



**Analysis Of The Influence Of Consumer Reviewa On Consumer  
Perceptions And Product Purchasing Decisions  
In The Marketplace**

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ARTICLE INFO	ABSTRACT
Accepted: 11 November 2024 Revised: 15 January 2025 Approved: 2 May 2025	This research aims to determine the influence of consumer reviews on consumer perceptions and purchasing decisions. This type of research is quantitative research. The population in this research includes all consumers who purchase products online on marketplace platforms in the city of Pekanbaru. The sample in this study consisted of 100 respondents. The sampling method used in this research is purposive sampling, while the data processing method used is path analysis. The results of this research show that consumer reviews influence consumer perceptions. Consumer reviews also influence purchasing decisions. Consumer perceptions influence purchasing decisions. Consumer reviews influence buying decisions through consumer perceptions.
Keywords: Consumer Reviews, Consumer Perceptions, Purchase Decisions	

## INTRODUCTION

In the last few years, online shopping through marketplaces has become a significant trend in consumer activity. This growth is in line with the development of technology and the broader availability of the Internet. The e-commerce market or marketplace has grown rapidly. People are increasingly utilizing the marketplace platform to purchase products or services online. Services online. Marketplaces provide a platform for sellers and buyers to interact and conduct online transactions. Marketplace or e-commerce can be interpreted as a trading or buying and selling model carried out through Internet media (Sianipar & Yoestini, 2021).

This technological development has influenced people's culture with the trend of online shopping and shifting buyer behavior from offline to in-person purchases behavior of buyers who usually make purchases directly (offline) into purchases indirectly (online) without having to meet face-to-face between buyers online having to meet face-to-face between buyers and sellers, in addition to saving costs and making it easier for consumers to enjoy the products offered by the company.

Based on SimilarWeb data, Shopee is the e-commerce category in the marketplace category that received the most site visits in Indonesia throughout

2023. From January to December 2023, Shopee's site accumulated around 2.35 billion trips, surpassing its competitors. Tokopedia received around 1.25 billion visits during the same period, and Lazada had 762.4 million visits. Meanwhile, the BliBli website received 337.4 million trips, and the Bukalapak site had 168.2 million visits. This shows that Indonesians have a reasonably high preference for doing more efficient online shopping. Many people enjoy the convenience of buying and selling online.

Before deciding to purchase, customers must consider several factors, such as online consumer reviews (Mita et al., 2021). According to Diven & Khoiri (2023), before someone makes or makes a purchase decision, he will consider makes or makes a purchase decision, he will consider various factors such as perception. Several complex factors, including consumer reviews and product perceptions of the product influence purchasing decisions in this environment. Therefore, this research explores the factors influencing consumer purchasing decisions.

According to data from explodingtopics.com, almost everyone (93%) says that online reviews have an impact on their purchasing habits their purchasing habits. Consumers expect high standards from the products or brands they choose, and most say that they will not interact with a product or brand that has less than interact with a product or brand that has a rating of less than 3.3 stars. Consumer reviews are an aspect that is believed to influence consumers' perceptions and ultimately influence their purchasing decisions.

Therefore, understanding how consumer reviews influence consumer perceptions and purchasing decisions is crucial for marketplace businesses. Consumer perception is also relevant to the study because it can be an intervening variable or mediator between consumer reviews and buying decisions. Or mediator between consumer reviews and buying decisions. Perception perceptions can be influenced by consumer reviews and, in turn, influence purchasing decisions. Thus, a deeper understanding of the relationship between consumer reviews, consumer perceptions, and decisions can provide valuable insights into purchase decisions can provide valuable insights for business decision-making in the marketplace.

## **LITERATURE REVIEW**

### **Consumer Behavior**

Consumer behavior studies individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and desires (Solomon, 2018). According to Priansa (2017) (Pelade Viora, 2020), consumer behavior is the behavior that consumers show by consumers in the process of searching, buying, using, evaluating, and spending on products. That can satisfy consumer needs. Several factors influence consumer behavior. These are cultural, social, personal, and psychological factors (Pelade Viora, 2020). This factor is the basis for determining whether someone makes a purchase. The following indicators are put forward according to Kotler and Keller (2012) (Saputri, 2016), including as follows:

