

THE INFLUENCE OF PRODUCT RATINGS AND SHOPEE CONSUMER REVIEWS ON WARDAH PRODUCT PURCHASE DECISIONS IN BOGOR REGENCY

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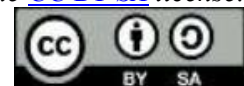
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ABSTRACT

This study aims to analyze the influence of product ratings and consumer reviews on purchasing decisions for Wardah products on the Shopee e-commerce platform in Bogor Regency . The study used a quantitative approach with an associative research type . The research sample consisted of 100 respondents selected using a purposive sampling technique . Data were collected through a Likert- scale -based questionnaire and analyzed using multiple linear regression with the help of SPSS. The results of the study indicate that partially product ratings have a positive and significant effect on purchasing decisions with a calculated t value of 2.260 and a significance of 0.026. Consumer reviews also have a positive and significant effect with a calculated t value of 6.348 and a significance of 0.000, and have a more dominant influence . Simultaneously , product ratings and consumer reviews have a significant effect on purchasing decisions with a calculated F value of 567.534 and a significance of 0.000. The coefficient of determination (R^2) value of 0.921 indicates that both independent variables are able to explain 92.1% of the variation in purchasing decisions . This finding confirms that consumer ratings and reviews are important factors in influencing consumer behavior. consumers in the context of online purchasing .

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INTRODUCTION

The rapid development of information and communication technology has brought significant changes to consumer purchasing behavior . Ease of internet access allows people to conveniently obtain various necessities through digital platforms. One example of this development is the emergence of e -commerce, which allows consumers to conduct transactions without having to meet sellers in person . This has led to a shift in consumer shopping patterns from conventional methods to online systems (T. & Saputra, 2025) .

In Indonesia, e -commerce usage continues to increase in line with high internet penetration and smartphone usage . Various marketplace platforms such as Shopee, Tokopedia, and Lazada compete to attract consumers by offering convenience , product variety , and various supporting

features in the purchasing process (Ambartiasari et al., 2025) . One platform with a high number of users is Shopee, which offers various product categories , including beauty products , which are one of the categories with significant demand (Anasrulloh et al ., 2024) .

Beauty products , especially the Wardah brand , are one of the products that are in high demand by consumers in Indonesia. As a widely recognized local brand (Assa & Harahap, 2025) , Wardah offers a variety of products at relatively affordable prices and competitive quality (Sakti & Amelia , 2023) . In the process of purchasing beauty products online , consumers tend to be more cautious because they cannot see and try the products directly (Aurellia et al., 2025) . Therefore , consumers need additional information as a consideration before making a purchase (Adhiestyia & Sutarmin, 2024; Safitri & Pratama, 2024) .

One source of information frequently used by consumers in e-commerce is product ratings and consumer reviews . Product ratings provide a general overview of product quality based on previous consumer assessments , while consumer reviews provide more detailed information regarding product usage experiences (Fauzan et al., 2024; Riyanjaya & Andarini, 2022) . These two factors serve as important references for consumers in evaluating products and reducing the risk of uncertainty in online purchases (Mawardhany & Soebiantoro, 2025) .

However , the existence of consumer ratings and reviews does not always have the same impact on purchasing decisions . Differences in perceptions of information credibility , the presence of inconsistent reviews , and the possibility of rating and review manipulation can affect consumer trust (Christiana & Pratama, 2024) . In addition , the results of previous studies show differences in findings , where some studies state that ratings and reviews have a significant influence on purchasing decisions (Mutmainah, 2024) , while other studies show different results , where promotional or price variables actually suppress the significance of e-WOM, especially in certain demographic segments (Dina et al., 2023) .

Based on this phenomenon , this study was conducted to analyze the influence of product ratings and consumer reviews on purchasing decisions for Wardah products on the Shopee e-commerce platform in Bogor Regency . This research is expected to provide a deeper understanding of the factors influencing consumer purchasing decisions in the context of online shopping .

LITERATURE REVIEW

Purchase Decision

The purchase decision is the final stage in the consumer decision -making process , where individuals make a choice to purchase a product after considering various factors . According to Kotler and Keller, a purchase decision is a consumer's action in selecting and purchasing a product that best meets their needs and desires (Kotler et al., 2022) .

The purchasing decision process doesn't occur immediately , but rather through several stages , such as recognizing needs , searching for information , evaluating alternatives , and ultimately deciding to make a purchase (Rahmadhana & Ekowati , 2022) . Each stage is influenced by various factors , both internal and external to the consumer .

