

## **The Influence of Price Perception, Online Customer Reviews, and Product Quality on Consumer Purchasing Decisions**

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### **ABSTRACT**

This study aimed to determine the influence of price perception, online customer reviews, and product quality on purchasing decisions. The population comprised all 192 employees of the Central Java Provincial Department of Industry and Trade, and the sample comprised 100 respondents. The sampling technique used was purposive sampling. The data source was primary data, collected using a questionnaire. Multiple linear regression analysis was used for data analysis. The hypothesis test results showed that price perception, online customer reviews, and product quality had positive and significant effects on purchasing decisions. The coefficient of determination was 0.702, indicating that price perception, online customer reviews, and product quality accounted for 70.2% of the variance in the purchasing decision variables. The study concludes that price perception, online customer reviews, and product quality positively influenced employees' purchasing decisions in the Department of Industry and Trade. Therefore, further research is needed, particularly regarding employee digital transformation.

**Keywords:** Price Perception; Online Customer Reviews; Product Quality; Purchasing Decisions

### **INTRODUCTION**

The rapid advancement of internet technology in Indonesia has transformed the business landscape and consumer behavior, particularly in the wake of the COVID-19 pandemic. The increase in e-commerce users, predicted to reach 189.6 million by 2024, is driving intense competition among marketplaces to win consumer purchasing decisions (Nuraeni & Irawati, 2021). This phenomenon is changing people's lifestyles, with people now prioritizing the efficiency and convenience of online shopping, requiring companies to develop effective marketing strategies to ensure their products are accepted by the market (Abimanyu & Hermana, 2023).

According to a Tempo report, the number of e-commerce users in Indonesia is expected to continue to increase, reaching 189.6 million users by 2024. Since 2017, there have been 70.8 million e-commerce users, and this number continues to grow every year. In 2018, the number of users reached 87.5 million, and in 2020 the figure had reached 129.9 million. Predictions for 2021 show there will be 148.9 million users, while in 2022 the figure is estimated to reach 166.1 million, and in 2023 there will be 180.6 million e-commerce users in Indonesia (www.tempo.co, 2024).

Consumer purchasing decisions in the e-commerce realm are complex processes influenced by various digital stimuli and information (Kotler & Armstrong, 2021). The key variables identified as influencing these decisions are price perception (Aurelia et al., 2022), online customer reviews (Satiawan et al., 2023; Rahmayanti & Dermawan, 2023), and product quality (Nuraeni & Irawati, 2021). Price perception helps consumers assess the fairness of a product's value, while online customer reviews function as electronic word-of-

mouth (e-WOM), reducing uncertainty through visual feedback from previous buyers (Udayana et al., 2024). Furthermore, product quality determines whether consumers meet their expectations, given the lack of physical interaction with the product during purchase (Aurelia et al., 2022; Satiawan et al., 2023).

Similarly, an interesting phenomenon is observed in the shopping behavior of employees at the Central Java Provincial Department of Industry and Trade, where online shopping habits persist even after the pandemic has subsided. Based on a pre-survey, Shopee is the dominant marketplace chosen by 72% of employees, far outperforming other competitors. This phenomenon is unique because the study subjects are a group with a deep understanding of the digital commerce ecosystem, yet their purchasing decisions are still heavily influenced by price perception (33%), customer reviews (23%), and product quality (22%) as the main reasons.

Research on the factors influencing consumer purchasing decisions has been extensive; however, there are gaps that remain. Previous studies have examined the influence of price perception, online customer reviews, and product quality on purchasing decisions (Aurelia et al., 2022; Abimanyu & Hermana, 2023; Muslikh & Santoso, 2024; Nuraeni & Irawati, 2021; Fauziah et al., 2023; Rahmayanti & Dermawan, 2023; Satiawan et al., 2023, Robi'ah & Nopiana, 2022). While most studies found a positive and significant influence, others found that these three variables had an influence, but not a significant one (Rahmawati et al., 2022; Herman et al., 2023; Kartika, 2021; Purwanto & Nuvriasari, 2023). This inconsistency in results suggests the presence of other contextual factors, such as sample characteristics or market competition, that require further investigation.

