

# Impact of *Electronic Word of Mouth*, *Online Customer Review*, *Product Quality*, and *Service Quality* on *Purchasing Decisions* on *Shopee E-Commerce*

## ABSTRACT

**Objective:** Study is to test the impact of *electronic word of mouth* (EWOM), *online customer review* (OCR), *product quality*, and *service quality* on *purchasing decisions*.

**Research Design:** This is a quantitative research, with data collection using online questionnaires and the population of this research is active students at Universitas Muhammadiyah Purwokerto, in the odd semester of 2024.

**Place and Duration of Research:** This research was conducted at Universitas Muhammadiyah Purwokerto from November to December.

**Methodology:** The population in this study was 20,533 students, the sample used was 130 students from 11 faculties at the Universitas Muhammadiyah Purwokerto, taken using the Proportional Random Sampling Technique. The research test was conducted using SPSS 23.

**Results:** The results of this study show that *electronic word of mouth*, *product quality* and *service quality* have a significant influence on *purchasing decisions*, while *online customers. Reviews* do not influence *purchasing decisions*. However, Sellers on Shopee need to give appropriate and correct answers so that they can get interested consumers to make purchases, Shopee needs to increase the features to be different from other E-commerce and Shopee more serious in handling complaints from consumers.

**Conclusion:** Based on the findings of this study, it can be concluded that recommendations from other users, good quality, and satisfactory service are the main considerations for consumers in choosing products on Shopee. The implication of this study is the importance of Shopee e-commerce to focus on efforts to improve the quality of reviews given by previous consumers.

*Keywords:* *electronic word of mouth*, *online customer review*, *product quality*, *service quality*, *purchasing decisions*

## 1. INTRODUCTION

"The development of technology in Indonesia is growing rapidly so that it has an impact on life such as in the world of business and marketing. Because of the development of technology, competition in the business world is also increasing. Various improvements that have occurred are shown in the technical field, namely access to the use of the internet which can be used to carry out various activities and internet usage in Indonesia has also increased in recent years. With the advancement of technology, it can be easier to do various things such as shopping through online shops or e-commerce" (Putri & Lestari, 2022). The development of technology has caused consumer behavior to shift

from offline purchases by visiting shopping centers to online purchases through the marketplace. A marketplace is a place to buy and sell products or services with online transactions. E-Commerce in Indonesia began to increase during the Covid-19 pandemic, at that time everyone was prohibited from doing activities outside the home so that many activities were carried out online, one of which was online shopping. E-commerce in Indonesia has the potential to continue to grow. There are various types of E-Commerce, for example on large platforms in Indonesia, namely Shopee Indonesia, Tokopedia, Lazada Indonesia, Bibli, and Bukalapak (Haddawi, 2024). E-commerce has various advantages in

online shopping, can make transactions 24 hours, save shopping time because there is no need to travel or wait in line, practical payments because they can be made with virtual account transfers, and more affordable prices, although e-commerce provides various advantages, e-commerce also has disadvantages, namely customers cannot hold the goods to be purchased directly, and are prone to misuse of data or identity (Merdeka, 2022).

Of the several e-commerce platforms mentioned earlier, each e-commerce has different characteristics, for example in the products offered with attractive promotions, various payment systems and innovative logistics delivery services to increase the efficiency of shipping goods. The characteristics of each e-commerce provide differences to make consumers interested in shopping online using the e-commerce of their choice. Table 1 shows the number of users of each e-commerce in Indonesia in 2020 - 2024. The Top Brand Award shows E-Commerce in 2020 - 2024, the statement shows the increase in each e-commerce in the last 5 years. It can be proven from the top brand award table which shows that e-commerce in Indonesia has experienced different increases every year.

According to Sunyoto, (2013) , states that Purchasing decisions are a cognitive process involving memory, thinking, processing information and evaluation. Consumers who plan to buy something need to base it on unfulfilled needs and

consider product quality. To maintain Purchasing decisions can be influenced by various factors including *Electronic Word of Mouth*, *Online Customer Reviews*, *Product Quality* and *Service Quality*.

