

The Role of Online Reputation-Based Trust (Google Review) In the Purchase Decision for Air Conditioner Products at Toko AC Bali Makmur Saelus

Galih Permana Ciputra ^{1*}, Akmil Asril ²

^{1*,2} Digital Business Study Program, Faculty of Economics, Business and Law, Universitas Bali Internasional Muhammadiyah, Denpasar City, Bali Province, Indonesia

Email: gp021467@gmail.com ^{1*}, akmilasril@gmail.com ²

Article history:

Received July 30, 2026

Revised August 29, 2026

Accepted September 2, 2026

Abstract

This study aims to analyze the role of online reputation based on Google Review in building digital trust (digital trust) and its influence on consumer purchase decisions at Toko AC Bali Makmur Saelus. The study uses a qualitative approach with a case study method. Data were collected through in-depth interviews with consumers who had made a purchase after reading Google Reviews, digital observation (netnography) on the Google Business Profile, and documentation. Data analysis was carried out using the interactive model of Miles, Huberman, and Saldaña, which includes data condensation, data display, and conclusion drawing. The results show that Google Review acts as the main source of information shaping consumers' initial perceptions of business credibility. The elements most influential in building online reputation include review volume and valence, review recency (review recency), testimonial depth (testimonial depth), and business owners' responses to customer reviews. This online reputation builds digital trust through the dimensions of competence (ability), integrity (integrity), and benevolence (benevolence) thereby reducing consumers' perceived risk before making a purchase. The findings also show that Google Review functions as an ultimate filter (ultimate filter) in the alternative evaluation process, encouraging consumers to finalize their purchase decision. This study contributes to the development of studies on electronic word of mouth (e-WOM), online reputation, and digital trust for high-involvement products, and provides practical implications for MSME actors in managing their Google Business Profile as a strategy for building trust and improving purchase decisions.

Keywords:

Google Review; Online reputation; Digital trust; Purchase decision; Electronic word of mouth.

1. INTRODUCTION

The development of information technology and the internet have brought significant changes to consumer behavior in obtaining information before making purchase decisions. Easy access to various digital platforms enables consumers to obtain information about a product or service quickly, not only through promotional media provided by companies, but also through experiences shared by other consumers in the form of online reviews. This behavioral shift shows that the purchase decision-making process is no longer influenced solely by companies' marketing communications, but also by information originating from fellow consumers through electronic word of mouth (e-WOM). Information perceived as coming from users' real experiences tends to have a higher level of credibility, enabling it to shape perceptions, reduce uncertainty, and increase consumer confidence in determining purchase choices.

One platform widely used by consumers to obtain information about a business is Google Business Profile through the Google Review feature. This feature allows customers to give assessments in the form of ratings, reviews, photos, or videos based on their experience after using a product or service. This information can be

accessed openly by prospective consumers, making it a reference source for assessing product quality, service, professionalism, and the credibility of a business. For business owners, Google Review functions not only as a communication medium with customers, but also as a means of building an online reputation that can increase public trust in the business being run.

The role of Google Review becomes increasingly important for high-involvement products, such as Air Conditioners (AC). Unlike everyday necessities, purchasing an AC unit involves more complex considerations because it relates to a relatively high investment value, product quality, technicians' installation capability, after-sales service, and warranty guarantees. Errors in choosing a product provider or installation service provider have the potential to cause financial losses as well as functional risks. Therefore, before making a purchase, consumers tend to seek more comprehensive information through Google Review to reduce uncertainty and gain confidence in the chosen service provider.

Various prior studies show that electronic word of mouth plays an important role in influencing consumer behavior in the digital era. Litvin, Goldsmith, and Pan (2008) explain that e-WOM is a form of inter-consumer communication capable of influencing prospective customers' perceptions of a product or service. Kim, Ferrin, and Rao (2008) argue that trust is the main factor connecting digital information with consumer purchase decisions. Meanwhile, Laroche et al. (2004) explain that the higher the risk consumers perceive toward a product, the greater their need for information that can increase trust before conducting a transaction. The relevance of this classic proposition continues to be confirmed by more recent studies; a systematic review by Phamthi, Nagy, and Ngo (2024) of 133 studies on perceived risk and purchase intention over the past decade confirms that perceived risk remains a primary determinant mediated by trust in the context of digital shopping, while Anastasiei, Dospinescu, and Balusescu (2025) empirically demonstrate that perceived risk moderates the strength of electronic word-of-mouth's influence on purchase intention, thereby reinforcing the relevance of Laroche et al.'s (2004) framework in the context of today's online reputation.

