

The Influence of Reviews and Ratings on Purchasing Decisions on Shopee

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh ulasan dan penilaian terhadap keputusan pembelian mahasiswa Politeknik Negeri Medan di platform Shopee. Dalam era digital dan e-commerce, Shopee merupakan salah satu platform yang paling banyak digunakan, dengan menawarkan beragam produk serta sistem ulasan dan penilaian yang menjadi elemen penting dalam pengambilan keputusan pembelian. Penelitian ini menggunakan metode kuantitatif dengan pendekatan korelasional. Data dikumpulkan melalui survei daring yang melibatkan 120 responden mahasiswa pengguna aktif Shopee. Hasil analisis regresi berganda menunjukkan bahwa baik ulasan (X1) maupun penilaian (X2) berpengaruh signifikan terhadap keputusan pembelian mahasiswa (X3), dengan nilai signifikansi dan koefisien korelasi masing-masing sebesar 0,666 untuk ulasan dan 0,659 untuk penilaian. Temuan ini mengindikasikan bahwa semakin tinggi penilaian dan semakin banyak ulasan positif, maka semakin besar kemungkinan mahasiswa melakukan keputusan pembelian. Penelitian ini merekomendasikan agar penjual meningkatkan kualitas produk serta merespons ulasan guna membangun kepercayaan konsumen dan mendorong peningkatan keputusan pembelian di Shopee.

Kata Kunci: Ulasan, Penilaian, Keputusan Pembelian, Shopee

ABSTRACT

This study aims to analyze the impact of reviews and ratings on the purchasing decisions of students at Politeknik Negeri Medan on Shopee. In the digital e-commerce era, Shopee is one of the most widely used platforms, offering various products with a review and rating system as key elements in purchasing decision-making. This research employs a quantitative method with a correlational approach. Data were collected through an online survey involving 120 student respondents who actively use Shopee. The results of multiple regression analysis show that both reviews (X1) and ratings (X2) significantly influence students' purchasing decisions (X3), with significance values and correlation coefficients of 0.666 for reviews and 0.659 for ratings. These findings suggest that the higher the rating and the greater the number of positive reviews, the more likely students are to make purchasing decisions. This study recommends that sellers improve product quality and respond to reviews to build consumer trust and enhance purchasing decisions on Shopee.

Keywords: Reviews; Ratings; Purchasing Decisions; Shopee



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INTRODUCTION

In the current era of globalization, technology and the internet are developing rapidly (Matyushok et al., 2021). The internet is one of the most common human necessities. Today's technological advancements allow people to meet their daily needs, such as in business where many people now prefer shopping online. The behavior of students, including those at Politeknik Negeri Medan, has changed due to the advancement of internet technology. As this technology developed, economic actors could easily conduct transactions through the internet, thus eliminating issues related to distance and time (Akerman et al., 2022).

According to (Similarweb, 2025), Shopee is the largest e-commerce platform in Indonesia with 235.9 million visits in February 2024, making it a key player in the Indonesian e-commerce market. Students prefer shopping on Shopee due to the wide range of products, easy access, and various promotions and discounts (Yoda & Malik, 2024). With the rise of financial inclusion, the public has easier access to financial services, including online loans (Tay et al., 2022). However, despite financial inclusion in Indonesia reaching 75% of the population, people still tend to use loans for consumptive

purposes (Wulandari & Ibrahim, 2023). This indicates that consumer decisions, including those of students, to purchase certain items may be influenced by the ability to obtain loans such as Shopee Pinjam (SPinjam).

On the other hand, prospective buyers often consider product reviews and ratings from other users as references during the decision-making process (Riaz et al., 2021). By taking into account the opinions and experiences of previous buyers, reviews and ratings reflect the quality of a product based on user scores. This is crucial in determining whether the product is worth purchasing. However, there is a difference of opinion regarding the extent to which ratings and reviews truly influence students' purchasing decisions. Therefore, the purpose of this study is to determine the extent of the influence of ratings and reviews on the purchasing decisions of students at Politeknik Negeri Medan on Shopee.

