

The Effect Of Online Customer Reviews And Ratings On Consumer Purchase Decisions On Shopee E-Commerce

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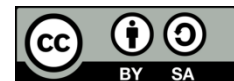
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ABSTRACT

This study aims to determine the influence of online customer reviews and online customer ratings on consumer purchasing decisions on Shopee e-commerce. The research uses a quantitative approach with purposive sampling technique involving 110 respondents in Bireuen Regency. Data were collected using questionnaires and analyzed using multiple linear regression. The results indicate that online customer reviews have a positive and significant effect on purchasing decisions, as evidenced by the t-value of $5.863 > 1.982$ and a significance level of $0.000 < 0.05$. Similarly, online customer ratings also significantly influence purchasing decisions with a t-value of $2.248 > 1.982$ and a significance level of $0.027 < 0.05$. Simultaneously, both variables have a significant effect on consumer purchasing decisions, indicated by the F-value of $64.235 > 3.08$. These findings show that online customer reviews and ratings play an essential role in shaping consumer trust and purchasing decisions on Shopee.

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1. Introduction

The development of digital technology has brought about major changes in consumer behavior and global marketing systems. The internet, which previously only functioned as a source of information, has now transformed into the main means of economic transactions, including in online buying and selling activities. This phenomenon has encouraged the emergence of various e-commerce platforms such as Shopee, Tokopedia, Lazada, Blibli, and Bukalapak.

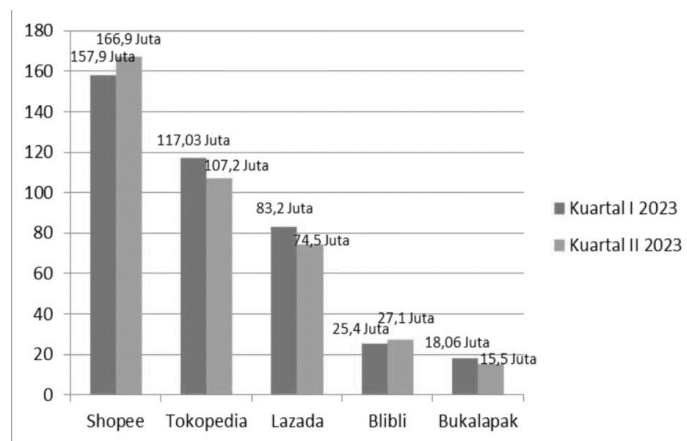


Figure 1. The Largest Marketplace Visit in Indonesia
(First - II Quarter 2023)

Source: katadata.co.id, 2023

Based on Katadata data (2023), Shopee occupies the top position as the marketplace with the highest number of visits in Indonesia, showing dominance and strong appeal among consumers.

Fierce competition between platforms makes it necessary for businesses to be able to understand the factors that affect consumer purchasing decisions. One of the most prominent aspects in the digital context is the role of online customer reviews and online customer ratings. These two features allow consumers to rate and give reviews of the products that have been purchased. Information from previous customers is a source of trust for potential new buyers. According to Thakur (2018), online customer reviews and ratings are a form of electronic word of mouth (e-WOM) communication that greatly affects consumer perception and purchasing behavior.

However, not all of these reviews and ratings always improve a purchase decision. Consumers sometimes have doubts about the authenticity of reviews, the credibility of the reviewers, and the objectivity of the rating system. This doubt can hinder the purchase process even if the product is of good quality. Therefore, a deep understanding of how customer reviews and ratings affect purchasing decisions is important for businesses and academics in the field of digital marketing.

Several previous studies have confirmed a positive relationship between online customer reviews and purchase decisions, such as research by Amin and Fikriyah (2023), Hasanah (2022), and Farera et al. (2023). Their results show that the better the quality and credibility of customer reviews, the higher the tendency of consumers to buy products. In addition, research by Auliya et al. (2017) and Lackermair et al. (2015) confirms that the online customer rating system also plays an important role in building consumer trust and strengthening purchasing decisions.

Based on the phenomenon and findings of previous research, this study was conducted to empirically analyze the influence of online customer reviews and online customer ratings on

consumer purchase decisions on Shopee e-commerce. It is hoped that the results of this research can make a theoretical contribution to the development of marketing management science, as well as become practical input for business actors in optimizing their digital strategies.

2. Research Methods

This study uses a quantitative approach, which aims to determine the influence between the variables of online customer review (X_1) and online customer rating (X_2) on consumer purchase decisions (Y) in Shopee e-commerce.

The population in this study is Shopee application users in Bireuen Regency. The sample was determined using the purposive sampling technique, which is the selection of samples based on certain criteria, namely consumers who have made purchases through Shopee at least once in the last three months. The number of respondents used in this study was 110 people.