In line with these studies, several recent studies also show that online reputation through Google Review influences the formation of trust and purchase decisions. Nabi and Hussain (2024) found that various dimensions of Google Review contribute to increasing digital trust, thereby encouraging consumers' purchase intention. Rahmawati and Setiawan (2023) stated that online reviews can reduce perceived risk in the purchase of electronic products, while Sari and Giantari (2024) demonstrated that electronic word of mouth and digital trust influence consumers' purchase decisions for electronic products in Bali. Nevertheless, most prior studies still focus on marketplace platforms, the tourism sector, culinary businesses, or electronic products in general, using quantitative approaches.

Based on these studies, a research gap remains regarding how online reputation built through Google Review shapes digital trust for technical, high-involvement products, particularly Air Conditioners (AC), and how such trust influences purchase decisions among local Micro, Small, and Medium Enterprises (MSMEs). In addition, studies using a qualitative case study approach to understand consumer experiences in utilizing Google Review as a basis for decision-making remain relatively limited. Therefore, this study seeks to fill that gap through a case study at Toko AC Bali Makmur Saelus.

This study aims to analyze the role of online reputation based on Google Review in building digital trust and its influence on purchase decisions at Toko AC Bali Makmur Saelus. The findings are expected to contribute to the development of studies on digital consumer behavior, particularly regarding the relationship between online reputation, digital trust, and purchase decisions for high-involvement products. In addition to its academic contribution, this study is also expected to serve as practical input for MSME actors in optimizing their Google Business Profile as a medium for managing online reputation to increase consumer trust and purchase decisions.

This article is organized into several sections. The research method section explains the research design, data collection techniques, informant selection, and data analysis techniques used. Next, the results and discussion section presents the research findings along with their interpretation based on theory and prior research. The final section contains the conclusion, research implications, research limitations, and recommendations for future research.

2. RESEARCH METHOD

This study uses a qualitative approach with a case study method to gain an in-depth understanding of the role of online reputation based on Google Review in shaping digital trust and influencing consumers' purchase decisions at Toko AC Bali Makmur Saelus. The qualitative approach was chosen because it can explore consumers' experiences, perceptions, and considerations in utilizing information available on Google Review as a basis for purchase decision-making. The study was conducted at Toko AC Bali Makmur Saelus, Denpasar City, Bali, which was purposively selected because it has an active Google Business Profile with a number of customer reviews relevant to the research focus.

The conceptual framework of the study was developed based on the integration of the concepts of electronic word of mouth (e-WOM), online reputation, digital trust, and purchase decisions. In this study, Google Review is viewed as a representation of online reputation reflected through various dimensions, such

as review volume, valence, review recency, testimonial depth, and business owners' responses to customer reviews. This information shapes consumers' perceptions of the service provider's competence, integrity, and benevolence, which subsequently influences the formation of digital trust and ultimately drives purchase decisions. The conceptual framework of the study is presented in Figure 1 and serves as a guide in developing the interview guide, the data collection process, and the analysis of the research results.