*Electronic word of mouth* is a marketing strategy that utilizes the internet to collect input from customers regarding the level of satisfaction with services or prices, which is then used for marketing purposes (Kotler & Keller, 2016) . According to Setio et al., (2024) , *electronic word of mouth* can be applied through online offers to attract consumers to share information with others. *Electronic word of mouth* can make it easier for consumers to get information about products and services offered by e-commerce. This factor can influence consumers in making decisions. However, according to research from Nawangsari et al., (2020) , it explains that electronic word of mouth does not influence purchasing decisions because the study shows that respondents do not care about comments or reviews given by consumers even though they like to provide information online. According to research from Sari et al., (2022) ; Rufaida, (2021) ; Setio et al., (2024) ; and Evani et al., (2024) , who stated that *Electronic Word of Mouth* has a significant effect on Purchasing Decisions. Meanwhile, the research results from Amin & Yanti, (2021) ; and Rohman & Pramesti, (2022) , stated that *electronic word of mouth* has no effect on Purchasing Decisions.

**Table 1. Top Brand Award E-Commerce 2024**

No	Brand	2020	2021	2022	2023	2024
1.	Shopee	20.00	41.80	43.70	45.80	50.50
2.	Tokopedia	15.80	16.70	14.90	11.30	10.40
3.	Lazada	31.90	15.20	14.70	15.10	13.30
4.	Open	12.90	9.50	8.10	4.70	7.60
5.	Blibli	8.40	8.10	10.10	10.60	6.60

Source: TOP BRAND AWARD , 2024

In addition to *electronic word of mouth* before making an online purchase, customers need to know about the product through online reviews or *online customer reviews* Setio et al., (2024) . *Online customer reviews* are used to assess customer satisfaction with products that have been purchased (Setio et al., 2024). When consumers are going to make a purchase through the marketplace, consumers need to read the information provided by previous consumers regarding the product to be purchased. Information and reviews about the product can be an influence for consumers in determining purchasing decisions. However, research by Lestari et al., (2022) states that online customer reviews conducted by consumers have not been able to ensure an increase in purchasing decisions and contribute to increasing product sales.

From research by Mahendra & Edastama, (2022) ; Kurnadi, (2022) ; Putri & Lestari, (2022) ; Audria & Batu, (2022) ; and Setio et., al (2024), states that *online customer reviews* have a significant effect on purchasing decisions. Then on the other hand, research from Rahmawati et al., (2022) ; Lestari et al., (2022) ; Febrianah & Sukaris, (2022) , stated that *online customer reviews* do not influence purchasing decisions.

Next is product quality. According to Kotler & Keller (2016), product quality is the ability of a product to carry out its functions, such as durability, reliability, and overall accuracy. Products that have good quality and meet buyer expectations generally receive positive reviews, thus increasing the trust of potential buyers. Before making a purchasing decision, consumers usually compare product quality based on reviews and photos shared by previous buyers. However, sometimes there are still consumers who often feel dissatisfied with products purchased online

because the quality does not match the buyer's wishes. Research from Fadila et al., (2020) ; Sihotang & Supriyono, (2024) ; Fuadi et al., (2022) ; Wati et al., (2022) ; Fransisca et al., (2024) , states that product quality has a significant effect on purchasing decisions. However, it is different from research from Purwatiningsih et al., (2023) ; Nababan et al., (2023) ; and Sari & Chandra, (2023) , stated that product quality does not affect purchasing decisions.

The next factor is service quality. According to Tjiptono, (2016) , service quality shows the desired level of excellence and management efforts to meet consumer needs. Service quality can be used as a measuring tool to assess the extent to which a company is able to provide satisfactory service, so that customers are satisfied with the services they receive. However, there are still consumers who are dissatisfied with the service provided because they cannot answer questions about the products they want to buy. From research by Rozi & Khuzaini, (2021) ; Balhmar, (2023) ; Suhardi et al., (2023) ; Fransisca et al., (2024) , states that service quality has a significant effect on purchasing decisions. However, on the other hand, according to Fransiska & Madiawati (2022); and Fuadi et al. (2023), states that service quality does not affect purchasing decisions.

