

The Influence of Online Customer Reviews and Trust on Purchasing Decisions on the Shopee Marketplace in the Community Unit 08, Pasirkaliki Urban Village, North Cimahi District, Cimahi City

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Abstract:

Purpose:

This research was conducted on Shopee marketplace consumers in RW 08, Pasirkaliki Village, North Cimahi District, Cimahi City. The purpose of this study was to determine the influence of online customer reviews and trust on purchasing decisions, both partially and simultaneously.

Methodology:

The research method used in this study is descriptive and associative. The unit of analysis is individuals, namely Shopee marketplace consumers in RW 08, Pasirkaliki Village, North Cimahi District, Cimahi City. The sample in this study was 100 respondents. The sampling technique used in this study was based on certain considerations or criteria. The analysis method used was multiple linear regression analysis, and the validity and reliability of the research instrument were also tested.

Findings:

Based on the research results it shows that there is a partial and simultaneous influence on the online customer review and trust variables on the purchasing decision variables.

Implication:

The influence of online customer reviews on purchasing decisions is 43.8%, while the influence of trust on purchasing decisions is 12.4%. The influence of online customer reviews and trust on purchasing decisions is 56.2%.

INTRODUCTION

The development of information and communication technology has transformed the way consumers interact with products and services, even when purchasing online. Marketplaces like Shopee offer a wide variety of products from various sellers, forming one of the most popular e-commerce platforms in Indonesia. In a competitive environment, online customer reviews play a key role in influencing consumer purchasing decisions. (Mita Istinawati & R.A. Nurlinda, 2024:3)

Marketplaces play a key role in online business today. They act as intermediaries between sellers and buyers, conducting online product transactions. They offer various facilities, including payment methods, shipping estimates, product selection by category, and other features. It allows anyone to engage in buying and selling activities using marketplace websites, thanks to their diverse features and ease of use and effectiveness in obtaining products or services. (Damayanti et al., 2023:2)

Shopee has become a marketplace platform that has gained significant popularity in Southeast Asia, including Indonesia, Thailand, Malaysia, Singapore, and other countries. Founded in 2015, the company is part of Asia's leading technology company, Sea Group. Shopee offers a variety of products available for online purchase, including fashion, daily necessities, electronics, and more. It also offers logistics and payment services to facilitate user transactions.

The following is pre-survey data from 20 Shopee Marketplace consumers in the RW 08 community:

Table 1. The Phenomenon of Online Customer Reviews

No	Statement	Agree		Do not agree		Amount	
		Person	Percentage	Person	Percentage	Person	Percentage
1	Review sources that include proof of purchase are more convincing to me.	10	50%	10	50%	20	100%
2	Reviews that mention the advantages and disadvantages of a product in a balanced way are more convincing.	7	35%	13	65%	20	100%
3	I am still interested in buying the product even though there are many negative reviews.	5	25%	15	75%	20	100%
4	I find product reviews helpful in assessing whether a product is popular or not.	10	50%	10	50%	20	100%
5.	The number of reviews influences my interest in buying the product.	8	40%	12	60%	20	100%

Based on the data above, the majority of respondents disagreed, indicating that online customer reviews are still ineffective.

Online customer reviews provide valuable information to potential buyers and help them assess product quality and reliability. (Poppy Octaviani, 2025:2)

Table 2. The Phenomenon of Trust

No	Statement	Agree		Do not agree		Amount	
		Person	Percentage	Person	Percentage	Person	Percentage
1	The information I receive about other parties influences my level of trust in them.	8	40%	12	60%	20	100%
2	The information processing process is not important in forming a sense of trust in a particular party.	5	25%	15	75%	20	100%
3	I often trust others without making assumptions or considerations first.	9	45%	11	55%	20	100%
4	I have no confidence that the seller will care about customer satisfaction.	11	55%	9	45%	20	100%
5.	Trust is determined more by price and product factors, not by the relationship between buyer and seller	7	35%	13	65%	20	100%

Based on the data above, the majority of respondents disagreed, indicating that trust is still ineffective. Trust is a key component of the purchasing decision process, especially on online platforms where consumers cannot see or touch the product directly. (Poppy Octaviani, 2025:2)

Table 3. Purchasing Decision Phenomena

No	Statement	Agree		Do not agree		Amount	
		Person	Percentage	Person	Percentage	Person	Percentage
1	I choose products without considering my primary needs.	8	40%	12	60%	20	100%
2	I rarely consider comparisons between brands before buying	4	20%	16	80%	20	100%
3	I bought the product without considering it That is the sales location	8	40%	12	60%	20	100%
4	I often buy impulsively without planning the time.	9	45%	11	55%	20	100%
5.	I do not pay attention to the efficiency of the purchase amount when shopping.	7	35%	13	65%	20	100%

Based on the data above, the majority of respondents disagreed, indicating that purchasing decisions are still ineffective.

