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The Role of Online Customer Reviews and Ratings in Improving Shopee Consumer Purchasing Decisions in Jombang Regency

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Abstract-This study examines the role of online customer reviews and ratings in improving consumer purchasing decisions on Shopee in Jombang Regency. In an increasingly competitive e-commerce environment, consumers often rely on reviews and ratings as a primary source of information to reduce uncertainty and assess product quality before making a purchase. This study used an exploratory quantitative approach with a survey method. Data were collected from Shopee users in Jombang Regency who had experience reading reviews and ratings before purchasing a product. The sample consisted of 400 respondents selected through purposive sampling, and the data were analyzed using multiple linear regression, classical assumption tests, partial t-tests, and determinant tests. The results show that online customer reviews and online customer ratings have a positive and significant influence on purchasing decisions. Of the two variables, online customer ratings have a stronger influence than reviews, indicating that consumers tend to use star ratings as a quick indicator of product quality. These findings suggest that sellers should maintain product quality, encourage authentic customer feedback, and manage review credibility to strengthen consumer trust and support purchasing decisions.

Keywords: Online Customer Reviews; Online Customer Ratings; Purchasing Decisions; Shopee; Jombang Regency

1. INTRODUCTION

The rapid development of information technology and the internet has fundamentally transformed consumer shopping behavior from traditional markets to online platforms. In Indonesia, Shopee has become one of the most dominant e-commerce marketplaces because of its accessibility, frequent promotions, and interactive buyer-seller features (Purba & Rachbini, 2025). The platform offers a wide range of products, including fashion, electronics, food, and household items, supported by free shipping subsidies, flash sales, Shopee Live, and diverse payment methods. In this digital environment, consumer purchase decisions are no longer determined solely by price or discounts, but are increasingly influenced by information from other users in the form of online customer reviews and online customer ratings (Adela et al., 2024; Chen et al., 2022).

Online customer reviews and ratings play an important role in reducing consumer uncertainty before purchase. Reviews provide detailed experiential information from previous buyers, while ratings offer a quick quantitative signal that helps consumers assess product quality more efficiently (Chen et al., 2022; Purba & Rachbini, 2025). Both forms of electronic word-of-mouth are particularly relevant in online shopping because consumers cannot directly inspect products before making a decision. As a result, reviews and ratings often become key references in building trust and shaping purchase decisions (Adela et al., 2024; Ulia et al., 2021).

Previous studies have shown that online customer reviews and ratings positively and significantly influence purchase decisions in e-commerce settings, including Shopee (Purba & Rachbini, 2025; Ulia et al., 2021). However, the strength of these influences is not always identical across contexts. Some studies show that reviews are more influential because they contain detailed product experience, while others find that ratings are more dominant because they are easier to understand and process quickly (Chen et al., 2022; Adela et al., 2024). This difference suggests that review and rating may work through distinct decision-making mechanisms, so their roles deserve further empirical examination.

The research gap in this study is therefore not merely geographical, but conceptual and empirical. Rather than assuming that the influence of reviews and ratings is uniform across all consumers, this study examines how these two variables operate together in shaping purchase decisions among Shopee users. Jombang Regency is used as the research context because it provides a relevant local setting where online shopping behavior is increasingly common, making it suitable for observing how consumers evaluate products through reviews and ratings before buying (Pradana, 2023; Adela et al., 2024). Based on this background, this study aims to analyze: (1) the influence of online customer reviews on the purchase decisions of Shopee users in Jombang Regency, and (2) the influence of online customer ratings on the purchase decisions of Shopee users in Jombang Regency. The findings are expected to contribute to the literature on digital consumer behavior and provide practical implications for sellers and platform managers in improving consumer trust and purchase decisions (Chen et al., 2022; Purba & Rachbini, 2025).

2. RESEARCH METHODS

2.1 Research Design and Framework

This study employed a quantitative explanatory design to examine the causal relationship between online customer reviews (X_1) and online customer ratings (X_2) on purchasing decisions (Y) among Shopee users in Jombang Regency.

Explanatory research is appropriate when the researcher aims to test hypotheses and determine the direction and strength of relationships among variables (Sugiyono, 2020; Ghozali, 2018). The study focuses on two independent variables, namely online customer review and online customer rating, and one dependent variable, namely purchasing decision (Chen et al., 2022; Ulia et al., 2021).

