

The Influence of Online Customer Reviews, Online Customer Ratings, Brand Image, and Price Perceptions on the Decision to Purchase Ventela Shoes on Shopee Marketplace

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ABSTRACT

This study examines the effect of online customer reviews, online customer ratings, brand image, and price perceptions on purchasing decisions for Ventela shoes on the Shopee marketplace. The research subjects were the general public, with sampling using purposive sampling method, with a total sample size of 102 people. Data analysis was carried out using multiple linear regression. The results showed that 1) online customer review has a positive and significant influence on purchasing decisions, 2) online customer rating has a significant positive influence on purchasing decisions, 3) brand image has a positive and significant influence on purchasing decisions and 4) price perception has no influence on purchasing decisions.

INTRODUCTION

After rising 6.5% in 2022, global marketplace sales are predicted to rise 8.9% in 2023. This upward trend will persist in 2024, reaching 9.4%, before declining to 8.6% in 2025 (Samat, 2023). A marketplace is an online venue where a large number of vendors and consumers can transact business electronically (Sianipar & Yoestini, 2021). From 2023 to 2028, the Indonesian marketplace is predicted to grow at a compound annual growth rate (CAGR) of 10.4%, expanding from 52.93 billion USD to 86.81 billion USD. Indonesia topped all other ASEAN countries with a market revenue of USD 51.9 billion in 2022, or around IDR 778.8 trillion. For all of ASEAN, marketplace sales in 2022 were \$99.5 billion, with Indonesia accounting for 52% of that amount (*Indonesia - Country Commercial Guide, 2024*). It is well-known that having access to the internet is a necessity in order to shop online..

With 52.3% of Indonesian internet users admitting it, online coupons and discounts are the main reason people shop online. Subsequently, consumer reviews on the purchasing platform piqued the attention of 48.2% of internet users in online shopping (Annur, 2024). Next, up to 47.4% of internet users shop online due to free delivery promotions. In addition, the ability to swiftly and efficiently complete purchases is a major draw for 45.5% of internet users when shopping online (Annur, 2024). Additionally, 32.7 percent of internet users are considering making an online purchase as a result of the "like and comment" function that allows them to express their opinion on things that other users have bought. Cash on delivery (COD) allows customers to pay in cash when they receive their online purchases, which is why 31.2% of internet users admit to using this payment method when shopping online. The convenience of online returns has piqued the curiosity of over 30 percent of internet users in making purchases (Annur, 2024). There are a lot of markets in Indonesia. Shopping platforms such as Shopee, Tokopedia, Lazada, Blibli, and Bukalapak are among the most frequently used ones.

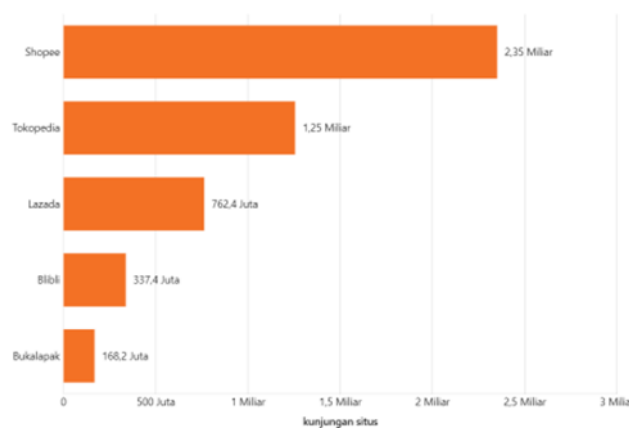


Figure 1. Marketplace with the Most Visitors in the Q1 of 2023

Source: databoks.katadata.co.id

Throughout the year 2023, specifically from 2017 through 2018. On average, Shopee received 2.35 billion visitors per month, which was more than its rivals. On the other hand, Forza had an average of 762.4 million visits,

Tokopedia 1.25 billion, Blibli 337.4 million, and Bukalapak 168.2 million. Results like this prove that Shopee is the clear winner in the online business. According to databoks.katadata.co.id (2024), many businesses pick Shopee as their major platform for marketing products to clients. The data shows that with an average of 2.35 billion visits every month, the Shopee platform dominates the market. It follows that the site is more popular as a shopping destination than competing platforms. A growing number of shoppers are frequenting the marketplace on Shopee, and among the many products bought by these shoppers are shoes from the Ventela brand.