Based on the variables discussed, researchers believe that online customer reviews and trust can influence purchasing decisions on the Shopee marketplace.

Literature Review. An online customer review is an evaluation of a product or service conducted by customers with direct experience, and posted on a company's website or other online platform (Banjarmahor, A, R, 2021:181). An online customer review is a review written by customers about their experience with a product or service, published online. These reviews can be in the form of text, star ratings, or other formats that provide information and opinions about the product (Keller, 2016:15). An online customer review is an opinion or review provided by customers about a product or service they purchased or used online, and then shared with other potential buyers as a reference (Wahyuni, 2024:12).

The dimensions of online customer reviews according to (Banjarmahor, A, R, 2021:183) are source credibility, argument quality, review valence, perceived usefulness, and quality of reviews.

Trust is an individual's evaluation after obtaining, processing, and gathering information that then results in various assessments and assumptions. A person's trust in another party in a relationship between the two parties, after gathering various information, is based on the belief that one party can fulfill the expected obligations (Jogiyanto, 2019:935). Consumer trust is as follows: "Trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty, and benevolence" (Keller, 2016:225). Consumer trust is the consumer's belief in the reliability, stability, and integrity of a party, as well as the belief that the party's actions will benefit them (Priansa, 2017:127).

According to (Jogiyanto, 2019:936), the dimensions of trust are individual assessment, information processing, assumptions and assessments, beliefs and relationships.

A purchasing decision is a problem-solving process carried out by an individual in choosing between two or more available alternatives (Tjiptono, 2019:135). Purchasing decisions are the process of deciding on a product; an individual considers various options and then decides what they will buy (Andrian & Nursal, 2022). Purchasing decisions are activities in which an individual is directly involved in deciding to purchase a product offered by a seller (Indrasari, 2019).

The dimensions of purchasing decisions according to (Tjiptono, 2019:137) are product choice, brand choice, location choice, purchase amount, and purchase timing.

Research Hypothesis.

H1: Online customer reviews influence purchasing decisions.

H2: Trust influences purchasing decisions.

H3: Online customer reviews and trust influence purchasing decisions.

METHODS

The population in this study was Shopee marketplace consumers in RW. 08, Pasirkaliki Village, North Cimahi District, Cimahi City. The sampling technique used was purposive sampling with a sample size of 100 respondents. A questionnaire served as the research instrument to ensure validity and reliability tests met standards. The research method used was multiple linear regression, which included classical assumption tests, coefficient of determination tests, and hypothesis tests.

RESULTS AND DISCUSSION

Validity Test.

Table 4. Validity Test

Variable	Statement Items	<i>r</i> count	<i>r</i> critical	Information
<i>Online Customer Review</i>	X1.1	0,391	0,3	Valid
	X1.2	0,549	0,3	Valid
	X1.3	0,547	0,3	Valid
	X1.4	0,640	0,3	Valid
	X1.5	0,717	0,3	Valid
	X1.6	0,801	0,3	Valid
	X1.7	0,565	0,3	Valid
	X1.8	0,689	0,3	Valid
	X1.9	0,689	0,3	Valid
	X1.10	0,722	0,3	Valid
Trust	X2.1	0,545	0,3	Valid
	X2.2	0,600	0,3	Valid
	X2.3	0,541	0,3	Valid
	X2.4	0,483	0,3	Valid
	X2.5	0,485	0,3	Valid
	X2.6	0,595	0,3	Valid
	X2.7	0,580	0,3	Valid

Buying decision	X2.8	0,564	0,3	Valid
	X2.9	0,596	0,3	Valid
	X2.10	0,580	0,3	Valid
	Y1	0,464	0,3	Valid
	Y2	0,408	0,3	Valid
	Y3	0,507	0,3	Valid
	Y4	0,497	0,3	Valid
	Y5	0,690	0,3	Valid
	Y6	0,724	0,3	Valid
	Y7	0,512	0,3	Valid
	Y8	0,514	0,3	Valid
	Y9	0,425	0,3	Valid
	Y10	0,632	0,3	Valid

Source: SPSS V27 Results, 2025

All variable statement items in this study were deemed valid because the calculated r value exceeded the critical value, which is above 0.3.

Reliability Test.

