

The Interdependence of Online Customer Reviews and Customer Perception of Product Reliability

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ABSTRACT

The purpose of this study is to analyze the interdependence of online customer reviews and customer perception of product reliability, aiming to provide valuable insights into how specific review factors influence consumer trust in digital marketplaces. By examining this relationship, the research seeks to help businesses and platforms like Shopee optimize review systems to enhance customer confidence and decision-making. This research employed quantitative, descriptive, and correlational research design. Data were gathered from 138 online customers in Poblacion Impasugong, Bukidnon, who had purchased products via the Shopee app. Participants completed validated questionnaires assessing key review attributes: accuracy, completeness, timeliness, quantity, consistency, and credibility. The data were analyzed using descriptive statistics to summarize review levels and Spearman's rho correlation to evaluate the relationships between these attributes and perceptions of product reliability. Findings revealed a very high level of online customer reviews across all measured factors, indicating strong overall quality. There were significant positive correlations between review attributes and customer perception of product reliability, underscoring the important role of timely and credible reviews in fostering consumer trust. These results align with prior studies and offer practical insights for online customers navigating digital marketplaces, potentially guiding e-commerce strategies to build reliability and satisfaction. Future research could explore longitudinal effects or cross-platform comparisons to further validate these findings

Keywords: online customer reviews, accuracy, completeness, timeliness, review quantity, review consistency, credibility, online customers, product reliability

INTRODUCTION

Online customer reviews play a crucial role in customers' buying decisions about the product's reliability. A review directly impacts whether customers decide to buy a product or not. In a society where online reputation can significantly impact business success, trustworthy reviews are invaluable. It guides users and builds credibility and customer trust in brands. A crucial element driving this transformation is the role of customer reviews in building trust and influencing purchasing decisions in the digital marketplace (Rachmiani et al., 2024).

An online review is a review written by a customer who has purchased a specific product or service. It is a source that potential customers use to gather information about the product or service they are interested in. In a digital marketplace, most businesses have adapted to the digital age by creating online platforms where customers can ask questions or leave reviews about their products. There are different types of online review platforms. These include programs primarily designed for customer feedback, such as video-sharing platforms, which were initially created for other purposes but have also garnered reviews for specific products, as well as independent customer review platforms (Wang et al., 2020).

Likewise, online customer reviews have emerged as a powerful force shaping consumer behavior. As customers increasingly rely on these reviews to inform their purchasing decisions, understanding the complex relationship between online reviews and perceived product reliability becomes most important (Chen et al., 2022).

Further, online shopping is a distinct type of electronic commerce, or e-commerce, that utilizes a web browser to connect buyers and sellers across the internet. These days, it is not unusual to come across online retailers

who showcase a variety of goods to potential buyers, complete with details, features, images, and prices. (Mathieu, 2023).

Moreover, Guo et al. (2020) demonstrated that positive versus negative online customer reviews increase the likelihood of a purchase. Additionally, they discovered that purchasing decisions are significantly influenced by perceived diagnostic and credibility, but only when those opinions are combined with negative online customer evaluations. These studies indicate that although various factors will influence the overall effect, internet product reviews will have a significant impact on consumer behavior.

This study aimed to analyze the interplay between online customer reviews and customer perception of a product's reliability, examining whether positive or negative reviews alter the reliability of a product as perceived by customers, and to investigate whether a product's reliability influences the number and type of reviews it receives. It offers valuable insights for online sellers, customers, businesses, academics, and future researchers by providing knowledge about customer reviews in relation to Customer perception of product reliability.

Objective of the study

This study aimed to analyze the interdependence between online customer reviews and customer perception of product reliability, specifically examining:

1. The level of online customer reviews in terms of accuracy, completeness, timeliness, review quantity, review consistency, and credibility,
2. The extent of online customer reviews' impact on customer perception of product reliability, and
3. The significant relationship between online customer reviews and customer perception of product reliability. The null is no significant relationship between online customer reviews and customer perception of product reliability.

