



Modeling the Drivers of Online Purchase Decisions: An Empirical Study of Shopee Users in Indonesia

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Abstract : This study aims to analyze the factors influencing consumer purchasing decisions on the Shopee marketplace. Shopee was chosen as the research object because it is one of the largest e-commerce platforms in Indonesia, rapidly growing through digital marketing strategies, free shipping promotions, and interactive features such as customer reviews and live chat. Given its extensive user base, particularly among university students, it is essential to examine the role of online reviews, trust, ease of use, and service quality in shaping purchasing decisions on Shopee.

The research employed a quantitative approach using a Likert-scale questionnaire as the main instrument. Data were collected from 150 student respondents in Semarang who had purchased products from Shopee more than twice, with an age range of 20–23 years. Purposive sampling was applied, and the data were analyzed using SPSS through validity and reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing (t-test and F-test) to assess the relationships among variables.

The findings reveal that all four independent variables—online reviews, trust, ease of use, and service quality—have a positive and significant effect on consumer purchasing decisions on Shopee. Collectively, these variables explained 88.7% of the variance in purchasing decisions, with trust and service quality emerging as the most influential factors. These results emphasize that strengthening consumer trust, ensuring credible online reviews, and enhancing service quality are crucial strategies for Shopee to maintain customer loyalty and improve competitiveness in the e-commerce industry.

Keywords : Online Reviews, Trust, Ease of Use, and Service Quality

1. INTRODUCTION

The rapid development of marketplaces like Shopee has changed people's consumption patterns, especially the younger generation, who are increasingly dependent on online transactions. In this context, consumer purchasing decisions are influenced not only by price and product factors, but also by online reviews, the level of trust in the platform and seller, the ease of use of the application, and the quality of service. Online reviews play a crucial role in helping consumers assess product credibility based on previous purchase experiences. Mahendra and Edastama (2022) found that online reviews explained 74.5% of the variability in purchasing decisions on Shopee. This finding is supported by studies by Sukirman, Kumalasari, and Hendrik (2023) and Triwikrama (2025), which also demonstrated the significant positive influence of online reviews on purchasing decisions.

Furthermore, consumer trust is a key factor in strengthening purchasing decisions in marketplaces. Astuti and Dewi (2019) suggest that Shopee consumer trust significantly influences purchasing decisions, while international research by Huang and Wang (2021) confirms that trust plays a crucial role in reducing uncertainty in online transactions. Research by Priyatin and Farisi (2023) also supports this view by showing that trust is a key factor driving consumers to make purchases in marketplaces. Therefore, building and maintaining trust is a strategic step in fostering consumer loyalty.

Other factors such as app usability and service quality also play a significant role in shaping purchasing decisions. Novitasari (2024) found that these two factors positively influence purchasing decisions on Shopee. Similarly, Smith and Jones (2022) emphasized that user experience and service quality are key elements in maintaining global e-commerce consumer loyalty. Fauziah (2023) added that good product and service quality can increase satisfaction and strengthen purchasing decisions in the marketplace.

However, the dynamics of e-commerce also present challenges, such as fake reviews, counterfeit products, technical difficulties in flash sales, and unclear promotional information and return procedures. Therefore, this study aims to comprehensively examine the influence of online reviews, trust, ease of use, and service quality on purchasing decisions on Shopee, particularly among college students in Semarang City. Through an analysis of the relationships between these variables, this study is expected to provide theoretical and practical contributions to understanding consumer purchasing behavior in the increasingly competitive digital era (Mahendra & Edastama, 2022; Sukirman et al., 2023; Novitasari, 2024; Smith & Jones, 2022; Fauziah, 2023).

2. LITERATURE REVIEW & HYPOTHESES FORMULATION

Online reviews are an important source of information for consumers in making purchasing decisions on e-commerce platforms like Shopee. Reviews, in the form of user comments and ratings, help potential buyers assess product credibility and reduce decision uncertainty. Mahendra and Edastama (2022) found that online reviews explained 74.5% of the variability in purchasing decisions, with a significant influence. This is supported by Sukirman, Kumalasari, and Hendrik (2023) and Triwikrama (2025), who confirmed their positive effect. Five key indicators of online reviews include the

number of reviews, satisfaction ratings, informative review content, diversity of opinions, and review credibility (Sadewa et al., 2022; Sahrudin, 2025). Transparent and authentic reviews not only serve as a means of communication between consumers but also increase trust and strengthen purchasing decisions. Therefore, businesses need to encourage honest and constructive reviews to maintain competitiveness (Siskawati & Fachrunnisa, 2025).