The data collection technique was carried out through the distribution of online questionnaires using a five-point Likert scale. The data obtained was then tested using multiple linear regression analysis with the help of the SPSS program to determine the partial and simultaneous influence between independent variables and bound variables.

The regression equation model used in this study is as follows:

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

Information:

Y = Purchase Decision

X_1 = Online Customer Review

X_2 = Online Customer Rating

A = Konstanta

b_1, b_2 = The regression coefficient of each independent variable

e = Error factor

Validity and reliability tests are carried out to ensure that the research instrument is suitable for use. Next, a t-test is carried out to see the partial influence of each independent variable on the dependent variable, and the F test to see the simultaneous influence. In addition, the determination coefficient (R^2) is used to determine how much the independent variable contributes to the dependent variable.

3. Result and Discussion

Results of the Instrument Validity and Reality Test

The research instrument was analyzed using Pearson correlation techniques and reliability testing through Cronbach's Alpha values. The results of the validity test show that each statement item has an adequate correlation level, i.e. above the limit value of 0.30, so that all items are declared valid. Meanwhile, the results of the reliability test showed that the

Cronbach's Alpha value for each variable exceeded 0.60, so that the questionnaire could be declared reliable and suitable for use as a data collection tool in this study.

Classic Assumption Test

Normality Test

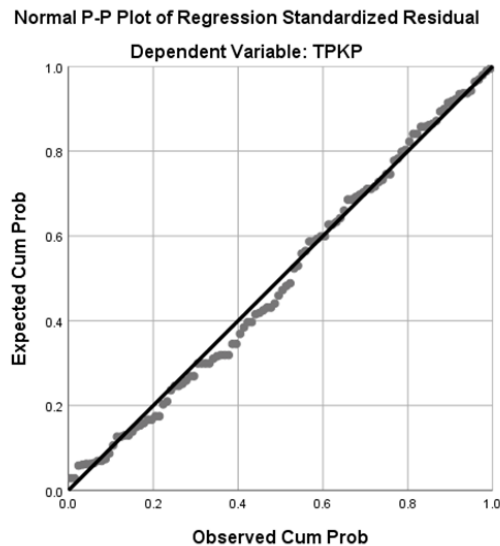


Figure 2. P-Plot Normality Chart

Based on the P-Plot image above, it can be concluded that the regression model meets the assumption of normality because in the normal P-Plot graph points are seen approaching the diagonal line and spreading around the diagonal line and showing very significant results.

Multicollinearity Test

Table 1. Multicollinearity Test

Variabel	Collinearity Statistics	
	Tolerance	VIF
Online Customer Reviews	0.458	2.184
Online Customer Rating	0.458	2.184

Source: Results of Data Research in SPSS 25 (2025)

In table 1, it is explained that the tolerance value of the three variables of Online Customer Review is $0.458 > 0.10$. Meanwhile, the Online Customer Rating variable is $0.458 > 0.10$. Furthermore, the VIF value for the variable, namely Online Customer Review, is $2,184 < 10$. Meanwhile, the Online Customer Rating variable is $2,184 < 10$. So, it can be concluded that there is no multicollinearity in this study.

Heteroskeativity Test

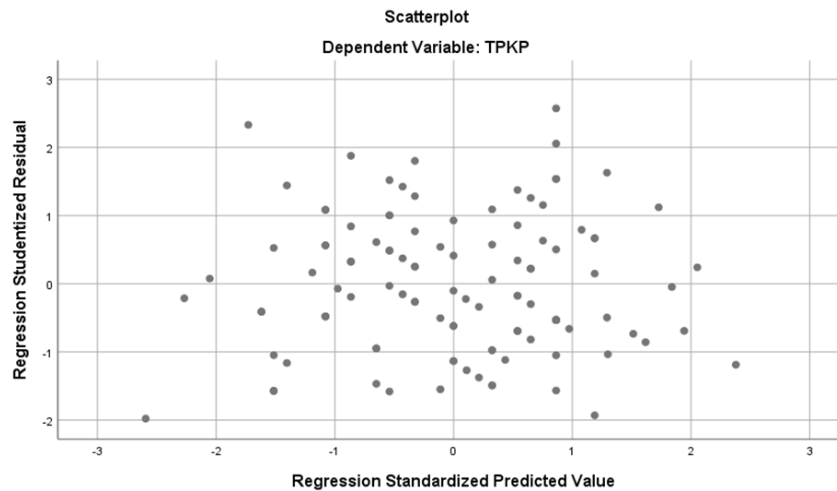


Figure 3. Heteroskeativity Test

In the image above, the first structural model can be seen that the dots are scattered in various directions, both above and below the number 0 on the Y axis and do not form a specific pattern. Thus, it can be concluded that heteroscedasticity did not occur in the regression model of the first structural model.

