

# THE IMPACT OF ONLINE REVIEWS AND VOLUME REVIEWS ON CONSUMER PURCHASE DECISIONS IN SHOPEE: A QUANTITATIVE ANALYSIS

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## Abstract

*This study discusses the effect of Online Reviews and Volume Reviews on Purchasing Decisions. Quantitative research approach by examining 91 respondents of Shopee E-commerce users. The sample was selected using a total sampling approach. Data collection was carried out with an online questionnaire and data analysis using SPSS version 27. Research findings show that Online Reviews and Volume Reviews have a significant effect on Purchasing Decisions. The impact of online reviews and volume reviews underscores the relationship between reviews made by consumers and the number of reviews on a product or service in influencing consumer behavior in purchasing decisions.*

**Keyword:** *Quantitative Analysis, Online Reviews and Volume Reviews, Consumer Purchase Decisions*

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## INTRODUCTION

The e-commerce industry in Indonesia experienced tremendous growth during the COVID-19 pandemic (Dharma Negara & Sri Soesilowati, 2021). In Indonesia, e-Commerce has grown rapidly from year to year. In its development, e-Commerce has become one of the aspects that support economic growth in Indonesia. One of the things that drives the development of e-Commerce in Indonesia is the increasing use of social media, one of which is online shopping (Development and Regulation of E-Commerce in Indonesia, 2020). Online purchase decisions refer to consumer behavior that involves information search as well as their decision to purchase goods or services on e-commerce platforms (Y. Zhao et al., 2020). These decisions can be classified into different types, such as purchase, willingness to pay, repeat purchase, and recommendation (Bo & Yang, 2022).

Digitalization in marketing activities has made it easier for consumers to make purchasing decisions (Arief et al., 2023). One of the significant impacts of this digitalization is the change in the way individuals make purchasing decisions through online reviews. Online reviews not only serve as a source of information, but also a tool that builds consumer trust more effectively than traditional methods (Shimpi et al., 2022; Sung et al., 2023). Consumers often rely on online reviews for purchasing decisions. After purchasing, they leave reviews which then influence other potential buyers in making decisions (Das, 2022). In e-commerce markets, consumers' choices when purchasing products or services online are often influenced by ratings and reviews from previous buyers (Das, 2022). The volume of reviews, or the number of reviews available, is an important factor as it can influence consumers' perception of the popularity and credibility of a product or service. In Indonesia, the e-commerce industry is dominated by five major startups, namely Tokopedia, Shopee, Bukalapak, Lazada, and Blibli (Putra Hartanto &

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Purnama Alamsyah, 2021).

Among the five platforms, Shopee has higher popularity among Indonesian consumers, partly due to its attractive promotional strategies and high volume of reviews on its products. A high volume of reviews can provide consumers with additional trust, especially if the majority of reviews are positive (Dharma Negara & Sri Soesilowati, 2021). As e-commerce evolves, online product reviews, both in terms of number and content, are increasingly providing more information to support consumers' decision-making process, helping them feel more confident about the quality of the product or service to be purchased (Liu et al., 2025).

Shopee, established in Indonesia in 2015, has become one of the most popular e-commerce platforms among the public. Its popularity continues to increase every year, making it a top choice for online shopping (Asih, 2024). Shopee offers a wide array of products and services, ranging from daily necessities to fashion products. Apart from the website, Shopee is also available in the form of a mobile application, which makes it easy for users to access it anytime and anywhere through their smartphones (Supiyandi et al., 2022).

In the modern era, online shopping has significantly changed consumer behavior (Sahu et al., 2024). As online shopping comes with risks, a better presentation of reviews is needed to reduce perceived risk and create a more pleasant shopping experience (Q. Wang et al., 2017). As online shopping grows, consumers increasingly assess product quality after purchase, which is closely related to their trust in the seller (Sung et al., 2023). Before making a final decision, consumers tend to read reviews from other buyers about the seller's products or services (Fernandes et al., 2022).

In e-commerce in Indonesia, a more in-depth examination of online reviews, Volume Reviews and purchase decisions is highly relevant. This research adds to the existing literature by providing insight into the impact of online reviews on purchasing decisions at Shopee. These findings help businesses design more effective marketing strategies, how customers rate online reviews to drive purchase decisions.