2.1 Trust

Trust is a crucial element in online consumer behavior because it forms the basis for decision-making amidst the risks of online transactions. Fitriyadi and Ratnaningtyas (2023) found that Shopee consumer trust is high, with seller capability being the dominant factor, followed by benevolence, integrity, sincerity, and security. Dasser et al. (2023) showed that company reputation and transaction security play significant roles in increasing trust, which impacts purchasing decisions. Conceptually, Kotler and Keller (2016) emphasized that trust is built through a combination of capability, integrity, and honesty in service delivery. High trust strengthens customer loyalty and minimizes perceived risk, making transparency, promise fulfillment, and a reliable security system key to the success of e-commerce platforms (Putri, 2022; Sindiah, 2023).

2.2 Ease of Use

Perceived ease of use (EoU) describes the extent to which users perceive an e-commerce system to be easy to operate without significant effort. Based on the Technology Acceptance Model (TAM) EoU influences technology acceptance and purchase intention (Prayudi et al., 2022; Setyarko, 2016). An easy-to-use platform encourages repeat transactions by reducing technical and cognitive barriers (Wu & Song, 2021; Mondal & Hasan, 2024). Key indicators include ease of access, navigation, payment, ordering, and customer support (Lim et al., 2021; Khan et al., 2020). These aspects contribute to convenience, time efficiency, and a pleasant shopping experience. Therefore, optimizing the interface and intuitive transaction processes are strategic factors in improving purchasing decisions and customer loyalty in e-commerce (Alalwan et al., 2018; Yen & Wu, 2016).

2.3 Quality of Service

Service quality is a key determinant of customer satisfaction and loyalty in e-commerce. Firdaus and Astuti (2024) explain that service quality encompasses the entire consumer experience, from pre-purchase to after-sales. Five key indicators of service quality include efficiency, promise fulfillment, privacy and security, responsiveness, and

accessibility (Ashiq & Hussain, 2023; Manggala & Adirineksa, 2022). Good service quality enhances the platform's perceived reliability and credibility, expedites the purchasing process, and strengthens consumer loyalty. Ermawati (2023) emphasizes that investments in logistics systems, data security, and responsive customer service can significantly increase satisfaction. Therefore, improving service quality is a key strategy for marketplaces to retain customers in increasingly fierce digital competition.

2.4 Buying decision

Purchasing decisions are a complex process that includes the stages of need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Sudaryono, 2016; Kotler & Keller, 2016). Internal factors such as motivation, perception, and attitude, as well as external factors such as culture and social influence, influence this process. In the digital context, technology-based marketing and online reviews play a crucial role in shaping consumer perceptions and purchase intentions (Suryanto, 2025). Product quality, ease of transaction, and trust in the platform are key drivers of purchasing decisions in the marketplace. A positive purchasing decision process will result in satisfaction, encourage repeat purchases, and strengthen consumer loyalty in an increasingly competitive e-commerce environment (Suryanto, 2025).

2.5 Hypothesis Development

The Role of Online Reviews in Purchasing Decisions

Online buyer reviews are a crucial factor influencing individual purchasing decisions (Aftika et al., 2020). According to Meidhiyanti (2020), online buyer reviews are information in the form of positive or negative statements about a product from previous consumers, which other consumers use as a reference in selecting products from various online stores. These reviews can stimulate purchasing interest before a purchase decision is made. Research by Halila Titin Hariyanto (2020) shows that the variables of buyer reviews, buyer ratings, and star sellers are positively and significantly related to buyer trust in Shopee. In addition, Tampubolon et al. (2024) found that e-commerce service quality, online reviews, and price have a positive and significant effect on purchasing decisions. Rachmawati et al. (2023) found that social media promotions, product reviews, and brand trust have a positive effect on online purchasing decisions on Shopee. Another study by Darmawan (2023) stated that consumer reviews and ratings significantly influence purchasing decisions, with the buyer review feature being very helpful in selecting products and online stores on Shopee. From these various findings, it can be concluded that online reviews have a positive and significant influence on

purchasing decisions (Aftika et al., 2020; Meidhiyanti, 2020; Halila Titin Hariyanto 2020; Tampubolon et al., 2024; Rachmawati et al., 2023; Darmawan, 2023) . Based on this description, the following hypothesis can be proposed:

H1 : Online reviews have a positive and significant influence on purchasing decisions.