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.402	1.145		2.972	0.004
Online Customer Reviews	0.687	0.117	0.565	5.863	0.000
Online Customer Rating	0.453	0.202	0.216	2.248	0.027

Source: Results of Data Research in SPSS 25 (2025)

The results of multiple linear regression analysis show similarities:

$$Y = 3,402 + 0,687X_1 + 0,453X_2 + e$$

From the regression equation, it can be seen that the magnitude of the constant value is 3,402, this means that if the influence of Online Customer Review and Online Customer Rating is constant (value 0), then the consumer's purchase decision is worth 3,402.

The Online Customer Review (X_1) regression coefficient of 0.687 states that an increase in the variable coefficient of Online Customer Review (X_1) of 1 unit will cause consumer purchase decisions to increase by 0.687.

The Online Customer Rating (X_2) regression coefficient of 0.453 states that an increase in the variable coefficient of Online Customer Rating (X_2) by 1 unit will cause consumer purchase decisions to increase by 0.453.

Correlation and Determination Coefficient (R2)

Table 3. Correlation Coefficient and Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.739a	0.546	0.537	1.94807

Source: Results of Data Research in SPSS 25 (2025)

Based on the table above, it is known that the value of the correlation coefficient (R) of 0.739 indicates that there is a strong relationship between independent variables and dependent variables of 73.9%. The R² value is 0.546, this shows that the influence of independent variables online customer reviews, and Online Customer Rating has an influence on consumer purchase decisions of 54.6% while the remaining 45.4% is explained by other variables outside this study.

Partial Hypothesis Testing (t-test)

Table 4. Test Results t

Model	t _{hitung}	t _{tabel}	Sig.
Online Customer Reviews	5.863	1.982	0.000
Online customer rating	2.248	1.982	0.033

Source: Results of Data Research in SPSS 25 (2025)

The results of the regression calculation show that the Ha1 hypothesis is accepted, this means that online customer reviews have a partial effect on consumers' purchasing decisions. This is shown by the t_{cal} value of > t_{table} at the level of 5% (5,863 > 1,982) and a significant value of 0.000 < 0.05. The results of the regression calculation show that the Ha2 hypothesis is accepted, this means that online customer ratings have a partial effect on consumer purchase decisions. The Ha2 is shown by the t_{cal} value of > t_{table} at the level of 5% (2,248 > 1.9823) and a significant value of 0.027 < 0.05.

Simultaneous Hypothesis Testing (f-test)

Table 5. Test Results f

F	df1	df2	Sig.
64.235	2	107	0.000

Source: Results of Data Research in SPSS 25 (2025)

Based on the table above, the results of the calculation obtained in the table above, it can be seen that the value of F_{cal} > F_{table} (64,235 > 3.08), and the significant value (sig) = 0.000 < 0.05. The results of the regression calculation show that the Ha3 hypothesis is accepted. This means that the variables of online customer reviews and online customer ratings simultaneously have a significant effect on consumer purchase decisions.

The Influence of Online Customer Review Variables on Consumer Purchase Decisions

In this study, the online customer review variable had a positive effect on consumer purchase decisions. The value of the positive coefficient estimate explains that the more positive the

daily consumer reviews of the product, the stronger the consumer's purchase decision. Online customer reviews are considered a form of social proof, which is social proof that a product has been purchased and used by others. The more positive reviews that are displayed, the higher the level of consumer trust in the product. Consumers tend to trust other people's experiences more than advertisements or descriptions from sellers, because those reviews are considered honest and objective. This increased trust is what makes it easier for consumers to make purchasing decisions.

This is supported by the findings of Salsabilla & Aini (2018), which states that the volume and positive valence of consumer reviews directly increases the confidence and buying interest of potential consumers on online platforms. In the context of Shopee Indonesia, research by Anteng Priyatin & Farisi (2023) proves that online customer reviews have a significant effect on purchase decisions even though online customer ratings do not show the same direct influence.

So, the conclusion is that the more positive online customer reviews are, the higher the consumer purchase decision because positive reviews are able to build trust, reduce risk perception, and provide relevant and real information related to the products offered. In addition, good reviews also increase the value of consumer perception of products and give rise to psychological effects in the form of encouragement to follow the majority choice (herding effect). All of these factors logically explain that Online Customer Reviews are one of the key elements in purchasing decision-making, especially in e-commerce platforms such as Shopee that rely heavily on customer reviews as a form of social proof in digital transactions.

The Influence of Online Customer Rating on Consumer Purchase Decisions

In this study, the online customer rating variable had a positive effect on consumer purchase decisions. This means that the higher the rating given by the previous consumer, the greater the likelihood of potential consumers making a purchase. Ratings usually appear in the form of stars from 1 to 5, and are an instant assessment of the quality of a product or service. Consumers tend to make ratings a very strong initial indicator before proceeding to the stage of reading reviews in detail. This is because ratings are visually digestible and provide an overview of past customer satisfaction.

