



# The Influence Of Online Customer Reviews, Online Customer Ratings And Price Perceptions On Decisions To Purchase Bostanten Products At Shopee

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## ABSTRACT

*Purchasing decisions are individual actions involved in choosing options to obtain a product provided by the seller. This research aims to determine the influence of online customer reviews, online customer ratings and price perceptions on purchasing decisions for Bostanten products at Shopee by students from Tuah Madani District, Pekanbaru. This type of research is quantitative with a sample size of 100 respondents from Tuah Madani District Students, Pekanbaru who bought Bostanten products at Shopee. Determination of samples using Le.me.show with sampling procedures using purposive techniques. Sampling. The method was analyzed using the SPSS program. The data source used is primary data. The results of this research show that Online Customer Reviews, Online Customer Ratings and Price Perceptions have a positive effect on Purchasing Decisions. This means that students show that the better the reviews and ratings the product receives, as well as the more positive the consumer's perception of price, the greater the student's likelihood of making a purchase.*

## INTRODUCTION

Technological advances in the era of globalization have brought significant changes to human life. One of the major innovations in information technology after newspapers, radio, and television is the computer, which now plays an important role in the dissemination of information.

Looking at the trend, the number of internet users in Indonesia has continued to grow every year for the past decade. The number of internet users in Indonesia is recorded to have soared by 1.4% from 2023. It is known that people are starting to use the internet as a medium for online shopping. The increasing number of internet users, especially in Indonesia, makes the internet not only a source of information and communication, but also a means of fulfilling daily needs, this is supported by the statement of Hidayati et al in (Salamet and Wahid 2024) the advancement of the internet has driven the development of e-commerce significantly, the widespread distribution of the internet allows consumers to more easily search for product information online and change their shopping behavior. Among the various marketplaces available, Shopee is the platform with the highest number of visits in 2024. This statement is supported by a report from the Databoks news channel (2023) which mentions the five e-commerce sites with the most visitors in Indonesia in the third quarter of 2023, namely Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. Of the five sites, only Shopee and Blibli experienced an increase in the number of visitors, while their competitors tended to experience a decline.





This growth is influenced by the increasing internet penetration and adoption of digital technology in society. Although Shopee experienced a decline in the number of monthly visitors, this platform still leads with a market share of 64.2% in February 2024. This data reflects Shopee's strength and appeal in meeting the online shopping needs of the Indonesian people. Shopee is one of the most popular e-commerce sites in the community. According to the WeAreSocial report, Shopee was recorded as the marketplace with the highest visits in Indonesia in February 2024.

## LITERATURE RESEARCH

### A. Marketing Management

Marketing management according to (Ibrahim 2023) is a process that aims to provide value to consumers and build strong relationships with them in a profitable way for the company. To select target markets, attract, retain, and develop new clients by producing, delivering, and sharing higher value for customers, marketing is a synthesis of art and science.

The term marketing management consists of two words, namely "management" and "marketing." According to Kotler & Keller (2016) in (Reken et al 2024) marketing is the process of analysis, planning, and implementation of programs aimed at creating, building, and maintaining profitable exchanges with target buyers in order to achieve company goals.

### B. Purchasing Decision

Purchasing decisions are individual actions involved in choosing options to obtain a product provided by the seller. Factors that influence this decision include behavior and personal characteristics, such as age, occupation, and economic conditions. According to Buchari Alma, Purchasing decisions are influenced by several characteristics, including economic, financial, technological, political, cultural, and marketing elements such as products, prices, locations, promotions, physical evidence, people, and procedures. All of these factors shape consumers' attitudes in processing information and ultimately making decisions about the products to be purchased (Wulandari & Mulyanto 2024).

### C. Online Customer Reviews

Online Customer Review (OCR) is a review given by consumers as a form of evaluation of a product based on various aspects. Through the experiences and assessments shared by previous buyers, consumers can obtain information about the quality of the products they are looking for when shopping online (Dewi, Kuntardina, & Adiputra, 2022).

Sukirman (2023) also stated that online customer reviews are assessments given by customers of a product, covering various aspects such as the quality of the goods and the experience when making a purchase. These reviews are considered relevant because they are given voluntarily by consumers who have actually made transactions, so they are one of the important factors that can influence purchasing decisions.

### D. Online Customer Rating

Rating is a form of assessment given by users to a product based on their personal experience. This assessment reflects the psychological and emotional conditions felt by users when interacting with virtual products in a mediated digital environment (Aisyah & Rosyidi, 2023).

