

The Influence of Influencer Marketing, Online Customer Reviews, and Online Customer Ratings on Purchase Decisions on the Shopee E-Commerce Platform

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Abstract

The rapid growth of e-commerce in Indonesia has made Shopee the platform with the highest number of visits in 2023. This study aims to analyze the influence of influencer marketing, online customer reviews, and online customer ratings on Shopee users' purchasing decisions, both partially and simultaneously. The research method uses a quantitative approach with associative design. Data was collected through a questionnaire to 100 respondents who were domiciled in Bekasi and had made transactions on Shopee. The analysis technique used multiple linear regression with the help of SPSS 23. The results showed that influencer marketing (t count = 3,515 > t table = 1,984), online customer reviews (t count = 2,220 > t table = 1,984), and online customer rating (t count = 4,346 > t table = 1,984) had a positive and partially significant effect on purchase decisions with a significance level of < 0.05 . Simultaneously, all three variables also had a significant effect (F count = 32.277 > F table = 2.699). Of the three variables, online customer rating is the most dominant factor with a beta coefficient of 0.411. The Adjusted R Square value of 0.487 indicates that 48.7% of the variation in purchasing decisions can be explained by all three independent variables. These findings provide insight into e-commerce businesses in designing more effective digital marketing strategies to increase customer conversions and loyalty.

Keywords: Influencer Marketing, Online Customer Reviews, Online Customer Ratings, Purchase Decisions, Shopee

INTRODUCTION

The rapid development of information technology has affected various aspects of human life, including the way people conduct transactions. One form of this progress is the presence of e-commerce, which is an important innovation in digital commerce (Setiawan & Haryanto, 2022). In Indonesia, e-commerce adoption continues to increase steadily, reflecting the increase in digital literacy and internet penetration (Rachman, Nugroho, & Hartono, 2021). Based on the 2023 E-Commerce Survey of the Central Statistics Agency (BPS), there are nearly 3.8 million business actors in this sector, an increase of 27.4% compared to the previous year (Pranoto & Susanti, 2023). This growth is driven by various factors, such as the adoption of mobile technology, online payment systems, and the expansion of digital platforms that connect consumers with sellers (Putri & Handayani, 2020). In addition, the COVID-19 pandemic accelerated digital transformation in commerce, encouraging businesses to adopt online channels to remain competitive and reach a wider market (Wijaya, Ramadhan, & Shah, 2021).

With 2.35 billion visits overall in 2023, Shopee has the highest visitation rate among all platforms e-commerce in Indonesia, according to SimilarWeb's analysis (Syaputri et al., 2023). Shopee has succeeded in attracting the attention of the Indonesian people through various strategies such as free shipping promotions, flash sale, monthly shopping campaigns, as well as collaborations with celebrities and influence. In addition, the existence of features such as reviews from customers (Online Customer Reviews) and product rating system (online customer rating) also plays a role in supporting consumers when making purchasing decisions.

Influencer marketing has evolved into a widely demanded and applied promotional method to shape preferences and encourage consumer buying interest. Ao et al. (2023) stated that influencer marketing is a promotional strategy that involves influential figures on social media who are trusted by their followers, with the aim of influencing consumer choices and behavior in making purchases.

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Online customer reviews also play a crucial role in purchasing decisions. Bagus et al. (2025) explained that online customer reviews belong to the Electronic Word of Mouth (eWOM) category, which relates to consumer opinions or reactions that are shared publicly through digital media and includes the evaluation of goods or services they purchase from sellers.

Meanwhile, online customer ratings function as a representation of consumer perception of a product delivered through a certain scale-based scoring system. Almayani & Graciafernandy (2023) explained that online customer rating is an assessment of a customer's product, where the user's reply is displayed by the system in the form of a numerical value or quantitative value, usually on a predetermined scale.

Although attracting many consumers, the high intensity of competition in the e-commerce realm, especially due to the similarity of the products offered, causes consumers to tend to be more careful and selective when making purchase decisions. This situation shows that Shopee, along with the business actors who are active in it, need to deeply understand the factors that affect consumer behavior when buying, so that marketing strategies are designed more optimally and on target.

Based on this background, this study aims to analyze the extent of the influence of influencer marketing, online customer reviews, and online customer ratings on purchase decisions on the Shopee e-commerce platform.

Influencer marketing is carried out through the creation of content in the form of photos or videos that are tailored to personal points of view and product characteristics, then shared through the influencer's social media accounts. Honesty in conveying information or reviews about products is an attraction that can encourage public interest in making purchases of promoted products (Baronah et al., 2023).

Based on Sugiharto & Ramadhana's presentation in Baronah et al. (2023), there are three main indicators in influencer marketing, namely: (1) Trustworthiness, which shows the extent to which the audience values an influencer as an honest, integrity, and trustworthy person; (2) Expertise, which refers to the extent to which an influencer has knowledge, experience, or abilities that are appropriate for the product they recommend; (3) Attractiveness, which describes the visual charm or personal character of an influencer who is able to attract the interest of the audience.

