

The Influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions on Shopee E-Commerce in Depok

Naomi Ramadhia Amir ¹, Alfi Maghfuriyah ², Noviyanti ³

^{1,2,3} Digital Business, Faculty of Economics and Business, Universitas Global Jakarta, Indonesia

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Corresponding Author:

Naomi Ramadhia Amir, Digital Business, Faculty of Economics and Business, Universitas Global Jakarta, Indonesia.

Email:

naomiramadhia@gmail.com

ABSTRACT

This study aims to analyze the influence of Online Customer Review and Online Customer Rating on Purchase Decisions on the Shopee e-commerce platform, both individually and simultaneously. The research employs a quantitative approach with a questionnaire as the primary instrument, measured using a Likert scale. Data were collected through questionnaires distributed to 140 Shopee e-commerce consumers in Depok City as the sample. The collected data were subsequently processed using multiple linear regression analysis. The sampling method applied was Non-Probability Sampling with purposive sampling and Malhotra techniques, adjusted to the criteria of respondents who had previously made purchases on Shopee and considered the review and rating features in their decision-making process. Data analysis was conducted using SPSS version 27. The study's findings indicate that the Online Customer Review variable (X_1) has significant effect on Purchase Decisions (Y), and the Online Customer Rating variable (X_2) also exerts a significant effect on Purchase Decisions. The results of the simultaneous test demonstrate that both variables collectively have a significant influence on Purchase Decisions on the Shopee e-commerce platform. Based on the coefficient of determination test, the R Square value is 0.260 and the Adjusted R Square value is 0.249, meaning that 24.9% of the variation in Purchase Decisions can be explained by Online Customer Review and Online Customer Rating, while the remaining 75.1% is influenced by other factors such as promotion, price, brand reputation, discounts, service quality, and consumers' personal preferences.

Keywords: Online Customer Review, Online Customer Rating, Purchase Decision, E-Commerce, Shopee

1. INTRODUCTION

The rapid development of digital technology has significantly transformed consumer behavior, particularly in the online shopping environment. E-commerce platforms have become an essential part of daily life, offering convenience, accessibility, and a wide variety of products (Burhanuddin et al., 2023). Among these platforms, Shopee has emerged as one of the most dominant e-commerce services in Indonesia, including in Depok City, where online shopping activities continue to increase each year (BPS Depok, 2025; DKUM Depok, 2023). The growth of Shopee is strongly supported by consumer reliance on digital information before making a purchase decision (Putri Salsabila, 2024).

In online purchasing contexts, consumers are unable to physically examine products, causing them to depend heavily on information provided by other users. Two of the most influential information sources are online customer review and online customer rating (Pramudia, 2024;

Putri Salsabila, 2024). Online customer review provides detailed opinions, experiences, and feedback written by previous buyers regarding product quality, delivery speed, reliability, and seller credibility (Handayani & Yusuf, 2024; Andari et al., 2025). Meanwhile, online customer rating gives a numerical evaluation that helps consumers quickly assess the overall performance of a product (Rahmawati & Fitriani, 2022). Both elements serve as important indicators that reduce uncertainty and increase consumer confidence when interacting in digital marketplaces (see also Agustina & Transistari, 2022).

For consumers in Depok City, particularly those who frequently shop through mobile devices, these forms of user-generated information play a central role in shaping perceptions and trust (Santri, 2025; Fasya, 2024). Positive reviews and high ratings often encourage consumers to believe that the product is reliable, while negative reviews or low ratings may lead to hesitation or purchase cancellation (Handayani & Saputra, 2024; Fitriani & Nurhayati, 2023). As competition among sellers on Shopee becomes increasingly intense, these two variables have become strategic tools that influence how consumers form purchase intentions and ultimately decide to complete a transaction (Haeruddin et al., 2025).

Despite the growing importance of online customer review and online customer rating, many sellers still underestimate their impact on consumer decision-making (Dewi, 2023; Fauzi & Ahmad, 2023). Furthermore, research focusing specifically on consumers in Depok City remains limited, even though the region has a high level of e-commerce adoption. Therefore, it is necessary to examine how online customer review and online customer rating influence purchase decision on the Shopee platform in Depok City. The findings of this study are expected to provide valuable insights for sellers, marketers, and business owners in optimizing their digital strategies to attract and retain customers (Novita & Malik, 2021).

Previous research has shown that both online customer reviews and online customer ratings can influence consumer purchase decisions (Handayani & Saputra, 2024). Some studies found that detailed written reviews strongly affect consumer trust and increase the likelihood of purchase, because they help potential buyers assess product quality and seller reliability based on real buyer experiences (Andari et al., 2025). Other studies argue that numerical evaluations serve as a quick, convenient signal especially for low-involvement products and thus have a strong effect on purchase decisions (Pramudita & Wijayanti, 2025). However, the findings are inconsistent: in several cases, reviews had more influence than ratings, while in others, ratings were more decisive, or reviews and ratings only had partial effects (Lestari, 2023).