Significance of the study

The result of this study aimed to analyze the relationship between online customer reviews and customer perception of product reliability. The findings will provide insights and knowledge for customer who want to purchase product online. The study's findings help online sellers improve product quality, attract more customers, and enhance customer satisfaction. It, in turn, is crucial for fostering business growth and achieving long-term success. This study enhances customer choices by precise and timely information, enabling them to make informed buying decisions, and ensuring they feel confident in their purchases and overall satisfaction. This finding provides valuable insights that enhance product development and ensure improved quality. By utilizing this information, businesses can develop more effective products that meet customer needs and expectations. This study serves as a valuable resource for gaining knowledge and understanding. It fosters a better understanding and development of skills, benefiting both students and teachers in their educational journeys. The results of this study enable the government to establish new quality standards and regulations aimed at preventing scams and bridging the gap between customers' expectations and the reality of online transactions. Lastly, this study serves as a valuable guide for future researchers. They can refer to it for information and ideas, which will help them in their own work and studies in the future.

Conceptual Framework

This research aims at examining the correlation between Online Customer Reviews and Customer Perception of product reliability in Poblacion Impasugong Bukidnon. The study has a framework where Online Customer Review was taken as the independent variable, which was measured through accuracy, completeness, timeliness, review quantity, review consistency, and credibility. Customer Perception is the dependent variable. The essence of this study is that most people have a natural tendency to trust opinions that are repeated by many others, shoppers view a review as highly reliable when it aligns consistently with the comments from other reviewers. Credibility stems from reviews from reliable sources, which have a more substantial impact in judging the products reliability. The credibility of online reviews plays a crucial role in shaping consumers attitudes and behavioral intentions, thereby enhancing the probability that online customers will accept and rely on the information provided. This study was grounded in two main theories: the Speech Act Theory of John L. Austin

and the Diffusion of Innovations Theory of Everett Rogers. Speech Act Theory is applied in this study to understand how online customer reviews function as performative acts rather than just statements of opinion. Reviews deliver information that strives to be accurate, complete, and timely, shaping customers' perception of product reliability. On the other hand, This theory emphasizes the importance of review attributes such as precision, thoroughness, relevance, volume, uniformity, and trustworthiness in building confidence and facilitating the dissemination of products. Connecting these elements to adopter types, the theory sheds light on the ways online reviews shape consumers' views of product dependability and drive the spread of innovations through different market groups.

Statement of the Problem

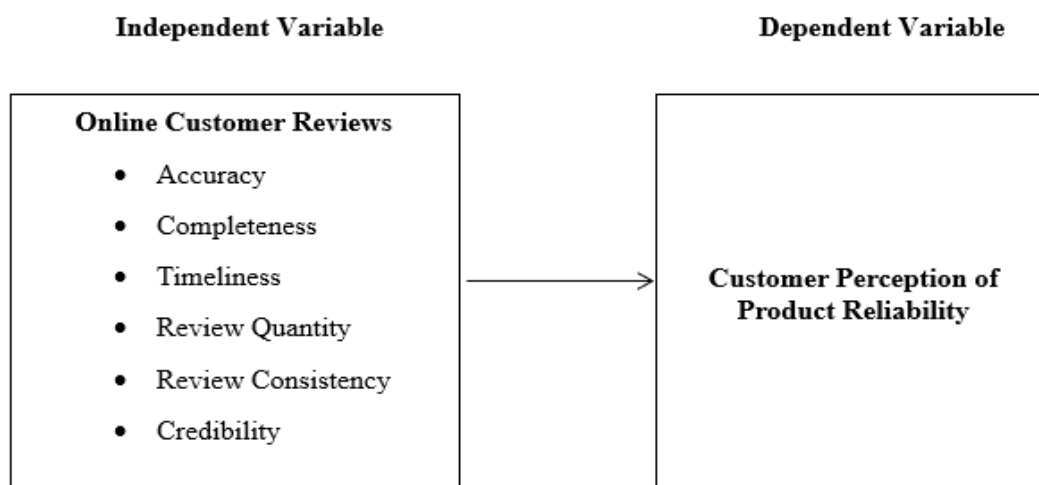
This study aims to access Online Customer Reviews and Customer Perception of product reliability. It aimed to answer the following question:

1. What is the level of Online customer reviews in customer perception of product reliability in terms of Accuracy, Completeness, Timeliness, Review Quantity, Reviews Consistency, and Credibility.
2. To what extent does the online customer reviews impact customer perception of product reliability?
3. Is there a significant relationship of online customer reviews on customer perception of product reliability?