Online Customer Rating itself is an opinion or evaluation submitted by consumers after making an online purchase and then published on the seller's website. Generally, ratings are used as a form of feedback from consumers to sellers.

Although similar to reviews, online customer ratings are presented on a star scale. The higher the number of stars given, the better the quality of the product or service being assessed (Lackermayer, 2013 in Martini et al., 2022).

### E. Price Perception

Price perception refers to the tendency of consumers to assess the suitability between the benefits received from a product and the price offered. The view of whether a product is considered expensive, cheap, or reasonable can vary from individual to individual because it is influenced by the environmental background and personal conditions of each (Abdilla & Husni, 2018).



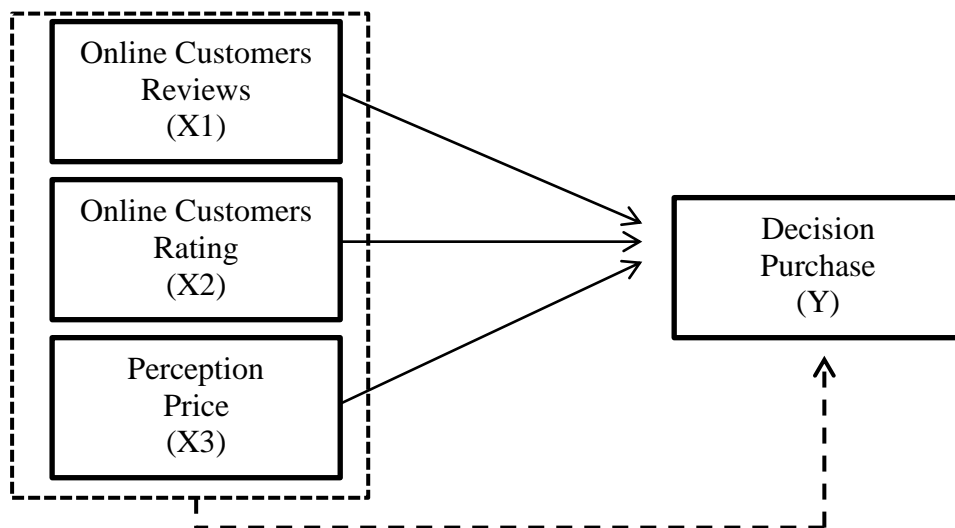


According to Sari and Soebiantoro (2022), price perception is also related to how effectively price information is conveyed to potential customers so that they can understand it clearly. Consumers tend to make price one of the main factors in evaluating the suitability and effectiveness of a product.

Paludi and Juwita (2021) stated that price perception is related to how consumers understand price information as a whole and how this information affects brand image. Meanwhile, Baehaqi et al. (2022) emphasized that price perception is how consumers understand and interpret price information, so that this information has meaning and value in their decision-making process.

## F. Conceptual Framework

Figure 1. Conceptual Framework



Source: Research Data (2020)

## METHOD

### A. Population and Sampling Method

The population in this study were students in Tuah Madani District, Pekanbaru City, who purchased Bostanten products through the Shopee marketplace, with a population size that is not yet known for certain.

In this research, research uses purposive techniques. Sampling is a technique for selecting samples using technical criteria.

In this research, the considerations are based on the following research characteristics:

1. Buyers of Bostanten products on marketplace. Shopee. Students in Tuah Madani District, Pekanbaru City
2. The age of consumers starts from 18 and above. Because the population size cannot be known with certainty, the sample size is calculated using the Le.me.show formula. The following is the Le.me.show formula in (Fauziyah and others), that is :

$$n = \frac{Z^2 P(1-P)}{D^2}$$

$$n = \frac{1,96^2 \cdot 0,5(1-0,5)}{0,1^2} = 96,04$$

Information:

n = number of samples.





$Z = z$  score at 95% confidence = 1.96

$P =$  maximization e. estimation = 0.5

$d =$  alpha (0.10) or sampling error 10%

So the number of samples is 96 respondents and the total is 100 according to the official sample size of Lemeshow.

