

# **Influence of Ratings and Online Customer Reviews on Purchase Decisions in The Shopee Marketplace**

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## **Abstract**

This study aims to examine the effect of customer ratings and reviews on purchase decisions on Shopee. This research used multiple linear regression to estimate the determinants of purchase decision on Shopee. Data was collected through a questionnaire and analyzed to test the relationship between variables. The descriptive verification method aims to describe whether the facts are true or not and explain the relationship between variables by collecting, processing, analyzing and interpreting data in statistical hypothesis testing. The results showed that partially, rating and customer reviews have a positive and significant effect on purchase decisions. At the same time, customer ratings and reviews simultaneously have a positive and significant effect on purchase decisions.

## **Abstrak**

Tujuan dari penelitian ini adalah untuk menguji pengaruh rating dan review pelanggan terhadap keputusan pembelian di Shopee, khususnya pada mahasiswa Fakultas Ekonomi dan Bisnis Islam Institut Agama Islam Darussalam (IAID) Ciamis. Penelitian ini menggunakan jenis penelitian kuantitatif dengan metode deskriptif verifikatif. Data dikumpulkan melalui kuesioner dan dianalisis untuk menguji hubungan antar variabel. Metode deskriptif verifikatif bertujuan untuk

menggambarkan fakta-fakta yang ada dan menjelaskan hubungan antar variabel dengan cara mengumpulkan, mengolah, menganalisis, dan menginterpretasikan data dalam pengujian hipotesis secara statistik. Hasil penelitian menunjukkan bahwa secara parsial, rating berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai signifikansi  $0,001 < 0,05$ , thitung  $3,270 > ttabel 1,978$ , dan koefisien regresi positif sebesar  $0,276$ . Ulasan pelanggan juga berpengaruh positif dan signifikan dengan nilai signifikansi  $0,000 < 0,05$ , thitung  $9,192 > ttabel 1,978$ , dan koefisien regresi positif sebesar  $0,551$ . Pada saat yang sama, penilaian dan ulasan pelanggan berpengaruh positif dan signifikan terhadap keputusan pembelian dengan  $F_{hitung} 100,07 > F_{tabel} 3,06$  dan nilai signifikansi  $0,000 < 0,05$ .

**Keywords:** Review, online customer review, marketplace, Shopee, purchase decision

## Introduction

The Internet has become an integral part of modern society's lifestyle, used not only to access information but also to fulfill various needs. The shift from offline to online shopping habits has fueled the significant growth of the e-commerce market. Marketplaces such as Shopee offer attractive conveniences to consumers, influencing their purchasing behavior from physical stores to online stores. Evolving technology has changed the way consumers make purchasing decisions for products and services.

Marketplaces are virtual markets where buyers and sellers meet to conduct transactions. E-marketplaces are very useful for businesses to create a more effective and efficient marketing strategy. Changes in consumer behavior that now prefer online shopping are largely due to the convenience offered. Unlike offline shopping, consumers cannot see the physical product directly when shopping online, so they rely on information such as online ratings and reviews to make purchasing decisions.

Customer ratings and reviews strongly influence purchase decisions. Consumers typically search for product information through reviews, which include product specifications, pros, cons, and prices. Ratings are also an important indicator, with high ratings reflecting the satisfaction of many buyers. Sellers need to understand how consumers make purchasing decisions in order to adapt their strategies.

Data shows that the value of e-commerce transactions continues to grow, driven by convenience and government support for logistics and infrastructure development. However, there are also risks that hinder the use of e-commerce, such as payment security issues, the risk of fraud, and the quality of goods not meeting expectations. Therefore, it is important for sellers to build buyer satisfaction and trust through service quality, e-satisfaction, e-trust, and e-commitment.

According to Islam, online buying and selling transactions are permissible if they comply with the terms and conditions of buying and selling and avoid elements of fraud (gharar). The Prophet SAW prohibits transactions that involve uncertainty and fraud, so it is important for sellers to provide clear and honest information about the products being sold. Online ratings and reviews help reduce the risk of fraud by giving potential buyers a clearer picture of the product.