METHOD

Type of Research

This study implements a descriptive quantitative method with a correlational approach. The purpose of this method is to identify the relationship between reviews and ratings (independent variables, X) and the purchasing decisions of students (dependent variable, Y). The survey uses primary data collected directly from respondents through online data collection. The tools used are digital surveys distributed via Google Forms to facilitate completion and expedite the data collection process.

Population and Sample

The population in this study consists of students at Politeknik Negeri Medan who use the Shopee app, with a focus on students from the Business Management program, totaling 452 students. The sampling technique employed is Non-Probability Sampling, specifically Quota Sampling, with 120 respondents.

Data Analysis

Data analysis is performed using SPSS through several stages to ensure the validity and reliability of the research instruments. The validity test using Pearson's Product Moment correlation indicates that all variables Review (X1), Rating (X2), and Purchasing Decision (Y) are valid, as the calculated r value is greater than the r table value (0.179). The reliability test using Cronbach's Alpha method shows reliable results, with values above 0.70 for all variables. Descriptive analysis reveals that the majority of respondents tend to give positive ratings to the tested variables. Pearson's correlation test shows a significant positive relationship between these variables. Multiple regression analysis indicates that both Review and Rating significantly influence the Purchasing Decision, with positive regression coefficients for both variables. The F-test supports the hypothesis that these variables have a significant impact on purchasing decisions.

Hypothesis Development

- **E-commerce**

E-commerce is defined as the sale of goods and services conducted through social media platforms (Rachmad, 2022). Shopping is now increasingly done online due to technological advancements (Purba et al., 2025; Ryndian Gusty et al., 2025; Wulandari et al., 2025). With platforms like Shopee, customers can search for, select, and purchase products without the need to visit physical

stores. Since customers cannot see or try products in person, product information becomes crucial to their purchasing decisions (Chen & Dermawan, 2020). Therefore, evaluation and rating features are vital in the decision-making process.

- **The Influence of Reviews**

Reviews are opinions provided by consumers after purchasing a product or service (Mehyar et al., 2005). Reviews typically contain information about usage experiences, advantages, disadvantages, and recommendations from other users. Our research findings show that a significant portion of respondents refer to reviews before making purchasing decisions.

- **The Influence of Ratings**

Purchasing decisions are influenced by the ratings of products. Based on a Google form survey shared with respondents (students of Politeknik Negeri Medan), it was found that 80% of respondents made product purchases due to the influence of ratings.

- **Purchasing Decisions**

According to Petcharat & Leelasantitham (2021), a purchasing decision is a process involving the integration and synthesis of knowledge to evaluate two or more alternatives and then choose one of them. Purchasing decisions are influenced by technology and information available online. Before consumers decide to purchase a product, they first search for reviews, ratings, and testimonials on e-commerce platforms or social media (Rachmiani et al., 2024). Through these ratings and reviews, consumer trust is significantly impacted, affecting their purchasing decision.

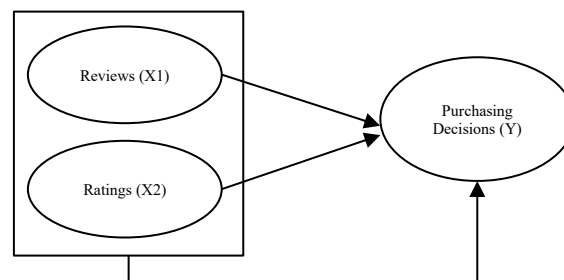


Figure 1: Research Model

Based on the research model above, the hypotheses in this study are as follows:

- H1: Reviews (X1) have a positive impact on the purchasing decisions (Y) of Shopee marketplace users among students.
- H2: Ratings (X2) have a positive impact on the purchasing decisions (Y) of Shopee marketplace users among students.
- H3: Both ratings (X2) and reviews (X1) have a positive impact on the purchasing decisions (Y) of Shopee marketplace users among students.