Moreover, many of those studies were conducted in a broad national context or across multiple cities, not focusing on a specific urban area like Depok City (INDEF, 2024; GoodStats, 2023). As consumer behavior can differ based on regional demographics and digital buying habits, this broad scope may hide local patterns. There is also a lack of research that examines reviews and ratings simultaneously on a single platform such as Shopee within one city context (Novita & Malik, 2021; Burhanuddin et al., 2023). Therefore, there is a need for a focused, local study that investigates how online customer reviews and online customer ratings together influence purchase decisions among Shopee users in Depok City—this research aims to fill that gap.

2. LITERATURE REVIEW

Theory Of Planned Behavior

The Theory of Planned Behavior explains that consumer behavior is shaped by intention, which is influenced by attitude, subjective norms, and perceived behavioral control. In e-commerce, consumers rely on online customer reviews and online customer ratings to reduce uncertainty. These sources of information shape consumer attitude and confidence, making them important predictors of purchase decisions. The Theory of Planned Behavior explains that consumer behavior is largely driven by intention, which in turn is influenced by attitude toward the behavior, subjective norms, and perceived behavioral control. In an online shopping context, such as on Shopee, consumers often face uncertainty because they cannot physically examine products.

Online reviews, ratings, and detailed product descriptions help shape consumer attitudes by providing credible information, reducing perceived risk, and increasing confidence in the purchase. Positive experiences shared by other consumers and social influences, such as recommendations from friends or online communities, can strengthen subjective norms, further guiding consumers toward making purchase decisions. In addition, perceived behavioral control, such as ease of navigating the platform or the reliability of delivery services, enhances the consumer's belief in their ability to successfully complete the purchase, thereby increasing purchase intention.

Signaling Theory

Signaling Theory states that when buyers cannot directly observe product quality, sellers or platforms must provide signals that reduce information asymmetry. In Shopee, reviews, ratings, verified labels, and product photos act as credibility signals. The stronger and more consistent the signals, the higher the consumer's trust and likelihood to purchase. Signaling Theory is used to explain how information asymmetry between sellers and buyers can be overcome through credible signals. Online consumers cannot directly verify product quality, so they rely on signals such as product ratings, customer reviews, verified seller badges, and detailed product information. These signals reduce uncertainty and build trust. For example, a product with consistently high ratings and a large number of positive reviews signals quality and reliability, which influences the likelihood of purchase. Sellers who maintain consistent product descriptions, provide transparent information, and demonstrate responsiveness send strong signals to potential buyers. Therefore, in an e-commerce environment, effective signaling is crucial for bridging information gaps and enhancing consumer confidence.

E-Commerce

E-commerce is the process of buying and selling goods or services via the internet. It provides convenience, 24/7 accessibility, and wide market reach. However, because consumers cannot physically assess products, they rely heavily on digital information such as reviews, ratings, and product descriptions. E-commerce platforms that provide detailed, transparent, and reliable information help consumers reduce perceived risk, build trust, and make more confident decisions.

Indicators of E-Commerce Effectiveness:

1. Website usability: Ease of navigation, search features, and user experience.
2. Transaction security: Safe payment systems and privacy protection.
3. Information completeness: Availability of detailed product data and clear visuals.
4. Customer support: Accessibility of assistance during and after purchase.

E-Commerce And Shopee

Shopee is a leading e-commerce platform in Indonesia that provides various features such as ShopeePay, free shipping, promotional campaigns, live streaming (Shopee Live), and an integrated review-rating system. These features facilitate better decision-making and increase trust. The review and rating system, in particular, serves as a reliable source of information for consumers to evaluate both product quality and seller performance before purchasing. E-commerce allows consumers to purchase products and services online, providing convenience, accessibility, and wider market reach. However, the lack of physical interaction with products increases reliance on online information, such as reviews, ratings, and product descriptions. Platforms like Shopee offer features that facilitate trust and decision-making, including detailed product listings, multimedia reviews, promotional campaigns, and secure payment systems. Shopee's integrated review and rating system plays a particularly important role in informing consumers, helping them evaluate product quality, seller reliability, and overall value. The combination of comprehensive product information, transparent seller credentials, and interactive platform features encourages confident purchase decisions.

