

INFLUENCE OF ONLINE CUSTOMER REVIEWS ON CONSUMER PURCHASE INTENTION IN E-MARKETPLACES: A CASE STUDY OF SHOPEE

Vina Oktaviani^{1*}, Arif Prasetyo²

¹ Master of Management, Widyatama University, Bandung, Indonesia

² Master of Management, Widyatama University, Bandung, Indonesia

*Corresponding Author: vina.oktaviani@widyatama.ac.id

Abstract: Online Customer Reviews (OCR) have become a key determinant in shaping consumers' buying behavior on e-commerce platforms. However, few studies have empirically analyzed their direct influence in emerging markets in Southeast Asia. This research seeks to examine how OCR affects purchase decisions on Shopee. A quantitative methodology was applied, collecting data from 90 active Shopee users who referred to customer reviews before making a purchase, using structured online questionnaires. Descriptive statistics indicate that respondents generally perceive OCR positively, reflecting a moderate to high influence on their purchase intentions. Simple linear regression analysis demonstrates that OCR has a positive and significant effect on purchase decisions ($\beta = 0.655$, $t = 5.175$, $p < 0.001$), with a coefficient of determination ($R^2 = 0.233$), indicating that 23.3% of the variance in purchase decisions can be explained by OCR. The results indicate that customer reviews act as a vital information source, helping to lower perceived risks and boost consumers' confidence when making online purchases. Practically, the study suggests that e-commerce sellers and platform managers should actively encourage and manage customer reviews to increase purchase likelihood, while future research may explore additional factors affecting consumer behavior in digital marketplaces.

Keywords: online customer review, purchase decision, e-marketplace, Shopee, consumer behavior

1. Introduction

Over the past decade, advancements in digital technology have fundamentally transformed how consumers interact with the marketplace. The widespread adoption of the internet and mobile devices enables consumers to purchase products and services without temporal or spatial constraints. This shift has driven the rapid growth of e-commerce, which has become one of the most dominant sectors of the digital economy. In Southeast Asia, high internet penetration and increasing consumer familiarity with online shopping have made marketplace platforms the preferred choice for electronic transactions. Among these platforms, Shopee has emerged as a market leader, reporting significant growth in active users and ranking high in both app downloads and transaction values across multiple Southeast Asian countries (Statista, 2024). This trend highlights that Shopee is not merely a shopping platform but also a digital ecosystem shaping modern consumption patterns.

In online shopping, consumers face greater uncertainty compared to traditional transactions. The inability to physically inspect products and the limited direct interaction with sellers increase perceived risks regarding product quality, authenticity, and service reliability. To minimize these uncertainties, consumers frequently depend on third-party sources considered more impartial, such as Online Customer Reviews (OCR). OCR is a type of electronic word-of-mouth (eWOM), in which consumers communicate their experiences with products or services through digital channels (Cheung & Thadani, 2012). Reviews, which may include textual feedback, star ratings, and photos or videos, provide additional information that helps potential buyers assess product quality, seller reputation, and platform credibility.

Prior research indicates that OCR significantly influences consumers' online purchase decision-making. A meta-analysis by Floyd et al. (2014) confirms that the presence of online reviews enhances consumer confidence in purchase decisions. Reviews are often perceived as more credible than information provided by manufacturers or sellers because they originate from real user experiences (King et al., 2014). In situations of asymmetric product information, OCR functions as a mechanism to balance knowledge by providing social proof that influences consumer attitudes and perceptions (Filieri, 2015). Thus, OCR serves not only as a communication tool but also as a trust-building mechanism in online shopping environments.

The connection between external sources of information, like Online Customer Reviews (OCR), and consumer purchasing behavior can be understood through the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) and the Theory of Planned Behavior (TPB) (Ajzen, 1991). These theories propose that an individual's actions are guided by their intentions, which are determined by their attitudes toward the behavior, the influence of social norms, and their perceived control over the behavior. In this context, OCR can shape positive consumer attitudes toward products, reinforce social norms by providing evidence that others have purchased the products, and reduce perceived risks related to quality and service. Consequently, credible reviews can enhance consumer confidence in making purchase decisions.

Although OCR has been widely studied, most prior research focuses on specific review attributes, such as valence (positive or negative), number of reviews, credibility, or review usefulness (Baek et al., 2012; Filieri & McLeay, 2014). Some studies incorporate mediating variables like trust and perceived usefulness, or moderating factors such as price and product category (Cheung et al., 2020; Filieri et al., 2021). However, few studies examine the direct overall effect of OCR on purchase decisions without separating review attributes. This approach is important because, in practice, consumers typically evaluate OCR in aggregate as a source of information shaping perceptions of the product or seller, rather than evaluating each attribute individually. Moreover, research examining this simple relationship on Shopee, particularly in the Southeast Asian market context, remains limited. Given Shopee's rapid growth and increasing reliance on OCR by consumers, empirical studies are needed to examine the extent to which online customer reviews influence purchase decisions on this platform.