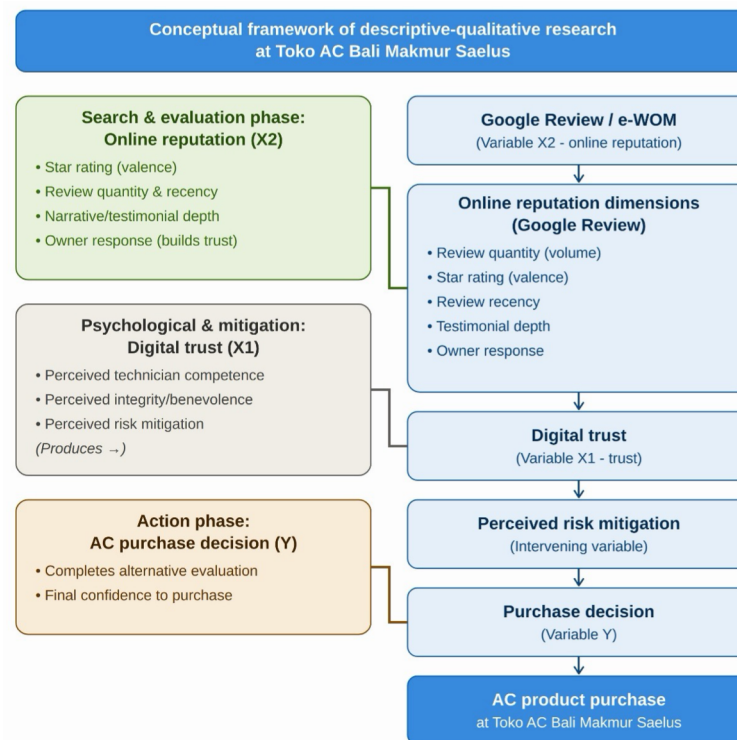


Figure 1. Research Conceptual Framework

Research informants were determined using purposive sampling, namely consumers who had purchased an Air Conditioner (AC) at Toko AC Bali Makmur Saelus, had read Google Reviews before making the purchase, and were willing to serve as research informants. Data collection was carried out through in-depth interviews, netnographic observation of Toko AC Bali Makmur Saelus's Google Business Profile, and documentation. Interviews were conducted in a semi-structured manner to obtain information about consumers' experiences in utilizing Google Review as a basis for forming trust and purchase decisions. Observation was carried out by examining the characteristics of Google Review, including the number of reviews, ratings, review content, photo or video documentation, and the responses given by the business owner to customer reviews.

The data obtained were analyzed using the interactive model of Miles, Huberman, and Saldaña (2014), which includes data condensation, data display, and drawing and verifying conclusions. The analysis was conducted continuously from the data collection process until themes were obtained that could explain the relationship between online reputation, digital trust, and consumer purchase decisions. To ensure data validity, this study applied source triangulation and method triangulation by comparing the results of interviews, observation, and documentation, so that the credibility of the research findings can be accounted for.

3. RESULTS AND DISCUSSION

This section presents the research results regarding the role of Google Review in building digital trust and influencing consumers' purchase decisions at Toko AC Bali Makmur Saelus. The research results were obtained through in-depth interviews, digital observation (netnography), and documentation. The presentation of results is organized based on the main findings of the study, which are then analyzed by linking them to theory and prior research findings, thereby providing a comprehensive understanding of the phenomenon under study.

3.1. General Overview of the Research Object and Digital Profile

Toko AC Bali Makmur Saelus is a Micro, Small, and Medium Enterprise (MSME) unit engaged in the retail and air-conditioning installation service business (Air Conditioner) located on Jl. Saelus, Denpasar, Bali. Located in the strategic Sarbagita region (Denpasar, Badung, Gianyar, Tabanan), this store faces very tight

competitive dynamics from national modern electronics retailers, large distributors, and fellow local technical service providers that have proliferated in urban areas.

Through digital observation (netnography) conducted during the period April to June 2026, Toko AC Bali Makmur Saelus has a very active Google Business Profile (GBP) that is organically maintained. The store recorded a very consistent cumulative rating in the range of 4.8 to 5.0, with the total review volume continuing to grow dynamically every month. This digital track record serves as the main gateway (first filter) for prospective local consumers in Bali in filtering information before engaging in real business interactions. This digital profile functions not merely as a directional map, but has transformed into a digital reputation asset that distinguishes this store from its competitors in the local market.

3.2. Research Results

This section presents field findings extracted in depth from structured and semi-structured interviews with 58 informants who met all inclusion criteria, combined with netnographic data on the store's Google Review ecosystem. Thematic analysis was carried out to break down consumer psychological and behavioral patterns into four main pillars.

