



The Impact of Consumer Negative Online Reviews and The Role of Religiosity on Post-Purchase Behavior of Muslim Consumers: As an Experimental Design

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Abstract:

Online reviews are now part of consumer preferences in determining product choices. This study aims to analyze the impact of negative online consumer reviews on the post-purchase behavior of Muslim consumers and to make the role of religiosity a moderating variable. This study uses an experimental design with a quantitative approach. Respondent data was collected through questionnaires and analyzed using ANOVA and moderated regression tests. The research results show that negative reviews have a real impact on post-purchase behavior, such as reduced intention to repurchase, the appearance of disappointment, and the urge to complain. However, in consumers with high levels of religiosity, the impact tends to be milder. They are better able to manage negative emotions and show a calmer and more rational attitude in assessing the situation. The conclusion of this study confirms that negative reviews do have a strong influence on post-purchase experiences, but religiosity can be an important protective factor. These findings provide valuable insights for business actors in developing communication strategies and building stronger relationships with Muslim consumers.

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INTRODUCTION

During the rapid development of the digital world, consumer behavior has experienced quite a big shift, especially in terms of how they search for information before making a purchase. Online platforms are now an open space where consumers can easily share their experiences with a product or service. In the current digital era, information can spread very quickly, especially via digital platforms. Consumers now have full freedom to share their experiences with a product anytime and anywhere. Negative reviews have been shown to have a stronger influence than positive reviews, especially in shaping consumer perceptions of price and quality (Moe & Schweidel, 2022). This phenomenon is certainly a challenge as well as an opportunity for business actors, because purchasing decisions are now determined not only by brand promotions but also by the real experiences of fellow consumers.

One form of expression is through online reviews. Interestingly, negative reviews often have a stronger influence than positive reviews, especially in shaping price perceptions. Many consumers consider negative reviews to be more honest or truthful, thus directly



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influencing how they judge whether a product is worth buying or not. According to (Sun and Zhao, 2020), who stated that consumers tend to form negative opinions more quickly based on one bad review, compared to being influenced by many positive reviews. Most negative reviews can significantly lower the perception of product prices by future buyers. Given the strong impact of negative reviews, surprisingly little attention has been paid to understanding how the proportion of positive and negative reviews collectively affects consumer price perceptions and subsequent purchasing behavior.

In e-Marketer data in 2021, 73% of consumers will choose to buy products online because of reviews. If there are no reviews, 92% of consumers will hesitate to buy. Thus, online reviews are one of the influencing factors that influence consumer purchasing decisions online (Yang et al., 2022). Online reviews are rarely completely unilateral reviews (all positive or all negative) (Lin et al., 2019). At the same time, it is easy for consumers to choose whether to purchase when faced with all positive or all negative reviews, but it is difficult to choose whether to purchase when reading positive and negative reviews coexisting.

Muslim consumers are now increasingly important in the global market. As the fastest growing community in the world, Muslims form a large and growing market segment. Their consumer behavior is also unique, because it is heavily influenced by religious and cultural values. According to (Nurhayati & Hendar, 2020) marketers do not only need to understand their functional needs, but also need to understand how Islamic teachings shape the way Muslim consumers view a product, including in terms of tolerance for shortcomings and assessment of business ethics.

As the Muslim market develops, more specific and homogeneous segmentations also emerge. Religious consumers are usually more careful in selecting products, and will be more loyal to brands that are in line with their religious values. Interestingly, religiosity not only plays a role in the initial purchasing decision, but also strengthens the intention to repurchase products that are considered "halal in value". according to previous research (Syahputra & Sukandar, 2023) found that religious Muslim consumers are more likely to form emotional relationships with brands that are in line with Islamic values. This is reinforced by the findings of (Salleh, Ali, and Sidin, 2022), which show that religion has a real role in shaping consumer attitudes, perceptions, and purchasing decisions. For Muslim consumers, purchasing decisions are not only about price or quality, but also about conformity with religious values. In a Muslim society that is increasingly digitally literate, religious values are starting to become an important consideration in determining shopping choices, including the extent to which they trust the reviews they read (Mulyono & Soesilowati, 2023). Consumers who have a high level of religiosity tend to be more careful and consider ethical, halal, and blessing aspects in consumption. Therefore, understanding the relationship between negative reviews and religious values is key to seeing how Muslim consumers respond to digital information and how it impacts their behavior after a purchase is made.