Research Hypothesis

Ho1. There is no significant relationship between Online customer reviews and Customer perception of product reliability.

Figure 1: Framework of the Study



METHODOLOGY

Research Design

This study employed a quantitative research design, specifically utilized descriptive and correlation, as it investigated the level of online customer reviews in terms of Accuracy, Completeness, Timeliness, Review Quantity, Review Consistency, and Credibility and Customer Perception of Product Reliability. Further, the study investigated the relationship between online customer reviews and customer perception of product reliability.

Data collection employed an adaptive questionnaire as the primary instrument, which was analyzed quantitatively using statistics to provide information. These designs were employed to investigate the effectiveness of the independent and dependent variable without researchers controlling or manipulating them.

Participants of the Study

The participants of this study involved 138 online customers in Poblacion, Impasugong, Bukidnon, who purchased products through the Shopee App. The number of participants was calculated using the G*power statistical software tool.

The participants were selected based on their availability and proximity to the researcher and the study location. Additionally, the respondents must be customers who had purchased products from Shopee and consider online reviews as a reference, as well as online customers residing in Poblacion, Impasugong, Bukidnon.

Population Sampling

The researcher employed a non-probability sampling method, specifically purposive sampling. This method enabled the researchers to gather data quickly, which is beneficial when time constraints are present. The researchers observed and inquired the respondents whether they had purchased products from Shopee, if they had read reviews on Shopee, and if they resided in Poblacion, Impasugong, Bukidnon.

Data Analysis

The researchers employed the following statistical treatments to effectively interpret the data: frequency and percentage as well as the mean and standard deviation.

For problems 1 and 2, the level of Online Customer Reviews in terms of Accuracy, Completeness, Timeliness, Review Quantity, Review Consistency, and Credibility, as well as the extent of online customer reviews' impact on customer perception of product reliability, were measured using Mean and Standard Deviation. The Mean represents the average level of perceived product reliability based on the reviews. At the same time, the Standard Deviation indicates the degree of variation or consistency in the perceived reliability across the reviews.

For problem 3, to determine the relationship between online customer reviews and customer perception of product reliability, it was measured using Spearman's rho test, due to the non-normal distribution of the data.

Research Instrument

The study adapted the questionnaire items developed by Ando et al. (2022) in their research titled "*The Effects of Online Reviews on Purchase Intention in the Shopee Fashion Industry.*", Questionnaire of Choi (2019) entitled "*The Effect of Logistics Services, Corporate image, Product reliability, and customer services on Customer Satisfaction and Repurchase Intention in e-Commerce*", the study of (Shergil & Chen, 2005) entitled "*Web-based shopping: Consumers' Attitude Towards online shopping in New Zealand*", and study of (Hoe & Mansori, 2018) entitled "*The Effect of Product Quality on Customer Satisfaction and Loyalty: Evidence from Malaysian Engineering Industry*".

The Questionnaire was divided into two parts. Part 1 focused on the independent variable, which is online customer reviews in terms of Accuracy, Completeness, Timeliness, Review Quantity, Review Consistency, and Credibility. Part 2 of the Questionnaire focused on the dependent variable, which is Customer Perception of Product Reliability.

Expert reviewed the research instruments for content validity, and pilot testing was conducted to ensure reliability. The instrument was printed, and the researchers conducted a face-to-face survey. The responses of the respondents are summarized and analyzed using a 4-point Likert scale, ranging from "Strongly Agree" (4) to "Disagree" (1).

Validation of Instrument. A validation process was carried out to ensure the reliability and validity of the survey questionnaire. Internal consistency was confirmed through Cronbach's Alpha with all constructs surpassing the recommended benchmark of 0.70.