Ventela Shoes is a local vulcanized canvas shoe brand founded in Bandung, West Java, in 2017 by William Ventela, an experienced entrepreneur in the vulcanized shoe industry since 1989. Armed with deep experience, William managed to develop Sepatu Ventela into a brand that offers a variety of shoe types and models suitable for various activities. In its production process, Ventela Shoes places great attention to detail and quality. Each pair of shoes is produced through strict stages, from the selection of high-quality materials, careful production processes, to meticulous quality checks. This commitment to high quality standards is a major factor in maintaining the consistent quality of Ventela Shoes products. With the support of adequate resources, the brand is able to produce shoes in large quantities without compromising on quality. This approach allows Ventela Shoes to offer products with superior quality and affordable prices, making them accessible to various levels of society. This strategy makes Ventela Shoes an attractive alternative for consumers who prioritize quality at competitive prices (<https://www.ventela.com>).

Purchasing decisions, as defined by Kotler & Keller (2018), is the process in which customers evaluate and form preferences among various brands and alternative choices, which can ultimately result in customers' intention to make a purchase for the most preferred brand. Meanwhile, Tjiptono (2014) defined purchasing decisions as a process of problem identification, information search on certain brands or products, and alternative selection by consumers, which then leads to making purchasing decisions. It is clear from the two definitions given above that consumers choose particular brands in order to discover information that satisfies their desires when making purchases. Reviews and ratings left by actual customers, as well as impressions of the brand and its value, play a role in consumers' final decisions to buy.

Online customer reviewers, according to Filieri & McLeay (2014), are considered as e-WOM in the context of online sales, where information is obtained by potential buyers in the form of comments or analysis by consumers who have used and benefited from a product. Online customer reviews refer to consumer reviews that include evaluations of various aspects of the product. Through these reviews, potential consumers can get information about the product they are looking for and its quality based on the experience and judgment of consumers who have made purchases online (Suryani et al., 2022). So a conclusion can be drawn that, online customer reviews are feedback given by consumers as accurate and helpful information for potential consumers. As concluded in the research by (Daffaputra et al., 2023; Laeli & Prabowo, 2021;

Rahayu et al., 2023; Sianipar & Yoestini, 2021), online customer reviews show an effect that is positive and significant. However, as shown by research of (Amin & Rachmawati, 2020; Ghoni & Soliha, 2022), online customer reviews do not impact purchasing decisions significantly. Online customer reviews are influential in driving purchasing decisions, however, online customer ratings hold less importance in influencing purchasing decisions.

The review includes a section for online customer ratings, where users may express their ideas using stars. The seller's rating is improved as the number of stars increases (Lackermair et al., 2013). Customers provide feedback to sellers in the form of ratings when they make purchases online and have them posted on the seller's website or platform. Included in this evaluation is the customer's general impression of the seller's service quality, in addition to their thoughts on the product itself (Engler et al., 2015). Building on the previous two definitions, we can say that an online customer rating is a rating provided by buyers to sellers after making an online purchase. A positive and significant impact is found of online customer rating, according to research published in (Cahyono & Wibawani, 2021; Hariyanto & Trisunarno, 2020; Laeli & Prabowo, 2021; Sianipar & Yoestini, 2021). Nevertheless, studies conducted by (Aisyah & Rosyidi, 2023; Rahmawati, 2021) demonstrate that online customer rating has a small but detrimental impact. Brand perception is another factor that potential buyers consider.