This study aims to examine the influence of price perception, online customer reviews, and product quality on consumer purchasing decisions in the Shopee marketplace. The novelty of this study lies in the specific selection of study subjects, namely employees of the Central Java Provincial Department of Industry and Trade. Unlike general consumers, this group is comprised of professionals with a deep understanding of industry dynamics and digital trade oversight. This study contributes to uncovering how purchasing decisions are formed in this group of consumers with high trade literacy and revalidates the influence of price, reviews, and product quality variables amidst inconsistencies in previous findings.

## **LITERATURE REVIEW**

### **Purchasing Decisions**

Purchasing decisions are a crucial stage in the decision-making process, where consumers actually purchase a product (Kotler & Armstrong, 2021). In the context of online shopping, these decisions are formed after consumers consider various aspects, from quality, comparison of advantages with competitors, to price assessments (Fauzi et al., 2023). This process becomes increasingly complex in e-commerce because consumers are influenced by various information sources and digital stimuli to reduce uncertainty and risk before deciding to purchase (Nuraeni & Irawati, 2021).

### **Price Perception**

Price perception is consumers' subjective views on how they assess a particular price, whether it is categorized as low, reasonable, or high (Aurelia et al., 2022). This perception is a key factor in purchasing decisions because consumers use price as a primary element in evaluating a product or service (Robi'ah & Nopiana, 2022). In the process, consumers tend to

compare the offered price with the quality they will receive; therefore, understanding these perceptions is crucial for companies to create greater perceived value for consumers (Muslikh & Santoso, 2024).

### **Online Customer Reviews**

Online customer reviews are defined as the assessments and information consumers provide online after purchasing a product, which are expected to influence other potential customers (Melati & Dwijayanti, 2020). As a form of electronic word-of-mouth (e-WOM), these reviews allow buyers to assess services and products through visual content such as photos or videos uploaded to platforms (Udayana et al., 2024). Reviews from previous buyers serve as valuable references that effectively reduce anxiety and strengthen potential customers' purchasing decisions (Rahmayanti & Dermawan, 2023).

### **Product Quality**

Product quality is the extent to which a product meets or exceeds consumer expectations, including aspects of functionality, durability, and reliability (Tjiptono, 2018). In a marketplace ecosystem where buyers cannot physically see or touch the product, product quality becomes highly dependent on external validation, such as reviews from other consumers (Novia et al., 2023). Good product quality reflects the overall features and characteristics that can comprehensively meet consumer needs and expectations (Aurelia et al., 2022).

### **The Influence of Price Perception on Purchasing Decisions**

Price perception is one of the main factors consumers consider when choosing a product or service. Consumers tend to evaluate prices based on affordability, quality, benefits, and competitiveness compared to similar products. Positive price perceptions, such as the perception that the price offered is commensurate with the product's quality and benefits, can increase consumer intention and confidence to make a purchase. Conversely, if consumers perceive the price to be unreasonable or disproportionate to the value offered, the purchase decision may be postponed or canceled. Therefore, price perception serves not only as a nominal indicator but also as a reflection of the value and trust consumers feel in the product or service.

Research by Aurelia et al. (2022) indicates that price perception has a positive and significant influence on purchasing decisions, where consumers are more likely to purchase if the price offered is perceived as reasonable and commensurate with the benefits received. Research by Abimanyu & Hermana (2023) reveals that positive price perceptions can increase consumer trust in a product, thereby encouraging purchasing decisions. This is reinforced by the research results of Muslikh & Santoso (2024), which explain that price perception has a positive and significant influence on purchasing decisions. Based on this description, the proposed hypothesis is:

H1: Price perception has a positive and significant influence on purchasing decisions.

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

Online customer reviews are a primary source of information that helps consumers evaluate the quality, benefits, and reliability of a product or service before deciding to purchase. Reviews with positive valence, high volume, source credibility, and informative content tend to increase consumer trust and strengthen purchase intentions. Furthermore, relevant and up-to-date reviews provide consumers with additional confidence that the

product will meet their needs and expectations. Conversely, negative reviews can decrease purchase intention because consumers perceive them as warnings of product risks or shortcomings. Therefore, online customer reviews play a highly influential role in shaping consumer perceptions and preferences in the purchasing decision-making process.