3.2.1. Prospective Consumers' Perceptions of Google Review Credibility

Based on interviews with 58 informants, a significant paradigm shift was found in which prospective consumers no longer passively accept one-way advertising information from producers. In today's era of digital transformation, consumers have a high level of skepticism toward one-sided claims from sellers (seller's bias). Therefore, the credibility of Google Review is regarded by informants as a modern "social guarantee" that is objective, independent, and free from the commercial intervention of the store owner.

Informants actively verify the authenticity of reviews before placing full trust in them. Based on field data, there are two main indicators used by consumers to test the validity of a review:

- a. Reviewer Account Authenticity: Prospective consumers randomly check the user profiles that give reviews. Accounts with a reputation as a Local Guide, with a real profile photo, and a track record of reviewing several different places in Bali are considered far more credible than anonymous accounts without a photo that only give a single review.
- b. Consistency of Narrative and Language Style: The majority of informants (42 of 58 people) stated that they have an intuitive ability to distinguish organic reviews from paid reviews (fake reviews/bots). Reviews considered credible are those that contain reasonable emotional aspects, honestly describe technical obstacles or field conditions, yet still express appreciation for the solution provided by the store. Conversely, reviews that are too uniform, use rigid marketing language, or contain only broad praise without technical detail tend to be ignored because they are suspected to be the result of digital manipulation. This validity of information is the initial foundation for consumers.

3.2.2. Significant Elements in Building Online Reputation

Of the five dimensions of Electronic Word of Mouth (e-WOM) on the Google Maps platform examined, it was found that consumer behavior for high-involvement technical products (high-involvement) has a highly unique hierarchy of dimensional priorities compared to products in the category of experience goods (such as culinary or hospitality products). The hierarchy of influence of these digital elements is described as follows:

- a. Volume and Valence (Star Rating): This element functions as an initial attention grabber (visual anchor). When prospective consumers type keywords such as "nearest AC store in Denpasar" or "AC installation service Bali", a star rating of 4.9 with hundreds of accumulated reviews instantly gives the impression that Toko AC Bali Makmur Saelus is a popular, trusted major player with a large customer base. A large volume provides the guarantee of the law of large numbers (law of large numbers), where the probability of data bias becomes very small.
- b. Recency (Review Timeliness): Informants affirmed that reviews left within the last 1 to 3 months are a crucial instrument in assessing service consistency. Consumers tend to refuse to trust a 5-star review written one or two years ago, because they worry about changes in technician quality, internal management turnover, or a decline in the store's current service standards. Reviews that are up-to-date show that the store is in prime and healthy operating condition.
- c. Narrative Depth (Testimonial Depth): Field findings show that this dimension is the most significant element and carries the highest weight of influence. Because an AC unit is a complex technical product, consumers are not satisfied with short reviews such as "Good" or "Recomended". Consumers actively look for detailed textual testimonials, complete with visual evidence in the form of uploaded photos or videos of the physical installation results. The specific narratives sought and highly valued by informants cover functional aspects in the field, such as:
 - 1) Did the technician perform a vacuum process on the AC pipes using a vacuum pump before charging the refrigerant, to ensure no trapped water vapor?
 - 2) Did the technician use a cloth floor covering when drilling the wall, to prevent dust from soiling the interior of the customer's home?
 - 3) How neat was the wrapping/taping on the cable-covering pipe and the water drainage line?

- d. **Manager Responsiveness (Owner's Response):** The speed, courtesy, and tone of the store owner's replies to reviews are considered a key indicator of business accountability. Interestingly, informants revealed that they deliberately look for negative reviews (1 or 2 stars) first to see how management responds to such complaints. When the owner of Toko AC Bali Makmur Saelus responded to minor complaints with polite, solution-oriented, and prompt language, and was willing to send a technician back at no additional cost, this in fact increased the store's reputation value in the eyes of prospective customers because it demonstrated a moral guarantee after the transaction.