According to Kotler & Keller (2018) brand image, it refers to consumers' perceptions and beliefs formed through the associations that come to their mind when they recall a brand. Therefore, brand image is understood as the stored impression of a brand in consumers' minds. Meanwhile, brand image is defined by Kotler & Keller (2011) as a collection of ideas, beliefs, as well as impressions that individuals have of a brand. This shows that consumer attitudes and behavior toward brands are strongly influenced by the brand's image. From this explanation, a conclusion can be drawn that brand image is a reflection of the collective impressions stored in consumer memory, which serves as the basis for determining their relationship with the brand. As shown by research of (Geraldine & Anisa, 2022; Ghoni & Soliha, 2022; Riana Fatmaningrum et al., 2020; Ristanti & Setyo Iriani, 2020), brand image positively and significantly impacts purchasing decisions. However, the findings of (Azahari & Hakim, 2021; Setyani & Prabowo, 2020) show that brand image has an influence that is negative on purchasing decisions. A product's brand image that describes brand quality is very important to consumers, there is also a price perception that is a factor for consumers.

According to Peter & Olson (2014) price perception, it is related to the way consumers understand and give meaning to the price information received. Meanwhile, perception is defined by Schiffman & Kanuk (2011) as the process that involves selecting, organizing, and interpreting the information stimuli received by individuals to form a complete picture. From these two definitions, a conclusion can be drawn that price perception refers to the way consumers process and give meaning to price information, resulting in an overall understanding that influences their views and decisions about a product or

service. Research by (Aisyah & Rosyidi, 2023; Kapirossi & Probowo, 2023; Qiana & Lego, 2021) revealed that a positive and significant impact is found of price perception. However, research by (Salsabila & Maskur, 2022; Sulistyawati et al., 2023) argued that price perception negatively and insignificantly affects purchasing decisions.

This research is a development of earlier research by (Sianipar & Yoestini, 2021) that uses online customer review as well as online customer rating variables. As an update, this study adds brand image and price perception from (Putra & Aminah, 2022) to give a more comprehensive understanding of the influencing factors for consumer purchasing decisions online. It is expected of this research to provide practical and academic benefits. Practically, the results of this study can help online businesses, especially on marketplace platforms, to design more effective marketing strategies by paying attention to customer reviews, brand image, product ratings, as well as price perceptions. Academically, this research can contribute as a scholarly resource for future research that wants to develop studies on the behavior of consumers in the context of online purchases.

LITERATURE REVIEW

Theory of Consumer Behavior

As defined by (Kotler & Keller, 2018), consumer behavior is the action of individuals or groups in purchasing or making use of services or products where decision-making process is involved in order to get the services or products that they want as consumers.

Cognitive

The cognitive aspect of an attitude reflects knowledge and perceptions of certain attitude objects. This knowledge and perception can be obtained through direct experience with the object or through information from various other sources. This knowledge and perception generally takes the form of beliefs, which means that consumers believe that the attitude object has certain attributes and that the behavior associated with it will produce certain consequences (Kotler & Keller, 2018).

Affective

Affective aspects describe an individual's feelings and emotions towards a product or brand, which reflect the overall evaluation of the attitude object. These feelings and emotions indicate the consumer's judgment of the product, whether it is considered "good" or "bad," "liked" or "disliked." This evaluation focuses more on the product as a whole than on the specific attributes that the product possesses. These feelings and emotions are often expressed through the use of different pairs of adjectives to rate a product (Kotler & Keller, 2018).

Purchase Decision

Purchasing decisions, as explained by Kotler & Keller (2018), is the process in which customers evaluate and form preferences among various brands and alternative choices, which can ultimately result in customers' intention to make

a purchase for the brand that they prefer the most. Meanwhile, Tjiptono (2014) defined purchasing decisions as a process of problem identification, information search on certain brands or products, and alternative selection by consumers, which then leads to making purchasing decisions. Indicators of purchasing decisions (Azahari & Hakim, 2021), namely: 1. Awareness of Needs, 2. Information Search, 3. Alternative Assessment, 4. Decision to Make a Purchase, 5. Behavior Following the Purchase.

Online Customer Review

Based on the opinion of Filieri & McLeay (2014), online customer reviews are considered as e-WOM in the context of online sales, where information is obtained by potential buyers in the form of comments or analysis by consumers who have used and benefited from a product. Online customer reviews refer to consumer reviews that include evaluations of various aspects of the product. Through these reviews, information can be obtained by potential consumers regarding the product they are looking for along with its quality based on the experience and judgment of consumers who have made purchases online (Suryani et al., 2022). So a conclusion can be drawn that, online customer reviews are feedback given by consumers as accurate and helpful information for potential consumers. Indicators as follows (Suryani et al., 2022) : 1. Perceived Benefits, 2. Source of Credibility, 3. Quality of Argument, 4. Valence, as well as 5. Volume of Review.

