



## SERVICE QUALITY, ONLINE REVIEWS, AND BRAND IMAGE: DETERMINANTS OF CONSUMER PURCHASE DECISIONS ON SHOPEE

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Informasi Naskah	Abstrak
<b>Diterima:</b> 10 Desember 2024	<i>The rapid advancement of technology in the digital era has significantly transformed the e-commerce landscape, particularly in Indonesia, where platforms like Shopee have gained immense popularity. This study investigates the impact of e-service quality, online reviews, and brand image on purchasing decisions among consumers in Yogyakarta.</i>
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<b>Kata Kunci:</b> <i>E-service Quality, Online Review, Brand Image, Purchase Decisions.</i>	<i>A quantitative approach was employed, utilizing questionnaires distributed to Shopee users who have made purchases. The data were analyzed using Partial Least Square (PLS) to assess the relationships between the variables.</i> <i>The findings reveal that e-service quality positively influences purchasing decisions, highlighting its importance in enhancing customer satisfaction and convenience while online shopping. In contrast, online reviews did not have a significant effect on purchasing decisions, suggesting that consumers may be skeptical about the authenticity of reviews or influenced by negative past experiences. Furthermore, brand image emerged as a critical factor, significantly affecting purchasing decisions, as a strong brand reputation fosters consumer trust and loyalty. This research emphasizes the need for e-commerce platforms to focus on improving service quality and maintaining a positive brand image to drive consumer purchasing behavior effectively.</i>

### INTRODUCTION

The development of technology in today's digital era, especially in the e-commerce industry, has experienced rapid growth. With technological advancements, society is increasingly

facilitated in fulfilling their wants and needs, ranging from ordering online transportation, purchasing ready-to-eat food, and buying goods or services through e-commerce applications. This development has significantly changed consumption patterns, making them more practical (Zha, 2018, in Primandaru, 2023). E-commerce serves as an online marketplace that enables transactions between sellers and buyers, which can be conducted from anywhere. The use of online shopping platforms offers numerous shopping opportunities with a variety of products and services available for purchase by people of all ages, from young to old. Currently, more people prefer shopping via e-commerce rather than shopping offline.

Shopee is one of the major e-commerce platforms in Indonesia that continues to grow and attract consumers' attention. Launched in 2015, Shopee has developed rapidly in Indonesia, offering a wide range of products marketed through online transactions. Shopee provides various features and benefits that users can enjoy, such as e-service quality, online reviews, and brand image, all of which create added value for its users. According to Similarweb data, Shopee is currently the most visited e-commerce marketplace website in Indonesia. As of September 2023, Shopee's website recorded 237 million visits, reflecting an increase of approximately 38% from the previous year. This demonstrates that Shopee has become a preferred choice for online buying and selling transactions among Indonesian consumers.

E-service quality refers to a company's ability to deliver services that satisfy consumers during online shopping, product purchases, and shipping processes via smartphones (Lasyakka, 2015). It is defined as the ability of a website to provide online shopping services that are effective and efficient. When e-service quality is high, customers feel comfortable and more assisted. Good service quality makes customers feel more at ease and facilitates a smooth shopping experience, such as user-friendly applications, services that meet expectations, timely responses to consumer issues, and protection of personal data and transaction details. According to Kotler and Armstrong (2018) in Rozieqy (2018), purchase decisions refer to the stage where consumers decide to buy a product. Before purchasing a product via an online shopping application, consumers often seek additional information about the product they intend to buy. One of the most common approaches is to review customer feedback and product ratings provided on the application.

Mo (2015) defines online reviews as consumer evaluations or feedback written about the products they purchase, which typically stem from their online shopping experiences. These consumer reviews help other customers understand the product they intend to buy, thereby influencing their purchasing decisions. Reviews from previous buyers serve as a reference point for potential buyers, offering insights into aspects such as store services, seller responsiveness, product quality, pricing, and more. The more positive reviews a product receives, the higher the consumer's desire to purchase it. Conversely, if a product receives more negative reviews, consumers are more likely to avoid buying it. Therefore, online reviews play a crucial role in shaping consumer purchase decisions, especially in the e-commerce sector.