From the description of the problems in the background review, the researcher raised the phenomenon of the increase in Shopee e-commerce every year so that in the last 5 years Shopee has been ranked first with the most users in Indonesia based on data from the Top Brand Award E-Commerce. The reason researchers researched Shopee E-Commerce is that, in Indonesia, Shopee users continue to grow and experience an increase, as evidenced by the achievement of the Top Brand Award E-Commerce 2024, so the research is focused on Shopee E-Commerce. The researcher also wants to analyze whether the increase is caused by *electronic* word of mouth, *online customer* reviews, product quality, and service quality on purchasing decisions on Shopee and whether these variables can influence Shopee in maintaining the first position of the most users in Indonesia. This study is a development study of the research of Setio et al., (2024) which tested the effect of *electronic* word of mouth and *online customer* reviews on purchasing decisions and the research of Fransisca et al., (2024) which tested the effect of product quality and service quality on purchasing decisions.

## 2. MATERIALS AND METHODS

### 2.1 Consumer Behavior Theory

"Consumer behavior is the study of how individuals, groups or organizations determine buyer choices, use, and dispose of goods, services, ideas or experiences that can help satisfy their needs and wants" (Kotler Keller, 2021). According to Peter & JC, (1999) , states that affective (affect) and cognition (cognition) refer to two types of internal psychological responses that consumers have to environmental stimuli and ongoing

events. from consumers is the consumer's mental response to the environment.

Cognitive theory refers to the mental structures and mental processes involved in thinking, understanding, and interpreting stimuli and events. This process includes various related aspects, such as paying attention to something, understanding events, remembering past events, forming judgments, and making decisions regarding purchasing choices (Peter & JC, 2010)

Affective theory refers to what is felt about stimuli and events. For example, it is used to determine whether consumers like a product or not. Affective responses can be positive or negative and have varying levels of intensity (Peter & JC, 2010) .

### 2.2 Purchasing Decision

According to Tjiptono, (2019) , Purchasing decisions are by buying, choosing or selecting the way out. This process reflects the results of interactions between various factors such as needs, information obtained, personal preferences, and external influences such as recommendations, advertisements or reviews from other users.

Purchasing decisions from this research are purchasing activities on Shopee E-Commerce carried out by someone to purchase goods or services on Shopee . The purchasing decision is a stage in the purchasing decision process before making a purchase.

The indicators of purchasing decisions according to Kotler & Keller, (2019) are, a) Problem Recognition, b) Information Search, c) Alternative Evaluation, d) Purchasing Decision, e) Post-purchase Behavior.

### 2.3 Electronic Word Of Mouth on Purchasing Decisions

*Electronic* word of mouth is a means of communication used to share information with others about products or services that have been used, without having to meet in person. (Sari et al., 2022). Then according to Setio et al., (2024), *electronic* word of mouth is considered to be able to influence consumer purchasing decisions.

There are indicators in Electronic Word of Mouth from Mahaputra & Setiawan, (2019) , namely, a) Information, b) Knowledge, c) Answer, d) Reliability. The results of previous studies by Sari et al., (2022); Rufaida, (2021); Setio et al., (2024); Evani et al., (2024), stated that *electronic* word of mouth has a significant effect on purchasing decisions.

*H1: Electronic Word of Mouth has a significant influence on purchasing decisions.*

### 2.4 Online Customer Review of purchasing decisions

*Online customer* reviews are a feature that provides buyers with the opportunity to view reviews from previous consumers regarding a product, company services, and other related information (Lestari et al., 2023). *Online customer* reviews are assessments provided to help buyers assess a product based on information from other

consumers, while also supporting the decision-making process for purchasing the product to be made.

*online customer review* indicators from Agesti et al., (2021), namely, a) Perceived Usefulness, b) Source Credibility, c) Argument Quality, d) Volume of Online Reviews, e) Valance of Online Consumer Review. Based on the results of previous studies by Mahendra & Edastama (2022); Kurnadi (2022); Putri & Lestari (2022); Audria & Batu (2022); Setio et al., (2024), it shows that *online customer reviews* have a significant effect on purchasing decisions.