3.2.3. Digital Trust (Digital Trust) as a Risk Mitigation Instrument

Before conducting multiple linear regression analysis, classical assumption tests were first carried out, including tests for normality, multicollinearity, heteroscedasticity, and linearity. Meeting the classical assumptions is a prerequisite for the resulting regression model to be a best linear unbiased estimator (BLUE).

Purchasing an air-conditioning unit (AC) involves a very high perceived risk for domestic consumers. This risk is divided into financial risk (a unit price reaching millions of rupiah as well as the potential for inflated electricity costs) and prolonged functional risk (refrigerant leakage due to cracked pipes, electrical system short circuits, or factory warranty claims made difficult by the store).

Data from 58 informants show that a solid accumulation of online reputation on Google Review simultaneously builds three main dimensions of digital trust that function as a psychological shield to mitigate that hesitation.

Table 1. Google Review Results, Presented Simultaneously

Trust Dimension	Real Manifestation on the Store's Google Review	Consumer Risk Mitigation Mechanism
Competence (Ability)	Numerous reviews from previous customers praising the technicians' punctuality, work speed, and the tidiness of the outdoor and indoor AC unit layout adapted to the house's architecture.	Mitigating Functional Risk: Eliminating prospective buyers' anxiety over the potential for a non-cooling AC unit, a noisy unit, or physical damage to the house's walls due to negligence in the technical installation process.
Integrity (Integrity)	Testimonials confirming that the unit price and installation cost scheme are very transparent from the outset, with no hidden fees in the field, and that the unit delivered is 100% new, original, and comes with a valid official warranty card.	Mitigating Financial Risk: Eliminating consumers' fear of fraudulent practices involving reconditioned/second-hand units repackaged as new, or the extortion of extra piping costs manipulated by unscrupulous technicians.
Benevolence (Benevolence)	A digital track record showing the store owner's prompt response, directly scheduling a technician's follow-up visit within 1x24 hours free of charge in the event of a minor complaint after installation.	Mitigating Time & Psychological Risk: Eliminating consumers' anxiety over the phenomenon of a "store washing its hands" once payment has been received, thereby providing long-term peace of mind for the buyer.

Through this mechanism, when the 58 informants read that previous consumers had "taken that risk" and obtained a satisfying final outcome, their wall of skepticism gradually crumbled and was replaced by a sense of psychological safety that validated the worthiness of their financial investment.

3.2.4. The Alternative Evaluation Process Toward the Final Purchase Decision

Amid modern market conditions experiencing information overload—where prospective consumers in Bali are continuously bombarded by aggressive digital advertising from various competitors on social media—Google Review at Toko AC Bali Makmur Saelus acts as an ultimate filter at the alternative evaluation stage before the purchase decision is executed.

Based on the informants' narratives, their decision-making process went through structured stages. Initially, consumers gathered 3 to 5 names of AC stores operating in the Denpasar area and its surroundings through the Google search engine. A strict elimination process was then carried out, not based on the lowest-price variable, but by comparing the quality of the digital review track record among those stores.

Toko AC Bali Makmur Saelus consistently emerged as the top choice because of its balanced ratio of positive reviews, the depth of testimonial narratives that addressed technical doubts, and the handling of complaints that was considered the most transparent. The sense of psychological safety justified by this digital reputation became a trigger factor (trigger) that drove real conversion action (action). Consumers stopped searching for other alternatives, finalized their choice, and immediately executed the transaction by contacting the store admin's WhatsApp number or visiting the physical store directly at Jl. Pulau Saelus to make payment.

3.3. Discussion and Theoretical Contribution

The findings of this qualitative case study make an important scientific contribution to the literature on digital consumer behavior, particularly in extending, sharpening, and providing new nuance (refinement) to previously well-established theoretical models.