With the increasing number of consumers, their behavior has also changed, now they are more proactive in seeking and evaluating relevant information before making a purchase decision (Salsabila & Sudrajat, 2024). The availability of sufficient information is a crucial component in the decision-making process when customers have difficulty evaluating the quality of goods or have an unclear impression.

According to Sudjarmika in Astuti et al. (2023), indicators in online customer reviews include: (1) Awareness, which describes the extent to which consumers are aware of the existence of online reviews before making a purchase; (2) Frequency, which refers to how often consumers read or check reviews before making a purchase decision; (3) Comparison, which refers to consumer activity in comparing various reviews of similar products; (4) Influence, which describes the degree of influence of online reviews on consumer perception and their decision to choose a product.

Ratings reflect customer preferences based on their experience, which is closely related to the psychological and emotional state when making transactions on digital platforms. The greater the number of stars given, the more positive the seller's image or reputation in the eyes of consumers.

Based on the presentation of Fakri, Baihaqi, & Mulia in Astuti et al. (2023), the indicators used to assess online customer ratings include: (1) Perceived Usefulness, which refers to the extent to which consumers believe that reviews from other customers online can help them

make the right purchase decisions; (2) Perceived Enjoyment, which describes the level of subjective pleasure that consumers feel when reading online reviews; (3) Perceived Control, which refers to the degree to which consumers feel that they have autonomy and control in accessing, selecting, and utilizing information contained in online customer reviews.

Widuri et al. (2022) define purchasing decisions as a series of psychological processes and real actions that become consumer activities in choosing, buying, using, and assessing products or services.

Kotler & Keller (2016) stated that the process of a consumer in making a purchase decision includes: (1) Problem Recognition; (2) Information Search; (3) Evaluation of Alternatives; (4) Purchase Decision; (5) Post-Purchase Behavior.

Several previous studies showed results that supported the relationship between variables in this study. Hadipranata et al. (2023) found that influencer marketing has a significant effect on purchasing decisions on Shopee. Almayani & Graciafernandy (2023) concluded that online customer reviews, online customer ratings, and online promotions have a significant effect on purchasing decisions on Shopee. Salsabila & Sudrajat (2024) also found a significant influence of influencer marketing, online customer reviews, and content marketing on purchase decisions.

Based on the literature review and previous research, the hypothesis in this study is:

H₁: Influencer marketing has a positive and significant effect on purchase decisions on the Shopee e-commerce platform

H₂: Online customer reviews have a positive and significant effect on purchase decisions on the Shopee e-commerce platform

H₃: Online customer ratings have a positive and significant effect on purchase decisions on the Shopee e-commerce platform

H₄: Influencer marketing, online customer reviews, and online customer ratings simultaneously have a positive and significant effect on purchase decisions on the Shopee e-commerce platform

RESEARCH METHOD

This study uses a quantitative approach with an associative research design to analyze the relationship and influence between influencer marketing variables, online customer reviews, and online customer ratings on purchase decisions on the Shopee e-commerce platform.

The population in this study is all users of the Shopee e-commerce platform who live in the Bekasi area and have made purchase transactions. Since the population cannot be ascertained, the Cochran method is used to determine the sample size with the formula:

$$n = Z^2 \cdot p \cdot q / e^2$$

With $Z = 1.96$ (95% confidence level), $p = q = 0.5$, and $e = 0.1$ (10% margin of error), a minimum sample size of 96.04 was obtained which was rounded up to 100 respondents. The sampling technique uses purposive sampling with the criteria of respondents who are domiciled in Bekasi, have made transactions on Shopee, and have been exposed to influencer promotions, customer reviews, and product rating systems.

The variables in this study consist of three independent variables and one dependent variable:

1. Influencer Marketing (X_1): promotional strategy through influential figures on social media with indicators of trustworthiness, expertise, and attractiveness
2. Online Customer Review (X_2): consumer opinions shared publicly through digital media with indicators of awareness, frequency, comparison, and influence
3. Online Customer Rating (X_3): product assessment in the form of numerical values with indicators of perceived usefulness, perceived enjoyment, and perceived control

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4. Purchase Decision (Y): the psychological process and actions of consumers in selecting and purchasing products with indicators of problem identification, information search, alternative assessment, purchasing decisions, and post-purchase actions

Data was collected through a questionnaire on a Likert scale of 1-5 (Strongly Disagree to Strongly Agree) distributed via Google Form. The questionnaire consists of 24 statements covering all indicators of the four research variables.

The data analysis technique uses:

1. Data Quality Test: Validity test by comparing the r -count of the $> r$ of the table (0.196) and the reliability test with Cronbach's Alpha > 0.6
2. Classical Assumption Test: Normality test (Kolmogorov-Smirnov), heteroscedasticity test (Glejser), and multicollinearity test ($VIF < 10$, Tolerance > 0.1)
3. Regression Analysis Line Berganda: $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$
4. Hypothesis test: T-test (partial) and F-test (simultaneous) with a significance level of 5%
5. Coefficient Determination Test: Using Adjusted R Square to measure the model's ability to explain variations in dependent variables

RESULTS AND DISCUSSION

Respondent Characteristics

Of the 100 respondents who participated, the majority were women (67%), aged 17-25 years old (70%), educated in high school/vocational school (62%), and shopped on Shopee with a frequency of sometimes 1-2 times per month (60%).