The Role of Trust in Purchasing Decisions

Trust is a crucial consideration for consumers using online shopping apps because it can convert visitors into buyers. Cunrawasih, A. (2023) explains that trust has a positive and significant influence on purchasing decisions in the Shopee marketplace. Furthermore, research by Ade Karmila (2020) shows that price and consumer trust positively and significantly influence purchasing decisions through Shopee. Meanwhile, Rabiana and Akib (2020) found that trust partially influences purchasing decisions, indicating that consumers trust the services and online shopping deals in the marketplace. The higher the level of consumer trust, the greater the influence on purchasing decisions. Based on these findings, it can be hypothesized that trust has a positive and significant influence on consumer purchasing decisions (Studi Manajemen et al., 2020) ; Ade Karmila, 2020; Rabiana & Akib, 2020) . Based on the explanation above, the following hypotheses are formulated:

H2 : Trust has a positive and significant influence on purchasing decisions.

The Role of Ease of Use on Purchasing Decisions

Ease of use is defined as how easily a device or system can be used and understood by users (Rahayu, 2017). In the initial stages, users may experience confusion and difficulty due to unfamiliarity with the new system, therefore service providers need to provide adequate guidance and service support so that users feel comfortable. Wardono and Andini (2017) stated that ease of use can influence buyers' perceptions of their purchasing decisions, with varying levels of comfort depending on user knowledge. This is reinforced by research by Fathimah Febrianah (2022) which shows that ease of use has a significant influence on purchasing decisions, proving that the hypothesis of ease of use has a positive effect is accepted. Research by Alvinayanti et al. (2022) also found that ease of use has a direct impact on purchasing decisions on Shopee e-commerce. Similarly, Sulistyawati (2022) confirmed that ease of use has a significant positive effect on purchasing decisions on Shopee in Lumajang City. Based on this explanation, the five main indicators of ease of use that are often used in research are: (1) ease of accessing the platform (easy access); (2) ease of navigation or searching for products (ease of navigation); (3) ease of checkout or payment; (4) speed and simplicity

of the ordering process; and (5) ease of obtaining assistance from customer service (customer support ease) (Rahayu, 2017; Fathimah Febrianah, 2022; Alvinayanti et al., 2022). These indicators are key to providing a pleasant shopping experience and encouraging positive purchasing decisions . Based on this explanation, the following hypothesis can be formulated:

H3 : Ease of use has a positive and significant effect on purchasing decisions.

The Role of Service Quality in Purchasing Decisions

Service quality refers to the efforts made by a company to realize the services provided. This includes service activities that prepare products, the purchasing process, and product delivery to consumers by providing services that meet customer needs and expectations, thereby building good relationships between companies and consumers. Research by Dendy Kurniawan (2022) shows that there is a positive and significant influence between e-commerce service quality and product purchasing decisions on Shopee. This finding is in line with the results of research by Nurakhmawati (2022) which states that e-commerce service quality contributes significantly to customer satisfaction through purchasing decisions. The five main indicators of service quality include: (1) reliability, (2) responsiveness, (3) assurance, (4) empathy, and (5) tangible aspects that include physical facilities, equipment, and personnel appearance (Dendy Kurniawan, 2022; Nurakhmawati, 2022; Parasuraman et al., 1988). With good service quality, companies can increase customer satisfaction and loyalty, thus positively influencing purchasing decisions. Therefore, e-commerce companies like Shopee need to continuously improve service quality through human resource training, technological infrastructure development, and superior customer service. This is crucial for maintaining a competitive edge in an increasingly competitive and dynamic market (Dendy Kurniawan, 2022; Nurakhmawati, 2022).

H4 : Service quality has a positive and significant effect on purchasing decisions.