2.2 Research Location and Object

The object of this study was Shopee consumers in Jombang Regency who had experience making purchases on the platform and had previously read customer reviews and ratings before buying. Jombang Regency was selected because it represents an active local e-commerce market where consumers increasingly depend on digital information to reduce uncertainty in online shopping decisions (Pradana, 2023; Adela et al., 2024). Research was conducted over approximately three months, covering instrument preparation, questionnaire distribution, and data analysis (Sugiyono, 2020).

2.3 Population and Sample

The population in this study consisted of all Shopee users in Jombang Regency who had made at least one purchase on the platform and had exposure to online customer reviews and ratings before purchasing. Because the population size was not recorded in a structured list, the study used non-probability sampling with a purposive sampling technique to select respondents who matched the predetermined criteria (Sugiyono, 2020; Ghozali, 2018). The sample size was set at a minimum of 400 respondents, which is considered sufficient for multiple linear regression analysis in consumer behavior research (Sugiyono, 2020; Adela et al., 2024).
The criteria for respondents were:
a. Shopee users who had made at least one purchase.
b. Respondents who had read online customer reviews and ratings before purchasing.
c. Consumers who lived in or were active in Jombang Regency.
d. Respondents willing to complete the questionnaire voluntarily (Pradana, 2023; Ulia et al., 2021).

2.4 Variables and Operational Definitions

This study examined three variables: online customer review (X_1), online customer rating (X_2), and purchasing decision (Y). These variables were operationalized using measurable indicators based on prior studies and consumer behavior theory (Chen et al., 2022; Adela et al., 2024). Online customer review refers to written or visual feedback provided by previous buyers regarding product quality, seller service, and product usage experience (Chen et al., 2022). It was measured through the following indicators:
a. Number of reviews viewed by respondents.
b. Content of reviews, whether positive, negative, or mixed.
c. Clarity and completeness of review information, including advantages, weaknesses, and usage experience (Purba & Widarto, 2025; Ulia et al., 2021).

Online customer rating refers to quantitative product evaluations in the form of star ratings that reflect consumer satisfaction (Purba & Widarto, 2025). It was measured through:
a. Average star rating observed on the product.
b. Rating consistency across similar products or reviews.
c. Perceived trust in the rating as a reflection of product quality (Adela et al., 2024; Pradana, 2023).

Purchasing decision refers to the consumer's decision to buy or not buy a product after considering information such as reviews and ratings (Kotler & Armstrong, 2016). It was measured through:
a. Purchase intention after reading reviews and ratings.
b. Frequency of shopping on Shopee.
c. Positive attitude toward products with favorable reviews and ratings (Chen et al., 2022; Adela et al., 2024).

2.5 Data Collection Instrument

Data were collected using a structured questionnaire with a 5-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The questionnaire items were developed based on the operational indicators of each variable and were distributed both online and offline to respondents who met the research criteria (Sugiyono, 2020; Ghozali, 2018). The use of a Likert scale is suitable for measuring consumer perceptions and attitudes in e-commerce research because it allows responses to be quantified systematically (Adela et al., 2024; Ulia et al., 2021). This study used both primary and secondary data. Primary data were obtained directly from respondents through the questionnaire. Secondary data were sourced from scientific journals, articles, books, theses, and relevant research reports to strengthen the theoretical foundation and support interpretation of findings (Sugiyono, 2020; Adela et al., 2024; Pradana, 2023).

2.6 Data Analysis

The data were analyzed using IBM SPSS version 26. The analysis stages included descriptive analysis, validity and reliability testing, classical assumption tests, multiple linear regression analysis, t-test, and coefficient of determination (R^2) (Ghozali, 2018; Sugiyono, 2020). Descriptive analysis was used to describe the distribution of respondents and the tendency of responses for each variable. Validity testing was conducted using Corrected Item-Total

Correlation, where an item was considered valid if the correlation value was above 0.30 (Ghozali, 2018). Reliability testing used Cronbach's Alpha, and an instrument was considered reliable if the value exceeded 0.60 (Sugiyono, 2020; Ghozali, 2018).