Research by Nuraeni & Irawati (2021) states that online customer reviews have a positive and significant influence on purchasing decisions. Online reviews help consumers compare products, which can increase confidence in their purchasing decisions. Research by Fauziah et al. (2023) shows that reviews can have a significant positive effect on purchasing decisions, as consumers tend to perceive products with many positive reviews as trustworthy and high-quality. Research by Rahmayanti & Dermawan (2023) explains that online customer reviews can have a positive and significant influence on purchasing decisions. This is reinforced by the research by Satiawan et al. (2023), which states that online customer reviews have a significant positive effect on purchasing decisions. Based on this description, the proposed hypothesis is:

H2: Online customer reviews have a significant positive effect on purchasing decisions.

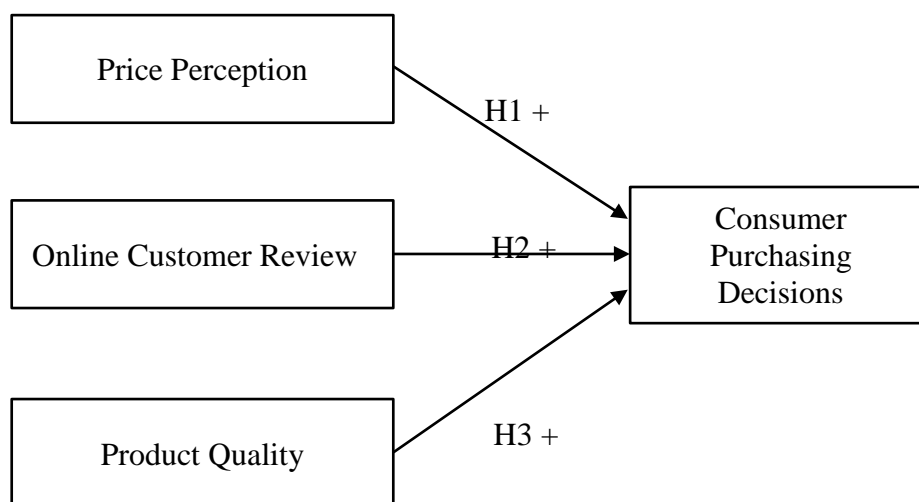
### **The Influence of Product Quality on Purchasing Decisions**

Products with good quality, including performance, durability, reliability, and suitability to consumer needs, tend to be more desirable because they deliver value that meets expectations. When consumers perceive a product as having superior features, consistent performance, and effectively meeting their needs, they are more likely to make a purchase. Furthermore, high product quality also builds consumer trust in the brand and encourages long-term loyalty, ultimately strengthening future purchasing decisions. Therefore, companies need to ensure that the products they offer not only meet technical standards but also provide a positive consumer experience to support purchasing decisions.

Research by Nuraeni & Irawati (2021) found that product quality, including characteristics such as good performance, reliability, and durability, can have a significant positive impact on consumer purchasing decisions. Research by Aurelia et al. (2022) revealed that product quality that meets consumer needs and expectations has a significant influence on purchasing decisions. Research by Robi'ah & Nopiana (2022) indicates that superior product quality, both in terms of aesthetics and reliability, can positively and significantly encourage consumers to make a purchase. This finding is supported by the research findings of Fauziah et al. (2023), which found that product quality has a positive and significant influence on purchasing decisions. Based on this description, the following hypothesis is proposed:

H3: Product quality has a positive and significant influence on purchasing decisions.

This description demonstrates a relationship or influence between price perception, online customer reviews, and product quality on purchasing decisions. The research framework presented in [Figure 1](#) provides a conceptual framework for this study.



**Figure 1.** Research Framework

## RESEARCH METHODS

### Sample

This research was conducted at the Department of Industry and Trade of Central Java Province with a population of 191 state civil servants employees. Considering the large number of employees who shop online, this study determined a sample size of 100 respondents based on Roscoe's theory to ensure the accuracy of the questionnaire results. The sample used is a representative portion of the population selected to represent the characteristics of employees who have limited time due to busy work schedules. The sampling technique applied was purposive sampling, namely the selection of samples based on certain considerations and characteristics that are in accordance with the research objectives. The specific criteria for respondents selected were employees who had made purchases on the Shopee marketplace 2 to 3 times.