Brand image is defined as a term, symbol, name, design, sign, or a combination of these elements that distinguish a product offered by a seller or competitor (Kotler, 2016). According to Mothersbaugh (2016), brand image represents consumers' perceptions of a brand when its name is mentioned. A positive brand image significantly influences consumer decisions to make a purchase. Brands with a good reputation tend to attract customer interest and generate a positive impression, encouraging customers to purchase products from that brand. When consumers encounter a particular brand, they often go through a trial stage where they try different brands. If the brand meets their expectations, consumers are more likely to continue

purchasing that brand in the future. A positive brand image can, therefore, create consumer loyalty, which strengthens the relationship between the company and its customers.

Online and offline shopping have distinct differences. One of the most notable differences is the consumer's ability to evaluate the product before purchase (Ramadan, 2021). In online shopping, consumers cannot physically inspect the items they want to buy. Instead, they rely on the information provided by the seller, including product descriptions and images uploaded by the seller. On the other hand, offline shoppers can physically see and touch the product, allowing them to assess its quality and features before making a purchase. This difference plays a vital role in consumer decision-making and purchasing behavior.

Based on the analysis, the quality of e-service, if it meets consumer expectations and needs, can significantly influence purchase decisions. A positive brand image which includes brand reputation, identity, and value plays a vital role in shaping consumer perceptions and encouraging purchase decisions (Budiharja et al., 2020). Additionally, online reviews help consumers evaluate product quality, judge price fairness, and make more informed purchase decisions (Romadhoni, 2024). This study aims to examine the impact of e-service quality on purchase decisions on Shopee, the influence of online reviews on purchase decisions on Shopee, and the effect of brand image on purchase decisions on Shopee.

## **LITERATURE REVIEW AND HYPOTHESES**

### **The Influence of E-Service Quality on Purchase Decisions**

E-service quality refers to the ability of an online shopping service to facilitate the shopping process, product purchasing, and product delivery to customers through online shopping applications (Lasyakka, 2015). High-quality e-service provides added value to customers and serves as a reference point for them, thereby influencing their purchase decisions. The better the e-service quality in providing facilities, the more effective and efficient it becomes for customers to make purchases through online applications. There are two key factors that influence e-service quality: expected e-service quality and perceived e-service quality. Expected e-service quality refers to customers' expectations of the service, which typically include clear and complete product information, diverse payment options, fast product delivery according to estimated times, responsive and friendly customer service, as well as attractive promotions and discounts often sought by customers. Perceived e-service quality refers to the customer's experience of the service, which is directly influenced by the expected e-service quality. When the expected e-service quality is met or exceeded, customers perceive the service as good. Conversely, if the expected quality is poor or does not meet customer needs, then the perceived service quality will also be considered poor. Thus, whether e-service quality is good or bad serves as a benchmark for consumers in making purchase decisions. A study by Prasetyo (2017) revealed that e-service quality significantly influences purchase decisions. This highlights the importance of providing high-quality services to increase purchase decisions. Therefore, the hypothesis can be formulated as follows:

H1: E-service quality has a positive influence on purchase decisions in Shopee e-commerce.

### **The Influence of Online Reviews on Purchase Decisions**

According to Mo (2015), an online review is a consumer's evaluation or feedback written about a product they have purchased, based on their previous online shopping experience. Such reviews help other consumers find the products they are looking for. Online reviews provided

by consumers become a key consideration for other consumers to gather information about the product, helping them decide whether to purchase the product or not. Positive or negative reviews serve as a benchmark for consumers in making purchase decisions. The more positive reviews a product receives, the greater the desire of consumers to purchase it. Conversely, if a product receives more negative reviews, customers are more likely to avoid purchasing it. Online reviews serve as an evaluation tool for consumers to choose products that meet or exceed their expectations. Research conducted by Rahmawati (2022) found that online reviews have a significant influence on purchase decisions in Shopee e-commerce. This emphasizes the importance of positive online reviews in driving consumers' decisions to purchase products. Therefore, the hypothesis can be formulated as follows:

H2: Online reviews have a positive influence on purchase decisions in Shopee e-commerce.

### **The Influence of Brand Image on Purchase Decisions**

According to Kotler (2016), brand image refers to the name, term, symbol, sign, design, or a combination of these elements used to differentiate the products or services offered by a company from those of competitors. Brand image is the first thing that comes to consumers' minds when a brand name is mentioned. Brand images refer to memory of a brand containing consumer's understanding of uniqueness, model, form, user, and the way of the brand alone in marketing its products. If the consumer's perception is positive toward a certain brand, it will stimulate consumers and users to carry out a buying decision (Muslim, et al . A strong and positive brand image becomes a key factor in consumer decision-making when purchasing products. A brand that successfully creates a positive image in the minds of buyers will gain consumer trust, encouraging them to continue purchasing products from that brand. A positive brand image increases the likelihood of customer loyalty and repeat purchases. Research conducted by Nurhaida (2023) revealed that brand image has a positive influence on purchase decisions. The findings emphasize the importance of maintaining a positive brand image to boost purchase decisions and foster consumer loyalty on the Shopee platform. Therefore, it is essential to pay closer attention to brand image strategies and management to strengthen market position and build long-term relationships with consumers. Thus, the hypothesis can be formulated as follows:

H3: Brand image has a positive influence on purchase decisions in Shopee e-commerce.