**LITERATURE REVIEW****The Effect of Online Reviews on Purchasing Decisions**

Online reviews have become an important source of information for consumers, significantly influencing their purchasing decisions (L. Wang et al., 2024). Research using product rating data from Jingdong Mall shows that text elements in reviews significantly increase the usefulness of reviews. In the hospitality industry, review scores and review volume affect the level of confidence of first-time travelers in the services offered (Shimpi et al., 2022).

Research (Sahu et al., 2024) also reveals that online reviews strongly influence the consumer decision-making process, especially in investment shopping. Positive reviews have a stronger influence in increasing the likelihood of a purchase decision. Something similar was found in a study (J. Zhao & Peng, 2019) related to short-term rent in urban areas. The results show that the quality of online reviews affects users' perceived value and perceived risk, which in turn influences purchase decisions.

In the tourism industry, travelers rely heavily on online reviews to make various travel decisions. Research (Hossain et al., 2024) revealed that the quality, credibility, and usefulness of information in online reviews significantly influence travelers' intention to purchase services from online travel agencies. Meanwhile, (Arief et al, 2023) found that influencer marketing and online customer reviews jointly impact online purchase decisions.

Online reviews include various types of information, such as review text, review title, and review score. Positive reviews that have high scores, positive sentiments, and attractive titles can increase consumer confidence in sales offers (Shimpi et al., 2022). Online reviews not only have an informational influence, i.e. they help consumers obtain relevant information. As a result, the more positive the review content, the higher the consumer's intention to purchase the product (Ahn & Lee, 2024). Online reviews

are also a stimulus for consumers to purchase services, such as short-term rentals, with shopping platforms typically displaying the total number of reviews, average rating, and content in the form of text, photos, and videos (Sung et al., 2023; J. Zhao & Peng, 2019). Research (Sung et al., 2023) on the Naver app in Korea shows that well-known brands have an advantage in building consumer trust over lesser-known brands. Consumers need more indicators, such as reviews and ratings, to feel confident about the product quality of less popular brands.

H1: Online Reviews have a significant effect on purchasing decisions

### **The Effect of Volume Reviews on Purchasing Decisions**

Online reviews contain different types of information, such as review text, review title, and review score. Positive reviews that have high scores, positive sentiments, and attractive titles can increase readers' trust in a given offer (Shimpi et al., 2022). In addition, research (Zablocki et al., 2019) confirmed that online review attributes, such as sentiment, volume, and inconsistency, influence consumer purchase decisions. This research highlights the important role of online review positivity and review score inconsistency in increasing product sales (Eslami & Ghasemaghahi, 2018).

However, some studies show that review volume has no significant effect on awareness or purchase intention. For example, (Chintagunta et al., 2010) revealed that the main factor influencing a movie's box office performance is the value propensity of online reviews (valence), not the number of reviews (volume). Research by (Kostyra et al., 2016) also showed that review volume does not directly influence consumer choice, but rather serves as a moderator for online review value tendencies.

H2 : Volume Reviews Have a Significant Effect on Purchasing Decisions

## **METHODOLOGY**

### **Sample and Data Collection**

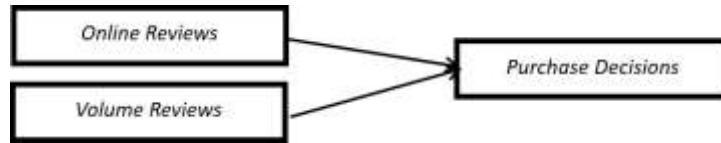
Our data consists of Shopee users. The sampling technique used in this study is the total sample technique. Total sample is a sampling technique in which all members of the population are used as samples, usually applied if the population is relatively small, which is less than 100 people (Sugiyono, 2020: 133). Sample criteria include customers who are at least 23 years old, students of the FEB USU Master of Management Science Program class of 2023, have an e-commerce application, and have been shopping online for at least one year. We collected data through an online questionnaire and analyzed it using SPSS 27, which was distributed to approximately participants for one week, from November 17, 2024 to November 23, 2024. The data was collected at USU Medan, North Sumatra (Students of Master of Management Science Program FEB USU batch 2023 and 2024), with the purpose of assessing opinions regarding Online Reviews and Review Volume on Consumer Purchase Decisions. A total of 91 responses were received.