## B. Research Variables And Measurement

The research methodology employed in this study is quantitative in nature. Quantitative data, by definition, consists of numerical values. The objective of quantitative research methods is to investigate the connections between two or more variables under examination. In terms of the level of explanation, this research falls into the category of associative research, which seeks to understand the relationships between multiple variables (Sugiyono, 2012). This approach is concerned with identifying causal relationships, specifically examining how independent variables influence the dependent variable. The measurement of each research variable is outlined as follows:

**Table 1. Measurement of Variables**

| Numb | Variables              |    | Measurement  | Scale   |
|------|------------------------|----|--|---------|
| 1    | Buying decision        | Y  | a. Consistency in a product<br>b. Habits in buying products<br>c. Give recommendations to others<br>d. Make a re-purchase<br>(sari and soebiantoro 2022)                       | Like.rt |
| 2    | Online Customer review | X1 | a. <i>Perceived usefulness</i><br>b. <i>Source. Credibility</i> Review value.nce.<br>Quantity of review<br>c. <i>Argument quality</i><br>(martini, sembiring, and paulus 2022) | Like.rt |
| 3    | Online Customer rating | X2 | a. Number of ratings<br>b. Product quality assessment<br>c. The pleasure felt<br>d. Perceived control<br>e. Benefits felt<br>(auliya, umam, and prastiwi 2017)                 | Like.rt |
| 4    | Price perception       | X3 | a. Affordability of price<br>b. Matching price with quality<br>c. Match price with benefits<br>d. Price competitiveness<br>(sari and soebiantoro 2022)                         | Like.rt |

Source: research methods

For testing in this research, used:

### 1. Descriptive Statistical Test

Descriptive statistics offer an overview or portrayal of a subject based on various criteria, including measures such as the mean (average), standard deviation, variance, maximum, minimum, sum, range, kurtosis, and skewness (Sugiyono, 2012).

### 2. Classic Assumption Test

#### a. Data Normality Test

According to Ghazali (2018), the initial step in any multivariate analysis, particularly when aiming for inference, is to conduct a normality test. When data exhibit normality, it implies that the residuals will also follow a normal and independent distribution. In this research, the Kolmogorov-Smirnov test was employed to assess the normality of the data. The criterion for assessment was that if each variable yielded a KSZ value with  $P > 0.05$ , it could be inferred that the data relating to the variables under investigation exhibited a normal distribution.



**b. Multicollinearity Test**

The purpose of conducting a multicollinearity test is to determine whether there exists a correlation among the independent variables in the regression model. An ideal regression model should be devoid of multicollinearity. To ascertain the presence or absence of multicollinearity, an analysis of the intercorrelation between independent variables is performed. If such intercorrelation among the independent variables is observed, indicated by a VIF (Variance Inflation Factor) value exceeding 10, it suggests the existence of multicollinearity within the regression model. Conversely, if the VIF value is less than 10, it indicates the absence of multicollinearity among the independent variables in the regression model (Ghozali, 2018).

**c. Autocorrelation Test**

To identify autocorrelation, the Durbin-Watson test (DW test) is employed, with the requirement that the regression model includes an intercept (constant) and lacks lag variables among the independent variables.

**d. Heteroscedasticity Test**

The heteroscedasticity test is conducted to examine whether there is a disparity in variance among residual observations within the multiple regression model under examination. The Glejser test is the method employed in this study to determine the presence or absence of heteroscedasticity. An ideal regression model exhibits homoscedasticity, where variances are uniform across observations. This study employed the Glejser test to assess the presence or absence of heteroscedasticity. In the Glejser test, if an independent variable significantly affects the dependent variable, it may indicate the presence of heteroscedasticity (Ghozali, 2018).

**3. Hypothesis Test**

Sugiyono (2012) in (Sahir & 2021), reveals that a hypothesis is a temporary conjecture to find out the truth, so it is necessary to test the existing hypothesis, the hypothesis consists of the null hypothesis and alternative hypothesis. Hypotheses are generally tested simultaneously or as a whole and in a partial or one-by-one way, with a hypothesis as follows:

**a. Partial Test (T Test)**

According to (Sahir & 2021) The partial test or t test is a test of the partial coefficient of regression, to determine the partial significant influence of each variable independently of the related variables.

**b. Simultaneous Test (F Test)**

Experiment F (Sahir & 2021) This test is used to find out whether there is a simultaneous influence between independent variables and related variables. The proof is carried out by comparing the calculated F value with  $F_{table}$  at a confidence level of 5% and the basic degree of probability  $df = (nk-1)$  where n is the number of respondents and k is the number of variables.