In the context of e-commerce, the decision -making process becomes more complex because consumers cannot see and try products directly . This situation makes consumers tend to be more cautious in making choices , requiring additional information to consider before making a purchase (Sakti , 2026) .

Information available on e-commerce platforms, such as product descriptions, prices, ratings, and consumer reviews, is a crucial factor in influencing purchasing decisions (Fauzan et al., 2024; Sakti & Amelia, 2023). Consumers will evaluate this information to reduce the risk of uncertainty and ensure that the product they choose meets their expectations.

The indicators of purchase decisions in this research include confidence in buying, certainty in making decisions, consideration in choosing products, intention to repeat purchases, and willingness to recommend products to others. The indicator reflects that the purchase decision is not only limited to the act of buying, but also related to consumer satisfaction and trust in the product (Sakti, 2024).

Product Rating

A product rating is a quantitative assessment given by consumers of a product after purchasing and using it. This rating is typically displayed on a star scale on e-commerce platforms, making it easier for other consumers to quickly understand the product's quality.

In practice, product ratings serve as an initial indicator reflecting the level of consumer satisfaction with a product. Consumers often use ratings as a primary reference before reading other information, as they can provide a brief overview of product quality (Lema et al., 2025).

The higher the rating given, the higher the perception of product quality in the eyes of consumers. Products with high ratings tend to be perceived as more trustworthy and have a lower risk, thus increasing consumer confidence in making a purchase (Tito et al., 2025).

Additionally, product ratings also play a role in helping consumers compare the various product options available. In situations where there are many products with similar characteristics, ratings become a differentiating factor that makes it easier for consumers to determine the most appropriate choice (Ambartiasari et al., 2025).

In this study, product rating indicators include consumer attention to ratings, level of trust in ratings, use of ratings as a reference in assessing product quality, the attractiveness of high ratings, and the ability of ratings to help consumers compare products with other brands (Igo & Sakti, nd).

Consumer Reviews

Consumer reviews are a form of communication delivered by users based on their experiences after using a product. These reviews can include comments, ratings, or descriptions of the product's advantages and disadvantages. In e-commerce, consumer reviews are an important source of information because they provide a more detailed overview than ratings. Consumers often read reviews to gain a deeper understanding of product quality before making a purchasing decision (Mawardhany & Soebiantoro, 2025).

Consumer review indicators in this study include the habit of reading reviews before purchasing, the ability of reviews to provide information about the advantages and disadvantages of products, the influence of positive reviews on consumer confidence, the level of trust in the experiences of other users, and the influence of reviews on purchasing decisions.

RESEARCH METHODOLOGY

This study uses a quantitative approach with an associative approach . The quantitative approach is used to measure the influence of product rating variables and consumer reviews on purchasing decisions . Associative research aims to determine the relationship and influence between the variables studied .

Population and Sample

The population in this study were consumers domiciled in Bogor Regency . The sample in this study amounted to 100 respondents . The sampling technique used non-probability sampling with a purposive sampling method , namely the selection of respondents based on certain criteria (Sugiyono, 2014) . The criteria for respondents in this study were domiciled in Bogor Regency . Respondent identification was carried out through screening questions at the beginning of the questionnaire .

Data Collection Techniques

The data collection technique in this study was carried out using a questionnaire distributed online via Google Form . The questionnaire was distributed through social media such as WhatsApp and Instagram to respondents in Bogor Regency . The research instrument used a Likert scale with five levels of assessment , namely strongly disagree , disagree , neutral , agree , and strongly agree (Sugiyono, 2014) . The questionnaire was compiled based on indicators from each research variable , namely product ratings , consumer reviews , and purchasing decisions . In addition , the questionnaire also contained questions related to respondent characteristics including gender , education level , occupation , location of residence , and income level .

Data Analysis Techniques

The data analysis technique in this study uses statistical software (SPSS). Data analysis is carried out through validity and reliability tests to ensure the research instrument is suitable for use (Sugiyono, 2014) . Next, multiple linear regression analysis is carried out to determine the effect of product ratings and consumer reviews on purchasing decisions . Hypothesis testing is carried out using the t-test to see the partial effect and the F-test to see the simultaneous effect . In addition , a determination coefficient (R^2) test is carried out to determine the magnitude of the contribution of the independent variables to the dependent variable .