Purchase Decision

Purchase decision in an e-commerce setting is influenced by a combination of cognitive evaluation and emotional assurance. Consumers assess product suitability, value for money, and credibility of sellers before making a choice. Positive reviews, high ratings, and transparent information reduce perceived risk and reinforce confidence, encouraging consumers to complete the transaction. Moreover, interactive features on platforms like Shopee, such as live streaming demonstrations, Q&A sections, and real-time promotions, can further guide consumers' decisions. Post-purchase satisfaction expectation also plays a role in shaping repeat purchases and loyalty, indicating that effective information delivery and credible signals from sellers are key factors in building long-term consumer trust.

Purchase decision is the stage where consumers select a product after evaluating alternatives and available information. This decision is influenced by both cognitive assessment and emotional confidence. High-quality online reviews and ratings can provide reassurance and reduce the perceived risk associated with buying online.

Online customer review

Online customer review refers to written feedback from buyers sharing their experience with a product or seller. Reviews provide information on quality, functionality, durability, and customer service. Detailed, honest, and recent reviews reduce uncertainty and help prospective buyers make informed decisions. Multimedia reviews, such as photos or videos, further enhance credibility.

Indicators of Online Customer Review:

1. Review quality: Clarity, comprehensiveness, and helpfulness of feedback.
2. Review quantity: Total number of reviews, which enhances credibility.
3. Review valence: Positive, neutral, or negative sentiment of reviews.
4. Review recency: Recent reviews reflecting current product condition.
5. Multimedia inclusion: Photos or videos provided by previous buyers.
6. Reviewer credibility: Verified purchases or reviewer reputation to strengthen trust.

Online customer rating

Online customer rating is a numerical evaluation, typically 1–5 stars, reflecting customer satisfaction. Ratings provide a quick and reliable signal of product quality and reliability, helping consumers compare options efficiently. High ratings increase confidence, while low ratings warn of potential issues. Online customer reviews are written feedback from previous buyers that provide insights into product quality, functionality, and service experience. Reviews help potential buyers reduce uncertainty, evaluate alternatives, and anticipate the performance of products before purchasing. Detailed reviews, especially those including photos or videos, improve credibility and give a realistic perspective of the product. Customer ratings, typically represented in star formats, provide a quick summary of overall satisfaction. High ratings combined with a significant number of reviews enhance trust, while low ratings or inconsistent feedback may discourage purchase. Both reviews and ratings serve as social proof, influencing consumers' perceptions and ultimately affecting their purchase decisions.

Indicators of Online Customer Rating:

1. Average rating score: Overall customer satisfaction level.
2. Rating consistency: Agreement among different reviewers.
3. Rating distribution: Balance of high and low ratings indicating reliability.
4. Total number of raters: Higher numbers increase credibility.
5. Rating visibility: Clarity and prominence of the rating on the product page.
6. Trend over time: Ratings that maintain quality over time indicate consistent product

performance.

3. RESEARCH METHODS

Types of Research

This study uses quantitative research with primary data obtained through a structured questionnaire. The population consists of Shopee users in Depok City who have purchased food products and provided Online Customer Ratings (OCR) and Online Customer Reviews (OCRv). These online interactions are crucial for assessing consumer perceptions and their influence on purchase decisions. Because there is no official record of the exact number of active Shopee customers who provide ratings and reviews, the population size is unknown. Therefore, this study employs purposive sampling, selecting respondents based on specific criteria aligned with the research objectives (Sugiyono, 2021). The criteria include respondents who have made transactions on Shopee food products in Depok City and have provided ratings or reviews on their purchased products.

The questionnaire contains 28 statement items representing three variables:

Online Customer Review (X₁) – consists of 3 indicators with a total of 9 statements, measuring the clarity, usefulness, and credibility of customer-written reviews.

Online Customer Rating (X₂) – consists of 3 indicators with a total of 8 statements, measuring customer satisfaction, perceived product quality, and trust in seller ratings.

Purchase Decision (Y) – consists of 4 indicators with a total of 11 statements, measuring intention to buy, loyalty, recommendation behavior, and repeat purchase.

According to Malhotra (2006), the ideal number of respondents in quantitative research ranges from 4 to 10 times the number of questionnaire items. Considering the medium complexity of the model, this study applies 5 respondents per item:

Sample Size = 28 items × 5 = 140 respondents

Thus, 140 respondents were selected, which is considered sufficient and methodologically appropriate to represent Shopee customers in Depok City who actively provide reviews and ratings. This approach ensures that the collected data accurately reflects the influence of Online Customer Reviews and Ratings on purchase decisions.

Research Model

The relationship between variables in this research is illustrated through a conceptual framework, which is used to formulate hypotheses in this research, which is shown in the following figure.