Research by (Daffaputra et al., 2023; Laeli & Prabowo, 2021; Rahayu et al., 2023; Sianipar & Yoestini, 2021) shows that there is an impact that is positive and significant of online customer reviews. Therefore, consumers can be convinced to increase their purchasing decisions by online customer reviews.

H1 : Online Customer Review has a positive and significant effect on purchasing decisions.

Online Customer Rating

Online Customer Rating is a subset of reviews by customers presented in the form of stars as a way to convey customer opinions. The more amount of stars given, the higher the rating that is received by the seller (Lackermair et al., 2013). These ratings come from customers who have completed online transactions and are shared through the website or platform of the seller as a form of feedback to the seller. Online customer ratings not only reflect the customer's view of the product purchased, but also include an assessment of the service quality provided by the seller (Engler et al., 2015). Indicators as follows (Azizah et al., 2023): 1. Perception of Usefulness, 2. Perception of Enjoyment, 3. Perception of Control. From the explanation above, the rating also looks in terms of a product's brand image.

Research conducted by (Cahyono & Wibawani, 2021; Hariyanto & Trisunarno, 2020; Laeli & Prabowo, 2021; Sianipar & Yoestini, 2021) shows that online customer ratings positively and significantly affect purchasing decisions. H2 : Online Customer Rating has a positive and significant effect on purchasing decisions.

Brand Image

From the opinion of Kotler & Keller (2018), brand image refers to the beliefs as well as perceptions of consumers formed through the associations that come to their mind when they recall a brand. Therefore, brand image is understood as the stored impression of a brand in consumers's minds. Meanwhile, Kotler & Keller (2018) defined brand image as a collection of ideas, beliefs, as well as impressions that individuals have of a brand. This shows that consumer attitudes and behavior towards brands are heavily impacted by the brand's image. There are 3 indicators, namely (Putra & Aminah, 2022) : 1. Unbeatable Brand Superiority, 2. Unparalleled Brand Power, 3. Distinct Brand Identity

Research by (Geraldine & Anisa, 2022; Ghoni & Soliha, 2022; Riana Fatmaningrum et al., 2020; Ristanti & Setyo Iriani, 2020) reveals that price perception shows an effect that is positive and significant.

H3 : Brand Image has a positive and significant effect on purchasing decisions

Price Perception

According to Peter & Olson (2014) it is related to the way consumers understand and give meaning to the price information received. perception is defined by Schiffman & Kanuk (2011) as the process that involves selecting, organizing, and interpreting the information stimuli received by individuals to form a complete picture. Indicators as follows (Putra & Aminah, 2022) : 1. Affordability of price; 2. Price consistency with product quality; 3. Competitiveness of price; 4. Price consistency with advantages.

Research by (Aisyah & Rosyidi, 2023; Kapirossi & Probowo, 2023; Qiana & Lego, 2021) concludes that price perception has an impact that is positive and significant.

H4 : Price perception has a positive and significant effect on purchasing decisions.

Hypothesis

Drawing from earlier research as well as the relationship between variables, below is the formulation of the hypothesis for this research:

H1 : Online Customer Review has a positive and significant effect on purchasing decisions.

H2 : Online Customer Rating has a positive and significant effect on purchasing decisions.

H3 : Brand Image has a positive and significant effect on purchasing decisions.

H4 : Price Perception has a positive and significant effect on purchasing decisions.