RESULTS AND DISCUSSION

Characteristics of the responder

Respondent characteristics in this study were used to provide an overview of the profile of respondents who participated in the study . Respondent characteristic data were obtained through a questionnaire covering gender , education level , occupation , location of residence , and income level . The number of respondents in this study was 100 people domiciled in Bogor Regency .

Table 1. Characteristics Respondent

Characteristics of the responder		Frequency	Presentation
Gender	Man	37	37%
	Women	63	63%
Education	SMA	27	27%
	Diploma	9	9%
	Master	54	54%
	Postgraduate	8	8%
	Other	2	2%
Work	Student	4	4%
	Employee	44	44%
	Self-employed	16	16%
	Student	31	31%
	Other	5	5%
Location	Ciseeng	21	21%
	Parung	25	25%
	Jampang	25	25%
	Cogreg	29	29%
Income	< Rp2.000.000	36	36%
	Rp2.000.000 - Rp5.000.000	33	33%
	Rp5.000.000 - Rp10.000.000	23	23%
	> Rp10.000.000	8	8%

Source : Processed data (2026)

Based on gender , the majority of respondents were women at 63%, while men were 37%. Based on education , it was dominated by undergraduates at 54%, followed by high school graduates at 27%, diploma graduates at 9%, postgraduates at 8%, and others at 2%. Based on occupation , the majority were employees at 44%, followed by students at 31%, self-employed at 16%, students at 4%, and others at 5%. Based on location , respondents were spread across Cogreg at 29%, Parung at 25%, Jampang at 25%, and Ciseeng at 21%. Based on income , the majority were in the category of less than Rp2,000,000 at 36%, followed by Rp2,000,000–Rp5,000,000 at 33%, Rp5,000,000–Rp10,000,000 at 23%, and more than Rp10,000,000 at 8%.

Validity Test

Validity testing is conducted to determine the extent to which the research instrument is able to accurately measure the variables being studied . Validity testing is carried out by comparing the calculated r value with the table r value . In this study , the table r value is 0.194. A statement item is declared valid if the calculated r value is greater than the table r value (calculated r > table r).

Table 2. Validity Test

Variables	Item	r count	r table	Information
Product Rating (X1)	X1P1	0,923	0.196	Valid
	X1P2	0,952	0.196	Valid
	X1P3	0,917	0.196	Valid
	X1P4	0,935	0.196	Valid
	X1P5	0,922	0.196	Valid
Consumer Reviews (X2)	X2P1	0,924	0.196	Valid
	X2P2	0,913	0.196	Valid
	X2P3	0,917	0.196	Valid
	X2P4	0,914	0.196	Valid
	X2P5	0,924	0.196	Valid
Purchase Decision (Y)	Y1	0,931	0.196	Valid
	Y2	0,931	0.196	Valid
	Y3	0,918	0.196	Valid
	Y4	0,932	0.196	Valid
	Y5	0,917	0.196	Valid

Source : Processed data (2026)

Based on the results of the validity test , it is known that all statement items in the product rating variable (X1), consumer reviews (X2), and purchasing decisions (Y) have a calculated r value greater than the r table , namely 0.194. The calculated r value on the product rating variable ranges from 0.917 to 0.952, on the consumer review variable ranges from 0.913 to 0.924, and on the purchasing decision variable ranges from 0.917 to 0.932. Thus , it can be concluded that all statement items in this study are declared valid and suitable for use as research instruments

Reliability Test

Reliability testing was conducted to determine the level of consistency of the research instrument in measuring the variables studied . Reliability testing in this study used the Cronbach's Alpha method . A variable is considered reliable if its Cronbach's Alpha value is greater than 0.60.

Table 3. Reliability Test

Variables	Cronbach,s Alpha	Information
Product Rating (X1)	0,960	Reliable
Consumer Reviews (X2)	0,953	Reliable
Purchase Decision (Y)	0,958	Reliable

Source : Processed data (2026)

Based on the results of the reliability test , it is known that the product rating variable (X1) has a Cronbach's Alpha value of 0.960, the consumer review variable (X2) of 0.953, and the purchasing decision variable (Y) of 0.958 . All Cronbach's Alpha values are greater than 0.60.

Thus , it can be concluded that all variables in this study are declared reliable , so that the research instrument has a good level of consistency and is suitable for use for further analysis .