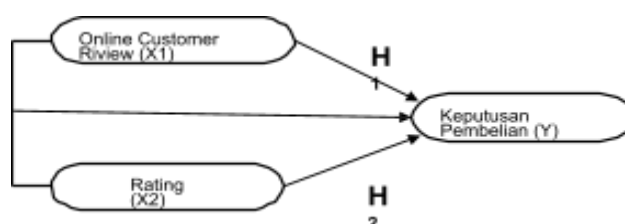


Figure 1. Research Model

The variables used in this research are Digital Marketing (X1), Financial Literacy (X2), Sales Volume (Y), and Business Sustainability (Z). Each variable is measured using a Likert scale ranging from 1 to 5. The hypotheses in this research are formulated as follows:

H1: Online Customer Review (X₁) has a positive effect on Purchase Decision (Y).

H2: Online Customer Rating (X₂) has a positive effect on Purchase Decision (Y).

H3: Online Customer Review (X₁) and Online Customer Rating (X₂) simultaneously have a significant effect on Purchase Decision (Y).

Dimensions of Variable and Measurement of Research Variable

Table 1. Dimensions of Variable and Measurement of Research Variable

No.	Research Variable	Dimensions / Indicators	Source	Measurement Scale
1	Online Customer Review (X ₁)	X _{1.1} Clarity of customer reviews X _{1.2} Usefulness of reviews X _{1.3} Credibility of reviews	Adapted from Ariyani et al. (2025)	Likert Scale 1–5
2	Online Customer Rating (X ₂)	X _{2.1} Overall satisfaction X _{2.2} Perceived product quality X _{2.3} Trust in seller ratings	Adapted from Zenia Rabbil et al. (2024)	Likert Scale 1–5
3	Purchase Decision (Y)	Y ₁ Purchase intention Y ₂ Repeat purchase Y ₃ Loyalty Y ₄ Recommendation behavior	Adapted from Rachmad (2023)	Likert Scale 1–5

Source: Ariyani et al. (2025); Zenia Rabbil et al. (2024); Rachmad (2023)

Data Analysis Technique

Multiple linear regression analysis is used to examine the influence of Online Customer Review (X₁) and Online Customer Rating (X₂) on Purchase Decision (Y). This method allows the researcher to determine the direction of the relationship (positive or negative) and the extent of influence, both partially and simultaneously.

The general form of the multiple linear regression equation used in this study is:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Y = Purchase Decision

A = Constant (the value of Y when X₁ and X₂ = 0)

b₁, b₂ = Regression coefficients showing the magnitude of change in Y due to changes in X₁ and X₂

X₁ = Online Customer Review

X₂ = Online Customer Rating

e = Error term or residual

Data analysis is conducted using SPSS software. The process begins with inputting weighted questionnaire data into the system, followed by defining X₁, X₂, and Y according to the research framework. Multiple linear regression tests are then carried out to obtain regression coefficients, significance values, and the coefficient of determination (R²). The results are interpreted using the F-test to assess the simultaneous effect of X₁ and X₂ on Y, and the t-test to examine partial effects.

Additionally, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, are conducted to ensure the regression model meets the BLUE (Best Linear Unbiased Estimator) criteria. This approach allows the study to determine both the combined and individual influence of Online Customer Review and Online Customer Rating on Purchase Decisions in Shopee users in Depok City.

4. RESULT AND ANALYSIS

The questionnaire distributed to the respondents was completed by 140 respondents. This chapter presents a descriptive analysis of the data obtained from Shopee consumers in Depok City. The purpose of this descriptive analysis is to describe respondent characteristics based on demographic variables and provide an initial overview of responses regarding the research variables, namely Online Customer Review (X_1), Online Customer Rating (X_2), and Purchase Decision (Y) through the Shopee e-commerce platform.

This data is crucial for understanding consumer behavior in the context of digital platform usage in making purchase decisions, especially in the rapidly growing e-commerce environment in Depok City. This analysis also provides a basis for assessing how reviews and ratings from other consumers influence purchase decisions, and how perceptions of digital information quality affect consumer preferences in choosing products on Shopee.

a. Classical Assumption Test

1) Kolmogorov-Smirnov Normality Test

Before conducting regression analysis, it is necessary to test the classical assumptions to ensure that the data meet the required statistical criteria. One of these is the normality test, which aims to determine whether the residuals are normally distributed. In this study, the Kolmogorov-Smirnov method was employed, and the results are presented in Table X below.

Table 2. Output of the Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		140
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.29572970
Most Extreme Differences	Absolute	.040
	Positive	.037
	Negative	-.040
Test Statistic		.040
Asymp. Sig. (2-tailed) ^c		.200 ^d

Source: Primary Data processed with SPSS 27 (2025)

The results of the Kolmogorov-Smirnov normality test show that the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the significance level of 0.05. This indicates that there is no significant difference between the distribution of the residual data and a normal distribution. Therefore, the null hypothesis (H_0), which states that the residuals are normally distributed, is accepted.