Expert Evaluation. To be appropriate for the educational context of the University, the expertise of the domain in technology-enhanced education and academic achievement were engaged to review the questionnaire for conceptual clarity and contextual relevance.

Data Collection. The survey questionnaire was personally distributed and administered to the respondents by the researchers. Before it was used in the study, first the researchers had an approval letter from the campus. Second, the researcher's consultant checks and validated the adaptive questionnaire. To ensure that participation was voluntary, the researcher prepared an informed consent form that was attached to the questionnaire.

This consent form informed them of the purpose of the study assured them that their information would be kept confidential and their anonymity would be maintained, and was used solely for its intended purpose. The researcher explained the purpose and objectives of the study to the respondents and provided clear instructions on how to complete the survey questionnaire, allowing ample time for them to answer all the questions. The researcher then collected the completed questionnaires from the respondents. Lastly, the researchers tallied and analyzed the data results.

Ethical Consideration

Before the actual gathering of data, the researchers ensured that the participants understood they were taking part in a study, the purpose of the research, and the methods being used, and made sure that no material information they needed to know was left out.

They were also informed that their decision, whether to participate or not, in the study was respected and valued, and they had the right to withdraw from the study at any time. All information gathered was held with the utmost confidentiality and used only for the completion of the study.

This study undergoes plagiarism detector tests, such as the plagiarism checker for students, to avoid indications of plagiarism, i.e., using other authors' or researchers' ideas and words without proper acknowledgment.

This study did not add or construct inaccurate facts or observations in the data gathering. No claims were made based on incomplete or assumed results. This study showed no signs of misrepresentation or manipulation of results to fit a theoretical expectation, nor was there any evidence of exaggeration.

Conflict of interest was not evident in this study. The researchers had no intention of disclosing any information that could be detrimental to the participants' welfare. This study did not invade participants' privacy or coerce them into acting against their own will, and ensured that no harm was done to the participants' self-esteem.

The research document underwent a series of revisions based on the advice and recommendations of its adviser and panelists. It adhered to the standards of the Bukidnon State University Ethics Review Committee, following the guidelines and ethical considerations outlined in the study

RESULTS

Descriptive Statistics

Table 1 Descriptive Statistics for Level of Online Customer Reviews.

Accuracy	Mean	SD	Interpretation
1. Online reviews on Shopee are accurate.	3.52	.50	Very High Accuracy
2. Online reviews on Shopee are written and demonstrated.	3.43	.50	Very High Accuracy
3. Online reviews on Shopee are correct.	3.49	.50	Very High Accuracy
4. Online reviews on Shopee are precisely formulated.	3.48	.50	Very High Accuracy
Factor Mean	3.44	.36	Very High Accuracy
Completeness	Mean	SD	Qualitative Description
1. Online Reviews on Shopee contain all the information needed about the reviewed product or service.	3.50	.50	Very High Completeness

2. Online reviews on Shopee contain very detailed information.	3.39	.49	Very High Completeness
3. Online reviews on Shopee contain a variety of information.	3.46	.50	Very High Completeness
4. Online reviews on Shopee are complete	3.41	.49	Very High Completeness
Factor Mean	3.54	.35	Very High Completeness
Timeliness	Mean	SD	Qualitative Description
1. Online reviews on Shopee have the latest information.	3.54	.50	Very High Timeliness
2. New Shopee reviews are easy to find.	3.57	.50	Very High Timeliness
3. Online reviews in Shopee are updated.	3.56	.50	Very High Timeliness
4. Online reviews on Shopee are readily available.	3.49	.50	Very High Timeliness
Factor Mean	3.53	.36	Very High Timeliness
Review Quantity	Mean	SD	Qualitative Description
1. There is a great number of reviews from different customers about many products and services on Shopee.	3.57	.50	Very High Review Quantity
2. Shopee provides a lot of information about the products.	3.51	.50	Very High Review Quantity
3. There is different information about many products or services on Shopee.	3.53	.50	Very High Review Quantity
4. The number of online reviews about products or services on Shopee is high.	3.52	.50	Very High Review Quantity
Factor Mean	3.49	.38	Very High Review Quantity
Review Consistency	Mean	SD	Qualitative Description
1. Different Online Reviews about a product or service on Shopee are often consistent with each other.	3.54	.50	Very High Review Consistency
2. Different Online Reviews about a product or service on Shopee are identical with each other in terms of content.	3.48	.50	Very High Review Consistency
3. There are several overlaps among different online reviews about a product or service on Shopee.	3.45	.50	Very High Review Consistency
Factor Mean	3.45	.38	Very High Review Consistency
Credibility	Mean	SD	Qualitative Description
1. Online reviews in Shopee are factual.	3.48	.50	Very High Credibility
2. Online reviews in Shopee provide true information.	3.44	.50	Very High Credibility
3. Online reviews in Shopee are trustworthy.	3.43	.50	Very High Credibility
4. Online reviews in Shopee are credible.	3.47	.50	Very High Credibility
Factor Mean	3.45	.38	Very High Credibility