1. Culture.
2. Social.
3. Personal.
4. Psychological.

## **Consumer Reviews**

According to Sutanto and Aprianingsih (2016) (Siboro & Eddy, 2022), online consumer reviews are a form of electronic word of mouth and can be used as a form of communication. Online consumer reviews are a form of electronic word of mouth and can be considered a new form of marketing communication that can influence consumers. It is a new marketing communication that can influence and have a role in purchasing decision-making. Have a role in the purchasing decision-making process. Reviews can be used as a tool for promotion in market communication. Consumers use consumer reviews to obtain information and make decisions. This is referred to as a decision aid; besides that, it also functions as a mechanism for providing feedback by consumers and recommendations on the mechanism for providing feedback by consumers and recommendations to other online shopping platforms (Pasi & Sudaryary, 2021). Consumer reviews can influence the seller's influence in the market. According to Zhao, Xinyuan, Wang, Guo, and Law (2015) (Kamila et al., 2019), six indicators of consumer reviews can be said to be effective, namely:

1. Usability of Consumer Reviews.
2. Reviewer Expertise.
3. Timeliness of Consumer Reviews.
4. Number of Consumer Reviews.
5. Valence of Consumer Reviews.
6. Completeness of Consumer Reviews.

## **Consumer Perception**

Consumer perception is how individuals perceive and interpret information from the surrounding environment, including products or services—information received from the surrounding environment, including products or services offered by the company. Consumer perceptions can influence purchasing decisions and overall consumer behavior. According to Kotler and Keller (2009) (Adyas & Nur Cahyani, 2020), consumer perception is the process by which we select, organize, and translate input information. The process by which we select, organize, and translate input information to create a meaningful picture of the world to create a meaningful picture of the world. This process gives meaning and influences consumers' behavior according to stimuli. It will be selected according to the stimuli received from the environment (Anhar & Haryati, 2020). Perception is an integrated state of the individual to the stimulus it receives. What is in the individual, thoughts, feelings, and individual experiences will actively participate in the perception process (Arasanta, 2017) (Dayan, 2020). According to the definition of consumer perception from Kotler and Keller (2009: 179) (Adyas & Nur Cahyani, 2020), it can produce the following indicators:

1. The process of selecting information.
2. The process of organizing information.
3. The process of translating input information.

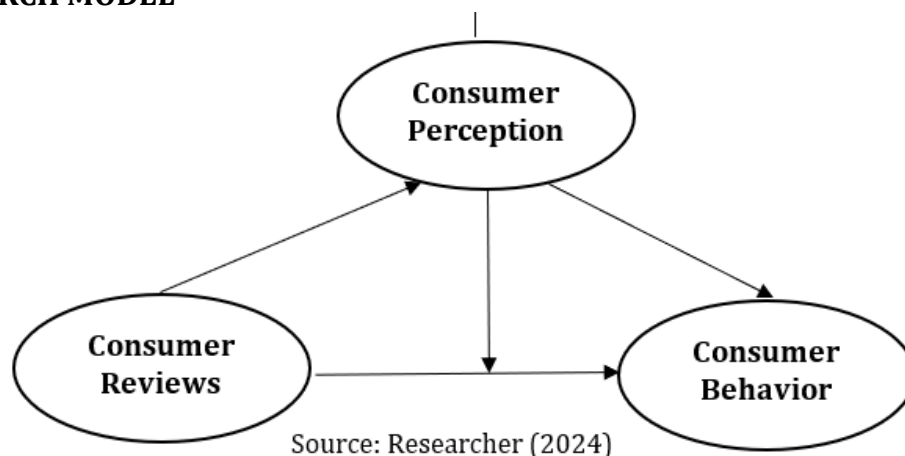
## **Purchase Decision**

The purchase decision is the stage in the buyer's decision-making process where consumers buy (Sianipar & Yoestini, 2021). Decision purchase conditions or

circumstances when consumers buy their chosen product (Sudjatmika, 2017). Decisions are part of thinking, where individuals make various choices on a product from the many choices (Yusuf, 2008). Purchasing decisions are actions consumers take to buy a product or service (Kotler & Armstrong, 2018). According to Tjetjep Djatnika (2006), purchasing decision-making is a psychological process that consumers go through. The process begins with the buyer, and the process starts with the stage of paying attention (attention) to goods or services. Then, if he is impressed, he will move to the interest stage to find out more about the features of the product or the specialty of the product or service, which, if the intensity of interest is vigorous, continues to the desire/interest stage (desire) because the goods or services offered are by their needs. According to Kotler and Keller (2012) (Melati & Dwijayanti, 2020), there are indicators of purchasing decisions, including:

1. Product choice.
2. Brand choice.
3. Seller choice.
4. Number of product purchases.
5. Product purchase time.
6. Payment method.

## RESEARCH MODEL



**Figure 1. Research Model**

## Hypothesis Development

H1: Consumer reviews affect consumer perceptions of products in the marketplace.