This finding confirms that the residuals meet the normality assumption, which is one of the classical assumptions required for regression analysis. Normally distributed residuals ensure that the parameter estimates obtained from the regression model are unbiased and efficient. Consequently, this supports the validity of the statistical inferences made in this study and strengthens the reliability of the regression results regarding the influence of Online Customer Review (X_1) and Online Customer Rating (X_2) on Purchase Decisions (Y) through Shopee.

2) Histogram of Normality Test

In addition to the Kolmogorov-Smirnov test, the normality of the residuals can also be examined visually through a histogram. The histogram displays the distribution of the regression standardized residuals compared to the shape of a normal curve. If the histogram pattern follows a bell-shaped curve and is symmetrically distributed around the mean, it indicates that the residuals are normally distributed. The histogram of this study's data is presented in Figure X below.

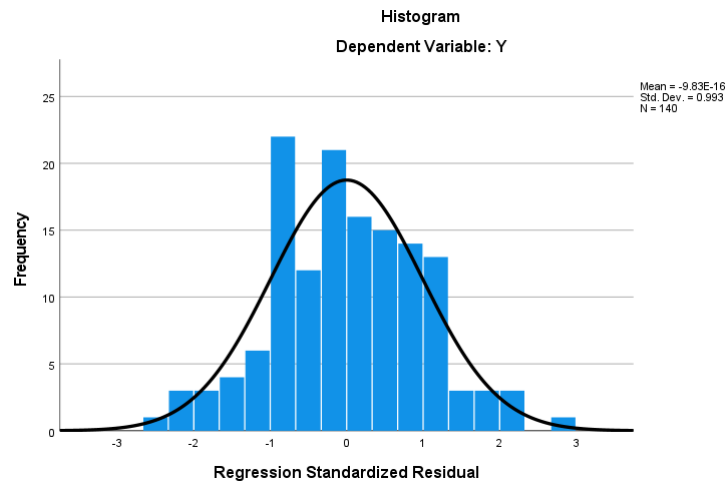


Figure 2. Histogram Chart
Source: Primary Data processed with SPSS 27 (2025)

The histogram in Figure 1 shows that the distribution of the regression standardized residuals forms a pattern resembling a bell-shaped curve and is symmetrically spread around the mean value. This visual pattern indicates that the residuals are approximately normally distributed. The curve overlay on the histogram closely follows the distribution of the data, further supporting the results of the Kolmogorov-Smirnov test, which also confirmed normality. Therefore, the normality assumption for regression analysis is fulfilled, allowing the subsequent analysis to proceed without bias related to data distribution.

3) Normal P-P Plot of Regression Standardized Residual

To further verify the normality of the residuals, a Normal P-P Plot of Regression Standardized Residual is used. This plot compares the cumulative probability of the observed data with the expected cumulative probability from a normal distribution. If the points in the plot are closely aligned with the diagonal line, it indicates that the residuals are normally distributed. The P-P Plot for this study is shown in Figure X below.

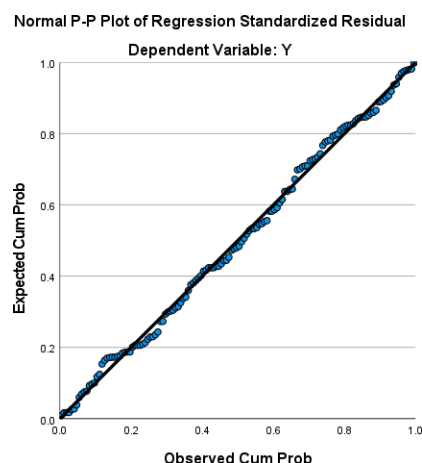


Figure 3. Normal P-P Plot of Regression Standardized Residual
Source: Primary Data processed with SPSS 27 (2025)

The P-P Plot in Figure X shows that the data points are closely aligned with the diagonal line,

indicating that the distribution of the regression standardized residuals is approximately normal. The minimal deviation of points from the line suggests that there is no significant departure from normality. This visual finding is consistent with the results of the Kolmogorov-Smirnov test and the histogram, both of which confirmed that the residuals meet the normality assumption. Therefore, the regression model satisfies the normality requirement, allowing further statistical analysis to proceed reliably.

The P-P Plot in Figure X shows that the data points are closely aligned with the diagonal line, indicating that the distribution of the regression standardized residuals is approximately normal. The minimal deviation of points from the diagonal line suggests that there is no significant departure from normality. This visual evidence is consistent with the results of the Kolmogorov-Smirnov normality test and the histogram of residuals, both of which confirmed that the residuals satisfy the normality assumption.

