THE EFFECT OF PRODUCT REVIEWS AND RATINGS ON CONSUMER PURCHASE DECISIONS ON *THE SHOPEE* MARKETPLACE

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ABSTRACT

This study investigates the influence of product reviews and ratings on consumer purchasing decisions on the Shopee platform in Jember. Using a quantitative approach, an online survey was conducted on 100 randomly selected partisipants, and the data was analyzed using multiple linear regression through SPSS. The analysis results indicate that product reviews have a positive and significant influence on purchasing decisions (β = 0.361; $p < 0.01$), while ratings have a greater influence (β = 0.613; $p < 0.01$). The F-test indicates that both variables simultaneously influence purchasing decisions (F = 85.885; $p < 0.001$), with an Adjusted R^2 of 0.632, meaning that 63.2% of the variation in purchasing decisions can be explained by reviews and ratings. These findings suggest that sellers should focus on improving product and service quality and optimizing the review system to enhance online reputation and consumer shopping experience.

Keywords: Product Reviews, Ratings, Purchase Decisions, Marketplace, Shopee

A. Introduction

Transformations in information and communication technology have fundamentally changed the business world, which in turn is driving rapid growth *e-commerce* in the world, including in Indonesia. Right now, *e-commerce* has become an integral part of economic activity, with many individuals engaging in online transactions. 2,615,874 million people in Jember are involved in *e-commerce* with *marketplace* online platforms such as Shopee are the main platform for millions of consumers to make buying and selling transactions (Central Statistics Agency. (2025) Jember Regency in numbers. Jember: BPS Jember).

This shift in consumer behavior from traditional shopping to online shopping is not only driven by ease of access and time efficiency, but also by the abundant availability of information regarding products and services. In this digital ecosystem, consumer purchasing decisions are increasingly influenced by the experiences and opinions of fellow consumers through product review and rating features.

In the midst of a wide selection of products and sellers in *marketplace*, consumers often face information uncertainty and perceived risks to product quality. Product reviews (*product reviews*) and rating (*Ratings*) present as an important mechanism that functions as a *social proof* and credible sources of information. Product reviews provide a realistic picture of quality and user satisfaction, while star scale ratings offer easy-to-understand quantitative indicators. Both form the online reputation of products and sellers that is the basis of consumer trust.

As one of the platforms *marketplace* Leading in Indonesia, Shopee makes reviews and ratings the main feature in the shopping experience. With millions of daily transactions, the platform is a paradigm case study for analyzing the influence of reviews and ratings on purchase decisions. Based on this phenomenon, these findings raise several key questions: (1) Whether product reviews have an impact on purchasing decisions in *marketplace* Shopee? (2) How does the rating affect purchasing decisions in *marketplace* Shopee?

(3) The extent to which product reviews and ratings have a simultaneous effect on consumer purchasing choices in *marketplace* Shopee?

The goal of these findings is to conduct an in-depth analysis of the influence of product reviews, ratings, and the combination of the two on consumer purchasing decisions in the *marketplace* Shopee. This finding is expected to be able to provide added value for various parties. For consumers, these findings provide insight to make more informed purchasing decisions. For sellers, the results of these findings can be a reference in building an online reputation. Meanwhile, for industry players and academics, these findings can be the basis for the development of marketing strategies and follow-up findings in the field of digital consumer behavior.

Thus, these findings have not only academic value but also practical relevance in understanding the dynamics *e-commerce* and consumer behavior in the digital age which continues to develop rapidly. In this digital ecosystem, consumers no longer only depend on information provided by sellers, but are also greatly influenced by the experiences and opinions of fellow consumers.

Based on the findings questions that have been formulated, the following are the hypotheses that can be proposed:

1. Hypothesis 1 (H_1): Product reviews have a crucial positive influence on consumer purchase decisions on *the Shopee* marketplace.

2. Hypothesis 2 (H_2): Ratings have a positive influence on consumer purchase decisions on the *Shopee* marketplace.

3. Hypothesis 3 (H_3): Simultaneously, product reviews and ratings have a crucial positive influence on consumer purchase decisions on *the Shopee* marketplace.

4. Hypothesis 4 (H_4): There is a crucial positive influence between the controlled variable and the responding variable.

B. Research Methods

This finding applies a quantitative approach based on data or evidence that can influence product reviews and ratings on consumer purchase decisions on the Shopee

platform. These findings are explanatory and use a survey design that was carried out online through the distribution of questionnaires.