Trust and risk are important factors that influence purchase and repurchase decisions in online transactions. Research shows that the Shopee marketplace is the number one marketplace in terms of visits and app downloads in Indonesia. Fashion products, electronic devices and household goods are the most sought after by consumers. This trend is supported by the changing demographics of online consumers, where women now shop online more than men, especially during promotional periods such as Ramadan sales.

Observasi awal terhadap mahasiswa Fakultas Ekonomi dan Bisnis Islam IAID Ciamis menunjukkan bahwa 100% responden pernah bertransaksi di Shopee. Peneliti menemukan bahwa produk serupa dengan harga yang sama dapat memiliki perbedaan signifikan dalam jumlah rating, review, dan jumlah barang terjual. Hal ini menunjukkan pengaruh besar rating dan review terhadap keputusan pembelian. Penelitian ini bertujuan untuk memahami lebih dalam pengaruh rating dan online customer review terhadap keputusan pembelian di Shopee, khususnya di kalangan mahasiswa Fakultas Ekonomi dan Bisnis Islam IAID Ciamis.

Initial observations of students at the Faculty of Economics and Islamic Business IAID Ciamis showed that 100% of respondents had transacted on Shopee. Researchers found that similar products with the same price can have significant differences in the number of ratings, reviews and number of items sold. This shows the strong influence of ratings and reviews on purchase decisions. This study aims to better understand the impact of ratings and online customer reviews on purchase decisions on Shopee, especially among students of the Faculty of Economics and Islamic Business, IAID Ciamis.

## **Theoretical review**

### *Rating*

Rating is a part of the review that uses star symbols instead of text to express the customer's opinion. Rating can be interpreted as a user's judgment of a product's preference against their experience, which refers to the psychological and emotional state they live in when interacting with virtual products in a mediated environment (Li & Zhang, 2002).

Moe and Schweidel linked evaluations to the level of customer decision making. They found that the influence of a customer's evaluation of a rating before making a purchase decision depends on how often that customer makes a rating or evaluation of a product (Moe & Schweidel, 2012).

### *Online customer reviews*

According to Filieri (2014) in the journal (Wahyudi & R Handayani, 2019), customer reviews are a form of word-of-mouth communication about sales, where potential buyers receive information about products from consumers who have experienced the benefits of these products. According to Yasmin (2015) in the journal (Ardianti & Widiartanto, 2019), customer reviews make it easier for consumers to find comparisons with similar products sold by other sellers, this is due to the rapid use of digital marketing so that it benefits consumers, namely consumers do not have to visit different sellers directly.

With the availability of this information, consumers can get the quality of product they are looking for from reviews and experiences written by consumers who have purchased products from online sellers. Consumers will usually look for quality information when deciding to buy a product, with the increasing popularity of the Internet, online customer reviews have become one of the important sources used by consumers to find out the quality of a product (Zhu & Zhang, 2010).

### *Consumer Behavior*

Consumer behavior is a process and activity when a person is involved in searching, selecting, purchasing, using, and evaluating products and services to meet needs and wants (Duncan, 2002). Consumer behavior is the things that underlie consumers to make a purchase decision. For low-involvement goods, the decision-making process is carried out easily, while for high-involvement goods, the decision-making process is carried out with very careful consideration.

### *Purchase decision*

Today's consumers (especially young consumers) spend money and hope to buy a trusted product or service so that the money spent and the consumption of the product or service can be balanced and equal. Research conducted by Kannaiah states that the factors that influence consumer purchases online are information about products, payment via online, convenience in transactions, consumer attitudes towards online shopping, ease of shopping and flexibility. Some of these factors are psychological factors of consumers, where each consumer may have differences in judgment, which in this case means related to consumer perceptions (Shanthi & Kannaiah, 2015). Online purchasing decisions are defined as consumer activities regarding the selection of products sold on the internet through webstores or social media (Sari et al., 2022).