**c. Coefficient test ( $R^2$ )**

The coefficient of determination, which is usually symbolized by  $R^2$ , is used to measure the extent to which free variables influence related variables. If the value of the determination coefficient in the regression mode is increasingly smaller or less than zero, then the influence of the independent variable on the related variable is also increasingly weaker, if the value of  $R^2$  is greater than 100% then the independent variable has an increasingly large influence on related variables. (Sahir & 2021).



**RESULTS AND DISCUSSION****1. Descriptive Partial Test (T Test)****Table1. Descriptive Partial Test**

| <b>Coefficients<sup>a</sup></b> |                             |            |                           |       |      |
|---------------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                           | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                                 | B                           | Std. Error | Beta                      |       |      |
| (Constant)                      | 2,200                       | .702       |                           | 3.134 | .002 |
| Online Customer Reviews         | .269                        | .041       | .305                      | 6,561 | .000 |
| Online Customer Rating          | .319                        | .041       | .366                      | 7,742 | .000 |
| Price Perception                | .323                        | .035       | .421                      | 9.289 | .000 |

a. Dependent Variable: Purchase Decision

Source:SPSS Data Processing and Research Results 2025

Based on the results of the T-test above, it can be concluded that: t count of Online Customer Review 6.561 > 1.661, with a significance value of 0.000 < 0.05, meaning that Online Customer Review has a significant influence on purchasing decisions. bostanten products on Shopee, in other words Ho is rejected H1 is accepted. t count Online Customer Rating 7.742 > t table 1.661 with a significance value of 0.000 < 0.05, meaning that online customer rating has a significant influence on purchasing decisions. bostanten products on Shopee, in other words, Ho is rejected and H2 is accepted. Furthermore, the calculated t of Price Perception is 9.289 > t table 1.661 with a significant value of 0.000 < 0.05, meaning that price perception has a significant effect on purchasing decisions. bostanten products on Shopee, in other words Ho is rejected and H3 is accepted.

**2. Descriptive Simultaneous Test (F Test)****Table2. Descriptive Simultaneous Test**

| ANOVA   |            |                |    |             |         |       |
|---|------------|----------------|----|-------------|---------|-------|
| Model   |            | Sum of Squares | df | Mean Square | F       | Sig.  |
| 1   | Regression | 393,172        | 3  | 131,057     | 263,940 | .000b |
|   | Residual   | 47,668         | 96 | .497        |         |       |
|   | Total      | 440,840        | 99 |             |         |       |
| a. Dependent Variable: Purchase Decision  |            |                |    |             |         |       |
| b. Predictors: (Constant), Price Perception, Online Customer Review, Online Customer Rating |            |                |    |             |         |       |

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price Perception, Online Customer Review, Online Customer Rating

Source:SPSS Data Processing and Research Results 2025

Based on the data in the F column above, the calculated F value is 263.940 and the F table is 2.699 so that the calculated F is greater than the F table with a significant value of 0.000 meaning 0.000 < 0.05 so that Ho is rejected and H4 is accepted. So, it can be concluded that together (simultaneously) there is an influence between the Online Customer Review, Online Customer Rating and Price Perception Variables on the Purchase Decision of Bostanten Products on Shopee by Students in Tuah Madani District, Pekanbaru City.







### 3. Coefficient of Determination Test

**Table 3. Determination Coefficient Test**

| Model Summary   |       |          |                   |                            |
|---|-------|----------|-------------------|----------------------------|
| Model   | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1   | .944a | .892     | .888              | .705                       |
| a. Predictors: (Constant), Price Perception, Online Customer Review, Online Customer Rating |       |          |                   |                            |

Source:SPSS Data Processing and Research Results 2025

Based on the table above, the magnitude of the coefficient of determination or R Square is 0.892. This shows that the influence of the variables online customer review, online customer rating and price perception on purchasing decisions is 89.2% with a high correlation level.

### CONCLUSION

Rating and Price Perception have a positive effect on Purchasing Decisions. This means that students show that both the reviews and ratings received by the product, and the more positive the price perception felt by consumers, the more likely students are to make a purchase. It can be concluded that simultaneously there is an influence between the variables of Online Customer Review, Online Customer Rating and Price Perception on the Purchase Decision of Bostanten Products on Shopee by Students of Tuah Madani District, Pekanbaru City. Based on the determination coefficient test (R<sup>2</sup>) it shows that the influence of the variables of online customer review, online customer rating and price perception on purchasing decisions is 89.2% with a high correlation level and the rest is influenced by variables not examined in this study.

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