The population studied in this finding includes all Shopee consumers in Jember who have made transactions. Sugiyono (2014). The sample was determined by *probability sampling* technique through *random sampling mode* to ensure the representation of participants from various demographic backgrounds. The inclusion criteria determined include: (1) having made purchases on Shopee for the January-June 2025 period, (2) being at least 18 years old, and (3) actively reading reviews and paying attention to ratings before buying. The sample size was determined using the Slovin formula with a 95% confidence level and a 10% margin of error.

Data was obtained through online questionnaires distributed through social media platforms (What'app, Instagram, and TikTok) to reach a wider range of participants. The test research instrument has gone through validity and reliability tests through the trial stage of 30 participants.

Multiple linear regression is applied as a data analysis method, with the model used being the equation:

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$

where:

Y = purchase decision

X1 = product reviews

X2 = product rating

β = regression coefficients

ε = error term

Hypotheses are tested through:

1. T-test for partial analysis of each independent variable.

2. F test for simultaneous analysis

3. Analysis of the determination coefficient (R^2) to determine the contribution of each bound variable.

This finding uses the measurement of research variables conducted using a 5-point Likert scale questionnaire. Data processing is carried out with the help of SPSS statistical software which allows for accurate and comprehensive analysis.

Through this systematic methodological approach, these findings are expected to produce valid and reliable results regarding the influence of product reviews and

ratings on purchase decisions on the Shopee *e-commerce* platform . The findings will contribute both theoretically and practically to the development of digital consumer behavior literature and *e-commerce marketing strategies.*

C. Research and Discussion Results

Table 1.1
Multiple Linear Regression Test Results

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.255	3.171		0.081	0.936
X1 Product Reviews	0.361	0.097	0.310	3.719	0.000
Rating X2	0.613	0.092	0.555	6.646	0.000

Source: Primary data after processing, 2025

Sampling was carried out by applying *probability sampling* using *the random sampling* method to ensure that participants represented various demographic backgrounds. The inclusion criteria that have been set include:

$$Y = 0.255 + 0.361X_1 + 0.613 X_2 + e$$

The above regression equation considers the partial relationship between the free variable and the bound variable. Based on these equations, it can be concluded that:

1. The *constant* value is 0.255. This means that if the values of (X_1 and X2) are zero, then the value of the Purchase Decision (Y) is estimated to be 0.255.

2. The Product Review regression coefficient is 0.361. This indicates that every one unit increase in Product Reviews (X_1) will increase the consumer's Purchase Decision on the shopee marketplace (Y) by 0.361, assuming that the Rating (X_2) remains constant. This shows that Product Reviews contribute positively to consumer purchase decisions on the *Shopee* marketplace.

3. The regression coefficient of the Rating is 0.613. This means that every one unit increase in the Rating (X_2) will increase the

consumer's Purchase Decision on the shopee marketplace (Y) by 0.613, assuming that the Product Reviews (X_1) remain constant. This shows that Ratings also make a more dominant positive contribution compared to Product Reviews to consumer purchase decisions on the *Shopee* marketplace.

Results of the t-test (partial)

Decision-making is made based on the important values contained in the *Coefficients* table. Generally, regression results are tested using a confidence level of 95% or a crucial level of 5% ($\alpha = 0.05$). The criteria of the t statistical test (Ghozali, 2016). The t-test performed can be seen in table 1.2 as follows:

Table 1.2

Results of the t-test (partial)

Model		B	Std. Error	Beta	t	Its elf.
		Unstandardized Coefficients		Standardized Coefficients		
1	(Constant)	0.255	3.171		0.081	0.936
	X1 Product Reviews	0.361	0.097	0.310	3.719	0.000
	Rating X2	0.613	0.092	0.555	6.646	0.000

Source: Primary data processed, 2025

By referring to table 1.2 and examining the part of the table that contains the value of t and significant level (sig.) as the basis for making an explanatory decision, it can be conveyed as follows:

1. The effect of product review variables on consumer purchase decisions on *the* shopee marketplace (H_1).

The product review variable (X_1) has a positive and crucial influence on consumer purchase decisions on *the* Shopee marketplace. This is evidenced by the crucial value of the product review variable (X_1) of 0.00, which is below the significant limit of 0.05. In addition, the t-value of the table is calculated using the formula t (α/2; n-k-1) = t (0.05/2; 100-2-1) = t (0.025; 97) = 1.98472. The calculated t value obtained is greater than the table t (3.719 > 1.98472), which causes H_0 to be rejected and H_1 to be accepted. Thus, it can be concluded that partially, product reviews have a significant effect on purchase decisions on *the Shopee* marketplace.