Note: (N=138); SD=Standard Deviation.

Scoring procedure: Scale; 4 (3.26-4.00) Very high, 3 (2.51-3.25) High, 2(1.76-2.50) Low, 1(1.00-1.75) Very low. Interpretation: 4 (3.26-4.00) Very High Accuracy, Completeness, Timeliness, Review Quantity, Review Consistency, And Credibility, 3 (2.51-3.25) High Accuracy, Completeness, Timeliness, Review Quantity, Review Consistency, And Credibility 2(1.76-2.50) Low Accuracy, Completeness, Timeliness, Review Quantity, Review Consistency, And Credibility 1(1.00-1.75) Very low Accuracy, Completeness, Timeliness, Review Quantity, Review Consistency, And Credibility.

Based on the findings, Online Customer Reviews in terms of Accuracy is "Very High" with a mean of (M=3.44, SD=0.36). Consequently, most respondents strongly agreed with the statements "Online Reviews on Shopee are accurate" (M = 3.52, SD = 0.50) and "Online Reviews on Shopee are correct" (M = 3.49, SD = 0.50), respectively. This indicates that accuracy is a key component of online reviews, which is crucial for product reliability. It was stated by Thomas et al. (2019) that a very high level of online reviews' Accuracy is crucial and can significantly influence customer perception of product reliability.

Online customer reviews, in terms of Completeness, fall under the category of "Very high Completeness" (M = 3.54, SD = 0.35). It is also noticeable that the statements "Online Reviews on Shopee contain all the information needed about the reviewed product or services" (M=3.50, SD=0.50) and "Online Reviews on Shopee contain a variety of information" (M=3.46, SD=0.50) respectively contribute to the level. This indicates that completeness

is a key component of online reviews, which is crucial for product reliability. According to the study by Zhu et al. (2020), a very high level of completeness in online reviews provides comprehensive information about products, including images, descriptions, comments, and recommendations. These reviews reflect the product's quality, addressing inconsistencies, usage challenges, quality standards, and overall customer experience.

The typical response from respondents regarding online customer reviews in terms of Timeliness falls under "Very high timeliness" ($M = 3.53$, $SD = 0.36$). Consecutively, most of the respondents strongly agreed on the statements "New Shopee reviews are easy to find." ($M=3.57$, $SD=0.50$) followed by "Online Reviews in Shopee are updated." ($M=3.56$, $SD=0.50$). This indicates that timeliness is a key component of online reviews, which is crucial for product reliability. The study by Ramadhan (2022) shows that review timelines are the most influential online review element towards Jakarta millennials' online purchase intention for e-commerce. Timeliness can also enhance the quality of an online review, which can further strengthen the argument of the review, therefore making it more credible (Thomas, Wirtz, & Weyerer, 2019).