Meeting the normality assumption is crucial in regression analysis because it ensures that the estimates of the regression coefficients are unbiased, efficient, and consistent, and that the significance tests (t-test and F-test) produce valid inferences. In practical terms, this means that the conclusions drawn from the regression model regarding the effect of Online Customer Review (X_1) and Online Customer Rating (X_2) on Purchase Decision (Y) are reliable and can be generalized to the target population of Shopee consumers in Depok City.

Furthermore, adherence to the normality assumption reduces the risk of misleading results caused by extreme values or outliers in the data. This strengthens the credibility of the study findings, particularly in understanding consumer behavior on e-commerce platforms, where online reviews and ratings are critical factors influencing purchase decisions. Overall, the P-P Plot provides strong visual confirmation that the regression model is suitable for analyzing the relationship between the independent variables and purchase decisions in this study.

b. Partial Significance Test (t-test)

The t-test or partial significance test is conducted to examine the effect of each independent variable on the dependent variable individually. This study uses a significance level of 0.05. The t-table value is determined based on the degrees of freedom, calculated as $df = 117$ ($df = 140 - 2 - 1$), resulting in a t-table value of approximately 1.658. The results of the t test are presented in Table 3 as follows:

Table 3. Partial Significance Test (t-test)

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	23.656	4.217		5.609	.000
	Online Customer Review	.471	.088	.395	5.334	.000
	Online Customer Rating	.306	.080	.281	3.803	.000
a. Dependent Variable: Keputusan Pembelian						

Source: Primary Data processed with SPSS 27 (2025)

The results indicate that Online Customer Review (X_1) has a t-value of 5.334, which is greater than the t-table value of 1.658 ($5.334 > 1.658$) with a significance value of $0.000 < 0.05$. This means that Online Customer Review has a significant positive effect on Purchase Decisions. Thus, H1 is accepted. Similarly, Online Customer Rating (X_2) has a t-value of 3.803, which is also greater than the t-table value ($3.803 > 1.658$) with a significance value of $0.000 < 0.05$. This indicates that Online Customer Rating also has a significant positive effect on Purchase Decisions. Therefore, H2 is accepted. These results demonstrate that both the credibility and clarity of customer reviews, as well as the consistency and clarity of product ratings on Shopee, play an important role in influencing consumers' purchase decisions. Consumers tend to rely on these digital cues to evaluate product quality, reduce uncertainty, and make informed decisions when shopping online.

c. Partial Significance Test (F-test)

Table 4. Partial Significance Test (F-test)

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	529.198	2	264.599	24.010
	Residual	1509.795	137	11.020	
	Total	2038.993	139		
a. Dependent Variable: Keputusan Pembelian					
b. Predictors: (Constant), Rating, Review					

Source: Primary Data processed with SPSS 27 (2025)

Based on the results presented in Table 4, the F-test was conducted to determine whether the independent variables, namely Online Customer Review (X_1) and Online Customer Rating (X_2), simultaneously have a significant effect on the dependent variable, Purchase Decision (Y). The table shows that the calculated F-value is 95.041 with a significance level of 0.000, which is far below the threshold of 0.05. Meanwhile, the F-table value at a 5% significance level ($\alpha = 0.05$), with degrees of freedom df numerator = 2 and df denominator = 137, is 3.07. Since the calculated F-value (95.041) is greater than the F-table value (3.07) and the significance level (0.000) is less than 0.05, it can be concluded that hypothesis H_3 is accepted.

This result indicates that Online Customer Review and Online Customer Rating simultaneously have a significant effect on Purchase Decisions on Shopee in Depok City. In other words, when considered together, these two aspects of digital consumer feedback play a crucial role in shaping the buying behavior of consumers. The finding confirms that e-commerce consumers rely not only on individual reviews or ratings but also on the combined effect of both in evaluating products and making informed purchasing decisions.

d. Coefficient of Determination (Adjusted R²)

Table 5. Adjusted R-Square Value

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.509 ^a	.260	.249	3.319
a. Predictors: (Constant), Rating, Review				
b. Dependent Variable: Keputusan Pembelian				

Source: Primary Data processed with SPSS 27 (2025)

The results of the Model Summary in Table 5 indicate that the Adjusted R Square value is 0.249, meaning that approximately 24.9% of the variation in Purchase Decision (Y) on Shopee in Depok City can be explained by the two independent variables, Online Customer Review (X₁) and Online Customer Rating (X₂). The remaining 75.1% of the variation is influenced by other factors not included in the model, such as product price, promotions, brand familiarity, or individual consumer preferences.