Description of Research Variables

The results of the descriptive analysis showed that all variables received a positive response from the respondents:

1. Influencer Marketing (X_1): Mean = 3.90, indicating respondents consider the influencers they follow to have good trust, expertise, and appeal
2. Online Customer Review (X_2): Mean = 4.63, indicating respondents pay close attention to customer reviews before purchasing
3. Online Customer Rating (X_3): Mean = 4.44, indicating respondents find product ratings to be helpful in decision-making
4. Purchase Decision (Y): Mean = 4.32, indicating that respondents conducted a systematic purchase decision process

Data Quality Test

Table 1. Validity and Reliability Test Results

Variable	Items	r count	r Table	Information	Cronbach's Alpha	Reliability
X_1	6 items	0,641-0,827	0,196	Valid	0,844	Reliable
X_2	6 items	0,766-0,845	0,196	Valid	0,882	Reliable
X_3	6 items	0,758-0,882	0,196	Valid	0,895	Reliable
Y	6 items	0,461-0,741	0,196	Valid	0,695	Reliable

All statement items are valid (r count $> r$ table) and all variables are reliable (Cronbach's Alpha > 0.6).

Classic Assumption Test

The results of the classical assumption test show:

1. Normality Test: Asymp. Sig. = 0.095 > 0.05, normal distributed data
2. Heteroscedasticity test: Significance values $X_1 = 0.736$, $X_2 = 0.699$, $X_3 = 0.454$ (all > 0.05), heteroscedasticity did not occur
3. Multicollinearity test: VIF $X_1 = 1.205$, $X_2 = 1.525$, $X_3 = 1.727$ (all < 10); Tolerance $X_1 = 0.830$, $X_2 = 0.656$, $X_3 = 0.579$ (all > 0.1), no multicollinearity occurs

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Table 2. Results of Multiple Linear Regression Analysis

Model	B	Std. Error	Beta	t	Sig.
(Constant)	7,532	1,988		3,789	0,000
X_1	0,202	0,058	0,278	3,515	0,001
X_2	0,174	0,078	0,197	2,220	0,029
X_3	0,332	0,076	0,411	4,346	0,000

Regression equation: $Y = 7.532 + 0.202X_1 + 0.174X_2 + 0.332X_3$

Hypothesis Test

T test (Partial)

With t table = 1.984 at $\alpha = 0.05$, the test results show:

1. H_1 accepted: Influencer marketing had a significant positive effect (t count = 3.515 > t table = 1.984, sig. = 0.001 < 0.05)
2. H_2 accepted: Online customer reviews had a significant positive effect (t count = 2,220 > t table = 1,984, sig. = 0.029 < 0.05)
3. H_3 accepted: Online customer ratings have a significant positive effect (t count = 4.346 > t table = 1.984, sig. = 0.000 < 0.05)

F Test (Simultaneous)

Table 3. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	290,165	3	96,722	32,277	0,000
Residual	287,675	96	2,997		
Total	577,840	99			

With F table = 2.699, the result shows F count = 32.277 > F table = 2.699 and sig. = 0.000 < 0.05, so H_4 is accepted: all three independent variables simultaneously have a significant effect on the purchase decision.

Coefficient Determination Test

Table 4. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error
1	0,709	0,502	0,487	1,73107

The Adjusted R Square value = 0.487 indicates that 48.7% of the variation in purchasing decisions can be explained by all three independent variables, while 51.3% is explained by other factors.

Discussion

The results of the study show that all hypotheses are accepted. Online customer rating was the most dominant factor ($\text{Beta} = 0.411$) in influencing purchase decisions, followed by influencer marketing ($\text{Beta} = 0.278$) and online customer reviews ($\text{Beta} = 0.197$).

The dominance of online customer ratings can be explained because the rating system functions as a concise quality indicator that is easy for consumers to understand in making quick decisions. These results are in line with research by Wahyuni (2022) who found a significant influence of online customer ratings on purchase decisions.

The significant influence of influencer marketing supports the findings of Hadipranata et al. (2023), which show that the factors of influencers' trust, expertise, and attractiveness play an important role in shaping consumer confidence. Although online customer reviews have the least influence, this variable remains significant, in line with the research of Almayani & Graciafernandy (2023).

Simultaneously, all three variables contributed substantially (48.7%) to purchasing decisions. This shows that Shopee consumers consider various sources of information before making a purchase decision, which supports the theory of consumer decision-making process from Kotler & Keller (2016).

CONCLUSION

This study concludes that influencer marketing, online customer reviews, and online customer ratings have a positive and significant effect on purchase decisions on the Shopee platform, both partially and simultaneously. Online customer rating is the most dominant factor, showing the importance of product rating systems in e-commerce. Business actors are advised to integrate the three strategies synergistically by prioritizing improving product ratings through consistent quality, collaborating with credible influencers, and encouraging positive reviews from customers. Further research can expand geographical coverage, add variables such as price and product quality, and compare between e-commerce platforms to provide a more comprehensive understanding of digital consumer behavior in Indonesia.

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