CONCEPTUAL FRAMEWORK

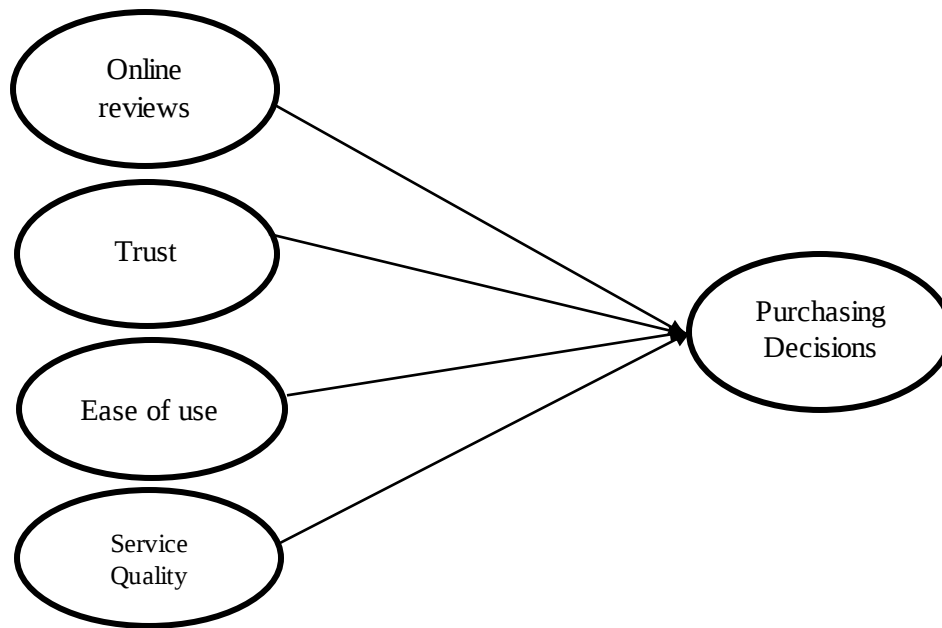


Figure 1. Conceptual Framework

3. METHODS

The type of research used in this study is quantitative research, which is a process of discovering knowledge whose data is in the form of numbers and analyzed statistically. Data collection was carried out through questionnaires distributed to respondents who were willing to participate in sampling, and the distribution of questionnaires was carried out using Google Forms sent via WhatsApp Group (Sugiono, 2019). Surveys are a data collection method by providing statements to respondents to obtain responses that are used as research data. The population is the entire object or subject that has certain characteristics determined to be studied, and in this study the population consisted of 2,472 active undergraduate students of the Management Study Program, Faculty of Economics and Business, Dian Nuswantoro University in Semarang (Sugiono, 2022). The sample is a part of the population that is representative, and sampling used a non-probability sampling technique with a purposive sampling approach, with the criteria for respondents domiciled in Semarang, students who have made purchases on Shopee more than twice, and aged between 20-23 years , obtained 150 respondents (Yusuf, 2007). Primary data was obtained directly from primary sources using a questionnaire as a data collection instrument (Samsu, 2017). The questionnaire used a Likert scale to measure research variables with five response categories: strongly agree (SS), agree (S), neutral (N), disagree (TS), and strongly disagree (STS). The Likert scale is used to quantitatively measure individual attitudes, views, and perceptions of social phenomena (Sugiono, 2015).

4. DATA ANALYSIS RESULTS AND DISCUSSION

Validity and Reliability Test. The validity test results show that all question items in the Online Reviews (X1), Trust (X2), User Ease (X3), Service Quality (X4), and Purchase Decision (Y) variables have an item-total correlation value (r-count) greater than r-table (0.312). This means that all instrument items are declared valid and capable of measuring the intended construct. Furthermore, the results of the reliability test using Cronbach's Alpha show that all variables have an α value > 0.70 — the highest value is in the Trust variable at 0.923 and the lowest in the Ease of Use variable at 0.813. This indicates that all instruments have good internal consistency, making them reliable for use in this study. This finding is in accordance with the opinion of Hair et al. (2021) who stated that a Cronbach's Alpha value ≥ 0.70 indicates a high level of reliability in social research. Thus, the collected data can be used to test regression models with a reliable level of accuracy. "Reliability coefficients above 0.70 are considered acceptable in exploratory research and indicate internal consistency reliability" (Hair et al., 2021).

Classical Assumption Test. The normality test was conducted using the Kolmogorov–Smirnov method, where the significance value (Asymp. Sig.) was $0.200 > 0.05$. Thus, the residual data is normally distributed. The Normal P–P Plot graph also shows a distribution of points that follow the diagonal line, indicating that the normality assumption is met. Multicollinearity test with Tolerance Values for all variables greater than 0.10 and Variance Inflation Factor (VIF) values all less than 10 (range 1.811–2.551). This means there are no symptoms of multicollinearity, so there is no high correlation between the independent variables. Heteroscedasticity test, from the scatterplot results, shows that the points are spread randomly above and below the zero axis without a particular pattern, indicating that heteroscedasticity does not occur. Autocorrelation test, shown from the Durbin–Watson (DW) value of 1.985 is between -2 and +2, indicating that there is no autocorrelation between the residuals. Thus, all classical assumptions are met, and the regression model is suitable for statistical inference. This finding aligns with the theory of Gujarati & Porter (2020), which asserts that a good linear regression model must meet the assumptions of normality, the absence of multicollinearity, heteroscedasticity, and autocorrelation to ensure unbiased estimation results.