H2: Consumer reviews affect product purchasing decisions in the market.

H3: Consumer perceptions influence the product purchase decision in the marketplace.

H4: Consumer perceptions influence the product purchase decision in the market.

## METHOD

### Population and Sample

In this study, the number of existing populations is unknown (unknown population), according to Sugiyono (Sugiarto, 2019). If the study population is unknown, the number of samples can be calculated using the Cochran formula.

Cochran is a method for determining the sample size required in limited population-based surveys. The Cochran method is used when the population to be surveyed is large enough that it is not easy to examine the entire population. The Cochran formula is as follows:

$$n = \frac{Z^2 p}{e^2}$$

$$n = \frac{(1,96)^2 \times 0,5 \times 0,5}{(10\%)^2}$$

$$= 96,04$$

Description:

n: Number of samples required

Z: Price in the standard curve for a 5% deviation with a value of 1.96

p: Chance of being correct 50% = 0.5

q: 50% chance of being wrong = 0.5 e: Margin of error 10%

So, based on the calculation results using the Cochran formula, the required sample size is 96.04. However, for the statistical calculation process to get maximum results, the researchers rounded the number of samples to 100 respondents from consumers who purchased products online on the marketplace platform.

### Data Analysis

The data analysis method researchers use is quantitative data analysis, which is data in the form of numbers obtained from respondents' answers to questionnaires. The data was analyzed using a program with SPSS (Statistical Package for Social Science) software.

## RESULTS AND DISCUSSION

### Validity Test

Validity is a measure that shows a questionnaire's level of validity or validity. A questionnaire statement is said to be valid. If  $r \text{ count} > r \text{ table}$ , it is declared valid; otherwise, if  $r \text{ count} < r \text{ table}$ , it is declared invalid (Ghozali, 2013).

**Table 1:** Consumer Review Validity Test Results (X)

Question	r count	r table	Description
X.1	0,767	0,196	Valid
X.2	0,765	0,196	Valid
X.3	0,739	0,196	Valid
X.4	0,750	0,196	Valid
X.5	0,809	0,196	Valid
X.6	0,833	0,196	Valid

The validity test results in the table above show that all question items on the Consumer Reviews variable (X) have  $r \text{ count} > 0.196$ . So that the data on all question items in the Consumer Reviews variable (X) are valid.

**Table 2: Consumer Perception Validity Test Results (Z)**

Question	r count	r table	Description
Z.1	0,805	0,196	Valid
Z.2	0,836	0,196	Valid
Z.3	0,768	0,196	Valid

The validity test results in the table above show that all question items on the Consumer Perception variable (Z) have  $r \text{ count} > 0.196$ . So that the data on all question items in the Consumer Perception variable (Z) are valid.

**Table 3: Validity Test Results of Purchasing Decisions (Y)**

Question	r count	r table	Description
Y.1	0,788	0,196	Valid
Y.2	0,747	0,196	Valid
Y.3	0,772	0,196	Valid
Y.4	0,829	0,196	Valid
Y.5	0,743	0,196	Valid
Y.6	0,789	0,196	Valid

The validity test results in the table above show that all question items on the Purchase Decision variable (Y) have  $r \text{ count} > 0.196$ . So that the data on all question items in the Purchase Decision variable (Y) are valid.

### Reliability

Reliability is done by determining how consistently the test results are carried out twice or more measurements on the same group using the same measuring instrument. The variable is reliable if a variable provides an  $\alpha > 0.60$  value (Ghozali, 2013).

**Table 4: Reliability Test Results**

Variable	Cronbach's Alpha	Value Limit	Description
Consumer Reviews (X)	0,866	0,60	Reliable
Consumer Perception (Z)	0,726	0,60	Reliable
Consumer Behavior (Y)	0,867	0,60	Reliable

The validity test results in the table above show that all instruments in the Consumer Reviews (X), Consumer Perceptions (Z), and Purchasing Decisions (Y) variables have a Cronbach's Alpha value  $> 0.60$ . So, all of these instruments are reliable because they have a Cronbach's Alpha value  $> 0.60$ .

### Path Analysis

**Table 5: Statistical Test Results of Structure I**

Coefficients				
	Unstandardized Coefficients	Standardized Coefficients		

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	15.396	.268		57.518	.000
	Consumer Reviews	.146	.012	.786	12.600	.000
a. Dependent Variable: Consumer Perception						

These results conclude that regression structure I, namely the Consumer Review variable (X), significantly affects Consumer Perception (Z).