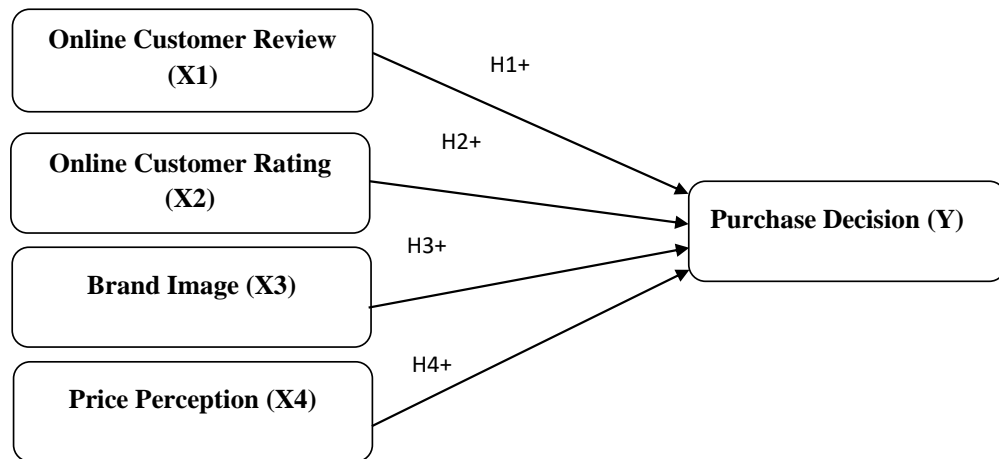


Figure 2. Conceptual Framework

METHODOLOGY

Type of Research

Quantitative is the approach implemented for this research, which is a method that aligns with the positivism paradigm. This approach is applied to study specific samples or populations with the use of research instruments as tools for data collection.

Type and source of data

The data obtained is analyzed quantitatively or statistically with the main objective of testing previously formulated hypotheses. Population is the scope of generalization including objects or subjects with certain characteristics as well as qualities that are the focus of the researcher's study to be analyzed and used as a basis for drawing conclusions (Sugiyono, 2016). Questionnaires were distributed to respondents by researchers to collect the primary data for this study.

Population and Sample

The population is a set of things or people included within the scope of the researcher's study; it is this group that possesses the traits and attributes that will form the basis of the study's analysis as well as conclusions (Sugiyono, 2016). Purposive sampling, which takes specific criteria into consideration, is the sampling approach utilized (Sugiyono, 2016). The participants in this study must meet the following requirements: (a) be at least 17 years old; (b) be familiar with Ventela goods; and (c) have an existing Shopee account. It is assumed that the participants have reached adulthood and are capable of providing their own replies. People who buy Ventela shoes are part of the study's population. A minimum sample size of ten times the number of variables analyzed is recommended for multivariate research, including correlation analysis and multiple linear regression, according to the Roscoe formula, which is used to determine sample sizes (Sugiyono, 2016). There are five variables in this study (1 dependent variable with 4 independent variables), so $5 \times 20 = 100$ number of respondents (Sugiyono, 2016).

Research Instrumen

The data was collected using an instrument based on Likert scales, which can be scored from 1 to 5 (Sugiyono, 2016). To quantify the association's strength between the independent as well as dependent variables, the multiple linear regression approach was implemented for data analysis (Sugiyono, 2016). Data will be processed using SPSS version 26 after it has been obtained from respondents. Moreover, SPSS version 26 offers a wide range of pertinent statistical tests for validating hypotheses and data, and it makes it easier to understand the results by providing thorough data visualization.

RESEARCH RESULT

On the data obtained from 102 respondents who know Ventela products, the composition of respondents consists of 52% male (52 people) and 48% female (49 people). Based on age group, 33.3% of respondents are 17-20 years old (34 people), 55.9% are 21-24 years old (57 people), and 10.8% are over 24 years old (11 people). All respondents (100%) reported purchasing Ventela shoes through the Shopee app. Based on the employment group, 21.6% of respondents were employees (22 people), 53.9% of respondents were students (55 people), 8.8% of respondents were students (9 people), 15.7% of respondents were self-employed (16 people). Based on pocket money or income per month, 33.3% of respondents < Rp. 1,000,000 (34 people), 28.4% of respondents earn between Rp. 1,000,000 and Rp. 2,000,000 (29 people), and 38.2% of respondents > Rp. 2,000,000 (39 people). Ventela has a strong appeal to young adult consumers (21-24 years old), especially university students who earn over Rp. 2,000,000 monthly. Although the product appeals to both genders, males are slightly more dominant in the consumer composition. Ventela's marketing strategy can be focused on the college student and young professional segments by highlighting the product's style and functionality value.