An F-test was conducted to assess whether all independent variables simultaneously influence purchasing decisions. The results showed an F-value of 105.298 with a significance level of 0.000 ($p < 0.05$). This indicates that the regression model constructed is fit and all independent variables collectively have a significant influence on purchasing decisions. These results align with Duong's (2024) findings,

which assert that trust, e-service quality, and ease of use simultaneously influence purchasing decisions in e-commerce. Therefore, this research model meets the eligibility criteria for a multiple regression model. The coefficient of determination (R^2) of 0.887 indicates that 88.7% of the variation in purchasing decisions can be explained by online reviews, trust, ease of use, and service quality. Meanwhile, the remaining 11.3% is explained by other factors not examined, such as promotion, price, or brand image.

According to Hair et al. (2021), an R^2 value ≥ 0.75 is considered substantial, indicating that the model has excellent explanatory power for the dependent variable. These results also indicate that the four independent variables are the main determinants in influencing purchasing behavior in the marketplace.

Table 1. Multiple Linear Regression Analysis Test

Coefficients

Model 1		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Tolerance	Statistics VIF
	(Constant)	3.763	1.055		3.567	.001	.633	
	Ulasan online	.183	.046	.172	3.989	.001	.394	1.580
	Kepercayaan	.452	.067	.369	6.746	.001	.633	2.538
	Kemudahan pengguna	.101	.051	.086	1.997	.049	.385	1.580
	Kualitas layanan	.411	.049	.465	8.403	.001		2.595

Source: Primary data 2025

The Multiple Linear Regression Test Equation obtained is:

$$Y = 3.763 + 0.183 X_1 + 0.452 X_2 + 0.101 X_3 + 0.411 X_4$$

The X_1 coefficient (0.183) means that increasing online reviews will increase purchasing decisions, with other variables constant. The significance level of $0.001 < 0.05$ means that online reviews have a significant effect on consumer purchasing decisions in the Shopee marketplace. The X_2 coefficient (0.452) indicates that trust has the greatest positive influence on purchasing decisions. A significance level of $0.001 < 0.05$ means that trust has a significant influence on consumer purchasing decisions in the Shopee marketplace. The X_3 coefficient (0.101) indicates that user friendliness has a positive but relatively small effect. The significance level of $0.049 < 0.05$ indicates that user friendliness has a significant effect on consumer purchasing decisions in the Shopee marketplace. The X_4 coefficient (0.411) indicates that service quality has a strong influence on purchasing decisions. The significance level of $0.001 < 0.005$ means that

service quality has a significant influence on consumer purchasing decisions.

With all coefficients positive, it can be concluded that all independent variables have a directional relationship with purchase decisions. This finding aligns with research by Chen et al. (2022), which found that online reviews and perceived service quality positively influence purchase decisions through consumer trust.

5. DISCUSSION

5.1 The Influence of Online Reviews on Purchasing Decisions

The analysis shows that online reviews (X1) have a coefficient of $B = 0.183$, $t = 3.989$, $p = 0.00$, indicating that the more positive and convincing the results received by consumers, the higher the online reviews, the more likely consumers will make a purchase decision, although the effect is relatively smaller compared to the variables of trust and service quality. This finding is consistent with a meta-analytic study by Qiu and Zhang (2024) which found that the valence of positive reviews significantly increases purchase intentions in the context of e-commerce across cultures. Research by Chen et al. (2022) also shows that reviews that are trusted and perceived as relevant by consumers can strengthen purchase intentions. However, the difference in relative effects in this study suggests that in the context of an established marketplace, reviews may be more of a supporting factor rather than the sole determining factor. Practically, online reviews remain an important asset for sellers and e-commerce platforms. Responding to negative reviews, facilitating post-purchase reviews, and displaying reviews transparently will strengthen consumer perceptions. However, because the effect is moderate, the main focus should also be directed at other variables that have a greater effect (such as trust and service quality) so that consumer purchasing decisions can be further improved.