*H2: Online Customer Reviews have a significant influence on purchasing decisions.*

### 2.5 Product Quality on Purchasing Decisions

According to Kotler & Keller (2012), product quality is the ability of a product to perform its function, which includes durability, reliability, accuracy, ease of use and maintenance and other attributes that have value. This factor is an important thing that buyers consider before making a purchasing decision.

There are product quality indicators from Lupiyadi, (2013) including, a) Performance, b) Features, c) Reliability, d) Durability, e) aesthetics. From the results of previous studies from Fadila et al., (2020); Sihotang & Supriyono (2024); Wati et al (2022); Islahuben et al., (2020); Fransisca et al., (2024), it shows that product quality has a significant effect on purchasing decisions.

*H3: Product quality has a significant effect on purchasing decisions.*

### 2.6 Service Quality on Purchasing Decisions

Service quality according to Tjiptono (2016), refers to the extent to which the service can meet the expected standards of excellence and the ability to control the level of excellence in order to realize customer needs and desires. Good and satisfying service will make consumers make decisions on purchases, and a positive shopping experience also consists of good service such as responding quickly to consumers. Based on previous research from Rozi & Khuzaini, (2021); Balhmar, (2023); Suhardi et al., (2023); Fransisca et al., (2024), stated that service quality has a significant effect on purchasing decisions.

*H4: Service quality has a significant influence on purchasing decisions.*

From the explanation above, there are 4 hypotheses in this study which will be explained in Figure 1.

### 2.7 Research Methods

This research is a quantitative study that collects data through online questionnaires distributed using Google Forms. Calculation of minimum sample size uses the formula Slovin (Slovin, 1960). The minimum sample, result is 100. To enlarge the representation sample on each faculty, the number of samples exceeded the minimum sample, namely, the successful sample collected, a total of 130 respondents. A propotional random sapling technique wa used to determine the minimum number of samples in

each faculty. The populations at Universitas Muhammadiyah Purwokerto in the 2024 odd semester wa a total of 20,533 students, according to data from the statistics website of the Academic Bureau of Univesitas Muhammadiyah Purwokerto. The data used. Namely, primary data with validity and reliability tests for analysis were used, assumption classical, multiple linear regression, coefficient determination and t-test.

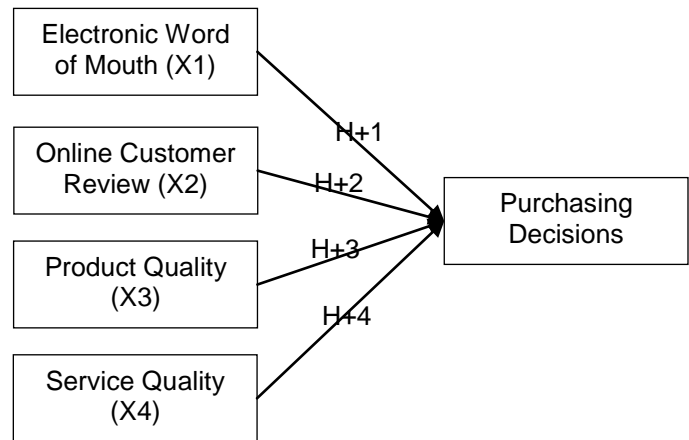


Figure 1. Research Framework

## 3. RESULTS AND DISCUSSION

### 3.1 Respondent Criteria

Table 2. Respondent Criteria

No	Information	Frequency	Percentage%
1.	Faculty of Origin		
	Teaching and Education Science	43	28%
	Economics and Business	15	25%
	Engineering and Science	11	7%
	Agriculture and Fisheries	5	4%
	Islam	12	8%
	Psychology	8	5%
	Pharmacy	8	5%
	Cultural Sciences and Communication	3	3%
	Law	4	2%
	Hygiene	19	12%
	Medical	2	1%
	<b>Amount</b>	<b>130</b>	<b>100%</b>
2.	Monthly Pocket Money		
	Rp.500,000 – Rp.1,500,000	93	71%
	>Rp.1,500,000 – Rp.3,000,000	29	22%
	>Rp.3,000,000 – Rp.4,000,000	5	4%
	>Rp.4,500,000	3	3%
	<b>Amount</b>	<b>130</b>	<b>100%</b>