This study is academically and practically significant. Academically, it aims to provide empirical evidence by testing the relevance of consumer behavior theories (TRA and TPB) in a digital marketplace context and reinforcing that OCR remains a key factor influencing purchase decisions in the era of social commerce. Practically, the findings can assist businesses and platform managers, such as Shopee, in developing effective review management strategies to enhance purchase conversion. Based on this background, the study investigates the influence of Online Customer Reviews on consumer purchase decisions on Shopee.

2. Literature Review

Online Customer Review (OCR)

Online Customer Reviews (OCR) constitute a type of electronic word-of-mouth (eWOM), enabling consumers to communicate their experiences with products or services via e-commerce platforms (Cheung & Thadani, 2012; Filieri, 2015). OCR serves as an important source of external information for potential buyers, especially when products cannot be physically examined. Online reviews include various elements, such as star ratings, text comments, photos, and videos, providing an objective perspective on product or service quality from other users.

Previous studies have shown that OCR influences consumer perceptions of products, enhances trust, and reduces uncertainty in purchase decision-making (Floyd et al., 2014; King et al., 2014). OCR also provides social proof, reinforcing consumer confidence in the quality and credibility of products.

Purchase Decision

The purchase decision marks the concluding phase of the consumer behavior process, during which a consumer chooses whether to buy a product or service (Kotler & Keller, 2016). This decision is shaped by internal elements, such as personal attitudes and motivation, as well as external influences, including information derived from Online Customer Reviews (OCR). In the e-commerce era, OCR is one of the most influential external variables because it provides additional information considered credible by consumers.

Relationship Between OCR and Purchase Decision

Empirical studies confirm a positive and significant relationship between OCR and purchase decisions. For example, Firjatillah et al. (2025) found that e-WOM and OCR directly affect consumer purchase decisions on Shopee. Similarly, Helmi (2024) demonstrated that both the volume and presence of online reviews increase the probability of consumers making a purchase. Conceptually, OCR helps consumers form a clearer perception of product quality and seller reliability, enhancing confidence in purchase decisions (Filieri & McLeay, 2014). In other words, OCR functions as an information tool that reduces uncertainty and perceived risk in online shopping.

Theoretical Framework

The connection between Online Customer Reviews (OCR) and consumer purchase decisions can be interpreted through the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) and the Theory of Planned Behavior (TPB) (Ajzen, 1991). According to TRA, an individual's intentions to engage in a behavior are shaped by their attitudes and perceived social pressures. In this context, OCR shapes positive consumer attitudes toward products and provides social proof that affects subjective norms, thereby encouraging purchase intentions. TPB adds the dimension of perceived behavioral control, where OCR can increase consumers' sense of control over purchase decisions by providing clear and reliable information.

Research Hypothesis

Drawing on the literature review and the TRA/TPB theoretical framework, this study proposes the following hypothesis:

H1: Online Customer Reviews exert a positive and significant influence on consumers' purchasing decisions on the Shopee platform.

3. Method

Research Design

This research utilized a quantitative methodology, applying simple linear regression to assess how Online Customer Reviews (OCR) influence purchase decisions on Shopee. The primary objective was to determine whether OCR directly influences consumer purchase behavior.

Population and Sample

The study population comprised active Shopee users in Indonesia who had consulted customer reviews before completing a purchase. The sample comprised 90 respondents selected using purposive sampling, with the following criteria:

1. Respondents had purchased at least one product on Shopee.
2. Respondents had read customer reviews (OCR) before making a purchase decision.

Research Variables

- Independent Variable (X): Online Customer Review (OCR)
This variable measured respondents' perceptions of customer reviews prior to purchasing products.
- Dependent Variable (Y): Purchase Decision
This variable measured respondents' decisions to purchase products after reading OCR.

Data Collection Technique

Data collection was conducted through structured online questionnaires consisting of simple items that assessed respondents' experiences with reading OCR and its impact on their purchase decisions. Responses were recorded using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Data Analysis

Data were analyzed using simple linear regression with SPSS version 26 to test the influence of OCR on purchase decisions. The regression model is expressed as:

$$Y = a + bX + e$$

Where:

- Y : Purchase Decision
- X : Online Customer Review
- a : Constant
- b : Regression Coefficient
- e : Error/Residual

Hypothesis Testing:

- A t-test was conducted on the regression coefficient to determine whether OCR significantly affects purchase decisions.
- The coefficient of determination (R^2) was analyzed to determine the extent to which OCR accounts for variations in consumers' purchase decisions.