Table 5. Reliability Test

Variable	Cronbach's Alpha	Information
X1	0,824	Reliable
X2	0,750	Reliable
Y	0,725	Reliable

All variables in this study were deemed reliable because they met the criteria of Cronbach's Alpha above 0.7.

Classical Assumption Test: Normality Test.

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		0,0000000
	Std. Deviation		3,03616170
Most Extreme Differences	Absolute		.057
	Positive		0.51
	Negative		-.057
Test Statistic			.057
Asymp. Sig. (2-tailed)			.200 ^d
Monte Carlo Sig. (2-tailed)	Sig.		.577
	99% Confidence Interval	Lower Bound	.564
		Upper Bound	.590

- Test distribution is Normal.
- Calculated from data
- Lilliefors Significance Correction
- It is a lower bound of the true significance
- Lilliefors's method based on 10000 Monte Carlo samples with starting seed 2000000

Source: SPSS V27 Results, 2025

Based on these data, the significance value (sig) in the Kolmogorov-Smirnov table is 0.200, which is greater than 0.05. Therefore, it can be concluded that the data are normally distributed.

Multicollinearity Test.

Table 7. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Online Customer Review	.975	1.025
	Trust	.975	1.025

a. Dependent Variable: Buying decision

Source: SPSS V27 Results, 2025

Based on these data, the tolerance value is greater than 0.1 and the Variance Inflation Factor (VIF) value is less than 10. Therefore, it can be concluded that there is no multicollinearity problem among the independent variables in this study. It indicates that the basic assumptions of the regression are not disturbed by significant multicollinearity.

Heteroscedasticity Test. The results of the heteroscedasticity test, reflected in the scatterplot diagram below, indicate no clear, regular pattern. The data points are randomly distributed above and below zero on the Y-axis. Therefore, it can be concluded that there is no indication of heteroscedasticity in the regression model. The results of the heteroscedasticity test can be seen in the following figure:

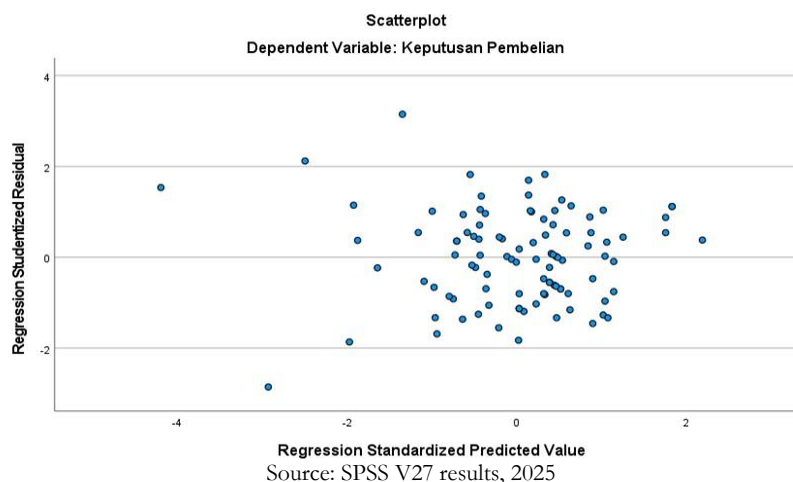


Figure 1. Heteroscedasticity test using the Scatterplot method

Autocorrelation Test.

Table 8. Autocorrelation Test

Model Summary ^b					
Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate	Durbin-Watson
1	.750 ^a	.562	.553	3.06730	1.835
a. Predictors: (Constant), Trust, Online Customer Review					
b. Dependent Variable: Buying Decision					

Source: SPSS V27 Output Results, 2025

Based on the SPSS calculation results in Table 4.15, the Durbin-Watson value is 1.835. To determine whether autocorrelation occurs, we compare the DW value with the critical range. With a data set (n) of 100 and a number of independent variables (k) of 2, the du value is 1.7152 and the 4-du value is 2.2848. Because the Durbin Watson value (1.835) is between the du and 4-du values ($1.7152 < 1.835 < 2.2848$), it can be concluded that there is no autocorrelation and the data can be used for further analysis.

Multiple Linear Regression Analysis.

Table 9. Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardize d Coefficients	Std. Error	Standardized Coefficients	t	Sig
	B		Beta		
(Constant)	7.649	3.268		2.340	.021
Online Customer Review	.497	.053	.639	9.386	<.001
Trust	.307	.068	.305	4.489	<.001

a. Dependent Variable: Buying Decision

Source: SPSS V27 Results, 2025

Based on the data above, the multiple linear regression equation in this study is as follows:

$$Y = 7.649 + 0.497 X_1 + 0.307 X_2$$

The constant value $\beta_0 = 7.649$ indicates that the magnitude of the purchasing decision variable that is not influenced by online customer reviews and trust is equal to zero (0) or does not change; thus, the purchasing decision value is 7.649. Similarly, the regression coefficient of 0.497 for the online customer reviews variable indicates a positive relationship with purchasing decisions, and the regression coefficient of 0.307 for the trust variable indicates a positive relationship with purchasing decisions.