Classical assumption tests included normality, multicollinearity, heteroscedasticity, and autocorrelation tests. Normality was tested using the Kolmogorov–Smirnov test, multicollinearity using tolerance and VIF, heteroscedasticity using the Glejser test, and autocorrelation using the Durbin–Watson statistic (Ghozali, 2018; Gujarati & Porter, 2021). Multiple linear regression was then used to test the partial effect of online customer review and online customer rating on purchasing decisions. Hypothesis testing was conducted using the t-test at a significance level of 0.05, while the coefficient of determination was used to assess the explanatory power of the model (Sugiyono, 2020; Ghozali, 2018).

2.7 Research Model

The regression model used in this study was formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + e \quad (1)$$

Where:
a. Y = Purchasing decision.
b. a = Constant.
c. b_1 = Regression coefficient of online customer review.
d. b_2 = Regression coefficient of online customer rating.
e. X_1 = Online customer review.
f. X_2 = Online customer rating.
g. e = Error term (Ghozali, 2018; Sugiyono, 2020).

2.8 Hypothesis Testing

The hypotheses in this study were:
a. H1: Online customer review has a positive and significant effect on purchasing decisions.
b. H2: Online customer rating has a positive and significant effect on purchasing decisions.

A variable was considered significant if the significance value was less than 0.05 and the t-value exceeded the t-table value. This approach is commonly used in quantitative consumer behavior studies to assess whether independent variables significantly contribute to the dependent variable (Chen et al., 2022; Ulia et al., 2021).

3. RESULTS AND DISCUSSION

3.1 Respondent Characteristics

Data were collected from 400 respondents who are Shopee users in Jombang Regency. Respondent characteristics are presented in the following tables.

Table 1. Distribution of Respondents by Gender

No.	Gender	Total	Percentage (%)
1.	Male	138	34,5%
2.	Female	262	65,5%
	Total	400	100%

Source: Primary data processed, 2026

Table 1 shows that female respondents dominate at 65,5%, while male respondents account for 34,5%. This distribution reflects the general tendency of female consumers to be more thorough and careful in their purchase decision-making process in online shopping, particularly in reading reviews and checking ratings.

Table 2. Respondent Characteristics by Age Group

No.	Age	Total	Percentage (%)
1.	< 17 years	15	3,7%
2.	18–24 years	210	52,5%
3.	25–34 years	118	29,5%
4.	35–44 years	36	9%
5.	> 44 years	21	5,2%
	Total	400	100%

Source: Primary data processed, 2026

Table 2 reveals that the majority of respondents (52,5%) are aged 18–24 years, representing the young adult demographic that is most active in e-commerce usage. This age group demonstrates high digital literacy and a tendency to rely on peer information such as reviews and ratings when making online purchase decisions.

3.2 Descriptive Analysis

Table 3. Descriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
ONLINE CUSTEMER REVIEW (X1)	400	13,00	25,00	19,1300	2,99715
ONLINE CUSTOMER RATING (X2)	400	5,00	24,00	19,3600	3,33491
KEPUASAN PEMBELI (Y)	400	11,00	25,00	19,7500	3,38558
Valid N (listwise)	400				

Source: Primary data processed, 2026

Based on descriptive statistical analysis of 400 respondents, the Online Customer Review (X1) variable has a minimum value of 13, a maximum of 25, a mean of 19.13 and a standard deviation of 2.997, indicating that the review scores tend to be centralized and relatively homogeneous. The Online Customer Rating (X2) variable ranges from 5 to 24 with a mean of 19.36 and a standard deviation of 3.335, indicating greater variation and that some respondents gave very low ratings. The Buyer Satisfaction (Y) variable has a minimum value of 11 and a maximum of 25, a mean of 19.75 and a standard deviation of 3.386, indicating a tendency towards medium-to-high satisfaction but with variation among respondents. Overall, the average of all three variables is around 19-20 on the scale used, indicating a tendency towards positive/moderate-high responses.

3.3 Classical Assumption Tests

3.3.1 Normality Test:

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			400
Normal Parameters[a,b]	Mean		0,0000000
	Std. Deviation		2,10002213
Most Extreme Differences	Absolute		0,073
	Positive		0,063
	Negative		-0,073
Test Statistic			0,073
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		0,219
	99% Confidence Interval	Lower Bound	0,208
		Upper Bound	0,230

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 926214481.

Source: Primary data processed, 2026

The Kolmogorov-Smirnov test yielded Asymp. Sig. (2-tailed) = 0.200 > 0.05, confirming that residuals are normally distributed and that the assumption of normality is met (Ghozali, 2018).