2. The Influence of Rating Variables on Consumer Purchase Decisions in the Shopee Marketplace (H_2)

The rating variable (X_2) also has a positive and crucial influence on consumer purchase decisions on the Shopee marketplace. This can be seen from the crucial value of the rating (X_2) of 0.00, which is smaller than the crucial limit of 0.05. In addition, the t-value of the table is calculated by the formula t ($\alpha/2$; n-k-1) = t (0.025; 97) = 1.98472. Thus, the calculated t-value obtained is greater than the table t-value (6.646 > 1.98472), resulting in H_0 being rejected and H_2 being accepted. Thus, it can be partially concluded that ratings have a crucial effect on purchase decisions on *the Shopee* marketplace.

Test F Results (Simultaneous)

According to Pardede and Manurung (2014:28), the F test is used to measure the simultaneous influence of independent variables on dependent variables (Y). This test procedure involves comparing the calculated F values with the F table. If the calculated value F is greater than the F of the table, then the proposed regression model is considered feasible or appropriate. In this case, the F table is calculated using the formula F = f(k; n-k), where k and n are the number of variables and the total sample, respectively, so that for F = (2; 100 – 2), the value of F of the table is 3.09 with a crucial rate of 5%. The results of the F test can be seen in the following table 1.3:

Table 1.3

F Test Results ANOVA

Model		Sum of Squares	df	Mean Square	F	Its elf.
1	Regression	1397.542	2	698.771	85.885	<.001 b
	Residual	789.208	97	8.136		
	Total	2186.750	99			

Source : Primary data processed, 2025

According to the findings of the test shown in the table above, the calculated F value was 85.885 while the F value of the table was 3.09. Therefore, it can be concluded that F counts are greater than F tables, which are 85.885 > 3.09. In addition, the crucial level obtained is 0.00, a significance value (p-value) that is smaller than 0.05. Thus, H_0 is rejected and H_3 is accepted. This shows that the product review variables (X_1) and rating (X2) collectively have a crucial impact on consumer purchase decisions on *the Shopee* marketplace.

Determination Coefficient Test Results

R² represents the proportion of variations in dependent variables that can be explained by independent variables in a model that can explain variations in dependent variables. The value of R² ranges from zero to one. The lowest value of R² indicates that independent variables have a very limited ability to explain variations in dependent variables. In contrast, a value close to one indicates that independent variables almost completely provide the information needed to predict variations in dependent variables. The results of the R² test can be seen in the following table 1.4:

Table 1.4

Coefficient of Determination Test (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799 a	0.639	0.632	2.85240

Source : Primary data processed, 2025

From the table, it can be seen that the value of the determination coefficient is at the *Adjust R Square value* of 0.632. In other words, the contribution of independent variables in explaining dependent variables reached 63.2%, the remaining 36.8% was influenced by other factors that were not included in the scope of this study, for example, vouchers, discounts, delivery speed, and other factors.

E. Conclusion

According to the findings that have been implemented, several important points can be concluded regarding the influence of product reviews and ratings on consumer purchase decisions on *the* Shopee marketplace, as follows:

1. The Influence of Product Reviews: The analysis shows that product reviews (X_1) are proven to have a positive and crucial influence on consumer purchase decisions on the Shopee marketplace (Y). This is indicated by the crucial value which is below 0.05 (0.000) and the calculated t value (3.719) > t table (1.98472). Therefore, the first hypothesis (H_1) states that product reviews affect consumer purchase decisions on *the Shopee* marketplace.

2. Rating Effect: The study also found that product ratings (X_2) have a positive and crucial effect on consumer purchase decisions on the Shopee marketplace (Y). The crucial value for the rating also shows the crucial result (0.000), and the calculated t value (6.646) > the table t (1.98472). Therefore, the second hypothesis (H_2) which states the influence of ratings on consumer purchase decisions on *the* Shopee marketplace is accepted

3. Simultaneous Influence of Product Reviews and Ratings: the results of the F test show that product reviews and ratings together have a crucial influence on consumer purchasing decisions. The value of F is calculated (85.885) > F table (3.09) with a crucial value of 0.000. This indicates that these two independent variables stimulily make an important contribution in influencing consumer purchase decisions on the Shopee marketplace. Therefore, the third hypothesis (H_3) is accepted.

4. Coefficient of Determination: The *Adjusted R Square* value of 0.632 indicates that 63.2% of the variation in purchase decisions can be explained by product reviews and ratings, while the remaining 36.8% are influenced by external factors not analyzed in this study, such as promotions, discounts, shipping speed, and other factors.

Overall, these findings underscore the crucial role of product reviews and ratings in influencing consumer purchase decisions on *e-commerce platforms* such as Shopee. These findings provide valuable insights for consumers in making more informed decisions, as well as for sellers in building a good online reputation. Furthermore, the results of this research have the potential to be a source of reference for industry players and academics in developing marketing strategies and further research in the field of digital consumer behavior.

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