Source: Processed Data (2024)

### 3.2 INSTRUMENT TEST

### 3.2.1 Validity and Reliability Test Results

In this study, the variables of *Electronic Word Of Mouth*, *Online Customer Review*, *Product Quality* and *Service Quality* have a calculated R value > R Table, which is 0.1449 so that the statement of each variable is declared valid. While for the *Cronbach's Alpha* value, the *Electronic Word Of Mouth* variable obtained a value of 0.811, *Online Customer Review* of 0.814, *Product Quality* of 0.805, *Service Quality* of 0.887, and *Purchasing Decision* of 0.737. All variables for the reliability test are declared valid and reliable because the value of *Cronbach's Alpha* of all variables is more than 0.70.

### 3.3 CLASSICAL ASSUMPTION TEST RESULTS

#### 3.3.1 Normality Test

According to Ghazali, (2018), the normality test is used to test the regression model, the interfering variables or residuals have a normal distribution. The normality test in this study uses the non-parametric Kolmogorov-Smirnov (ks) statistical test, if the significance value of the statistical test in this test is greater than 0.05 then  $H_0$  is accepted and the residuals are normally distributed (Ghozali, 2018). The normality test in this study used data from 130 respondents. Based on table 3, the normality results show that the sig. (2-tailed) value is  $0.200 > 0.05$ . Therefore, it can be concluded that the standardized residual value is normal.

**Table 3. Normality Test Results  
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		130
Normal Parameters <sup>a,b</sup>	Mean	0.000000
	Std. Deviation	1.83658567
Most Extreme Differences	Absolute	0.067
	Positive	0.045
	Negative	-0.067
Test Statistics		0.067
Asymp. Sig. (2-tailed)		0.200 <sup>c,d</sup>

Source : Data Processed (2024)

#### 3.3.2 Multicollinearity Test

According to Ghazali (2018), the multicollinearity test aims to test whether the regression model finds a correlation between independent variables. The multicollinearity test can also be seen from the *tolerance value* and *variance inflation factor (VIF)*. If the tolerance value is  $> 0.10$  or  $VIF < 10$ , then there is no multicollinearity and vice versa. The test results in table 4 show that the tolerance value shows that there are no independent variables that have a tolerance value of less than 0.10 and the Variance Inflation Factor (VIF) value also shows the same thing, there is no independent variable that has a VIF value of more than 10. So the conclusion is that there is no multicollinearity between independent variables in the regression model.

**Table 4. Multicollinearity Test**

Variables	Tolerance	VIF
Electronic Word of Mouth	0.538	1,858
Online Customer Reviews	0.465	2,151

Product Quality	0.396	2,528
Quality of Service	0.550	1,819

Source: Processed Data (2024)

#### 3.3.3 Heteroscedasticity Test

In this study shown in table 5, the heteroscedasticity test uses the Glejster test method. The Glejster test is used by regressing all independent variables against their absolute residual variables.

Based on table 6, it is known that the significant value of all variables is more than 0.05. Therefore, it can be concluded that the regression model does not experience symptoms of heteroscedasticity.

**Table 5. Heteroscedasticity Test**

Variables	Sig.
Electronic Word of Mouth	0.096
Online Customer Reviews	0.216
Product Quality	0.090
Quality of Service	0.551

Source: Processed Data (2024)

#### 3.4 MULTIPLE LINEAR REGRESSION TEST

Based on table 6, the results of the regression test obtained the following regression equation:

$$Y = 5.386 + 0.379 \text{ EWOM} - 0.153 \text{ OCR} + 0.415 \text{ KPr} + 0.138 \text{ KPI}$$

So the equation above is explained as follows:

$a$  = Constant value of 5.386, states that *Electronic Word of Mouth*, *Online Customer Review*, *Product Quality*, and *Service Quality* have a fixed value, so the *Purchase Decision* has a value of 5.386.

$\beta_1$  = The coefficient value of *electronic word of mouth* is 0.379, meaning that if *electronic word of mouth* increases by 1 unit, the *purchasing decision* will increase by 0.379, assuming that other variables remain constant.