### Measure

The measurement of the price perception variable in this study refers to the theory of Kotler & Armstrong (2021), which includes indicators of affordability, price-to-quality ratio, competitiveness, and price-to-benefit ratio. Meanwhile, the online customer review variable was measured using indicators from Mulyati & Gesitera (2020), which consist of perceived usefulness, source credibility, argument quality, review volume, and review valence. For the product quality variable, this study adopted the indicators from Nuraeni & Irawati (2021), which include aspects of performance, features, reliability, conformity to specifications, durability, and product aesthetics. Finally, the purchasing decision variable was measured through the stages of the need recognition process, information search, alternative evaluation, purchasing decision, and post-purchase behavior according to the Nuraeni & Irawan (2021). Questionnaire data were determined using a Likert Scale, a scale based on the summation of respondents' attitudes in responding to questions related to indicators of a concept or variable being measured (Sugiyono, 2019). The Likert Scale is as follows: a response of strongly disagree is given a score of 1, disagree is given a score of 2, somewhat disagree is given a score of 3, agree is given a score of 4, and strongly agree is given a score of 5.

### Data analysis

This study uses multiple linear regression analysis to determine the impact of price perception variables, online customer reviews, and product quality on employee purchasing

decisions. Before conducting the regression, a validity test is used to measure the validity of a questionnaire. Furthermore, a reliability test is a tool to measure a questionnaire that is an indicator of a variable or construct. Next, a normality test is carried out using the Kolmogorov-Smirnov method to ensure that the residual data is normally distributed. Next, a classical assumption test is applied to obtain a good model, including a multicollinearity test through VIF and tolerance values, and a heteroscedasticity test using the Glejser test. The feasibility of the regression model is evaluated through the coefficient of determination to measure the ability to explain the variation of variables and the F-statistic test to test the model's significance. Finally, hypothesis testing is carried out using a t-statistical test to determine the partial effect of the independent variables on the dependent variable significantly.

## RESULT AND DISCUSSION

### Result

Respondent demographic data can be shown in [Table 1](#). These results explain that the respondents of this study are dominated by female employees (51%) who tend to be more active in online shopping activities, with the majority being in the productive age group between 31 to 40 years (34%) who are considered adaptive to technology. The educational level of respondents is mostly bachelor's degree (61%), which supports easy understanding of digital developments, and is dominated by employees with 1 to 10 years of service (42%) who are considered dynamic in utilizing the Shopee marketplace to meet their daily needs.

[Table 2](#) shows the validity test results. The results show that all indicators for each variable have a calculated r value greater than the table r (0.374), and a significance value less than 0.05. Therefore, all indicators for each research variable can be considered valid. This means that the indicators in the questionnaire can measure the variables used in the study.

**Table 1. Descriptive Analysis of Respondents**

Characteristics	Information	Frequency	Percentage
Gender	Man	49	49
	Woman	51	51
	<b>Total</b>	<b>100</b>	<b>100</b>
Age	20 – 30 years	21	21
	31 – 40 years old	34	34
	41 – 50 years old	29	29
	> 50 years	16	16
	<b>Total</b>	<b>100</b>	<b>100</b>
Education	High School/Vocational School	11	11
	Diploma	6	6
	Bachelor	61	61
	Postgraduate	22	22
	<b>Total</b>	<b>100</b>	<b>100</b>
Years of service	01 – 10 years	42	42
	11 – 20 years	32	32
	21 – 30 years old	15	15
	> 30 years	11	11
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: Processed primary data, 2025.