The responses of online customer reviews in terms of Review quantity are "Very high Review quantity" ($M=3.49$, $SD=0.38$). Most respondents also strongly agreed on the statements "There is a great number of reviews from different customers about many products or services on Shopee" ($M=3.57$, $SD=0.50$) and "There is different information about many products or services on Shopee" ($M=3.53$, $SD=0.50$), respectively. This indicates that Review quantity is a key component of online reviews, which is crucial for product reliability. The study by Asif Iqbal et al. (2023) investigates how online reviews influence consumers' purchase decisions. It specifically examines four key factors: the number of reviews, their quality, reviewer expertise, and product ratings, while also considering how consumer trust affects these relationships.

Online customer reviews in terms of review consistency are "Very high review consistency" ($M=3.45$, $SD=0.38$). It also shows that most of the respondents strongly agreed with the statements "Different Online Reviews about a product or services on Shopee are often consistent with each other" ($M=3.54$, $SD=0.50$) and "Different Online Reviews about a product or services on Shopee are identical with each other in terms of content" ($M=4.48$, $SD=0.50$) respectively. This indicates that Review consistency is a key component of online reviews, which is crucial for product reliability. The result of the study is also supported by the study of Roy et al. (2019) that, due to the tendency to trust repetitive opinions, consumers consider reviews highly credible when they align with other feedback.

Findings reveal that most responses on the online customer reviews level in terms of credibility are "Very High credibility" ($M=3.45$, $SD=0.50$). It also shows that the statement "Online reviews on Shopee are factual." ($M=3.48$, $SD=0.50$) has a "Strongly Agree" level followed by "Online Reviews on Shopee are credible." ($M=3.47$, $SD=0.50$). This indicates that credibility is a key component of online reviews, which is crucial for product reliability. Mumuni et al. (2019) studied what makes online reviews relevant and how relevance compares to credibility in decision-making. They analyzed credibility separately from reviewer expertise and trustworthiness, considering both perception and action likelihood. Results showed review credibility is almost as crucial as relevance, with trustworthy reviewers seen as more credible, but experts perceived as less credible.

Table 2 Descriptive Statistics for Customer Perception of product reliability

Construct/Items	Mean	Std. deviation	Interpretation
1. Performance or functionality will be above expectations.	3.52	.50	Very High
2. Sales product will not be much different from reviews of the products.	3.41	.49	Very High
3. The price of the product is right.	3.54	.50	Very High
4. The product I received from Shopee is hard to find on the market.	3.43	.50	Very High
5. The product that came was represented accurately by the shop.	3.51	.50	Very High
6. I get what I have ordered from the shop.	3.57	.50	Very High
7. The product is delivered by the time promised by the shop.	3.53	.50	Very High
8. Supplier's product reliability can meet my personal needs.	3.54	.50	Very High
9. Supplier's product is always reliable.	3.51	.50	Very High
10. Supplier's product is more reliable than other competitors.	3.57	.50	Very High

11.The package of the product is presentable.	3.57	.50	Very High
12.The quality of the product is reliable based on the description presented in the shop.	3.56	.50	Very High
Customer Perception of Product Reliability	3.52	.28	Very High

Note: (N=138); SD=Standard Deviation.

Scoring procedure: Scale; 4 (3.26-4.00) Very high, 3 (2.51-3.25) High, 2(1.76-2.50) Low, 1(1.00-1.75) Very low. Interpretation:4 (3.26-4.00) Very high Customer Perception of Product Reliability,3 (2.51-3.25) High Customer Perception of Product Reliability 2(1.76-2.50) Low Customer Perception of Product Reliability 1(1.00-1.75) Very low Customer Perception of Product Reliability.

As shown in the table above, the typical response from respondents regarding their perception of product reliability is "Very High" (M = 3.52, SD = 0.28). Consecutively, most of the respondents strongly agreed on the statements "I get what I have ordered from the shop." (M=3.57, SD=0.50), "Supplier's product is more reliable than other competitors." (M=3.57, SD=0.50), and "The package of the product is presentable." (M=3.57, SD=0.50) with a "Strongly Agree" level. It indicates that the extent of online customer reviews impact customer perception of product reliability is high. The study by Changchit et al. (2022) demonstrates that online reviews enable customers to make informed decisions by providing valuable information about products. This boosts their confidence when making online purchases. Since customers cannot physically touch or see products in person, online reviews serve as a helpful alternative, providing them with the insights they need to feel more secure in their purchases.