$\beta_2$  = The coefficient value of *online customer reviews* is -0.153, meaning that if *online customer reviews* increase by 1 unit, the *purchasing decision* will decrease by 0.153, assuming that other variables remain constant.

$\beta_3$  = The product quality coefficient value is 0.415, meaning that if the product quality increases by 1 unit, the *purchasing decision* will increase by 0.415, assuming that other variables remain constant.

$\beta_3$  = The service quality coefficient value is 0.138, meaning that if the service quality variable increases by 1 unit, the *purchasing decision* will increase by 0.138, assuming that other variables remain constant.

**Table 6. Multiple Linear Regression Test**

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,386	1,632		3,300	,001
T_EWOM	,379	,079	,378	4,772	,000
T_OCR	-,153	,082	-,159	-1,866	,064
T_KPr	,415	,083	,460	4,981	,000

T\_KPI ,138 ,062 ,176 2,245 ,027  
 Source: Processed Data (2024)

### 3.5 RESULTS OF THE COEFFICIENT OF DETERMINATION TEST

Based on table 7, it is known that the *Adjusted R Square value* of the regression model formed in this study is 0.564, which shows that the independent variables *Electronic Word of Mouth*, *Online Customer Review*, *Product Quality*, and *Service Quality* in explaining the dependent variable *Purchasing decisions* are 56.4% while the remaining 43.6% is explained by other variables not included in this study.

**Table 7. Test of determination coefficient (R<sup>2</sup>)**

Model	R	Adjusted R Square	Std. Error of the Estimate
1	0.760 <sup>a</sup>	0.577	1.86740

Source: Processed Data (2024)

### 3.6 HYPOTHESIS TESTING

#### 3.6.1 Partial Test (t-test)

Based on the test results from the SPSS output, the following multiple linear regression equation was obtained:

- 1) *Electronic Word of Mouth* has a significant influence on purchasing decisions

Based on the test results, it is known that the beta value on the *Electronic Word of Mouth variable* with a value of 0.379 indicates a positive direction with a calculated t value of 4.772 and a t table of 1.656. This means that the calculated  $t > t$  table. The significance value of 0.000 < 0.05, it can be concluded that the *electronic word of mouth variable* has a significant effect on purchasing decisions, so that hypothesis 1 is accepted.

- 2) *Online Customer Reviews* have a significant influence on purchasing decisions

Based on the test results, it is known that the beta value on the *online customer review variable* of -0.153 indicates a negative direction with a calculated t value of -1.866 and a t table of 1.656. This means that the calculated  $t < t$  table. The significance value of 0.064 > 0.05, it can be concluded that the *online customer review variable* does not affect the purchasing decision, so hypothesis 2 is rejected.

- 3) *Product Quality* has a significant influence on Purchasing Decisions

Based on the test results, it is known that the beta value on the *product quality variable* of 0.415 indicates a positive direction with a t count value of 4.981 and a t table of 1.656. This means that  $t \text{ count} > t$  table. The significance value of 0.000 < 0.05, it can be concluded that the *product quality variable* has a significant effect on *Purchasing Decisions*, so hypothesis 3 is accepted.

- 4) *Service Quality* has a significant influence on Purchasing Decisions

Based on the test results, it is known that the beta value on the *service quality variable* of 0.138 indicates a positive direction with a calculated t value of 2.245 and a t table of 1.656. This means that the calculated

$t > t$  table. The significance value of 0.027 < 0.05, it can be concluded that the *service quality variable* has a significant effect on *Purchasing Decisions*, so that hypothesis 4 is accepted.

## 4. DISCUSSION

### 4.1 The Influence of *Electronic Word of Mouth* on Purchasing Decisions

*Electronic word of mouth* has a significant effect on *Purchase Decisions* on *Shopee*. The results of this study explain that *electronic word of mouth* carried out between consumers has an impact on consumers who will buy products on *Shopee e-commerce*. Based on the theory of consumer behavior according to Peter & Olson (2018) *electronic word of mouth* on *Purchase Decisions* is included in the *affective theory*, because of the response felt by a consumer when experiencing an event that he experiences.