**Table 2. Validity Testing Results**

<b>Variables</b>	<b>Indicator</b>	<b>r count</b>	<b>r table</b>	<b>Sig.</b>	<b>Information</b>
Price Perception	- Indicator 1	0.904	0.374	0,000	Valid
	- Indicator 2	0.755	0.374	0,000	Valid
Online Customer Review	- Indicator 3	0.768	0.374	0,000	Valid
	- Indicator 4	0.835	0.374	0,000	Valid
Product Quality	- Indicator 1	0.718	0.374	0,000	Valid
	- Indicator 2	0.632	0.374	0,000	Valid
	- Indicator 3	0.856	0.374	0,000	Valid
	- Indicator 4	0.803	0.374	0,000	Valid
	- Indicator 5	0.690	0.374	0,000	Valid
Purchase Decision	- Indicator 1	0.895	0.374	0,000	Valid
	- Indicator 2	0.806	0.374	0,000	Valid
	- Indicator 3	0.910	0.374	0,000	Valid
	- Indicator 4	0.855	0.374	0,000	Valid
	- Indicator 5	0.918	0.374	0,000	Valid
	- Indicator 6	0.838	0.374	0,000	Valid
Purchase Decision	- Indicator 1	0.637	0.374	0,000	Valid
	- Indicator 2	0.773	0.374	0,000	Valid
	- Indicator 3	0.881	0.374	0,000	Valid
	- Indicator 4	0.754	0.374	0,000	Valid
	- Indicator 5	0.656	0.374	0,000	Valid

Source: Processed primary data , 2025.

Table 3 summarizes the results of the reliability test. The results indicate that each variable had a Cronbach's alpha value greater than 0.70, indicating that all the concepts measured by each variable were reliable. It indicating that the questionnaire used was reliable. This also indicates that the answers provided were consistent and can be used for further research.

A normality test was conducted to determine whether the remaining data were normally distributed. This test used the Kolmogorov-Smirnov method with a significance level as the basis for decision-making. Table 4 shows that the Kolmogorov-Smirnov test results showed a significance value (Asymp. Sig. (2-tailed)) of 0.062. Because this value is greater than 0.05 ( $0.062 > 0.05$ ), it can be concluded that the data in the linear regression model is normally distributed. These results mean that the regression model used has met the assumption of normality (Ghozali, 2018).

**Table 3. Reliability Testing Results**

<b>Variables</b>	<b>Cronbach's Alpha</b>	<b>Assessment Standards</b>	<b>Information</b>
Price Perception	0.815	0.70	Reliable
Online Customer Review	0.857	0.70	Reliable
Product Quality	0.829	0.70	Reliable
Purchase decision	0.867	0.70	Reliable

Source: Processed primary data, 2025.

**Table 4. Normality Testing Results**

Indicators		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.27189938
Most Extreme Differences	Absolute	.087
	Positive	.065
	Negative	-.087
Test Statistic		.087
Asymp. Sig. (2-tailed)		.062 <sup>c</sup>

Source: Processed primary data, 2025.

A multicollinearity test was conducted to determine whether there was an excessively strong relationship between the independent variables in the regression model. This test used two main indicators: the tolerance value and the Variance Inflation Factor (VIF). The results, as shown in [Table 5](#), show that all independent variables, that price perception, online customer reviews, and product quality, had a tolerance value greater than 0.10 and a VIF value less than 10. This finding indicates that there is no significant correlation between the independent variables in the regression model. These results indicate that the regression model in this study is free from multicollinearity problems.

The heteroscedasticity test aims to determine whether the residual variance between observations in a regression model is constant or varies. In this study, the test was conducted using the Glejser method. Based on the results in [Table 6](#), the significance value for the price perception variable is 0.971, the online customer reviews is 0.073, and the product quality is 0.775. All significance values are greater than 0.05, so it can be concluded that the linear regression model in this study meets the assumption of homoscedasticity. These results indicate that the regression model used is free from heteroscedasticity problems.

**Table 5. Multicollinearity Test Results**

Variable	Tolerance	VIF
Price Perception	0.476	2.099
Online Customer Review	0.715	1.399
Product Quality	0.620	1.613

Note: Dependent Variable=Purchasing Decision  
Source: Processed primary data, 2025.

**Table 6. Heteroscedastisity Testing Result**

Model	B	Std. Error	Beta	t	Sig.
Price Perception	-0.002	0.046	-0.005	-0.037	0.971
Online Customer Review	-0.066	0.037	-0.213	-1.810	0.073
Product Quality	-0.009	0.030	-0.036	-0.287	0.775

Note: Dependent Variable=Purchasing Decision  
Source: Processed primary data, 2025.