3.3.1. The Shift in e-WOM's Function from Services to Technical Products (Search and Credential Goods)

Theoretically, foundational e-WOM studies such as those conducted by Litvin, Goldsmith, and Pan (2008) largely position e-WOM as a vital instrument operating in the category of experience goods—such as the hospitality, restaurant, and tourism industries—where consumers can only evaluate product quality after consuming or experiencing it directly. However, the research findings at Toko AC Bali Makmur Saelus provide a new direction, demonstrating that in this era of digital transformation, e-WOM has equally strong effectiveness—and tends to be even more crucial—for product categories that are search and credential goods with high technical specifications and substantial risk.

Consumers wishing to buy an AC unit do not only look for objective technical specifications that can be found in brochures, such as PK (horsepower) capacity, refrigerant type, or power consumption (search goods). They rely heavily on the credential aspect—namely the quality of the physical installation by the technician and the after-sales service guarantee, which cannot be seen with the naked eye before the transaction takes place. Through the dimension of narrative depth (testimonial depth) as well as authentic evidence in the form of photos/videos of the installation process uploaded to Google Review, the credential goods aspect, which was originally abstract and full of uncertainty, is successfully made concrete into a visual indicator that can be validated by prospective customers. e-WOM thus functions as a transformation tool that turns credential goods into transparent, measurable information before the transaction occurs.

3.3.2. Validation of the Laroche et al. and Kim et al. Risk Mitigation Model

This study empirically validates and reinforces the theory put forward by Laroche, McDougall, Bergen, and Yang (2004) concerning consumers' natural risk-averse tendency (risk-averse) when faced with products with a high level of involvement and acquisition cost (high-involvement). Consumer doubt and anxiety proved unable to be reduced by one-sided claims or promises in the store's conventional marketing strategy, and instead had to be mitigated through the formation of digital trust grounded in the principle of social proof (collective social proof).

Although the Laroche et al. (2004) framework is a classic reference published two decades ago, its validity in today's digital context is further reinforced by more recent literature. A systematic review by Phamthi, Nagy, and Ngo (2024) of 133 studies on perceived risk and purchase intention over the past decade confirms that the risk-averse mechanism for high-involvement products remains consistently found in the e-commerce and digital review era. In line with this, Anastasiei, Dospinescu, and Balusescu (2025) found that perceived risk empirically moderates the strength of electronic word-of-mouth's influence on purchase intention, meaning that the higher the risk consumers perceive, the greater the weight of influence of digital reviews such as Google Review in the decision-making process. Thus, the findings of this study do not merely replicate Laroche et al.'s (2004) proposition, but update and enrich its applicability in the context of contemporary online reputation.

In line with the conceptual framework that integrates the model of Kim, Ferrin, and Rao (2008), digital trust that is robustly established has been shown to act as a mediating variable (mediating variable) that bridges digital information on the Google Maps platform with real economic action in the real world. The psychological causal relationship found in the field can be formulated into the following structural pathway:

"Reputasi Online (Metrik & Narasi Google Review)" → "Pembentukan Digital Trust (Kompetensi, Integritas, Kebajikan)"

"Pembentukan Digital Trust" → "Mitigasi Perceived Risk (Finansial & Fungsional)" → "Keputusan Pembelian Akhir (Konversi Riil)"

Without the formation of digital trust in the dimensions of technician competence and price integrity, even an abundant quantity of reviews and a high rating would not have sufficient driving power to mitigate consumers' psychological risk, so that the process of converting purchase intention into a final purchase decision would fail (conversion drop).

3.3.3. Contextual Relevance for the Local Retail MSME Market in Bali

In the geographic, social, and cultural context of consumers in the Bali region (which supports and further deepens the macro findings of Permata & Nasir, 2026, and Sari & Giantari, 2024), personal closeness, communal aspects, and the value of recommendations within the local community have a very profound influence. This study found that the Google Review platform has transformed into a digitalized form of the concept of "getok tular" or word of mouth traditional practice deeply rooted in Balinese society, but now operating on a broader and more measurable scale of digital reach.

For local Micro, Small, and Medium Enterprise (MSME) actors such as Toko AC Bali Makmur Saelus, proactive online reputation management—such as replying to every review with polite, personal language, incorporating a local cultural touch, and being solution-oriented—provides a very substantial competitive

advantage (competitive advantage). This strategy has proven capable of rivaling the capital dominance and large-scale advertising campaigns of national modern retailers.