4. Result and Discussion

Descriptive Analysis

Descriptive analysis was conducted to provide an overview of respondents' perceptions of OCR and purchase decisions in Table 1.

Table 1. Result of Descriptive Statistics

Variable	Minimum	Maksimum	Mean	Standard Deviation
Job Satisfaction	10	20	17.033	2.713
Work-Life Balance	16	30	24.600	3.680

Source : Processed Data, 2025

As shown in Table 1, The analysis shows that OCR scores range from a minimum of 10 to a maximum of 20, with a mean of 17.03 and a standard deviation of 2.71. These results indicate that most respondents rate customer reviews on Shopee at a moderate to high level, with moderate variation among respondents. Meanwhile, Purchase Decision scores range from a minimum of 16 to a maximum of 30, with a mean of 24.60 and a standard deviation of 3.68, suggesting that the majority of respondents are motivated to make purchases after reading customer reviews. The moderate variation in both variables indicates differences in perception among respondents, although the dominant tendency remains at a medium to high scale.

Classical Assumption Test

Normality Test

A normality test was performed to verify that the residuals from the linear regression model followed a normal distribution, as required by regression analysis assumptions. The Normal P-P plot showed that the residual points were scattered around the diagonal line, suggesting an approximately normal distribution. Additionally, the Kolmogorov-Smirnov test produced an Asymp. Sig. value of 0.091, which exceeds the 0.05 threshold, indicating that the residuals are normally distributed. Consequently, the data satisfy the normality assumption, allowing the use of a simple linear regression model to examine the impact of OCR on Purchase Decisions.

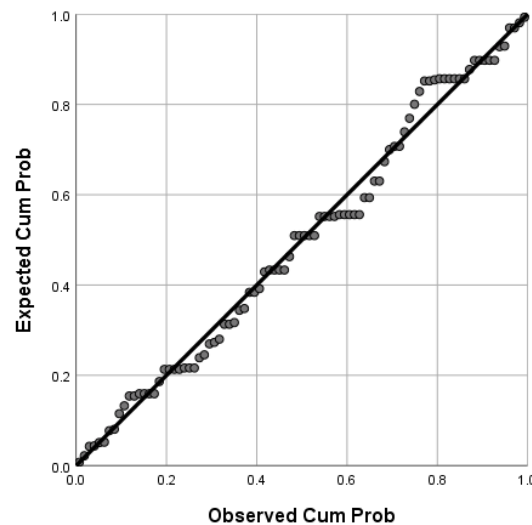


Figure 1: Normal P-P Plot of Regression Standardized Residual

Source: Processed Data, 2025

Heteroscedasticity Test

The Glejser test was conducted to detect whether the regression residuals have constant variance relative to the independent variable values. In this test, the absolute residuals ($|e|$) were regressed against OCR. The results show a coefficient of -0.049 with a significance value of 0.439 (>0.05), indicating that the residuals do not display a systematic pattern relative to the independent variable. Therefore, there is no heteroscedasticity, and the homoscedasticity assumption is satisfied, confirming the validity of the simple linear regression model.

Overall, the classical assumption tests confirm that the regression model meets the necessary criteria for valid statistical inference. Meeting these assumptions strengthens the credibility of subsequent analyses, including simple linear regression and hypothesis testing.

Simple Linear Regression Analysis

Simple linear regression analysis was employed to examine the effect of Online Customer Reviews on Purchase Decisions. The regression model is expressed as follows:

$$Y = a + bX + e$$

where Y represents Purchase Decisions, X represents Online Customer Reviews, a is the constant, b is the regression coefficient, and e is the residual. The analysis results indicate that OCR has a positive and significant effect on Purchase Decisions.

Model Summary

Table 2. Model Summary

Model	R	R Square
1	0.483	0.233

Source : Processed Data, 2025

The coefficient of determination (R^2) of 0.233 reveals that respondents' perceptions of OCR account for 23.3% of the variation in Purchase Decisions, while the remaining 76.7% is attributed to other factors not examined in this study, including price, product quality, promotional activities, and additional psychological factors. An R value of 0.483 signifies a moderate positive correlation between OCR and Purchase Decisions.