In the digital era, online reviews play a significant role in shaping consumer decisions, especially negative reviews which tend to be more influential than positive reviews (Kim & Park, 2020). Consumers often pay more attention to bad experiences shared by others, which can affect their trust in a product or brand (Wang & Chang, 2022). The impact of these negative reviews is not only limited to the initial purchase decision, but can also affect post-purchase behavior, such as dissatisfaction, complaints, or even the decision not to repurchase the product (Smith & Robertson, 2023). However, not all consumers react to negative reviews the same way. Factors such as brand loyalty and personal values can moderate the extent to which reviews impact their decisions (Chang & Chuang, 2021).

One important factor that can reduce the impact of negative reviews is religiosity. Consumers with a high level of religiosity tend to consider moral and ethical values more in assessing a product or service, so they are not easily influenced by negative opinions

circulating online (Ali & Syed, 2020). A study by Yusof & Ahmed (2021) also shows that religiosity can encourage consumers to be more rational in making purchasing decisions and more tolerant of negative reviews. Smith & Robertson (2023) added that for Muslim consumers, religiosity can function as a filter in assessing information, so that negative reviews do not immediately change their perception of a product. Therefore, this study aims to analyze how negative reviews influence the post-purchase behavior of Muslim consumers and the extent to which religiosity plays a role in mitigating this impact

Hypotesis:

H1: Negative consumer reviews have an influence on post-purchase behavior.

H2: The role of consumer religiosity has an influence on post-purchase behavior.

H3: Negative consumer reviews and the role of consumer religiosity have an influence on customer satisfaction.

METHODS

This research uses a qualitative descriptive approach to explore in depth how Muslim consumers in Indonesia view and respond to a phenomenon. This approach was chosen because it can capture the meaning formed by the subjective experiences of participants in everyday life. Researchers seek to understand the social and cultural context behind the way Muslim consumers make decisions, especially those related to religious values.

This is also in accordance with the previous theory by Creswell and Poth (2021), which states that qualitative research does not only seek answers to "what" happens, but also "why" and "how" it happens in a broader context. Therefore, this method is very relevant to understand the behavior of Muslim consumers who are inseparable from the influence of beliefs, social norms, and spiritual values.

In addition, this study relies on observation, interviews, and online surveys. The questionnaire used has been developed based on proven literature, covering factors such as the quality and quantity of negative reviews, source credibility, level of involvement, and purchase intention. All questions use a 5-point Likert scale, from strongly disagree to strongly agree, to capture respondents' opinions in more detail. This research process involves several stages, starting from preparation, data collection, problem identification, to data analysis. With this approach, it is expected to provide deeper insight into how negative reviews and religiosity influence consumer decisions.

RESULTS AND DISCUSSION

The results of this study provide a comprehensive picture of how negative online reviews and religiosity levels affect post-purchase behavior of Muslim consumers in Indonesia. Through regression analysis, it was found that religiosity has a significant and positive influence on post-purchase behavior. This means that the higher the level of religiosity of a consumer, the greater the tendency to act ethically, loyally, and in accordance with Islamic values after making a purchase. On the other hand, negative online reviews did not show a statistically significant influence on post-purchase behavior, although theoretically consumers are generally sensitive to negative information.

In addition, the results of the descriptive analysis show that the majority of respondents, especially women, admitted to being influenced by negative reviews in the purchasing decision-making process. This shows that although in regression its influence is not dominant, negative reviews still have an important role in forming consumers' initial perceptions, especially before a purchase is made.