Digital reputation that is managed organically and with full accountability creates a sense of psychological safety and emotional closeness. Ultimately, this factor becomes the ultimate winning factor (the ultimate winning factor) for local MSMEs in securing consumers' final purchase decisions amid the fierce competition in the domestic retail and technical service market in Bali.

This phenomenon can theoretically be explained more deeply through the concept of social capital, namely the networks, norms, and trust embedded in communal relations that function to facilitate collective action (Suyatna & Yuda, 2021). In Balinese society, this social capital is historically rooted in the philosophy of Tri Hita Karana, particularly the pawongan dimension, which emphasizes harmonious relationships among human beings as the foundation of local business ethics (Reditiasari, Wijaya, Aryawati, Sukendri, & Suardana, 2023). This value of togetherness and social harmony latently shapes informants' expectations of the store as an entity that "serves fellow human beings," rather than merely as a transactional economic actor, so that honest, locally worded review narratives are considered more authentic and trustworthy than formal promotional claims.

This finding is also in line with recent research on cultural adaptation in the digital marketing strategies of MSMEs in Indonesia, which shows that the consistent use of local cultural norms, language, and symbols increases brand loyalty and market penetration among micro and small business actors (Rizkita, Winarno, Suwono, & Malek, 2025). Thus, the competitive advantage of Toko AC Bali Makmur Saelus does not solely stem from the quantitative volume and valence of digital reviews, but also from its ability to convert social capital based on local Balinese culture into a modern digital reputation ecosystem, so that traditional getok tular and contemporary e-WOM mutually reinforce one another in shaping consumer trust.

4. CONCLUSION

This study shows that online reputation built through Google Review plays an important role in shaping digital trust and influencing consumers' purchase decisions at Toko AC Bali Makmur Saelus. Google Review functions not only as a medium for conveying customer experience, but also as a source of information that helps prospective consumers evaluate a business's credibility, service quality, and the professionalism of the service provider before making a transaction.

The research results show that the Google Review elements most influential in building online reputation include review volume and valence, review recency (review recency), testimonial depth (testimonial depth), and business owners' responses to customer reviews. These four elements shape digital trust through the dimensions of competence (ability), integrity (integrity), and benevolence (benevolence), thereby reducing consumers' perceived financial, functional, psychological, and time-related risk. The digital trust that is formed then becomes a factor that drives consumers to stop searching for alternatives and to finalize their purchase decision at Toko AC Bali Makmur Saelus.

Theoretically, this study reinforces the concepts of electronic word of mouth (e-WOM) and digital trust by showing that Google Review is not only effective for experience goods (experience goods), but also plays an important role for technical, high-involvement products (high-involvement products), such as Air Conditioners (AC). Practically, the research results imply that actively, transparently, and responsively managing a Google Business Profile can be an effective strategy for MSME actors to build online reputation, increase consumer trust, and strengthen competitiveness in the digital era.

This study has a number of limitations that need to be explicitly stated. First, this study was designed as a single case study focusing on only one research object, namely Toko AC Bali Makmur Saelus. As stated by Yin (2018), a single case study is indeed appropriate for exploring the depth of a phenomenon contextually; however, the consequence is that the findings of this study are analytic generalizations to theoretical propositions, not statistical generalizations that can be applied to the entire population of retail and technical service MSMEs in Indonesia in general. Second, the unique characteristics of the research object—namely an MSME in the technical service sector with an already very good digital reputation (rating 4.8–5.0)—also limit the comparability of the findings with similar MSMEs that have a less established online reputation or that operate in a different sector. Third, the dimension of the influence of local Balinese culture on digital trust, although explored in depth in this study's discussion, has not been tested comparatively with other regional cultural contexts in Indonesia, so generalizing the conclusion regarding the role of local culture still requires caution.