F-Test (Simultaneous Significance)

Table 3. Result of ANOVA Test (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	281.284	1	281.284	26.780	0.000
Residual	924.316	88	10.504		
Total	1205.600	89			

Source : Processed Data, 2025

The F-test result shows an F value of 26.780 with a significance of 0.000 (<0.05), indicating that the regression model is significant overall. This means that Online Customer Reviews simultaneously influence Purchase Decisions, making the regression model suitable for predicting purchase decisions based on OCR scores.

t-Test (Partial Significance)

The t-test result shows that Work-Life Balance has a t-value of 5.437 with $p < 0.001$, which is well below the 0.05 threshold. This indicates a positive and statistically significant partial effect of Work-Life Balance on Job Satisfaction. Thus, the hypothesis stating that "Work-Life Balance significantly affects Job Satisfaction" is supported.

Table 4. Regression Analysis

	Model	Unstandardized		Beta	t	Sig.
		B	Std. Error			
1	(Constant)	13.437	2.184		6.152	0.000
	Work-Life Balance	0.655	0.127	0.483	5.175	0.000

Source : Processed Data, 2025

The regression coefficient for OCR (0.655) indicates that a one-unit increase in the OCR score increases Purchase Decisions by 0.655 units. The significance value of 0.000 (<0.05) confirms that OCR positively and significantly affects Purchase Decisions. The standardized Beta value of 0.483 reflects a moderate contribution of OCR in determining Purchase Decisions. The constant of 13.437 suggests that if the OCR score is zero, the estimated Purchase Decision score would be 13.437 units.

Discussion

The findings of this study demonstrate that Online Customer Reviews (OCR) exert a significant and positive influence on purchase decisions on the Shopee platform. With a regression coefficient of 0.655 and a significance level of 0.000, the results indicate that an increase of one unit in the OCR score corresponds to a 0.655-unit rise in purchase decisions. These outcomes confirm the first hypothesis (H1), which asserts that OCR positively affects purchase decisions. This implies that as consumers perceive customer reviews more favorably, their likelihood of completing a purchase increases.

This study aligns with previous research demonstrating the critical role of OCR in shaping consumer purchase decisions. For instance, Filieri (2015) emphasized that OCR serves as an external information source that reduces uncertainty and enhances consumer confidence in making purchase decisions. Similarly, Lackermair et al. (2013) found that online customer reviews influence purchase intention by providing social proof and evaluations from other users' experiences.

From a consumer behavior perspective, the results align with the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). According to TRA, an individual's behavioral intentions are shaped by their attitudes toward the behavior and subjective norms, which subsequently guide actual behavior. TPB expands on this framework by incorporating perceived behavioral control as an additional determinant of intention and behavior. Within this context, Online Customer Reviews (OCR) act as an external source of information that influences consumers' attitudes and intentions, ultimately affecting their purchasing decisions.

Although OCR exerts a significant effect, the coefficient of determination (R^2) of 0.233 indicates that only 23.3% of the variance in purchase decisions can be explained by OCR. The remaining 76.7% is influenced by other factors beyond the scope of this study. This suggests that purchase decisions are determined by a complex interplay of factors, including price, product quality, promotions, and other psychological considerations.

Previous studies by Arbaini et al. (2020) and Ardianti and Widiartanto (2019) also revealed that factors such as product ratings and promotional offers significantly affect purchase decisions

on e-commerce platforms. For example, research by Noviandari Sari Utami et al. (2023) showed that price accounted for 62.8% of the influence on purchase decisions, while OCR contributed 40.6%. Thus, while OCR plays an important role, other factors also make significant contributions to consumer purchase behavior.

Practically, these findings provide valuable implications for sellers and e-commerce platform managers. Sellers can improve product and service quality to generate positive customer reviews. Additionally, they can encourage consumers to leave reviews through post-purchase incentives or reminders. E-commerce platforms such as Shopee should facilitate transparent and reliable rating systems to assist consumers in making more confident purchase decisions, while ensuring the authenticity of reviews to maintain consumer trust.

For instance, Syafrizal Helmi (2023) demonstrated that both the volume of reviews and the ratings significantly impact consumer purchase decisions on Shopee. This underscores that, in addition to review quality, the quantity of reviews also shapes consumer perception and purchase behavior.

5. Conclusions

Based on the findings, it can be concluded that Online Customer Reviews (OCR) exert a positive and significant influence on purchase decisions on the Shopee platform. Specifically, each one-unit increase in the OCR score corresponds to a 0.655-unit rise in purchase decisions, indicating that online reviews play a crucial role in guiding consumer choices. These results are consistent with consumer behavior theories, particularly the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), which suggest that external information, such as OCR, can shape consumer attitudes, subjective norms, and intentions, ultimately affecting purchasing behavior.