Data Quality Test

Validity and Reliability Test

The validity of a questionnaire is what the validity test is trying to determine. When the questions accurately define the aspects that are to be measured, the questionnaire might be deemed legitimate. When the correlation value exceeds the value in the r table, it is considered a legitimate item, statement, or indicator. On the flip side, an item is deemed illegitimate if the correlation value equals to or lower than r table (Ghozali, 2018). If the respondent's answer remains constant or stable during the course of the questionnaire, it might be considered dependable. The reliability is evaluated through applying a statistical test known as Cronbach's Alpha, where a value for a construct or variable equals to or greater than 0.60, then it is regarded as dependable (Suliyanto, 2018).

Tabel 1. Validity and Reliability Test

Variabel	Indikator	Correlation Total	Sig.	Crocbach's Alpha
Online Customer Review (X1)	1 X1.	0,696	0,000	0,653
	2 X1.	0,496	0,000	
	3 X1.	0,692	0,000	
	4 X1.	0,561	0,000	
	5 X1.	0,559	0,000	
	6 X1.	0,602	0,000	
Online Customer Rating (X2)	1 X2.	0,631	0,000	0,636
	2 X2.	0,565	0,000	
	3 X2.	0,538	0,000	
	4 X2.	0,562	0,000	
	5 X2.	0,625	0,000	
	6 X2.	0,653	0,000	
Brand Image (X3)	1 X3.	0,536	0,000	0,731
	2 X3.	0,603	0,000	
	3 X3.	0,550	0,000	
	4 X3.	0,608	0,000	
	5 X3.	0,733	0,000	
	6 X3.	0,567	0,000	
	7 X3.	0,726	0,000	

Price Perception (X4)	1	X4.	0,671	0,000	0,607
	2	X4.	0,437	0,000	
	3	X4.	0,566	0,000	
	4	X4.	0,609	0,000	
	5	X4.	0,592	0,000	
	6	X4.	0,632	0,000	
Purchase Decision (Y)	Y.1		0,547	0,000	0,776
	Y.2		0,688	0,000	
	Y.3		0,384	0,000	
	Y.4		0,490	0,000	
	Y.5		0,658	0,000	
	Y.6		0,746	0,000	
	Y.7		0,684	0,000	
	Y.8		0,736	0,000	

Source: Data processed by the author (2024)

As indicated by Table 1, every variable's correlation value exceeds the critical value (0.1638), so all statements can be considered true. Each statement is deemed reliable because every variable's Cronbach's alpha value exceeds 0.6, as observed in the reliability tests.

Classical Assumption Test

Normality Test

To find out if the residual or confounding variables have a distribution that is normal in the regression model, is the purpose of the normalcy test. Given that the t as well as F statistical tests presuppose a normal distribution for the residuals, this is critically significant. The findings of statistical tests, particularly those conducted with small samples, might be thrown out if this assumption is not satisfied. Kolmogorov-Smirnov is a nonparametric statistical test that can be utilized to examine the residual normality. According to (Ghozali, 2018), data is said to have a distribution that is normal if the sig. value exceeds or equals to 0.05, and data is regarded not have a distribution that is normal if the sig. value is below or equals to 0.05.

Tabel 2. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		102
Normal Parameters^{a,b}	Mean	.0000000
	Std. Deviation	.15973023

Most Extreme Differences	Absolute	.076
	Positive	.076
	Negative	-.055
Test Statistic		.076
Asymp. Sig. (2-tailed)		.166 ^c

Source: data processed by researchers (2024)

According to table 2, since the value exceeds 0.05, the residual value in this study has a distribution that is normal, as indicated by the normal outcomes of the Kolmogorov-Smirnov test for normalcy.

Glejser Heteroscedasticity Test

The aim of this test is to find out if the residual variance in the regression model varies across observations. Heteroscedasticity occurs when there is no change in the variance of residuals across observations. In contrast, homoscedasticity refers to a situation where the variance is different (Ghozali, 2018). It is the Glejser test that executes this check. The glejser test suggests a regression of the residuals' absolute value vs independent factors (Ghozali, 2018).

