there is no significant difference between the observed values and the values predicted by the model. Therefore, it can be concluded that the probit regression model fits the observed data well.

4.2. Discussion

The findings indicate that online reviews do not significantly influence usage decisions in the platform economy for online food delivery services such as GoFood, GrabFood, and ShopeeFood. This result is consistent with studies reporting that online reviews have no significant effect on consumer decisions (Lestari et al., 2022; Rahmawati, 2021), but differs from studies showing positive effects in broader e-commerce contexts that demonstrate the positive influence of online reviews on purchasing decisions (Ardianti & Widiartanto, 2019; Arief et al., 2023; Audria & Stone, 2022; Kusuma, 2023; Noviani & Siswanto, 2022; Nurhabibah et al., 2022; Pasi & Sudaryanto, 2021; Ramadhani & Fadli, 2024; Shaddai & Pustap, 2020; Sianipar & Yoestini, 2021; Tampubolon et al., 2024). The inconsistency suggests that the influence of online reviews is highly contextual and shaped by platform characteristics and consumption patterns. In food delivery services, purchasing decisions are generally spontaneous and convenience-oriented, causing consumers to rely more on rapid cues such as ratings, promotions, delivery speed, and brand familiarity than on textual reviews.

From the perspective of information processing theory, consumers simplify decision-making under conditions of information overload and limited time (Kostyk et al., 2017; Xian et al., 2024). Food delivery platforms simultaneously present multiple restaurant options, discounts, and delivery estimates, creating cognitive pressure that reduces

the salience of textual reviews. Consequently, consumers prefer heuristic cues that are easier and faster to process cognitively (Kostyk et al., 2017). This finding also supports digital consumer behavior theory, which explains that digital consumers increasingly prioritize efficiency, immediacy, and convenience in technology-mediated transactions (Dwivedi et al., 2019; Hartono et al., 2021; Ko & Chang, 2023). Moreover, consumers may experience review fatigue due to excessive user-generated content, while manipulated or generic reviews may reduce perceived credibility and intention (Hoang & Khoa, 2024; Illescas-Manzano et al., 2022; Ullal et al., 2021). Xian et al. (2024) found that conflicting reviews reduce perceived informativeness, whereas Park et al. (2023) emphasized the importance of review consistency and helpfulness.

From the perspective of trust theory, trust formation in food delivery platforms may rely more on institutional trust embedded within the platform ecosystem than on customer reviews (Ashiq & Hussain, 2024; Setyowati & Suryoko, 2020). Consumers may already trust established platforms because of prior experience, secure payment systems, integrated tracking features, and standardized procedures. Thus, trust shifts from individual seller reviews to overall platform reliability and reputation, supporting studies that emphasize the importance of system quality and digital convenience in shaping usage decisions (Widianto et al., 2025).

The findings further demonstrate that online ratings significantly influence platform economy usage decisions. Higher ratings increase consumers' willingness to use food delivery services because they provide simple, instantly interpretable signals of service quality and customer satisfaction. From an information processing perspective, ratings reduce cognitive burden by enabling rapid judgment formation without extensive information processing. Kostyk et al. (2017) explained that simplified rating formats affect purchase intention because numerical indicators are cognitively easier to evaluate than textual information. Consumers also use ratings as social proof to minimize uncertainty and perceived risk before transactions. In food delivery services, where consumers cannot directly inspect product quality, ratings function as collective validation mechanisms that strengthen confidence in decision-making. The results support studies showing that online ratings influence consumer decisions (Ardianti & Widiartanto, 2019; Nurhabibah et al., 2022; Shaddai & Pustap, 2020). However, contradictory findings suggest that rating effectiveness may vary by demographics, digital literacy, platform trust, and product categories (Lestari et al., 2022; Rahmawati, 2021).

Furthermore, the significant influence of e-service quality indicates that technological service performance remains a central determinant of consumer behavior in platform ecosystems. E-service quality includes system reliability, responsiveness, transaction security, usability, delivery accuracy, and interface efficiency. These findings are consistent with prior studies demonstrating that e-service quality positively affects purchasing decisions and behavioral intention (Gupron, 2020; Hartono et al., 2021; Putra & Parmariza, 2021; Rahman & Wijayanti, 2023; Setyowati & Suryoko, 2020; Tampubolon et al., 2024). From the perspective of trust theory, e-service quality reduces uncertainty in digital transactions. Reliable applications, secure

payment systems, accurate order fulfillment, and responsive customer support strengthen consumer confidence. Rita et al. (2019) and Ashiq & Hussain (2024) also emphasized that e-service quality enhances e-trust and e-satisfaction, which subsequently influence loyalty and behavioral intention. In food delivery contexts, consumers are highly sensitive to delivery accuracy, tracking systems, application responsiveness, and complaint handling, all of which relate directly to consumption experiences. This supports the argument of Subkhan et al. (2024a, 2025) that digital economy competitiveness depends on integrated digital systems that create trust, convenience, and adaptive service experiences. Accordingly, platform providers should prioritize strengthening the dimensions of e-service quality while maintaining transparent and credible rating systems.

This study makes a novel and significant contribution by simultaneously examining online reviews, online ratings, and e-service quality using a probit regression approach in the context of the food delivery platform economy. Unlike previous studies focused on general e-commerce, this study demonstrates that online reviews do not significantly influence usage decisions, whereas online ratings and e-service quality play dominant roles. The findings extend information processing theory, trust theory, and digital consumer behavior perspectives by showing that institutional trust and technological performance may substitute for the persuasive role of textual reviews. This research also contributes to the platform economy and digital marketing literature by providing empirical evidence regarding how psychological, technological, and contextual factors shape consumer behavior in competitive digital service ecosystems.

5. Conclusion

This study concludes that online ratings and e-service quality significantly influence consumer decisions to use food delivery platform economy services such as GoFood, GrabFood, and ShopeeFood. In contrast, online reviews do not significantly affect usage decisions. The findings indicate that consumers tend to rely more on simplified evaluation cues, such as star ratings and perceived service efficiency, than on detailed textual reviews. From the perspective of information processing theory, consumers facing information overload in digital environments prioritize concise and easily processed indicators. Trust theory further suggests that consumers place greater trust in aggregate ratings and platform performance consistency, including delivery speed, transaction security, and application reliability, than in subjective textual comments. These findings confirm that psychological and technological factors, such as convenience orientation, instant decision-making behavior, perceived risk reduction, and platform usability, play dominant roles in shaping usage decisions.

The significant effect of e-service quality also demonstrates the importance of responsive systems, accurate information, efficient order fulfillment, and personalized digital experiences. Practically, food delivery providers should prioritize customer ratings, service responsiveness, and digital service performance to maintain consumer trust and competitiveness. However, this study is limited by its sample of 150 respondents across five Indonesian cities and its predominantly quantitative approach.

Future studies should incorporate qualitative, mixed-methods, or cross-sector analyses to better understand consumer behavior within platform-economy ecosystems.

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