Based on these limitations, future research is recommended to expand the scope of the study to several similar MSMEs (multiple case study) in various technical service and retail sectors both within and outside Bali in order to test the transferability of the findings more broadly. In addition, a quantitative or mixed-methods approach with causal relationship testing between variables (for example, through SEM) can be used to measure, in a quantifiable way, the strength of influence of each dimension of online reputation on digital trust and purchase decisions in a larger consumer population. Cross-cultural comparative studies are also recommended to more systematically test the moderating role of local culture—such as the value of Tri Hita

Karana in Balinese society—on the formation of digital trust for high-involvement products in other regions of Indonesia.

REFERENCES

- Anastasiei, B., Dospinescu, N., & Balusescu, M. (2025). The moderating effect of perceived risk in online word-of-mouth influence on purchase intention. *Journal of Retailing and Consumer Services*, 74, 103498. <https://doi.org/10.1016/j.jretconser.2024.103498>
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, satisfaction, and perceived risk. *International Journal of Electronic Commerce*, 12(2), 545-587. <https://doi.org/10.2753/JEC1086-4415120201>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th global ed.). Pearson Education.
- Laroche, M., McDougall, G. H., Bergen, S., & Yang, Z. (2004). Exploring how intangibility affects perceived risk. *Journal of Services Marketing*, 18(5), 373-385. <https://doi.org/10.1108/08876040410548294>
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458-468. <https://doi.org/10.1016/j.tourman.2007.05.011>
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). SAGE Publications.
- Nabi, S., & Hussain, A. (2024). The impact of Google Maps e-WOM dimensions on local consumers' purchase intentions: The mediating role of digital trust. *Journal of Local Marketing and Digital Footprints*, 5(2), 112-128.
- Permata, S. L., & Nasir, M. (2026). Digital adaptation strategy of local retail MSMEs in Bali: Converting engagement into purchase decisions. , 9(1), 45-60.
- Phamthi, V. A., Nagy, Á., & Ngo, T. M. (2024). The influence of perceived risk on purchase intention in e-commerce—Systematic review and research agenda. *International Journal of Consumer Studies*, 48(4), e13067. <https://doi.org/10.1111/ijcs.13067>
- Rahmawati, D., & Setiawan, B. (2023). The role of perceived risk in mediating the relationship between online reviews and the purchase decision for electronic goods. *Jurnal Riset Manajemen dan Bisnis*, 8(2), 201-215. <https://doi.org/10.36226/jrmb.v8i2.489>
- Reditiasari, N., Wijaya, I. G. B., Aryawati, N. P. A., Sukendri, N., & Suardana, I. K. P. (2023). Tri Hita Karana as a business ethic in improving the economy. *Guna Sewaka: Jurnal Manajemen*, 1(2), 11-24.
- Rizkita, M. A., Winarno, A., Suwono, H., & Malek, N. A. N. N. (2025). Integrating cultural adaptation in digital marketing strategies: Enhancing competitiveness and sustainability in MSMEs of Java, Indonesia. *Journal of Open Innovation: Technology, Market, and Complexity*, 11(3), 100609. <https://doi.org/10.1016/j.joitmc.2025.100609>
- Sari, N. M. A., & Giantari, I. G. A. K. (2024). The influence of Electronic Word of Mouth (e-WOM) and digital trust on consumer purchase decisions for electronic products in Bali. *E-Jurnal Manajemen Universitas Udayana*, 13(4), 412-431. <https://doi.org/10.24843/EJMUNUD.2024.v13.i04.p03>
- Suyatna, H., & Yuda, T. K. (2021). Connecting beyond 'Community': Recasting the power of social capital on collective action in Indonesian MSMEs. *Jurnal Pemberdayaan Masyarakat: Media Pemikiran dan Dakwah Pembangunan*, 5(1), 1-26. <https://doi.org/10.14421/jpm.2021.051-01>
- Wijaya, A., & Hermawan, R. (2022). Analysis of the role of Google Business Profile and online customer reviews in mitigating perceived risk in the purchase of domestic technical services and products. *Jurnal Manajemen Kewirausahaan*, 19(2), 89-104.
- Yin, R. K. (2018). *Case study research and applications: Design and methods* (6th ed.). SAGE Publications.