3.3.2 Multicollinearity Test:

Table 5. Multikolienaritas Test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,655	1,417		1,874	0,064		
	ONLINE CUSTEMER REVIEW (X1)	0,377	0,107	0,334	3,520	0,001	0,440	2,271
	ONLINE CUSTOMER RATING (X2)	0,510	0,096	0,502	5,293	0,000	0,440	2,271

a. Dependent Variable: KEPUASAN PEMBELI (Y)

Source: Primary data processed, 2026

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Both independent variables showed Tolerance = 0.440 (> 0.1) and VIF = 2.271 (< 10), indicating no multicollinearity between online customer review and online customer rating (Ghozali, 2018).

3.3.3 Heteroscedasticity Test:

Table 6. Heteroscedasticity Test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,627	0,934		3,885	0,000		
	ONLINE CUSTEMER REVIEW (X1)	-0,053	0,071	-0,111	-0,747	0,457	0,440	2,271
	ONLINE CUSTOMER RATING (X2)	-0,056	0,064	-0,131	-0,877	0,383	0,440	2,271

a. Dependent Variable: ABS_RES

Source: Primary data processed, 2026

The Glejser test results showed sig. = 0.457 for X_1 and sig. = 0.383 for X_2, both greater than 0.05, confirming homoscedasticity and absence of heteroscedasticity.

3.3.4 Autocorrelation Test

Table 7. Autocorrelation Test

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.784[a]	0,615	0,607	2,12156	1,992

a. Predictors: (Constant), ONLINE CUSTOMER RATING (X2), ONLINE CUSTEMER REVIEW (X1)
b. Dependent Variable: KEPUASAN PEMBELI (Y)

Source: Primary data processed, 2026

The Durbin-Watson value of 1.992, falling within the acceptable range (du = 1.717 < DW = 1.992 < 4 − du = 2.283), indicates no autocorrelation in the regression model.

3.4 Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,655	1,417		1,874	0,064		
	ONLINE CUSTEMER REVIEW (X1)	0,377	0,107	0,334	3,520	0,001	0,440	2,271
	ONLINE CUSTOMER RATING (X2)	0,510	0,096	0,502	5,293	0,000	0,440	2,271

a. Dependent Variable: KEPUASAN PEMBELI (Y)

Source: Primary data processed, 2026

$$Y = 2.655 + 0.377X_1 + 0.510X_2 + e$$

The constant value of 2.655 indicates the baseline purchase decision value when both independent variables equal zero. The coefficient of 0.377 for X_1 shows that each unit increase in online customer review quality leads to a 0.377-unit increase in purchase decision, holding other variables constant. The coefficient of 0.510 for X_2 indicates that each unit increase in online customer rating results in a 0.510-unit increase in purchase decision. Both coefficients are positive, confirming that improvements in review quality and rating scores positively enhance consumer purchase decisions on Shopee.

3.5 Hypothesis Testing (t-test)

Table 9. Partial Hypothesis Test Results (t-test)

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,655	1,417		1,874	0,064		

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
ONLINE CUSTEMER REVIEW (X1)	0,377	0,107	0,334	3,520	0,001	0,440	2,271
ONLINE CUSTOMER RATING (X2)	0,510	0,096	0,502	5,293	0,000	0,440	2,271

a. Dependent Variable: KEPUASAN PEMBELI (Y)

Source: Primary data processed, 2026

With df = n − k − 1 = 97 and α = 0.05, the critical t-table value is 1.984. For X_1, t-count = 3.520 > t-table = 1.984 and sig. = 0.001 < 0.05, confirming that online customer review has a positive and significant effect on purchase decisions. H1 is accepted. For X_2, t-count = 5.293 > t-table = 1.984 and sig. = 0.000 < 0.05, confirming that online customer rating has a positive and significant effect on purchase decisions. H2 is accepted.

Table 10. Coefficient of Determination (R^2)

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.784[a]	0,615	0,607	2,12156	1,992

a. Predictors: (Constant), ONLINE CUSTOMER RATING (X2), ONLINE CUSTEMER REVIEW (X1)
b. Dependent Variable: KEPUASAN PEMBELI (Y)

Source: Primary data processed, 2026

The R^2 value of 0.615 (61.5%) indicates that online customer review and online customer rating jointly explain 61.5% of the variance in purchase decisions among Shopee users in Jombang Regency. The remaining 38.5% is attributed to other variables outside this model, such as price perception, seller trust, promotions, and perceived risk (Adela et al., 2024; Chen et al., 2022). The Adjusted R^2 of 0.607 confirms the model's robustness after adjustment for the number of predictors.