Table 7 is a summary of multiple regression analysis. Based on the table, the coefficient of determination value shown through Adjusted R Squared is 0.702. This means that the variables of price perception, online customer reviews, and product quality are able to explain variations in purchasing decisions by 70.2%. Meanwhile, the remaining 29.8% is influenced by other factors outside this research model, such as online customer ratings, celebrity endorsers, shipping cost promotions, and other relevant variables. The F test results produce a significance value of 0.000, which is smaller than 0.05. This finding indicates that the linear regression model in this study is significant and suitable for use. Thus, it can be concluded that the model is valid for testing the influence of price perception, online customer reviews, and product quality on purchasing decisions.

The results of the hypothesis test using the t-test are listed in Table 7. The calculated t value for the influence of the price perception variable on purchasing decisions was obtained at 3.340, and the significance level was 0.001. These results explain that the calculated t value is greater than the t table ( $3.340 > 1.985$ ) and the significance value is smaller than 0.05 ( $0.001 < 0.05$ ), so the first hypothesis (H1) is supported. Furthermore, the calculated t value for the influence of the online customer review variable on purchasing decisions was obtained at 5.944, and a significance level of 0.000. These results explain that the calculated t value is greater than the t table ( $5.944 > 1.985$ ) and the significance value is smaller than 0.05 ( $0.000 < 0.05$ ), so the second hypothesis (H2) is supported. Finally, the calculated t value for the influence of product quality variables on purchasing decisions was obtained at 5.995, and a significance level of 0.000. These results explain that the calculated t value is greater than the t table ( $5.995 > 1.985$ ) and the significance value is smaller than 0.05 ( $0.000 < 0.05$ ), so the hypothesis third (H3) is supported.

**Discussion**

The data analysis results indicate that hypothesis 1 is accepted, meaning price perception has a positive and significant influence on purchasing decisions. These results indicate that affordable prices, commensurate with quality, cheaper than offline purchases, and commensurate with the product's functions and benefits, can increase the purchasing decisions of employees of the Central Java Provincial Industry and Trade Office on the Shopee marketplace. These research findings reinforce the view that price perception is a crucial factor in shaping consumer purchasing decisions in the marketplace. Employees of the Central Java Provincial Industry and Trade Office tend to make purchases when the product price on Shopee is perceived as more affordable, commensurate with quality, and cheaper than offline purchases. Prices commensurate with the product's functions and benefits not only provide satisfaction with the value received but also increase consumer confidence in choosing Shopee as a shopping destination. Therefore, it can be concluded that the more positive the price perception, the greater the likelihood of a purchase decision on the Shopee marketplace. These results support the research findings of Aurelia et al. (2022); Abimanyu & Hermana (2023); and Muslikh & Santoso (2024), which explain that price perception has a positive and significant influence on purchasing decisions.

**Table 7.** Hypothesis Result

Hypothesis	Coefficient	p-value
H1: Price Perception → Purchasing Decision	3.340	0.001
H2: Online Customer Review → Purchasing Decision	5.944	0.000
H3: Product Quality → Purchasing Decision	5.995	0.000
Note: F=78.885, Adjusted R Square=0.702		

Source: Processed primary data, 2025.

Furthermore, the result demonstrate that hypothesis 2 is accepted, meaning online customer reviews have a positive and significant influence on purchasing decisions. These results indicate that honest, complete, and positive online customer reviews that provide clear information about product advantages and disadvantages can improve purchasing decisions among employees of the Central Java Provincial Department of Industry and Trade on the Shopee marketplace. These research findings reinforce the view that online customer reviews are a crucial factor in shaping consumer purchasing decisions on e-commerce platforms. Honest, complete, and transparent reviews provide consumers with a clear picture of the product's quality and user experience, thereby reducing the distance and risk that may arise when shopping online. Positive reviews that include clear information about product advantages and disadvantages encourage consumers to trust the product and seller more, while increasing their confidence in making purchasing decisions. Therefore, the better the quality of online customer reviews, the greater the likelihood of increased purchasing decisions on the Shopee marketplace. These results support the research findings of Nuraeni & Irawati (2021); Fauziah et al. (2023); Rahmayanti & Dermawan (2023); and Satiawan et al. (2023), which stated that online customer reviews have a significant positive effect on purchasing decisions.