From the results of the respondent analysis, the majority of participants in this study were women, who were more active in sharing experiences and providing opinions regarding the products they use. In terms of age, the 25–34 year old group dominates, reflecting that the main respondents are in their productive age with a good level of financial maturity and high involvement in digital activities. Meanwhile, the 18–24 year old group is more responsive to new trends, while the 35–44 year old group tends to be more selective

and consider various aspects before making a purchase. In terms of education, most respondents have a bachelor's degree, indicating that they have good digital literacy and are more critical in spreading information before buying. Regarding online shopping habits, most respondents make transactions regularly and rely on reviews before making decisions. Interestingly, more than half of respondents admitted that negative reviews have influenced their purchasing decisions. This further confirms that bold reviews play an important role in shaping consumer perceptions and decisions when shopping online.

Table 1. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	0.498	0.248	0.233	4.87860	0.248	16.035	2	97	0.000	1.658

Source: Data Processed (2024)

The results of the regression analysis in Table 1 show that there is a fairly strong relationship between religiosity and negative online reviews with post-purchase behavior of Muslim consumers. This can be seen from the R value of 0.498, which indicates that the two independent variables have a significant contribution to the related variables. while the R Square value of 0.248 indicates that around 24.8% means that post-purchase behavior can be explained by religiosity and negative online reviews. Although not too high, this figure still shows a relevant influence, while some are influenced by other factors outside the model.

In addition, the Adjusted R Square value of 0.233 indicates that the model is still quite stable and does not depend too much on the number of variables or samples used. This means that this model can be used reliably to describe phenomena in the field. Testing the significance of the model shows that the F Change value is 16.035 with a significance of $p = 0.000$, which means that simultaneously religiosity and negative online reviews have a significant effect on post-purchase behavior. This finding strengthens previous research which states that religious aspects also shape Muslim consumers' decisions in re-choosing a product (Aini & Rachmawati, 2021; Kurniawan & Anshori, 2020).

Table 2. ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	763.293	2	381.646	16.035	0.000
Residual	2308.667	97	23.801		
Total	3071.960	99			

Source: Data Processed (2024)

Based on Table 2, the results of the ANOVA test show that the regression model testing the effect of Religiosity and Negative Online Reviews on Post-Purchase Behavior of Muslim consumers is statistically significant. The calculated F value of 16.035 with a significance level of $p = 0.000$ (less than 0.05) indicates that both independent variables simultaneously have a significant effect on the dependent variable.

This finding is in line with recent research by Aini & Rachmawati (2021), which shows that religiosity factors can moderate the impact of negative consumer experiences online, especially in the context of halal products or those relevant to religious values. In addition, a study by Kurniawan & Anshori (2020) emphasized that negative perceptions of online reviews can interfere with repurchase decisions, but religiosity often acts as a psychological protector that strengthens loyalty.

Table 3. Coefficients Test

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	12.323	3.080	—	4.001	0.000
Negative Online Reviews	0.255	0.200	0.120	1.276	0.205
Religiosity	0.592	0.125	0.444	4.722	0.000

Source: Data Processed (2024)

Based on Table 3, the coefficient test shows the results of each independent variable (Negative Online Reviews and Religiosity) that affects the dependent variable, namely Muslim Consumer Post-Purchase Behavior. When viewed from the constant value of 12.323. This means that there is no influence of negative reviews or religiosity on the basic value of post-purchase behavior.

The results of the study show that negative reviews do not have a significant effect on post-purchase behavior, with a significance value of 0.205, which is greater than 0.05. In contrast, religiosity has a strong and significant impact, with a significance value of 0.000. This means that in the context of this study, post-purchase decisions are more influenced by religious values and beliefs than by negative reviews circulating on the internet. So, negative online reviews are not strong enough to significantly influence consumer behavior after purchase. This can happen because consumers may consider other factors such as personal experience or brand trust.

Meanwhile, the religiosity variable showed much stronger results. The coefficient value B is 0.592 and the significance value is 0.000 (below 0.05) which means that the religiosity variable has a positive and significant effect on post-purchase behavior. This means that the higher the level of consumer religiosity, the more likely they are to maintain a positive attitude after purchasing a product, by remaining loyal or not spreading negative opinions even though there is a little disappointment. This is in line with previous research conducted by (Aini and Rachmawati, 2021) and (Kurniawan and Anshori, 2020) which stated that religious Muslim consumers tend to be more careful in acting after purchasing, and their decisions are greatly influenced by religious values.