RESULTS

Validity Test

To ensure that the research instrument can be used correctly during the study, a validity test is conducted. The purpose of this research is to determine whether there is a strong relationship between the

research variables and each indicator found in the questionnaire. Validity is assessed by comparing the calculated r value with the table r value. This is done using the Pearson Product Moment correlation method. Based on the 120 respondents in this study, the degree of freedom (df) can be calculated using the formula $df = n - 2 = 120 - 2 = 118$. The table r value is 0.179 at the 5% significance level ($\alpha = 0.05$).

Variable	Variable Value Range	r-table	Result
Reviews (X1)	0,626-0,731	0,179	Valid
Ratings (X2)	0,657-0,796		Valid
Purchasing Decisions (Y)	0,551-0,778		Valid

Based on the test results, all statements in the questionnaire are considered valid because all statement items in the variables Review (X1), Rating (X2), and Purchase Decision (Y) have calculated r values greater than the table r value (0.179) at the 5% significance level.

Reliability Test

Variable	Cronbach's Alpha	Result
X1 (Reviews)	0,743	Reliable
X2 (Ratings)	0,784	Reliable
Y (Purchasing decisions)	0,763	Reliable

To assess the internal consistency of the research instrument, the Cronbach's Alpha method was used for the reliability test. The test results indicate that the Review (X1) variable has a Cronbach's Alpha value of 0.743, the Rating (X2) variable has a value of 0.784, and the Purchase Decision (Y) variable has a value of 0.763. All of these values exceed the minimum reliability threshold of 0.70, indicating that the research instrument is overall reliable.

Descriptive Test

Descriptive analysis was used to gain an understanding of the characteristics of the respondents and the distribution pattern of responses from the research variables. The analysis results show that the Review (X1), Rating (X2), and Purchase Decision (Y) variables have relatively high average values. This suggests that most participants rated these factors positively. Therefore, it can be concluded that customers are more likely to consider reviews and ratings from other customers before making a purchase decision on the Shopee e-commerce platform.

	N	Min	Max	Mean	Std. Deviation
Total X1	120	6.00	30.00	25.3833	3.36363
Total X2	120	5.00	25.00	19.8917	3.15109

Total X3	120	5.00	25.00	20.2583	2.88577
Valid N (listwise)	120				

Based on the results of the descriptive test above, the distribution of the obtained data can be explained as follows:

1. The Review (X1) variable has a mean value of 25.3833 with a standard deviation of 3.36363.
2. The Rating (X2) variable has a mean value of 19.8917 with a standard deviation of 3.15109.
3. The Purchase Decision (Y) variable has a mean value of 20.2583 with a standard deviation of 2.88577.

The higher mean values reflect the respondents' tendency to provide higher ratings on the questions within each variable. Meanwhile, the relatively small standard deviations indicate that the respondents' answers do not vary significantly from the mean value.

Correlation Test

The table below presents the results of the Pearson correlation test, which indicates a significant positive relationship between the variables under study.

Variable	Total X1	Total X2	Total Y
Total X1	1	0,622**	0,666**
Total X2	0,622**	1	0,659**
Total Y	0,666**	0,659**	1

The analysis results show that the correlation between Total X1 and Total X2 is 0.622 ($p < 0.01$), the correlation between Total X1 and Total Y is 0.666 ($p < 0.01$), and the correlation between Total X2 and Total Y is 0.659 ($p < 0.01$). Each of these correlation values indicates a fairly strong relationship between the variables being tested.

Multiple Regression

Based on the multiple regression analysis, the following are the results from the Coefficients table, which illustrate the relationship between the research variables:

Model	Unstandartized Coefficients		Standartized Coeffisients Beta	t	Sig
	B	Std. Error			
(Constant)	3.886	1.425		2.727	.007
Total X1	.358	.069	.417	5.222	<,001
Total X2	.366	.073	.400	5.003	<,001

From the table above, the following regression equation is obtained:

$$Y = 3.886 + 0.358X1 + 0.366X2$$

The regression results are interpreted as follows:

1. The constant (3.886) indicates that the value of the Purchase Decision (Y) is 3.886 when the Review (X1) and Rating (X2) variables are both zero.
2. The regression coefficient of X1 (0.358) indicates that, assuming other variables remain constant, every

1-unit increase in Review (X1) will increase the Purchase Decision (Y) by 0.358.