### **Method**

The research method used in this research is quantitative research method. Quantitative research method is a research method that is based on positivism and is used to study a specific population or sample (Rahmi et al., 2019). The analysis method used in this research is descriptive and verification method with a quantitative approach by using this research method, a significant relationship between the variables studied will be known so that the conclusions will clarify the picture of the object of study.

In this study, the data source used is primary data. Primary data is a data source that provides data directly to the data collector. The data is collected by the researcher directly from the first source or where the object of study is carried out (Sugiyono, 2018). The data collection technique used in this study was questionnaire. Questionnaire is a data collection technique by giving or distributing a list of questions to the respondents, with the hope that they will provide an answer to the list of questions asked.

The data analysis method used in this research is multiple linear regression analysis. Before analyzing the data, a classical assumption test is first carried out so that the independent variable as the dependent variable estimator is free from bias. The classical assumption test used in this research is normality test, multicollinearity test and autocorrelation test. For hypothesis testing in this research, t-statistic test, F-statistic test and coefficient of determination (R<sup>2</sup>) test were used.

## Results and Discussion

*The effect of rating on purchase decisions on the Shopee marketplace among students of the Faculty of Economics and Islamic Business, IAID Ciamis.*

Based on the results of the statistical test, the sig. variable Rating (X1) of 0.001 is smaller than 0.05 ( $0.001 < 0.05$ ) and the tcount value of 3.270 which means greater than the ttable value ( $3.270 > 1.978$ ) and has a regression coefficient value of 0.276, the first alternative hypothesis in this study which states that "Rating affects purchasing decisions in the Shopee Marketplace among students of the Faculty of Economics and Islamic Business IAID Ciamis" is supported. Thus, Rating (X1) has a positive and significant effect on purchase decisions in the Shopee Marketplace among students of the Faculty of Economics and Islamic Business, Institut Agama Islam Darussalam Ciamis.

Rating variables have a positive and significant effect on purchase decisions. The results of this study are related to the findings of (Ichsan M, Jumhur ,HH, 2018), which states that Rating has a significant positive influence on purchasing decisions. This fact shows that the possibility of Rating variable can influence and become one of the factors that make consumers make purchasing decisions in Shopee marketplace. This means that before deciding to purchase a product on the Shopee marketplace, consumers will first look at the level of rating value given by previous consumers who have made purchases, which then consumers will make this rating as one of the factors for deciding to purchase a product according to the high and low rating of the product.

Product ratings are given by consumers, in Islamic economics this is done consensually, there is no element of coercion. If the goods do not match the product rating given by other consumers, it is not allowed to cook each other. According to this theory, there is no element of coercion in consumer ratings on the Shopee marketplace, it can be concluded that consumers who shop on Shopee and then give star ratings to products purchased by consumers are really doing so because of their own interest without anyone requiring them to give stars.

*The influence of Online Customer Review on the purchase decisions on the Shopee marketplace among the students of the Faculty of Economics and Islamic Business, IAID Ciamis.*

Based on the results of statistical tests, the sig. variable Online Customer Review (X2) of 0.000 is smaller than 0.05 ( $0.000 < 0.05$ ), as

well as the tcount value of 9.192, which means greater than the ttable value ( $9.192 > 1.978$ ) and has a regression coefficient value of 0.551, so the second alternative hypothesis "Online Customer Review affects purchasing decisions on the Shopee Marketplace among students of the Faculty of Economics and Islamic Business IAID Ciamis" is supported. Thus, Online Customer Review has a positive and significant effect on purchase decisions on the Shopee marketplace among students of the Faculty of Economics and Islamic Business, Institut Agama Islam Darussalam Ciamis.

The results of this study are consistent with the research (Farki & Baihaqi, 2016), which states that the variable Online Customer Review has a significant relationship with customers' purchasing interest on the marketplace in Indonesia. That is, consumers see the content of the Online Customer Review given by previous consumers about a product and decide to purchase according to the positive or negative reviews.