Although OCR accounts for 23.3% of the variance in purchase decisions, the majority of the variation is influenced by other factors such as price, product quality, promotions, and psychological considerations, indicating that OCR is one of several determinants of purchase decisions rather than the sole factor.

Based on these findings, several recommendations can be made. For sellers on e-commerce platforms such as Shopee, it is advisable to improve product and service quality to obtain positive customer reviews and encourage consumers to provide feedback through post-purchase incentives or reminders. For platform managers, ensuring a transparent and credible review system is essential to help consumers make more confident purchase decisions. Future research should expand the sample to users of multiple e-commerce platforms and consider additional factors that may moderate the influence of OCR, such as consumer trust, perceived risk, or service quality, to gain a more comprehensive understanding of consumer purchase behavior in the digital era.

Acknowledgements

The authors would like to express their sincere gratitude to all participants who contributed to this study. Special thanks are extended to colleagues and mentors for their guidance and support throughout the research process. This study would not have been possible without the valuable input and cooperation of everyone involved.

References

- Aditya, E. D. (2020). Pengaruh e-service quality dan trust terhadap keputusan pembelian konsumen pada platform e-commerce. *Jurnal Ekonomi & Bisnis*, 13(1), 33–46. <https://repository.fe.unj.ac.id/10754/9/Jurnal%20FULL%20-%20Elang%20Dimas%20Aditya.pdf>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ardianti, R., & Widiartanto, A. (2019). Faktor-faktor yang mempengaruhi keputusan pembelian konsumen di marketplace Shopee. *Jurnal Ekonomi Digital*, 7(2), 101–115.
- Arbaini, F., Putri, R., & Santosa, A. (2020). Pengaruh online customer review terhadap keputusan pembelian konsumen di e-commerce Indonesia. *Jurnal Manajemen & Bisnis*, 12(3), 45–58.
- Baek, H., Ahn, J., & Choi, Y. (2012). Helpfulness of online consumer reviews: Readers' objectives and review cues. *International Journal of Electronic Commerce*, 17(2), 99–126.
- Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Cheung, C. M., Luo, C., Sia, C. L., & Chen, H. (2020). Credibility of electronic word-of-mouth: Informational and normative determinants of online consumer recommendations. *International Journal of Electronic Commerce*, 24(1), 13–48.
- Filieri, R. (2015). What makes an online consumer review trustworthy? *Journal of Travel Research*, 54(4), 463–473.
- Filieri, R. (2015). What makes online reviews helpful? A study of customer reviews on Amazon.com. *Journal of Business Research*, 68(6), 1291–1300. <https://doi.org/10.1016/j.jbusres.2014.11.041>
- Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. *Journal of Travel Research*, 53(1), 44–57.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.
- Floyd, K., Freling, R., Alhoqail, S., Cho, H. Y., & Freling, T. (2014). How online product reviews affect retail sales: A meta-analysis. *Journal of Retailing*, 90(2), 217–232.
- Firjatillah, A. K., Rachmawati, E., Tubastuvi, N., & Zamakhsyari, L. (2025). Impact of electronic word of mouth, online customer review, product quality, and service quality on purchasing decisions on Shopee e-commerce. *Asian Journal of Economics, Business and Accounting*, 25(1), 252–264.
- Helmi, S. (2023). The impact of online reviews and volume reviews on consumer purchase decisions in Shopee: A quantitative analysis. ResearchGate. Retrieved from <https://www.researchgate.net/profile/Syafrizal-Helmi/publication/387521837>
- Helmi, S. (2024). The impact of online reviews and volume reviews on consumer purchase decisions in Shopee: A quantitative analysis. ResearchGate.
- King, R. A., Racherla, P., & Bush, V. D. (2014). What we know and don't know about online word-of-mouth: A review and synthesis of the literature. *Journal of Interactive Marketing*, 28(3), 167–183.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

- Lackermair, G., Hübner, W., & Kinkel, S. (2013). The impact of online customer reviews on consumers' purchase decisions: Evidence from the electronics market. *International Journal of Electronic Commerce Studies*, 4(2), 125–140.
- Noviandari Sari Utami, P., Kusuma, I., & Rahman, F. (2023). Pengaruh harga dan ulasan pelanggan terhadap keputusan pembelian di platform e-commerce. *Jurnal Bisnis Digital*, 5(1), 55–68. Retrieved from <https://ojs.stiami.ac.id/index.php/bijak/article/download/3437/1731>
- Statista. (2024). *E-commerce in Southeast Asia – Market size and user statistics*. Retrieved from <https://www.statista.com>.