3. Assuming other variables remain constant, every 1-unit increase in Rating (X2) will increase the Purchase Decision (Y) by 0.366, according to the regression coefficient of X2, which is 0.366.

Furthermore, it can be concluded that Review (X1) and Rating (X2) have a significant effect on Purchase Decision (Y), because the Sig. values for both independent variables are less than 0.05. As a result, students at Politeknik Negeri Medan are more likely to make a purchase on the Shopee e-commerce platform if the customer reviews and ratings are more favorable.

F Test

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	536.581	2	268.291	69.079	<.001b
Residual	454.410	117	3.884		
Total	990.992	119			

a. Dependent Variable: Y

b. Predictors: (Constant), Total X2, Total X1

The F-statistic value in the ANOVA table is 69.079, with a significance level of 0.001. This suggests that the variables Review (X1) and Rating (X2) may jointly have a significant influence on the purchase decision (Y), as the p-value is smaller than the alpha level of 0.05.

Hypothesis Testing

This study tests the following hypotheses based on the results of multiple regression analysis and the F-test:

H0: Indicates that reviews and ratings do not have a significant impact on purchase decisions on Shopee;

H1: Indicates that reviews and ratings have a significant impact on purchase decisions on Shopee.

The results of the F-test show an F-statistic value of 69.079 with a significance level of <0.001, suggesting that reviews and ratings have a significant effect on purchase decisions.

DISCUSSION

The findings from the validity and reliability tests confirm that the research instrument used in this study is both valid and reliable. The results from the validity test, where all items in the variables of Review (X1), Rating (X2), and Purchase Decision (Y) have r-values greater than the critical value of 0.179, indicate that the questionnaire effectively measures the constructs it is intended to assess. Furthermore, the reliability analysis, with Cronbach's Alpha values exceeding the threshold of 0.70 for all variables, suggests that the instrument is consistent in its measurement, reinforcing the robustness of the data collected.

In terms of descriptive statistics, the relatively high mean values for the Review (X1), Rating (X2), and Purchase Decision (Y) variables suggest that respondents are positively inclined toward reviews and ratings when making purchase decisions. The small standard deviations further suggest that the respondents' opinions and experiences are generally consistent, which is a key factor in ensuring the reliability of the results.

The correlation analysis reveals significant positive relationships between all the studied variables, with particularly strong associations between reviews, ratings, and purchase decisions. These results align with previous literature, which highlights the importance of online reviews and ratings as critical factors in consumers' decision-making processes. Specifically, the correlations between Review (X1) and Purchase Decision (Y) (0.666), and Rating (X2) and Purchase Decision (Y) (0.659), indicate that these factors play a crucial role in shaping customer choices on e-commerce platforms like Shopee.

The multiple regression analysis provides a deeper understanding of the magnitude and direction of the relationships between the independent variables (reviews and ratings) and the dependent variable (purchase decisions). Both Review (X1) and Rating (X2) have a significant positive impact on purchase decisions, with a slightly stronger influence from ratings (0.366) compared to reviews (0.358). This implies that, while both factors are important, ratings may carry more weight in influencing consumers' purchasing behavior on Shopee.

The F-test results further support these conclusions, as the F-statistic of 69.079 with a significance level of <0.001 confirms that the model, including both reviews and ratings, has a significant effect on purchase decisions. The strength of this relationship highlights the importance of positive customer feedback in driving sales on e-commerce platforms, particularly in a competitive online marketplace like Shopee.

CONCLUSION

The analysis results show that reviews and ratings have a significant impact on the purchase decisions of students from Politeknik Negeri Medan for the Shopee e-commerce application. The multiple regression results indicate that the review variable (X1) has a standard coefficient of 0.417, and the rating variable (X2) has a significance level below 0.05. This means that students are more likely to purchase a product if its review and rating are higher. However, this study only used reviews and ratings as research variables. Therefore, future studies could consider additional factors such as promotions, prices, or consumer trust levels. The findings of this study provide a deeper understanding of the components that influence purchase decisions on e-commerce platforms.

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