## **METHODOLOGY**

The sample is a part of the population that represents specific characteristics and quantities of that population (Sugiyono, 2019). In this study, the sampling method used is purposive sampling, which is a sampling technique where the researcher selects samples based on specific considerations in accordance with the desired criteria to determine the number of samples to be studied (Sugiyono, 2019). The data source for this research is obtained through the responses to questionnaires distributed to respondents who have used and conducted transactions on the Shopee application. The research employs a Likert scale as the measurement tool for the questionnaire. The Likert scale is a method used to measure an individual's attitudes and opinions. In a Likert scale, respondents are asked to complete and fill out a questionnaire indicating the extent to which they agree with the given statements. This study adopts a quantitative approach, where data is collected from respondents through the questionnaire. The collected data will then be processed and statistically analyzed using the Partial Least Squares (PLS) method.

## RESULT

### Demographic Profile of Respondents

The demographic profile of the respondents in this study is categorized based on gender, education level, and age. Each category is described as follows:

**Gender:** Most of the respondents in this study are female, with a total of 82 respondents (75.2%), while the remaining 27 respondents (24.8%) are male. This indicates that female users dominate Shopee's consumer base in this research sample.

**Education Level:** In terms of education level, the largest proportion of respondents are those with a high school (SMA) education, totaling 55 respondents (50%). This is followed by respondents with a bachelor's degree (Sarjana), comprising 43 respondents (39.4%), and respondents with a diploma degree, which accounts for 11 respondents (10.1%). This distribution reflects that most Shopee users in this study have completed at least high school education.

**Age:** Regarding the age category, the largest group of respondents falls within the 18-24 age range, with a total of 97 respondents (89%), followed by respondents aged 25-34, totaling 8 respondents (7.3%). Meanwhile, the smallest group is respondents aged under 17, with only 4 respondents (3.7%). This data suggests that Shopee users are predominantly from the young adult age group (18-24 years old), indicating that this age segment is the most active in online shopping through Shopee.

**Table 1. Demographics of Respondents**

<b>Respondent Category</b>	<b>Numbers</b>	<b>Percentage</b>
<b>Gender:</b>		
Male	27	24.8%
Female	82	75.2%
<b>Education:</b>		
Senior High School	55	50.5%
Diploma	11	10%
Bachelor	43	39.5%
<b>Age (years):</b>		
<17	4	3.7%
18-24	97	89%
25-34	8	7.3%

The overall demographic analysis reveals that the respondents are predominantly young, female users with a high school education. This insight can help Shopee or other stakeholders to better understand their target market and develop appropriate strategies for marketing and service improvements.

## Valdity and Reliability Test

**Table 2. Valdity and Reliability Test**

Variable	AVE	<i>Composite Reliability</i>	Cronbach's Alpha
E-Service	0.666	0.769	0.881
Online Review	0.635	0.880	0.908
Brand Image	0.600	0.803	0.872
Purchase Decisions	0.678	0.824	0.874

Validity testing in this study was carried out using the Smart-PLS software before testing the structural model. This is being done to ensure the data in this study are adequate. Table 2 provides information that all data on all variables is valid because the average variance extracted (AVE) value shows a score above 0.5. The reliability test measures the consistency of a research instrument (Kusuma & Wardhani, 2022). Table 2 shows that Cronbach's Alpha value for all variables has a value above 0.7. This indicates that the data on all variables in this study are reliable. Nunnally (1978) states that the standard reliability test score is above 0.7 for an adequate study.