So statistical testing in this research shows that the hypothesis H0 is rejected and Ha is accepted, meaning that religiosity has a fairly strong (and statistically proven) influence on post-purchase behavior. Meanwhile, negative online reviews did not show a significant influence. But it is not always the case that negative reviews have no effect, only in the statistical test research in this study alone. Several other researchers have said that Smith & Robertson (2023) highlight how religiosity can be a stronger determining factor than negative reviews. Consumers who have high religious values may judge products/brands not solely from reviews on the internet, but from the alignment of the brand with their moral principles or religious values. This can "neutralize" the effects of negative reviews circulating. In addition, according to Chang & Chuang, 2021; Kim & Park, (2020) said that strong loyalty to a brand can make consumers ignore or underestimate negative reviews.

This research strengthens the view that emotional attachment to a brand can reduce the impact of negative reviews on post-purchase decisions. In line with the findings of Kim & Park (2020) and Chang & Chuang (2021), established loyalty makes consumers trust their personal experiences more than opinions from online reviews. In other words, although negative reviews can lower perceptions of a product, for those who already have positive experiences or a strong relationship with the brand, the effect tends to be weaker or even insignificant.

In addition, the religiosity factor is proven to play an important role in shaping post-purchase decisions. Research by Ali & Syed (2020) and Yusof & Ahmed (2021) shows that consumers with high levels of religiosity are more likely to make decisions based on ethical and moral values, so they are not easily influenced by negative opinions from outside parties. This is also supported by Smith & Robertson (2023), who found that religiosity can

weaken the effect of negative reviews on repurchase decisions. This means that for consumers who have strong religious values, they tend to judge products more objectively and are not directly influenced by negative comments, so they can maintain their trust and loyalty to a brand.

so, it can be said that religiosity is a more dominant and significant factor in shaping the post-purchase behavior of Muslim consumers, compared to negative online reviews. Therefore, for marketers who want to maintain the loyalty of Muslim consumers, understanding religious values and creating a product image that is in accordance with Islamic principles can be a very effective strategy.

Overall, this study shows that Muslim consumers in Indonesia are highly influenced by religious values in making post-purchase decisions. Meanwhile, negative online reviews have not been proven to significantly influence their actions directly. This could mean that even though Muslim consumers read negative reviews, they do not immediately change their decisions, but will consider them through the filter of Islamic values that they believe in.

For business people and marketers, these results provide important insight that value-based marketing strategies are more effective than just regular promotions. Products that are in accordance with Islamic teachings, communicated honestly, and maintain Islamic business ethics will have a stronger place in the hearts of Muslim consumers.

CONCLUSION

This research found two interesting things. First, although negative online reviews are often considered to reduce trust and influence post-purchase decisions, the impact is not very significant when religiosity is taken into account. This means that consumers with strong religious values and beliefs tend not to be easily influenced by negative reviews of a product or brand. Second, religiosity actually has a fairly large positive role in post-purchase behavior. Consumers who have a high level of religiosity tend to be wiser in evaluating products, not only influenced by negative opinions, but also considering ethical aspects before making a decision. This attitude makes them more satisfied and loyal to the products they buy. In other words, religious values and ethics help reduce the negative effects of negative reviews. So these findings provide important insights for companies. In addition to managing online reputation by responding wisely to negative reviews, building a relationship of trust with consumers through values and principles that are in accordance with their beliefs can also be an effective strategy in maintaining customer loyalty. In addition, it is important to improve the digital literacy of Muslim consumers so that they are wiser in digesting information and making responsible purchasing decisions. For future development, this study can be used as a basis for further studies with a mixed method approach and wider coverage, and include other variables such as brand trust or marketing ethics to improve understanding of Muslim consumer behavior in the digital era.

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