Multiple Linear Regression

Multiple linear regression analysis was used to determine the influence of product rating variables (X1) and consumer reviews (X2) on purchasing decisions (Y). Based on the results of data processing using SPSS, the following regression equation was obtained :

Table 4. Multiple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.216	.618		.350	.727
	Product rating	.256	.113	.254	2.260	.026
	Consumer Reviews	.722	.114	.712	6.348	.000

Source : Data processed by SPSS for Windows v.25 (2026)

Based on the results of data processing using SPSS, the following regression equation was obtained :

$$Y = 0.216 + 0.256X_1 + 0.722X_2$$

can be interpreted as follows :

1. Constant (0.216)
The constant value of 0.216 indicates that if the product rating variable (X1) and consumer reviews (X2) have a value of zero , then the purchasing decision (Y) has a value of 0.216.
2. Product Rating Coefficient (X1) = 0.256
The regression coefficient of 0.256 indicates that every one unit increase in product rating will increase purchasing decisions by 0.256, assuming other variables remain constant .
3. Consumer Review Coefficient (X2) = 0.722
The regression coefficient of 0.722 indicates that every one unit increase in consumer reviews will increase purchasing decisions by 0.722, assuming other variables remain constant .

Uji T

The t-test was conducted to determine the effect of each independent variable on the dependent variable partially by comparing the calculated t- value with the t- table and observing the significance value . The t- table value in this study was 1.984 . A variable is declared influential if the calculated t- value is greater than the t- table and the significance value is <0.05.

Table 5. T-test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	.216	.618		.350	.727
	Product rating	.256	.113	.254	2.260	.026
	Consumer Reviews	.722	.114	.712	6.348	.000

Source : Data processed by SPSS for Windows v.25 (2026)

Based on the t-test table, the following results were obtained :

1. Influence of Product Rating (X1) on Purchase Decision (Y)
The product rating variable has a calculated t value of 2.260 which is greater than the t table of 1.984 ($2.260 > 1.984$) and a significance value of $0.026 < 0.05$. Thus , it can be concluded that product ratings have a positive and significant effect on purchasing decisions .
2. The Influence of Consumer Reviews (X2) on Purchase Decisions (Y)
The consumer review variable has a calculated t value of 6.348 which is greater than the t table of 1.984 ($6.348 > 1.984$) and a significance value of $0.000 < 0.05$. Thus , it can be concluded that consumer reviews have a positive and significant effect on purchasing decisions .

Uji F

The F test is conducted to determine the simultaneous influence of independent variables on the dependent variable . The test is conducted by comparing the calculated F value with the F table and observing the significance value . The F table value in this study is 3.09 . A model is declared significant if the calculated F value is greater than the F table and the significance value is < 0.05 .

Table 6. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	2714.284	2	1357.142	567.534	.000 ^b
	Residual	231.956	97	2.391		
	Total	2946.240	99			

Source : Data processed by SPSS for Windows v.25 (2026)

Based on the test results , the calculated F value was 567.534 which was greater than the F table of 3.09 ($567.534 > 3.09$) and the significance value was $0.000 < 0.05$. Thus , it can be concluded that the product rating variable (X1) and consumer reviews (X2) simultaneously have a significant effect on purchasing decisions (Y).

Coefficient of Determination

The coefficient of determination is used to determine the extent to which an independent variable can explain a dependent variable . The coefficient of determination can be seen from the R Square value .

Table 7. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.960 _a	.921	.920	1.54638

Source : Data processed by SPSS for Windows v.25 (2026)

Based on the results of data processing , the R Square value obtained was 0.921 or 92.1 % . This shows that the product rating (X1) and consumer reviews (X2) variables are able to explain purchasing decisions (Y) by 92.1%, while the remaining 7.9 % is influenced by other variables outside this study .

CONCLUSION

Based on the research results , it can be concluded that product ratings and consumer reviews have an influence on purchasing decisions for Wardah products on the Shopee e-commerce platform in Bogor Regency . Partially , product ratings have a positive and significant effect on purchasing decisions , indicating that the higher the product rating , the higher the consumer's purchasing decision . Furthermore , consumer reviews also have a positive and significant effect on purchasing decisions , and have a more dominant influence than product ratings .

Simultaneously , product ratings and consumer reviews significantly influence purchasing decisions . This is supported by a coefficient of determination of 92.1%, indicating that both variables are able to explain most of the variation in purchasing decisions , while the rest is influenced by other factors outside this study . This finding indicates that in the context of e-commerce, information in the form of consumer ratings and reviews plays an important role in influencing consumer behavior in making purchasing decisions .

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