### **Measurement Scale**

In this study, a 5-point Likert scale was used, which ranged from "strongly disagree" to "strongly agree." Six key dimensions were used to measure purchase decisions: product choice, brand choice, dealer choice, purchase time, purchase amount, and payment method (Fc Oentoeng, 2021). Online reviews are assessed using three key dimensions: credibility, language comprehension, and relevance (Fernandes et al., 2022). Three key dimensions for measuring review volume include the number of reviews, preference for extreme reviews, and average star score/rating (Fernandes et al., 2022). Additional information regarding the conceptual framework of this study can be seen in Figure 1.

*The Impact of Online Reviews and Volume Reviews on Consumer Purchase Decisions in Shopee: A Quantitative Analysis*

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**Figure 1. Conceptual Framework**

**RESEARCH RESULTS**

**Respondent Characteristics**

Table 1 presents the descriptive characteristics of 91 respondents, the majority of women were 57 people (62.6%) while men were 34 people (37.4%) and the dominant age group was 23-30 years old as many as 70 people (76.9%). The dominant income group is > Rp 5,000,000 as many as 32 people covering 35.2% of the sample, 6.6% (6 people) earning Rp 500,000 - Rp 1,000,000, 29.7% (27 people) earning Rp 1,000,000 - Rp 3,000,000 and 28.6% (26 people) earn Rp 3,000,000 - Rp 5,000,000. The sample is dominated by respondents who have worked (76.9%) or 70 respondents, who have not worked only 17.6% or as many as 16 respondents while the others are filled with respondents who work as freelancers, farmers, entrepreneurs or business owners. This data shows that the majority of respondents, who are in the productive age group (23-30 years old), have middle to upper income, and have a stable employment status, have a fairly high purchasing power and often use online shopping platforms such as Shopee. In this context, these groups tend to look for additional information, such as online reviews and product ratings to ensure product quality before purchasing.

**Table 1 Descriptive**

<b>Respondent Characteristics</b>	<b>Frequency</b>	<b>Cumulative (%)</b>
<b>Gender</b>		
Men	34	37,4
Women	57	62,6
	91	100



<b>Age</b>		
23-30 Years	70	76,9
31-37 Years	13	14,3
38-45 years old	7	7,7
>45 years	1	1,1
	91	100
<b>Revenue/Input</b>		
IDR 500,000 - IDR 1,000,000	6	6,6
IDR 1,000,000 - IDR 3,000,000	27	29,7
IDR 3,000,000 - 5,000,000	26	28,6
> IDR 5,000,000	32	35,2
	91	100
<b>Employment Status</b>		
Not Working	16	17,6
Already Working	70	76,9
Freelance	2	2,2
Farmers	1	1,1
Entrepreneur	1	1,1
Business Owner	1	1,1
	91	100

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**Descriptive Results of Respondents' Answers Based on Variables**

**Table 2 Distribution of Respondents' Answers**

Variables	Statement	Mean
Online Reviews (X1)	Trustworthiness of reviews increases if there is a name/picture of the reviewer.	4,43
	I checked reviews on various sites to confirm the score.	4,00
	Reviews with relevant arguments are more important to me.	4,45
	Reviews influence my purchasing decisions.	4,32
	Recent reviews are more important than old reviews.	3,86
Volume Review (X2)	The small number of reviews made me skeptical.	4,32
	I look for reviews with extreme scores (5 or 1 star).	4,32
	The average star score is important in assessing the product.	4,54
	Negative reviews influence my decision more.	3,89
Purchase Decision (Y)	Product quality is a major factor in purchasing.	4,59
	The products I buy usually suit my needs.	4,40
	Brand popularity influences my decision.	4,06
	The payment method affects the convenience of the transaction.	4,47

In the Online Reviews (X1) variable above shows statement no. 3 "**Reviews with relevant arguments are more important to me**" with the largest mean value of 4.45 indicating that the majority of respondents Agree or Strongly Agree with the statement. This means that most respondents feel that reviews supported by relevant arguments are important. This high score reflects a strong awareness and understanding of the review process.



respondents that the presence of relevant arguments in a review plays a very important role in enhancing the credibility and quality of a review. Respondents tend to think that a review that only contains opinions without the support of strong arguments is less useful or convincing.