The R value of 0.509 suggests a moderate positive correlation between the independent variables and the dependent variable. This indicates that as online customer reviews and product ratings increase, there is a corresponding tendency for purchase decisions to increase as well. Meanwhile, the Standard Error of the Estimate (3.319) shows a relatively small prediction error, suggesting that the regression model provides a reasonably reliable explanation of the relationship between the independent variables and purchase decisions.

e. Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	23.656	4.217		5.609
	Online Customer Review	.471	.088	.395	5.334
	Online Customer Rating	.306	.080	.281	3.803
a. Dependent Variable: Keputusan Pembelian					

Source: Primary Data processed with SPSS 27 (2025)

The Model Summary indicates that the Adjusted R Square value is 0.612, which means that 61.2% of the variation in Purchase Decision (Y) can be explained by the two independent variables: Online Customer Review (X_1) and Online Customer Rating (X_2). The remaining 38.8% is influenced by other factors not included in the model.

The R value of 0.787 shows a strong positive correlation between the independent variables and the dependent variable, indicating that Online Customer Review and Online Customer Rating are closely associated with consumers' purchase decisions. Meanwhile, the Standard Error of the Estimate is 2.008, which suggests a relatively low prediction error and supports the reliability of the regression model in explaining the relationship between these variables.

This finding demonstrates that digital consumer feedback, in the form of reviews and ratings, plays a significant role in influencing purchase decisions on e-commerce platforms like Shopee. It also implies that businesses can strategically enhance their online reputation to increase sales, as positive reviews and higher ratings are likely to encourage other consumers to make purchases.

Interpretation

The results of hypothesis testing indicate that Online Customer Review (X_1) has a significant positive effect on Purchase Decision (Y). This suggests that consumer reviews on Shopee play a crucial role in influencing other consumers' purchase decisions. Positive and detailed reviews provide credibility and clear information about products, which increases consumer confidence and the likelihood of completing a purchase. These results are in line with prior research by Sekaran & Bougie (2020), which found that trustworthy and up-to-date customer reviews positively affect consumer behavior in online shopping. Similarly, Online Customer Rating (X_2) also shows a significant positive effect on Purchase Decision (Y). Higher product ratings increase perceived quality and trustworthiness, encouraging consumers to make purchases. This indicates that numeric ratings, such as star ratings on Shopee, serve as a quick reference for consumers to assess product reliability and satisfaction from previous buyers. This finding aligns with studies by Rachmad (2023) and Lasar & Utami (2023), which highlight the influence of rating systems on online consumer decision-making.

Moreover, the combined influence of Online Customer Review and Online Customer Rating demonstrates that both factors together significantly affect Purchase Decision, with an Adjusted R Square value of 0.612, meaning that 61.2% of variations in purchase decisions can be explained by these two variables. This shows that reviews and ratings work synergistically to guide consumer behavior on e-commerce platforms, providing both qualitative insights (reviews) and quantitative evaluation (ratings).

In conclusion, leveraging both customer reviews and ratings is essential for online sellers on Shopee to enhance consumer trust and increase purchase likelihood. This finding emphasizes the importance of maintaining high-quality products and encouraging customers to leave informative reviews and high ratings, as these digital signals strongly influence purchasing behavior in a competitive e-commerce environment.

5. DISCUSSION

Effect of Online Customer Review (X_1) on Purchase Decision (Y)

The Online Customer Review variable has a direct and significant positive effect on Purchase Decision. The partial t-test shows a t-value of 5.334, which is greater than the t-table value of 1.656, with a significance level of 0.000 (< 0.05). This indicates that Online Customer Review significantly influences Purchase Decision on the Shopee platform in Depok City. This finding is in line with the Theory of Planned Behavior (Tjiptono, 2020), which explains that consumers often face uncertainty in online purchases due to information asymmetry. Consumers consciously consider potential losses from selecting the wrong product (Rahmawati, 2023), meaning that purchase decisions in the digital environment are flexible and influenced by changing external

factors.

Previous studies also support this finding. Rahman and Prasetyo (2023) found that Online Customer Review has a positive and significant effect on purchase decisions on Lazada, while Sari and Nugroho (2023) observed that complete and credible reviews strengthen consumer trust on Tokopedia. Although not always statistically significant, consumers consistently read product reviews before buying. Positive reviews increase trust in product quality, while negative reviews may reduce purchase intention, which aligns with Cialdini's (2009) concept of social proof. Moreover, Handayani and Yusuf (2024) emphasize that qualitative impacts of reviews play a psychological role in shaping purchase decisions.

The type of product, respondent demographics, and timing of data collection may also influence these results. For example, reviews have a stronger effect on daily needs, food, and cosmetic products than on electronics, which rely more on technical specifications and ratings (Putri & Santoso, 2023). Seller responses to reviews also affect consumer perceptions. Prompt replies to negative reviews and appropriate clarifications improve seller image and increase consumer confidence. Data from Shopee indicates that sellers who actively respond to reviews generally have more stable sales, consistent with Fadilah and Ramadhan (2024). In conclusion, although statistically not always significant, Online Customer Reviews qualitatively play a crucial role in influencing consumer purchase decisions. Reviews serve as social proof, impacting perceived product quality and consumer confidence (Kotler & Keller, 2016). Therefore, both quantitative and qualitative aspects should be considered to understand consumer behavior on e-commerce platforms.