Table 3. Spearman's rho test of the significant relationship between of Online Customer Reviews in Customer Perception of Product Reliability

Customers Reviews	Customer Perception of Product Reliability	P-value	Interpretation
Accuracy	.538**	<0.01	Significant
Completeness	.385**	<0.01	Significant
Timeliness	.543**	<0.01	Significant
Review Quantity	.487**	<0.01	Significant
Review Consistency	.442**	<0.01	Significant
Credibility	.396**	<0.01	Significant
Overall reviews	.650**	<0.01	Significant

Table 3 shows that all aspects of Customer Reviews showed significant positive correlations with Customer Perception of Product Reliability.

Specifically, Accuracy ($r(138)=.538$, $p<.01$), Timeliness ($r(138)=.543$, $p<.01$), Review quantity ($r(138)=.487$, $p<.01$), and review consistency ($r(138)=.442$, $p<.01$), was significantly correlated with customer perception, indicating a moderate positive relationship. Similarly, completeness and credibility ($r(138)=.396$, $p<.01$) demonstrated a significant positive correlation with customer perception, suggesting a weak association.

Notably, among the variables, Timeliness demonstrated the highest positive correlation with customer perception, suggesting that the Timeliness of customer reviews has the most significant influence on shaping customer perception. In contrast, completeness exhibited the weakest correlation with customer perception, which may imply that it has a relatively lower impact compared to other review dimensions. When examining the relationship between the overall component of online reviews and customer perception, the results reveal the strongest positive correlation ($r(138) = .650$, $p < .01$). According to the study of Anggraini & Putri (2024), research investigates and revealed that there is a significant positive relationship between Online Customer Reviews, Customer Perception, and Purchase Intention among Shopee customers in Batam City.

DISCUSSION

The findings reveal that all dimensions of online customer reviews accuracy, completeness, review quantity, review consistency, and credibility achieved very high levels, indicating strong overall quality of reviews on

Shopee more importantly, significant positive correlations emerged between all review attributes and customer perception of product reliability, confirming the Interdependence of these variables and rejecting the null hypothesis.

The very high level of accuracy aligns with Thomas et al. (2019) findings that accurate reviews significantly influence customer perception of product reliability, Campos & Campos (2024) emphasized that accuracy ensures truthful information reflecting genuine reviewer experiences, enabling informed consumer choices. The strong positive correlation between accuracy and customer perception of product reliability demonstrates that precise, error-free reviews substantially enhance customer confidence in product reliability.

Completeness achieved the highest mean score, supporting Zhu et al. (2020), assertion that comprehensive reviews providing Images, descriptions, and recommendations address quality concerns and customer experience issues. Tran and Can (2020), noted that consumers prioritize complete, detailed information with supporting evidence. Although completeness showed the weakest correlation with reliability perception, it remains significant, suggesting customers thoroughness but perhaps weigh other factors more heavily when assessing product reliability.

Timeliness demonstrated the strongest relationship with customer perception of product reliability, confirming its critical role identified by Ramadhan et al (2022) as the most influential review element for product reliability. Thomas et al, (2019), explained that timely reviews accumulate more viewer interactions and enhance credibility. Current, readily available reviews provide relevant information reflecting recent product performance, making timeliness for reliable.

Review quantity's significant positive correlation supports Shankar et al. (2020), proposition that review volume triggers product reliability. Asif Iqbal et al. (2023), found that quantity, combined with quality, reviewer expertise, and ratings, significantly impacts purchase decisions through consumer trust. Abundant reviews provide multiple perspectives, increasing confidence in collective assessment reliability

Review Consistency a significant correlation aligns with Thomas et al (2018), and Roy et al. (2019), findings that consumers trust repetitive opinions, considering consistent reviews highly credible. Yang et al. (2023) demonstrated that consistency between images and text positively affects review helpfulness for search products. Alignment across multiple reviews reduce uncertainty about product reliability.