Islam is a complete religion and all economic activities including buying and selling are regulated in Islam. Islam does not specifically regulate consumer reviews, but in Islamic economics there are teachings of business ethics in Islamic law. And also Islam teaches a good way of buying and selling including providing product reviews, namely with justice, protection, honesty between buyers and sellers. In providing reviews there is no element of manipulation and deviation. As stated in the Hadith of the Prophet Muhammad SAW.

Meaning: "The Messenger of Allah (sall-Allâhu 'alaihi wa sallam) once passed a pile of food, then he put his hand in it, then his hand touched something wet, so he asked, "What is this, O owner of the food?" The owner replied, "The food has been exposed to rainwater, O Messenger of Allah. He said, "Why don't you put it in the food section so that people can see it? Be aware that whoever cheats is not one of us" (Hadith narrated by Muslim, No.102).

In this case, we must know that when giving product reviews, it is necessary to avoid the prohibitions of Islamic law such as manipulation and so on. Based on the above theory, it can be concluded that in consumer reviews must be in accordance with the regulations and in conducting Islamic business activities.

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Based on the analysis test conducted, it shows that the variables Rating and Online Costumer Review simultaneously have a positive and

significant effect on purchase decisions. This is evidenced by the test results obtained sig. value of 0.000 (5%) with Fcount of 100.07. Since  $F_{hitung} > F_{tabel}$  ( $100.07 > 3.06$ ) and the significance value  $< 0.05$  ( $0.000 < 0.05$ ), the third alternative hypothesis in this study which reads "Rating and Online Customer Review affect purchase decisions on the Shopee marketplace among students of the Faculty of Economics and Islamic Business IAID Ciamis." is accepted.

The alternative hypothesis for this variable is supported by the results of the multiple regression tests, which show that the coefficient of determination ( $R^2$ ) is 0.597 or 59.7%, which means that the purchase decisions of FEBI IAID Ciamis students are influenced 59.7% by the variables Rating and Online Customer Review, while 40.3% are influenced by other variables not tested in this study.

## Conclusion

There is a positive and significant effect on the Rating variable, as shown by the results of the T-test, with a tcount of 3.270 and a significance value (Sig.) of 0.001. Thus, it can be seen that the  $t_{count} > t_{table}$  value ( $3.270 > 1.978$ ) and the significance value  $< 0.05$  ( $0.001 < 0.005$ ). Thus, it can be concluded that the rating has a positive and significant effect on the purchase decision in Shopee marketplace among the students of Faculty of Economics and Islamic Business, Institut Agama Islam Darussalam Ciamis.

There is a positive and significant influence on the variable Online Customer Review as evidenced by the results of the T-test with tcount of 9.192 and a significance value (Sig.) of 0.000. Thus, it can be seen that the  $t_{count} > t_{table}$  value ( $9.192 > 1.978$ ) and the significance value  $< 0.05$  ( $0.000 < 0.005$ ). Thus, it can be concluded that online customer review has a positive and significant effect on the purchase decision in Shopee marketplace among students of Faculty of Economics and Islamic Business, Institut Agama Islam Darussalam Ciamis.

There is a positive and significant influence of the variables Rating and Online Customer Review on the variable Purchase Decision, as evidenced by the results of the F-test, with an fcount value of 100.073 and a significance value (Sig.) of 0.000. The value of  $f_{table}$  at 5% level of significance was found to be 3.06. So it can be concluded that  $f_{hitung} > f_{tabel}$  ( $100.073 > 3.06$ ), a significance value of  $0.000 < 0.005$  and based on the R square coefficient of determination test of 0.597 or 59.7%. Thus, it can be concluded that rating and online customer review

simultaneously have a positive and significant effect on the purchase decisions on Shopee marketplace among students of Faculty of Economics and Islamic Business, Institut Agama Islam Darussalam Ciamis.

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