Effect of Online Customer Rating (X_2) on Purchase Decision (Y)

Based on Table 4.16, the t-value for Online Customer Rating is 3.803 with a significance of 0.000. Since t-value (3.803) > t-table (± 1.976) and significance < 0.05, Online Customer Rating has a significant partial effect on Purchase Decision. Thus, H_2 is accepted. This aligns with the quality signal theory (Park & Lee, 2008), which explains that ratings act as indicators of product quality in the digital environment, influencing consumer trust.

This finding is supported by Rahmawati (2023), who found that star ratings significantly affect consumer loyalty and repeat purchases on e-commerce platforms. Handayani and Saputra (2024) also confirmed that high ratings improve perceptions of seller reputation, increasing conversion likelihood. Conversely, Lestari (2023) found that ratings do not significantly influence purchase decisions for well-known brands, as consumers rely more on brand reputation than user ratings.

Data from Shopee users in Depok shows that products with high ratings are more trusted and sold faster than low-rated products. Products with ratings ≥ 4.5 stars tend to be consumer favorites even at higher prices, supporting the quality signal principle. Ratings also serve as social endorsements, assuring potential buyers that the product has satisfied previous customers (Tuten & Solomon, 2017). Prior research by Pramudita and Wijayanti (2023) on Tokopedia and Fitriyani (2024) on Bukalapak supports this, showing that ratings influence both repeat and first-time purchases.

Therefore, Online Customer Rating is a significant factor affecting Purchase Decision on Shopee in Depok, functioning as a signal of quality, social endorsement, and ease of product evaluation. Ratings are not just numbers but reflect customer experiences that shape real consumer behavior in the digital market.

Simultaneous Effect of Online Customer Review and Online Customer Rating on Purchase Decision (Y)

The simultaneous F-test shown in the ANOVA table indicates an F-value of 24.010 with a significance of 0.001. Since F-value (24.010) > F-table (3.06) and significance < 0.05, H_3 is accepted. This means that Online Customer Review (X_1) and Online Customer Rating (X_2) jointly

have a significant effect on Purchase Decision on Shopee in Depok City.

This finding aligns with social proof theory (Cialdini, 2009), where consumers tend to follow others' behaviors through reviews, and quality signal theory (Park & Lee, 2008), where ratings indicate product quality. Combined, reviews provide qualitative insights (social proof), while ratings offer quantitative evaluation (quality signal), enabling consumers to reduce purchase risk and increase confidence.

Products with positive reviews and high ratings are sold faster than those with few reviews or low ratings. Consumers compare both, and discrepancies between reviews and ratings can lead to postponed or canceled purchases. This emphasizes the importance of balancing social proof and quality signals in influencing purchase decisions. Studies by Widjaja and Lestari (2024) show that consistency between reviews and ratings enhances seller credibility, increasing conversion rates. Pramudita and Wijayanti (2023) also highlight that consumers consider both ratings and review narratives; products with high ratings but few or ambiguous reviews may create doubt. In conclusion, the combination of Online Customer Review and Online Customer Rating significantly influences Purchase Decision. Together, these variables increase consumer trust, confidence, and decision-making effectiveness on Shopee in Depok. Reviews and ratings act as primary factors shaping online purchase behavior, reducing uncertainty for consumers (Kotler & Keller, 2022).

6. CONCLUSION

Based on the results of this study on the influence of Online Customer Review (X_1) and Online Customer Rating (X_2) on Purchase Decision (Y) via the Shopee platform in Depok City, several conclusions can be drawn:

The analysis shows that Online Customer Review has a significant positive effect on Purchase Decision, indicating that consumer reviews serve as social proof that builds trust and confidence in products. Similarly, Online Customer Rating also has a significant positive effect, where high ratings act as quality signals that influence consumer perceptions and purchasing behavior.

Furthermore, when tested simultaneously, both Online Customer Review and Online Customer Rating significantly affect Purchase Decision. The combination of these two factors provides consumers with more complete information, reducing purchase risk and enhancing confidence, which in turn supports sales performance.

These findings contribute to the understanding of how digital feedback mechanisms, such as reviews and ratings, influence consumer behavior in e-commerce. However, this study is limited to Shopee users in Depok City, so the results may not be generalizable to other regions or product sectors. Future research is recommended to expand the study area, include other e-commerce platforms, and consider additional factors that may affect purchase decisions.

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