5.2 The Influence of Trust on Purchasing Decisions

The trust variable (X2) showed the strongest influence in this model, with $B = 0.452$, $t = 6.746$, $p = 0.001$. This means that increasing consumer trust in the platform/seller will have the greatest impact on purchasing decisions compared to other variables. This finding is very consistent with the literature emphasizing that trust is a key determinant in online transactions, especially since consumers cannot see the product directly and must rely on third-party information such as reviews, ratings, and seller reputation (Duong, 2024). Trust also often appears as a mediator in e-commerce models: online reviews and service quality strengthen trust, which then drives purchasing decisions (Ahn, 2024). The significant contribution of trust in this study suggests that from a managerial perspective, platforms should prioritize mechanisms and policies that build and maintain trust: for example, seller certification, a clear return system, product

authenticity, payment security, and transparency of reviews and ratings.

5.3 The Influence of User Ease on Purchasing Decisions

Perceived ease of use (X3) has a coefficient of $B = 0.101$, $t = 1.997$, $p = 0.049$. While its effect is significant, its magnitude is relatively small compared to trust and service quality. This indicates that technical aspects of the user experience—such as the interface, checkout process, and app navigation—have been deemed sufficiently good in common benchmarks that further improvements have a more limited impact. Literature in the Technology Acceptance Model (TAM) supports that ease of use is a critical factor in the adoption and use of technology (e.g., e-commerce platforms). However, in the context of purchasing decisions, especially in competitive marketplaces, the ease effect may have experienced diminishing returns—that is, once the interface and checkout system reach a certain level, consumers will prioritize trust and service quality over functional ease of use. This suggests that improvements to the user experience (UX) and user interface (UI) remain important, especially for attracting new users unfamiliar with the platform. However, for established platforms with relatively easy-to-use interfaces, substantial investments in user-friendliness improvements may yield marginal returns compared to investments in trust and service quality.

5.4 The Influence of Service Quality on Purchasing Decisions

Service quality (X4) emerged as a variable with a strong positive influence, with $B = 0.411$, $t = 8.403$, $p = 0.001$. This indicates that service aspects such as delivery speed, customer service, delivery accuracy, complaint resolution, and service consistency significantly contribute to purchasing decisions. This finding strongly supports the e-service quality literature: research by Soeharso (2024) and recent international studies show that service quality directly influences consumer satisfaction and purchase intention (Ghosh, 2024). In some models, service quality even has a greater effect than technical aspects such as ease of use, especially when consumers have prior online experience. In marketplace practice, this emphasizes the importance of ensuring all backend service functions run smoothly: reliable delivery, responsive customer service, effective complaint handling, and the availability and speed of pre- and after-sales services. Service quality is not only an external effort but also involves internal processes, such as logistics, management systems, staff training, and service performance monitoring systems.

6. CONCLUSION

Based on the analysis results, it can be concluded that: All independent variables—online reviews, trust, user friendliness, and service quality—have a positive and significant influence on purchasing decisions in the context of the marketplace studied. Trust is the strongest predictor, followed by service quality, then online reviews and finally user friendliness. The regression model explains 88.7% of the variation in purchasing decisions ($R^2 = 0.887$), indicating that the tested variables are highly relevant in the context of this study. User friendliness, although significant, makes the smallest contribution, indicating that in the growth stage or in a fairly established marketplace, differences in technical friendliness may be less decisive than aspects of trust and service quality.

6.1 Managerial Implications

The results of this study confirm that trust is the most dominant factor influencing purchasing decisions in marketplaces. Therefore, management needs to focus on building transaction security systems, transparent return policies, and support for trusted sellers to strengthen perceptions of reliability (Ahn, 2024). Furthermore, online reviews must be proactively managed because they serve as social proof that shapes potential buyers' perceptions; a quick response to negative reviews can increase consumer trust and loyalty (Chen et al., 2022). Furthermore, good service quality through delivery speed, system reliability, and responsive customer service has been shown to increase satisfaction and repeat purchases (Soeharso, 2024). Although user-friendliness (UX/UI) showed the smallest impact, optimizing interface design remains crucial for simplifying transactions, especially for new users (Wistedt, 2024). Therefore, synergistically integrating these four aspects will strengthen the marketplace's competitive position and increase purchase conversions.

6.2 Academic Implications

From an academic perspective, the results of this study broaden the understanding of digital consumer behavior by providing empirical evidence that trust and service quality are key factors explaining online purchasing decisions, while strengthening theoretical models such as the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) in the context of e-commerce (Ghosh, 2024). This research also opens up the opportunity to develop more complex conceptual models, such as testing trust as a mediating variable between online reviews and purchasing decisions, and service quality as a moderator in the trust-purchase decision relationship. The application of the Partial Least Squares-based Structural Equation Modeling (SEM-PLS) method in

the future will enable a more in-depth analysis of causal relationships and enrich the literature on digital consumer behavior in Indonesia.

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