Coefficient of Determination

Table 10. Coefficient of Determination (R²)

Model Summary ^b					
Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate	Durbin-Watson
1	.750 ^a	.562	.553	3.06730	1.835
a. Predictors: (Constant), Trust, Online Customer Review					
b. Dependent Variable: Buying Decision					

Source: SPSS V27 Results, 2025

Based on the data above, the coefficient of determination is shown by the R-square value of 0.562, indicating that the influence of online customer reviews and trust on purchasing decisions is 56.2%, with the remaining 43.8% explained by other factors not examined in this study.

Table 11. Partial Coefficient of Determination (R²)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	7.649	3.268		2.340	.021			
Online Customer Review	.497	.053	.639	9.386	<.001	.686	.690	.631
Trust	.307	.068	.305	4.489	<.001	.406	.415	.302

a. Dependent Variable: Buying Decision

Source: SPSS V27 Results, 2025

Based on the table above, the partial effect of each variable can be calculated as follows:

Online Customer Review (X1): $0.639 \times 0.686 \times 100\% = 0.438$ or 43.8%

Confidence (X2): $0.305 \times 0.406 \times 100\% = 0.124$ or 12.4%

Based on the calculations above, the influence of the online customer review variable (X1) contributes 43.8%, while the trust variable (X2) contributes the same effect, at 12.4%.

Hypothesis Testing.

Table 12. Partial Test (t-Test)

Coefficients ^a			
Model		t	Sig.
1 (Constant)		2.340	.021
Online Customer Review		9.386	<.001
Trust		4.489	<.001

a. Dependent Variable: Buying Decision

Source: SPSS V27 Results, 2025

A t-test with an α level of 5%, given $n = 100$, with $df = n - 2 = \text{i.e., } df = 98$, is 1.98447. The influence of online customer reviews on purchasing decisions obtained a t-value of $9.386 > \text{t-table } 1.98447$ with a significant probability of online customer reviews (X1) at the level of $0.001 < 0.05$, therefore H_0 is rejected and H_1 is accepted. The influence of trust on purchasing decisions obtained a t-value of $4.489 > \text{t-table } 1.98447$ with a significant probability of trust (X2) at the level of $0.001 < 0.05$, therefore H_0 is rejected and H_2 is accepted, which means that online customer reviews and trust have a partial significant influence on purchasing decisions in the community of RW. 08, Pasirkaliki Village, North Cimahi District, Cimahi City. It means that if online customer reviews and trust improve, purchasing decisions will increase.

Table 13. Simultaneous Test (F Test)

ANOVA ^a					
Model	Sum of Squares	Df	Mean Squares	F	Sig.

1	Regression	1171.830	2	585.915	62.276	<.001 ^b
	Residual	912.610	97	9.408		
	Total	2084.440	99			

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Trust, Online Customer Review

Source: SPSS V27 Results, 2025

Based on the analysis of the table above, the calculated F value was 62.276, while the F value at the 5% significance level (α) with degrees of freedom $V1 = k$; $V2 = -k - 1 = 100 - 2 - 1 = 97$. Therefore, the F value was 3.09.

The table above shows that the statistical calculation results show that the calculated F value of 62.276 is greater than the F value of 3.09. The significance value is $0.001 < 0.05$, so H_0 is rejected and H_3 is accepted. It means that online customer reviews and trust simultaneously have a significant influence on purchasing decisions on the Shopee marketplace among residents of RW 08, Pasirkaliki Village, North Cimahi District, Cimahi City.

CONCLUSION

Online Customer Reviews partially have a significant positive effect on purchasing decisions on the Shopee marketplace in the Community of RW. 08 Pasirkaliki Village, North Cimahi District, Cimahi City, with a value of 43.8%. Trust partially has a significant positive effect on purchasing decisions on the Shopee marketplace in the Community of RW. 08 Pasirkaliki Village, North Cimahi District, Cimahi City, with a value of 12.4%. Online Customer Reviews and Trust simultaneously have a significant positive effect on purchasing decisions on the Shopee marketplace in the Community of RW. 08 Pasirkaliki Village, North Cimahi District, Cimahi City, with a value of 56.2%.

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