In the Volume Review Variable (X2) above shows statement no. 3 **"The average star score is important in assessing the product"** with the largest mean value of 4.54 which indicates that most respondents gave a positive response to this statement. Based on the distribution of responses, the majority of respondents consider the value of stars or scores to be very important in assessing products. This indicates that respondents highly value star ratings or scores as the main indicator for assessing product quality. It also indicates that they believe the value given by previous consumers has a significant impact in their purchasing decisions.

In the Purchasing Decision variable (Y) above shows statement item no. 1 **"Product quality is the main factor in purchasing"** with the largest mean value of 4.59 where product quality is the main factor in purchasing decisions, which is reflected in the high mean on Item

1. Quality is considered important, and reviews that support this quality play a role in strengthening purchasing decisions. product quality supported by positive online reviews and a large volume of reviews has a great influence on purchasing decisions, and consumers tend to choose products based on proven quality and confirmed through reviews and ratings from previous buyers.

### Test Coefficient of Determination (R<sup>2</sup>)

**Table 3 Coefficient of Determination**

The R value of 0.694 means that the relationship between Online Review (X1), Volume

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 <sup>a</sup>	.482	.470	1.58509

a. Predictors: (Constant), Volume Review, Online Review

Review (X2) and Purchasing Decision (Y) is 69.4%. This means that the relationship is close, where the greater the R means the closer the relationship. The adjusted R Square value is 0.482, which is equivalent to 48.2% of Purchasing Decisions (Y) can be explained by Online Reviews (X1) and Volume Reviews (X2). While the remaining 51.8% can be explained by other factors not examined by this study. Adjusted R Square of 0.470 means that 47% of Purchasing Decisions (Y) can be explained by Online Reviews (X1) and Volume Reviews (X2) while the remaining 53% can be explained by other factors not examined by this study. Std Error of Estimated means measuring the variation of the predicted value. Std Error of Estimated is also called standard deviation, we can see in table 2 Std Error of Estimated is 1.585. The smaller the standard deviation means the better the model.

### Multiple Linear Regression Test

#### a. Simultaneous Anova (F Test)

To test whether the proposed hypothesis is accepted or rejected, the F statistic (F test) is used. If F count < F table, then H<sub>0</sub> is accepted and H<sub>a</sub> is rejected, whereas if F count > F<sub>table</sub>, then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. If the significance level is below 0.05 then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.

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**Table 4**  
**F Test Results (Simultaneous)**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	205.513	2	102.757	40.898	<.001 <sup>b</sup>
	Residual	221.102	88	2.513		
	Total	426.615	90			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Volume Review, Online Review

The table above shows that the calculated F value is 40,898 with a significance level of 0.000. The F-Table value at the 95% confidence level ( $\alpha = 0.05$ ) is 3.100069. Because in both calculations  $F_{count} > F_{table}$  ( $40,898 > 3,100069$ ) and the significance level of 0.000  $< 0.05$  indicates that the effect of independent variables (Online Review, Volume Review) simultaneously is positive and significant on purchasing decisions.

**b. T Test Results (Partial)**

To test whether the proposed hypothesis is accepted or rejected, the F statistic (F test) is used. If  $T_{count} < T_{table}$ , then  $H_0$  is accepted and  $H_a$  is rejected; whereas if  $T_{count} > T_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted. If the significance level is below 0.05 then  $H_0$  is rejected and  $H_a$  is accepted.

**Table T-test Results**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.229	1.412		3.703	<.001
	Online Review	.208	.084	.253	2.471	.015
	Volume Review	.464	.095	.500	4.882	<.001

a. Dependent Variable: Purchase Decision

The Online Review variable has a positive and significant effect on Purchasing Decisions, this can be seen from the significant value (0.015) below (smaller than) 0.05 and the calculated T value ( $2.471 > T_{table}$  (1.98729)), which means that if the Online Review variable is increased by one unit (unit), the Purchasing Decision (Y) will increase by 0.208 units (unit).