Tabel 3. Glejser Heteroscedasticity Test

<i>Model</i>	<i>Sig</i>	<i>Criteria</i>	<i>Description</i>
<i>Online Customer Review</i>	0.055	>0,05	Not Occurring
<i>Online Customer Rating</i>	0.460	>0,05	Not Occurring
<i>Brand Image</i>	0.572	>0,05	Not Occurring
<i>Price Perception</i>	0.074	>0,05	Not Occurring

Source: data processed by researchers (2024)

According to table 3, these results indicate that heteroscedasticity is not present.

Multicollinearity Test

The aim of this test is to examine if the regression model's independent variables are correlated with one another. If the tolerance value exceeds or equals to 0.1, with the Variance Inflation Factor (VIF) value below or equals to 10, multicollinearity is not thought to happen. As a result, multicollinearity is not an issue with the regression model (Ghozali, 2018).

Tabel 4. Multicollinearity Test Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
OCR	0,620	1.613

OCRating	0,461	2.170
Brand Image	0,332	3.009
Price Perception	0,332	3.014

Source: Data processed by researchers (2024)

As presented by data in the table, multicollinearity is not present.

Multiple Linear Regression Analysis

The conduct of this analysis aims to examine the partial and simultaneous influence of independent variables on the dependent variable. Here is the multiple linear regression model utilized for this study:

Tabel 5. Multiple Linear Regression Analysis & t test

Coefficients ^a			
Model	Unstandardized Coefficients	t	Sig.
	B		
(Constant)	- 0,144	- 0.567	.572
Online Customer Review	0,170	2.719	.008
Online Customer Rating	0,174	2.341	.021
Brand Image	0,666	9.108	.000
Price Perception	0,022	0.276	.783

Source: Data processed by researchers (2024)

The analysis from Table 5 is described in the form of multiple linear regression equations below :

$$Y = - 0,144 + 0,170X_1 + 0,174X_2 + 0,666X_3 + 0,022X_4 + \dots(1)$$

Assuming a positive association between every variable in the regression equation model, we find that the link between the independent with dependent variables is unidirectional:

1. When all three variables—online customer rating, brand image, and pricing perception—are set to zero, the purchase decision (Y) takes on a constant value of -0.144.
2. The online customer review coefficient is 0.170, which indicates that for every 1% change in the brand image variable, there is a 0.170 (17%).
3. The online customer rating coefficient is 0.174, which indicates that for every 1% change in the online customer review variable, there is a corresponding 0.174 (17.4%).

4. The brand image coefficient is 0.666, which indicates that for every 1% change in the brand image variable, there is a 0.666 (66.6%).
5. A price perception coefficient of 0.022 indicates that for every 1% change in the brand image variable, there is a corresponding 0.022 (2.2%).

Model Feasibility Test

Determination Coefficient Test

The Coefficient of Determination (R^2) is fundamentally a measurement for how well the model is able to account for variations that occur in the dependent variable (Ghozali, 2018).

Tabel 6. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903 ^a	.816	.808	.16299

Source: data obtained by the author (2024)

Tabel 6, Other factors, which account for 19.2% of the total, impact the remaining variables.

Test f

Tabel 7. Test f

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.417	4	2.854	107.436	.000 ^b
	Residual	2.577	97	.027		
	Total	13.993	101			

Source: data obtained by the author (2024)

There this proves that the regression model is well-suited to understanding price perceptions, brand images, online reviews, and ratings.

Hypothesis Test

Table 5, shows that :

1. The Online Customer Review variable obtained the t value of $2.719 > 1.660$ t table, with a sig. level of below 0.05, which is 0.008, so this is an indication of the positive and significant impact of online customer reviews on purchasing decisions.
2. The Online Customer Rating variable obtained a t value of $2.341 > 1.660$ t table, with a sig. level of below 0.05, namely 0.021, so this is an indication of the positive and significant impact of online customer rating on purchasing decisions.

3. The Brand Image variable has a t value of $9.108 > 1.660$ t table, with a sig. level of below 0.05, namely 0.000, so this is an indication of the positive and significant impact of brand image on purchasing decisions.
4. The Price Perception variable has a t value of $0.276 \leq 1.660$ t table, with a sig. level exceeding 0.05, namely 0.783, so this is an indication that there is no impact and insignificance of price perception on purchasing decisions.