The final results indicate that hypothesis three is accepted, meaning product quality has a positive and significant influence on purchasing decisions. These results indicate that product quality that matches the description, functions well, has useful features, is durable, and has an attractive design can improve the purchasing decisions of employees of the Central Java Provincial Industry and Trade Office on the Shopee marketplace. These research findings confirm that product quality is a key factor in driving consumer purchasing decisions on the Shopee marketplace. Products that match the description, function well, have additional useful features, and are durable ensure consumer satisfaction and reduce the risk of post-purchase disappointment. Furthermore, an attractive product design can also enhance emotional appeal, thus encouraging consumers to make a purchase. Consistent and reliable quality not only increases trust in the product but also strengthens consumer loyalty to the seller and e-commerce platform. Therefore, the higher the perceived product quality, the more likely consumers, especially employees of the Central Java Provincial Industry and Trade Office, are to make a purchase decision on Shopee. These results support the research findings of Nuraeni & Irawati (2021); Aurelia et al. (2022); Robi'ah & Nopiana (2022); and Fauziah et al. (2023), which stated that product quality has a positive and significant influence on purchasing decisions.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

The study concludes that price perception has a positive and significant influence on purchasing decisions. The results indicate that affordable prices, consistent quality, lower prices than offline purchases, and comparable product functions and benefits can increase purchasing decisions among employees of the Central Java Provincial Industry and Trade Office on the Shopee marketplace. Furthermore, online customer reviews have a positive and significant influence on purchasing decisions. These results indicate that honest, comprehensive, and positive online customer reviews that provide clear information about product advantages and disadvantages can increase purchasing decisions among employees of the Central Java Provincial Industry and Trade Office on the Shopee marketplace. Finally, product quality has a positive and significant influence on purchasing decisions. These results

indicate that product quality that matches the description, functions well, has useful features, is durable, and has an attractive design can increase purchasing decisions among employees of the Central Java Provincial Industry and Trade Office on the Shopee marketplace.

### **Theoretical Implications**

The theoretical implications of this study provide empirical evidence that strengthens the literature on digital marketing and consumer behavior, where price perception, online customer reviews, and product quality are proven to be crucial determinants that have a positive and significant influence on purchasing decisions in the Shopee marketplace. These findings validate the regression model used with an influence contribution, confirming that the combination of affordable prices, transparent visual reviews, and consistent product quality is a key driver in reducing online shopping risks. Furthermore, the results of this study support the consistency of theories from previous studies regarding price, product reviews, and quality, which show that these elements fundamentally build consumer trust and confidence in deciding on electronic transactions.

### **Managerial Implications**

Shopee needs to improve price perception, particularly regarding the appropriateness of price to product quality and benefits. This indicates that while the majority of employees consider prices to be affordable, some still feel they do not fully meet expectations. Shopee can provide more transparent pricing information, relevant promotions or discounts, and explanations of product value to create a more positive price perception and encourage higher purchasing decisions. Shopee should pay attention to the quality of online customer reviews, particularly regarding honesty, completeness, and information regarding product advantages and disadvantages. Shopee recommends encouraging consumers to provide more detailed and honest reviews and displaying reviews clearly and credibly to help employees make more confident purchasing decisions. Shopee needs to improve product quality, particularly regarding product conformity to description, durability, functionality, and design. Although the majority of respondents rated the product as meeting expectations, a small percentage still felt the product quality was less than optimal. Sellers are advised to maintain consistent quality, ensure the availability of useful features, and pay attention to product appearance and design to increase consumer satisfaction and encourage purchase loyalty in the marketplace.

### **Limitation and Further Research**

This study has a major limitation in the scope of independent variables that can only explain 70.2% of the variation in purchasing decisions, leaving 29.8% influenced by other factors outside the model. In addition, the study's focus is limited to only one marketplace platform and a specific demographic of civil servants, so the generalization of the results to a wider consumer population is limited. Based on this, further research is recommended to add other potential variables, such as online customer ratings, celebrity endorsers, or shipping promotions, to refine the prediction model. Future researchers are also advised to expand the research object by reaching respondents from various demographic backgrounds to test the consistency of the findings. Finally, comparative studies between marketplaces are needed to provide more comprehensive and in-depth insights into marketing strategies.

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