The Volume Review variable has a positive and significant effect on Purchasing Decisions, this can be seen from the significant value (0.001) below (smaller than) 0.05 and the calculated T value ( $4.882 > T_{table}$  (1.98729)), which means that if the Online Review variable is increased by one unit (unit), the Purchasing Decision (Y) will increase by 0.464 units (unit). Based on the output results, the formula for the regression equation is:



$$y = b_0 + b_1 x_1 + b_2 x_2 + e$$

$$y = 5.229 + 0.208 \text{ Online Review} + 0.464 \text{ Volume Review} + e$$

## DISCUSSION

### The Effect of Online Reviews on Purchasing Decisions

The results show that Online Reviews significantly influence Purchase Decision, as indicated by a t value of 2.471 and a significance value of 0.015. This shows that the credibility of information, positive/negative reviews, text comments and reviewer information in driving consumer purchasing decisions. Online reviews help consumers see the quality of a product/service through the comments of previous buyers. This finding is in line with research conducted by (Fernandes et al., 2022) that online reviews have a significant influence on purchase decisions.

Also supported by research conducted by (Shimpi et al., 2022) also demonstrated that an online review usually includes several types of information, such as review text, review title, and review score. Positive reviews that have high scores, positive sentiments, and positive titles tend to make readers more confident in the offer and ultimately decide to buy. Then these results are also in line with research (Arief et al., 2023) which shows that influencer marketing and online customer reviews affect consumer purchasing decisions.

### The Effect of Review Volume on Purchasing Decisions

The results showed that Review Volume has a significant influence on Purchasing Decisions, as evidenced by the t value of 4.882. Review volume refers to the total number of reviews received by a product, service or media. The more reviews available, the higher the level of consumer awareness and interest in buying or consuming the product. This is in line with the findings of (Zablocki et al., 2019) which show that online review attributes, such as responsiveness, volume, and consistency, play an important role in influencing consumer purchasing decisions. Another study by (Eslami & Ghasemaghahi, 2018) also confirmed that positive sentiments in online reviews as well as variations in review scores can significantly increase product sales. Thus, the volume of reviews, especially if combined with a positive response, not only increases product visibility but also strengthens consumers' decision to buy. This confirms the importance of total reviews and high product value as strategic elements in digital marketing.

### The Effect of Online Reviews and Volume Reviews on Purchasing Decisions

This research shows that Online Reviews and Volume Reviews collectively account for 47% ( $R^2 = 0.470$ ) of the variance in purchase decisions. This suggests that while these variables are important, additional elements including consumer trust, purchase intent, influencer marketing and information quality also contribute. The impact of online reviews and volume of reviews underscores the interrelationship between reviews made by consumers and the number of reviews on a product or service in influencing consumer behavior in purchasing decisions.

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

Online reviews have been shown to have a significant influence on consumer purchasing decisions. The credibility of the information, be it positive or negative reviews, as well as text comments and information from reviewers play an important role in shaping purchasing decisions. This suggests that consumers are more likely to purchase a product after reading a review that gives a clear picture of the quality of the product or service, in line with previous research findings. Volume Reviews are proven to

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have a significant influence on Purchasing Decisions. The higher the number of reviews received by a product, the greater the influence on consumer awareness and interest in buying. The volume of reviews provides social validation that the product has been used by many consumers, thus increasing its trustworthiness and appeal in the market.

**Advice**

1. Focus on Review Quality, Not Just Quantity
  - a. Optimize Review Quality: Companies should encourage customers to provide in-depth and informative reviews, not just star ratings. This can be done by asking customers to include comments about their experience, product quality, and perceived benefits. Reviews that contain detailed information tend to be more influential in shaping consumer purchasing decisions.
  - b. Develop a Review System that Makes It Easy: Shopee has features such as photos and videos that can be attached in reviews. Utilizing this feature will help show the quality of the product in a more visual and tangible manner.
2. Utilize Shopee Features to Highlight Positive Reviews: Shopee has features such as "Top Reviews" or "Best Seller" that allow the best reviews to be more visible to potential buyers. Companies can utilize this feature to showcase reviews that are truly positive and detailed, so that potential buyers are more convinced to make a purchase.

**SUGGESTIONS FOR FUTURE RESEARCH**

The findings and suggestions of this study provide various ways of further research to improve the understanding of consumer behavior in purchasing decisions in the digital era, one of which is the Shopee shopping platform. These approaches will deepen the understanding of the influence of online reviews and sales volume on purchasing decisions which further brings new elements and new methods to develop this topic.

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