Based on the results of the highest answers from respondents, it shows that consumers need to write product reviews on *Shopee* because they can provide information that can help other consumers in determining product choices before making a purchasing decision. However, consumers consider that sellers are sometimes less responsive to questions from consumers. The results of the study which show that *electronic word of mouth* has a significant effect on purchasing decisions are reinforced by research from Sari et al. (2022); Rufaida (2021); Setio et al. (2024); Evani et al. (2024). However, it is in contrast to the research of Amin & Yanti, (2021) ; and Rohman & Pramesti, (2022) , which states that *electronic word of mouth* has no effect on purchasing decisions.

### 4.2 The Influence of *Online Customer Reviews* on Purchasing Decisions

*Online customer reviews* do not affect purchasing decisions on *Shopee*. The results of the study explain that *online customer reviews* do not influence consumers in determining purchasing decisions. Based on the theory of consumer behavior according to Peter & Olson (2018), *online customer reviews* on purchasing decisions are included in *cognitive theory*, because they provide information that can influence consumer confidence.

Based on the results of the highest respondent's answers, there is the statement "I always consider reviews given by other consumers regarding products sold on *Shopee*", this means that consumers need to write product reviews clearly and honestly because these reviews will be used by other consumers when considering products to be purchased. The results of the study which show that *online customer reviews* have no effect on purchasing decisions are in line with research from Rahmawati et al. (2022); Febrianah & Sukaris (2022); and Lestari et al. (2022). However, it is different from research from Setio et al., (2024) ; Mahendra & Edastama, (2022) ; and Putri & Lestari, (2022) , which state that *online customer reviews* have

a significant effect on purchasing decisions.

#### 4.3 The Influence of Product Quality on Purchasing Decisions

Product quality has a significant effect on purchasing decisions. This statement explains that the quality of the products offered influences consumers in making decisions to buy. Based on the theory of consumer behavior according to Peter & Olson (2018), product quality on purchasing decisions is included in cognitive theory, because it shows things that are thought about such as trust in product quality.

This is evidenced by the results of the highest respondent's answers stating that consumers decide to buy a product on Shopee because good performance is proven according to reviews from other users. The results of the study which show that product quality has a significant effect on purchasing decisions are reinforced by research from Fadila et al. (2020); Sihotang & Supriyono (2024); Fuadi et al. (2022); Wati et al. (2022); Fransisca et al. (2024), but in contrast to the results of research from Purwatiningsih et al., (2023) ; Nababan et al., (2023) ; and DC Sari & Chandra, (2023) , which stated that product quality does not affect purchasing decisions.

#### 4.4 The Influence of Service Quality on Purchasing Decisions

Service quality has a significant effect on purchasing decisions. The results of this study indicate that the good and bad service provided by Shopee can influence consumers in making purchases. Based on the theory of consumer behavior according to (Peter & C. Olson, 2018) the quality of service on purchasing decisions is included in cognitive theory, because the assessment of good or bad Shopee service can affect consumer feelings, if the service provided is good and the response is satisfactory, consumers will feel satisfied with the service provided.

This is stated based on the answers from respondents who stated that the features on Shopee are complete and the information provided is comprehensive so that consumers feel satisfied with the services provided by Shopee. The results of the study which show that service quality has a significant effect on purchasing decisions are reinforced by research from Rozi & Khuzaini (2021); Balhmar (2023); Suhardi et al. (2023); Fransisca et al. (2024). However, it is different from the results of research from Fransiska & Madiawati, (2022) and Fuadi et al., (2022) , which state that service quality does not affect purchasing decisions.

## 5 CONCLUSION

The results of the study show that *electronic* word of mouth, product quality, and service quality have a significant influence on purchasing decisions. This proves that recommendations from other consumers, guaranteed product quality, and satisfactory service are the main considerations for customers in choosing products on Shopee. However, the next result states

that *online customer* reviews have no influence on purchasing decisions on Shopee. This may be due to the lack of consumer trust in the reviews given. There are limitations to this study, namely, the limited population was only conducted on students, and this study only focused on several factors that influence purchasing decisions.

Suggestions for future researchers to be able to analyze other factors that can influence purchasing decisions, can conduct research with a wider sample.

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Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

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## REFERENCE

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