## Hypothesis Test

**Table 3. Hypothesis Test**

Hipotesis	$\beta$	T Statistics	P Values	Result
E-service → Purchase Decisions	0.343	2.085	0.037	Accepted
Online Review → Purchase Decisions	-0.009	0.091	0.928	Rejected
Brand Image → Purchase Decisions	0.525	4.028	0.000	Accepted

Based on the hypothesis testing results, the hypothesis regarding the influence of e-service quality on purchase decisions is accepted, with a coefficient value of 0.343, indicating a positive and significant relationship with a p-value of  $< 0.05$ . The second hypothesis, concerning the influence of online reviews on purchase decisions, is rejected, with a coefficient value of -0.009, showing a negative influence and being rejected due to a p-value  $> 0.05$ . The third hypothesis, examining the influence of brand image on purchase decisions, is accepted, with a coefficient value of 0.525, indicating a positive and significant relationship with a p-value of  $< 0.05$ .

## Discussion

### The Influence of E-Service Quality on Purchase Decisions

Based on the results of the first hypothesis, which examines the influence of e-service quality on purchase decisions, the findings indicate a coefficient value of 0.343, suggesting a positive effect, and a p-value of  $0.037 < 0.05$ , confirming that the e-service quality variable significantly impacts purchase decisions. High-quality e-services, such as user-friendly websites, quick

responses, and excellent service, make consumers feel happy and comfortable, significantly influencing their purchase decisions. Customers are more likely to trust and feel satisfied with companies that offer high-quality services. When consumers have a positive assessment of a product or service, they are more likely to consider purchasing it (Hasanah & Olivia, 2023). Factors such as prompt responses to customer complaints or issues, reliable services, and effective security and privacy measures play an essential role in shaping positive consumer perceptions and driving purchase decisions. These findings are supported by previous research conducted by Anggraini et al. (2024), which found that e-service quality positively and significantly influences purchase decisions on the e-commerce platform Shopee.

### **The Influence of Online Reviews on Purchase Decisions**

The second hypothesis, which investigates the influence of online reviews on purchase decisions, reveals a coefficient value of -0.009 with a p-value of  $0.928 > 0.05$ . This indicates that online reviews do not have a positive or significant impact on purchase decisions. Respondents perceive online reviews as less critical in their purchasing decisions. Factors such as fake reviews generated by bots, manipulated reviews by sellers or competitors, and negative experiences with previous reviews such as trusting positive reviews but ultimately feeling disappointed with the product may lead consumers to ignore online reviews for future purchases. Therefore, to maximize the influence on purchase decisions, it is essential for marketers to consider strategies beyond solely relying on online reviews. These findings are consistent with studies by Rahmawati (2021) and Rahmawati (2022), which concluded that online reviews do not significantly influence purchase decisions.

### **The Influence of Brand Image on Purchase Decisions**

The third hypothesis, examining the influence of brand image on purchase decisions, shows a coefficient value of 0.525, indicating a positive effect, with a p-value of  $0.000 < 0.05$ , confirming that the brand image variable significantly impacts purchase decisions. This finding aligns with previous research by Nurhaida & Realize (2023), which found that brand image significantly influences purchase decisions. It can be concluded that a strong and appealing brand image is often perceived as more trustworthy and credible by consumers. A positive and strong brand image builds trust, creates attraction, and enhances consumer loyalty, aiding their purchasing decisions. The more well-known the brand image, the higher the product purchases. Therefore, companies need to focus on building and enhancing a positive brand image to strengthen consumers' purchase decisions.

## **CONCLUSION**

This study investigates the influence of e-service quality, online reviews, and brand image on purchase decisions within the Shopee e-commerce application. E-service quality has a positive and significant influence on purchase decisions. High-quality e-services, such as user-friendly

digital platforms, quick responses, and excellent service, make consumers feel happy and comfortable, significantly impacting their purchase decisions. Customers are more likely to trust, feel satisfied, and enjoy engaging with companies that provide high-quality services. Factors such as prompt responses to customer complaints or issues, service reliability, and effective security and privacy measures play an essential role in shaping positive consumer perceptions and driving purchase decisions. Online reviews do not influence purchase decisions. Respondents consider online reviews to be less important in their purchasing decisions. Factors such as fake reviews generated by bots, reviews manipulated by sellers or competitors, and negative experiences with reviews such as trusting positive reviews but ultimately feeling disappointed with the product may lead consumers to ignore online reviews for future purchases. This study shows that brand image has a positive and significant influence on purchase decisions. Consumers are more likely to choose brands with well-known names and trusted reputations. A strong and appealing brand image builds trust, creates attraction, and enhances consumer loyalty, aiding their purchasing decisions. The more well known the brand image, the higher the likelihood of product purchases. Therefore, companies should focus on building and developing a positive brand image to strengthen consumers' purchase decisions.

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