Research by Anggraini and Pujiharto (2020) shows that Online Customer Rating has a positive and significant influence on consumer purchase decisions on e-commerce platforms. Rating is considered a form of digital trust that is able to reduce uncertainty about products that cannot be seen or tried directly. Likewise, research by Sari and Yasa (2019) conducted on Shopee users in Denpasar, which proves that the higher the rating of a product, the higher the tendency of consumers to make purchases because ratings are considered a reflection of the quality and satisfaction of previous buyers.

Logically, a high rating provides a psychological effect in the form of a perception of quality, credibility, and social security that the product has been proven to be satisfactory. In the digital era, ratings are part of social proof that indirectly affects consumers' impulsive and rational decisions. In fact, ratings can affect the platform's algorithm so that highly-rated

products have a greater chance of appearing on the top page, increasing exposure and ultimately influencing purchasing decisions.

So, it can be concluded that online customer ratings have a significant influence on consumer purchase decisions. A high rating provides a signal of trust and quality, so it can encourage consumers to make a purchase without hesitation. Therefore, ratings are an important element that cannot be ignored in digital marketing strategies, especially in e-commerce such as Shopee.

The Influence of Online Customer Reviews and Online Customer Ratings on Consumer Purchase Decisions

The results of the study show that online customer reviews and online customer ratings have a simultaneous and significant effect on consumer purchase decisions. It is indicated by the value of $F_{cal} > F_{table}$ ($64.235 > 3.08$), and the significant value (sig) = $0.000 < 0.05$. The results of this study explain that the better online customer reviews and online customer ratings, the more consumer purchasing decisions will also increase. Thus, it can be concluded that these two independent variables together have a positive influence on purchasing decisions. This means that the better and higher the quality of reviews and assessments from previous consumers, the greater the likelihood of potential consumers buying products on e-commerce platforms such as Shopee.

Online Customer Review provides detailed information about the consumer experience of a product, such as quality, delivery speed, and seller service. Meanwhile, online customer ratings present numerical ratings (usually in the form of stars) that provide an overview of user satisfaction. The combination of the two creates a social evaluation system that is highly trusted by modern consumers. In the process of making online purchase decisions, the presence of online customer reviews and online customer ratings from previous users can reduce risk, increase trust, and speed up the purchase process.

Research by Sari and Yasa (2019) on Shopee Marketplace users proves that online customer reviews and online customer ratings together have a positive and significant effect on purchase decisions. The study emphasizes that online customer reviews and online customer ratings are important elements in creating a positive perception of products, especially in the context of online shopping that has minimal physical interaction. The same results were also obtained from the research of Anggraini and Pujiharto (2020) which stated that the more and more positive reviews and ratings given by previous buyers, the greater the likelihood that other consumers will feel confident to buy the product.

Logically, online customer reviews and online customer ratings are forms of collective trust built from the real experience of users. Modern consumers tend to trust the testimonials of fellow users rather than ads from sellers. In fact, many consumers read reviews first before looking at product specifications. This shows that trust in other users' opinions is the basis for determining purchasing decisions. In addition, marketplace algorithms also tend to display products with the best online customer reviews and online customer ratings at the top of searches, which indirectly affects product visibility and sales.

Thus, online customer reviews and online customer ratings not only affect consumers' perception of quality, but also affect actual behavior in the purchase process. The better the quality of reviews and ratings, the stronger the influence they have on building trust and driving quick and convincing purchasing decisions.

4. Conclusion and Suggestions

Conclusion

Based on the results of research that has been conducted on the influence of online customer reviews and online customer ratings on consumer purchase decisions on Shopee e-commerce, it can be concluded that these two variables have a positive and significant effect on purchase decisions. This shows that the better customer reviews and ratings of a product, the greater the level of consumer confidence to make a purchase. Honest, informative, and relevant customer reviews can provide a real picture of product quality, while a high rating serves as a quick indicator for consumers to assess previous customer satisfaction. Simultaneously, online customer reviews and online customer ratings play an important role in building trust, reducing risk, and strengthening consumer confidence in purchasing decisions on the Shopee platform.

Suggestion

Based on the results of the research that has been obtained, the researcher suggests that sellers on the Shopee platform can continue to maintain the quality of products and services, and actively respond to every review provided by customers to increase consumer credibility and trust. For consumers, it is recommended to be more careful in reading reviews and pay attention to the rating value before making a purchase to minimize the risk of making wrong decisions. Meanwhile, for future researchers, it is hoped that they can develop this research by adding other variables such as consumer trust, digital promotion, or product information quality, in order to obtain broader and comprehensive research results on online purchasing behavior.

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