3.2 Discussion

3.2.1 Effect of Online Customer Review on Purchase Decision.

The results of the hypothesis test indicate that online customer reviews (X1) have a positive and significant effect on purchasing decisions. With the t-table value is 1.984. For X1, the calculated t-value is 3.520 > 1.984 and sig. = 0.001 < 0.05, thus H1 is accepted. This means that increasing the quality or quantity of online reviews increases consumers' likelihood of making a purchase.

This finding consistently supports previous research. Ulia et al. (2021) found that online reviews have a positive and significant effect on purchasing decisions on Shopee, where more positive and numerous reviews increase the probability of purchase. Adela et al. (2024) also confirmed the positive and significant influence of online reviews on purchasing decisions of Shopee consumers in Jombang, noting that reviews serve as a trust-building mechanism that reduces perceived risk in online transactions. Purba & Rachbini (2025) added that product reviews increase consumer trust and are a major determinant of purchase intention, especially when consumers cannot physically inspect the product.

3.2.2 Effect of Online Customer Rating on Purchase Decision.

The results of the hypothesis test also show that Online Customer Rating (X2) has a positive and significant effect on purchasing decisions. With a t-table of 1.984, a calculated t-table for X2 of 5.293 > 1.984, and a sig. of 0.000 < 0.05, H2 is accepted. The coefficient of influence for ratings (0.510) is greater than that for reviews (0.377), indicating that ratings have a stronger impact.

This finding is consistent with various previous studies. Ulia et al. (2021) found that ratings significantly influence online purchasing decisions on Shopee, where high ratings are associated with a higher probability of purchase because consumers associate high ratings with product quality and seller trustworthiness. Chen et al. (2022) also stated that ratings play a significant role in shaping consumer purchasing behavior; consistently high ratings increase purchasing confidence, while inconsistent or mixed ratings (e.g., 5-star and 1-star ratings combined) create confusion and concern. Pradana (2023) confirmed that numerical evaluations such as ratings significantly influence trust and purchasing behavior on Shopee Jombang.

4. CONCLUSION

This study confirms that online customer reviews and online customer ratings play a significant role in improving the purchasing decisions of Shopee consumers in Jombang Regency. Both variables jointly exert a positive and significant influence on purchasing decisions, indicating that electronic information from previous users is a key source for

consumers in assessing product quality and reducing pre-purchase uncertainty. The results indicate that online customer reviews have a positive and significant influence on purchasing decisions. This finding supports the first hypothesis and is consistent with previous research that notes that reviews function as a trust-building mechanism that reduces perceived risk in online transactions. Informative, clear, and comprehensive reviews provide user experience insights that help consumers assess the product's suitability to their needs. Online customer ratings also proved to have a positive and significant influence on purchasing decisions. The second hypothesis was accepted, and the coefficient of influence for ratings was greater than that for reviews. This indicates that star ratings have a stronger impact because they provide an instant quality signal that is easily processed without requiring the cognitive effort of reading in-depth text reviews. Consumers tend to associate high ratings with product quality and seller trustworthiness. Together, these two variables provide a strong explanation for the variation in purchasing decisions. The remainder is explained by factors outside this model, such as price perception, seller trust, promotions, and perceived risk. This study confirms that reviews and ratings are key determinants of digital consumer behavior, but additional variables need to be considered for a more comprehensive understanding. Practical implications include that Shopee sellers need to maintain product quality, encourage authentic customer feedback, and manage review credibility to strengthen consumer trust. Platform managers are also advised to implement mechanisms to prevent rating manipulation and fake reviews, so that ratings remain valid as quality signals. From a theoretical perspective, this study contributes to the digital consumer behavior literature by empirically confirming that reviews and ratings operate through different decision-making mechanisms. Reviews provide detailed experiential information, while ratings serve as quick heuristic signals. The finding that ratings have a stronger influence highlights the importance of cognitive efficiency in online purchasing decisions. Future research is recommended to include moderating variables such as digital literacy and product category, use a longitudinal or experimental design, and expand the geographic scope to several regions in Indonesia. Furthermore, testing the interaction between review quality and ratings will provide deeper insights into how these variables collectively influence purchasing decisions.

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