Credibility showed significant positive correlation, supporting Mumuni et al. (2019), findings that review credibility nearly equate relevance in determining impact. Pasi and Viviani (2020), emphasized that credibility perception tests consumers cognitive capacity to distinguish authentic from fake content. Trustworthy reviews from reliable sources substantially influence reliability judgments, as customers increasingly develop skills in detecting fake reviews (Thomas et al., 2010).

CONCLUSION

After conducting the study, it can be concluded that online customer reviews play a vital role in customer perception of product reliability. A trusted online review is crucial in digital marketing world. It guides users and builds credibility and customers' trust.

As customers increasingly rely on these reviews to inform their purchasing decisions, understanding the complex relationship between online reviews and customer perception of product reliability becomes most important. The results of this study indicate that online customer reviews, in terms of accuracy, completeness, timeliness, quantity, consistency, and credibility, are significantly related to customers' perceptions of product reliability. This study not just help online customers but also, making marketing digital world a making marketing in the digital world a more ethical space via transparent review system.

FINDINGS SUMMARY

After the analysis, the result of the study revealed that, the level of Online Customer Reviews in terms of Accuracy, Completeness, Timeliness, Review Quantity, Review Consistency, Review Quantity, and Credibility

is “Very High”. The assessment on the extent impact of online customer reviews is “Very High” based on the perception of product reliability. There was a significant relationship between the Online Customer Reviews, and Customer Perception of Product Reliability, which resulted in the rejection of the null hypothesis.

Implication for Practice. The findings highlight the importance of online customer reviews in terms of Accuracy, Completeness, Timeliness, Review Quantity, Review Consistency, and Credibility in the purchasing behavior of the customer. Implementations of such reviews should be prioritized, especially in way that it is related to customer perception of product reliability.

RECOMMENDATION

As a result of this study, the researcher demonstrated that online customer reviews have a significant relationship with customers' perceptions of product reliability. It is also recommended that online sellers implement a comprehensive review management system by developing transparent product descriptions and addressing reliability concerns, creating a structured response. For customers, providing honest feedback on the product they received online is beneficial, as comments and suggestions offer valuable insights to those who are not familiar with the product. for Customers', honest feedback helps online sellers to build loyalty towards their customers and can attract more customers. It is recommended that customers rely on reviews that are accurate, complete, updated, and a product that has many reviews consistent with each other. For Government, they may implement laws and regulations aimed at preventing scams and addressing the gap between customers' expectations and the reality of online transactions. For Future Researchers, they may consider and explore additional factors, such as review quality, review usefulness, and customer engagement, when writing online reviews. It can create new opportunities to help the market expand its business and examine fresh research inquiries arising from the study. It is also recommended that future researchers explore other online platforms, such as Lazada, TikTok, Shein, and Temu. Future researchers could also extend this study beyond Poblacion, Impasugong, Bukidnon, to compare results across barangays. The significant relationship between online customer reviews and customer perception of product reliability presents a powerful tool for enhancing trust in digital commerce. By implementing these recommendations, beneficiaries can transform reviews from mere opinions into reliable guides for decision-making, leading to improved outcomes for businesses, platforms, and consumers alike. As the digital landscape evolves, continued research and adaptive strategies will be vital to sustaining this relationship and promoting a more transparent, reliable marketplace.

Hypothesis testing results and decision

H₀₁: There is no significant relationship between Online customer reviews and Customer perception of product reliability.

The results confirmed that online customer reviews as a whole significantly correlates with customer perception of product reliability ($r(138) = .650, p < .01$). Online reviews are like modern word-of-mouth that shoppers use but also question, as Thomas et al. (2019) say, People often check reviews before buying something, but now they are more careful about which reviews they believe. They decide if a review is trustworthy based on two things: how good the information is (like details, accuracy, and having many similar reviews) and trust factors (who wrote the review and if the website is reliable). Since customers can't touch or try products online, reviews have become very important for making buying decisions. Shoppers trust reviews more when they include real pictures and detailed descriptions from people who really bought the product.

Decision: *H₀₁* is rejected.

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