DISCUSSION

The Effect of Online Customer Reviews on Purchasing Decisions

As demonstrated by the findings of study H1, online customer reviews significantly and positively impact purchasing decisions. This proves that when people shop for Ventela shoes on Shopee, they rely entirely on evaluations written by other customers. This variable is based on the theory of cognitive consumer behavior, an attitude reflects knowledge and perceptions of certain attitude objects (Kotler & Keller, 2018). This confirms the results of earlier studies that found favorable and statistically significant effects of online customer reviews on purchase decisions (Daffaputra et al., 2023; Laeli & Prabowo, 2021; Sianipar & Yoestini, 2021). So that the hypothesis that online customer review has an impact that is positive and significant on purchasing decisions is accepted.

Effect of Online Customer Rating on Purchasing Decisions

A positive and statistically significant effect of online customer rating on purchase decisions was found in the results of testing H2. This proves that people's opinions expressed online have a decisive impact on whether or not they buy Ventela shoes from the Shopee marketplace. This variable is based on the theory of cognitive consumer behavior, an attitude reflects knowledge and perceptions of certain attitude objects (Kotler & Keller, 2018). Consistent with earlier studies, this one finds that online customer ratings significantly impact purchase decision (Cahyono & Wibawani, 2021; Hariyanto & Trisunarno, 2020; Laeli & Prabowo, 2021; Sianipar & Yoestini, 2021). As a result, this leads to the acceptance of the hypothesis that online customer rating positively and significantly impacts purchasing decisions.

The Effect of Brand Image on Purchasing Decisions

Positive and statistically significant effects of brand image on purchase decisions were observed in the findings of testing H3. This proves that the Ventela brand's reputation is the only factor that matters to Shopee customers when making a shoe purchase. This variable is based on the theory of affective consumer behavior, describing the feelings and emotions of individuals towards a product or brand, which reflects the overall evaluation of the attitude object (Kotler & Keller, 2018). Previous studies have also found that brand image significantly affects purchase decisions, and our finding is in agreement with those studies (Geraldine & Anisa, 2022; Ghoni & Soliha, 2022; Riana Fatmaningrum et al., 2020; Ristanti & Setyo Iriani, 2020). As a result, this leads to the acceptance of the hypothesis that brand image positively and significantly affects purchasing decisions.

The Effect of Price Perception on Purchasing Decisions

With a sig. level of 0.008, which does not exceed the 0.05 acceptance threshold, the results of testing H4 demonstrate that price perception does not impact purchase decisions. This suggests that shoppers' impressions of the price do not completely impact their choice to buy Ventela shoes on Shopee. This variable is based on the theory of cognitive consumer behavior, an attitude reflects knowledge and perceptions of certain attitude objects (Kotler & Keller, 2018). . This confirms the results of earlier studies that found no relationship between how people perceive prices and their actual purchases (Laisina & Fairliantina, 2022; Yuliana & Maskur, 2022). This finding differs from the findings by (Kapirossi & Probowo, 2023), which found that consumers' perceptions of reviews posted by other customers online significantly impact their final purchase decisions. The number of clients or consumers who tend to make purchasing decisions is directly linked to the drop in price perception of Ventela shoes. As a result, this leads to the rejection of the hypothesis that price perception positively and significantly affects purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

The data analysis results revealed that among all the variables studied, only online customer reviews, online customer ratings, as well as brand image that positively and significantly impact purchasing decisions. Whereas the price perception variable does not show a substantial impact on purchasing decisions. Possibly, this is due to the presence of other factors that have not been studied or analyzed in depth within the framework of this study. Thus, these findings underscore the importance of online customer reviews, online customer ratings, as well as brand image in influencing purchasing decisions, especially among the general public.

Further research is also recommended to provide a more in-depth explanation of purchasing decisions by adding independent variables, such as promotion, digital marketing, influencer marketing, and other related variables. In addition, the amount of respondents for this study was limited to 102 people, so it is hoped from the future research to involve a larger number of respondents.

ADVANCED RESEARCH

Given the study's limitations, it is anticipated that future research will broaden the research objects to include different cities and Increase in the number of respondents over 100.

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