**Table 6:** Results of Structural Equation Test I

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 <sup>a</sup>	.618	.614	.56693
a. Predictors: (Constant), Consumer Reviews				

The magnitude of the R Square value contained in the Model Summary table above is 0.618. This shows that the contribution of the influence of Consumer Reviews (X) on Consumer Perceptions (Z) is 61.8%. In comparison, the remaining 38.2% is the contribution of other variables not included in the study. Meanwhile, the value of  $e_1$  can be found by the formula  $e_1 = \sqrt{1-0.618} = 0.6180$ . The path analysis equation obtained from the consumer perception variable is:

$$Z = 0,786 + 0,6180$$

The Standardized Coefficient Beta value shows that the Consumer Review variable (X) contribution to the Consumer Perception variable (Z) is 0.786.

**Table 7:** Statistical Test Results of Structure II

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	18.946	.358		52.945 .000
	Consumer Reviews	.049	.010	.333	4.921 .000
	Consumer Perception	.224	.023	.664	9.816 .000
a. Dependent Variable: Consumer Behavior					

These results provide a conclusion that Structure II Regression, namely the Consumer Reviews (X) and Consumer Perceptions (Z) variables, have a significant effect on Purchasing Decisions (Y).

**Table 8: Results of Structural Equation Test II**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.746 <sup>a</sup>	.557	.547	.45660
a. Predictors: (Constant), ConsumerPerception, Consumer Reviews				

The magnitude of the R Square value contained in the Model Summary table above is 0.557. This shows that the contribution of the Consumer Reviews (X) and Consumer Perceptions (Z) variables to the Purchasing Decision (Y) is 55.7%. In comparison, the remaining 44.3% is the contribution of other variables not examined. Meanwhile, the value of  $e2 = \sqrt{1-0.557} = 0.6655$ . It is known that the path analysis equation obtained from the Purchase Decision variable is:

$$Y = 0,333 + 0,664 + 0,6655$$

The Standardized Coefficient Beta value shows that the Consumer Reviews variable (X) contribution to the Purchasing Decision variable (Y) is 0.333. Meanwhile, the contribution of the Consumer Perception variable (Z) to the purchase decision variable (Y) is 0.664.

#### **The Effect of Consumer Reviews (X) on Consumer Perceptions (Z) on Products in Marketplace**

Based on the results that have been carried out, it shows that Consumer Reviews have a significant effect on Consumer Perceptions of products in the marketplace, so H1 is accepted. Thus, the results of this study indicate that Consumer Reviews positively affect Consumer Perceptions in the market, where the more consumer reviews that are read and posted by consumers who buy these products, the more likely it is to affect Consumer Perceptions of products in the marketplace.

#### **The Effect of Consumer Reviews (X) on Purchasing Decisions (Y) Products in the Marketplace.**

Based on the test results that have been carried out, it shows that Consumer Reviews have a significant effect on Purchasing Decisions on products in the marketplace, so H2 is accepted. Thus, the results of this study indicate that consumer reviews positively affect consumer purchasing decisions regarding products in the market. The more consumer reviews read and given by consumers who buy the product, the more likely it is to influence potential consumers to purchase.

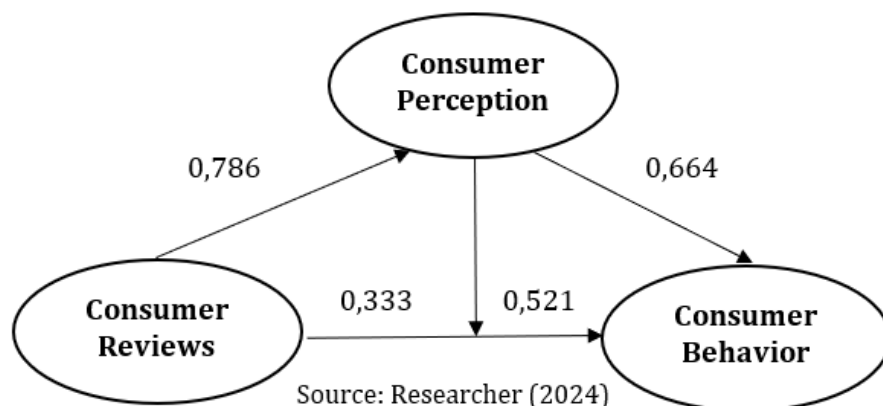
#### **The Effect of Consumer Perceptions (Z) on Purchasing Decisions (Y) Products in the Marketplace**

Based on the test results that have been carried out, it shows that Consumer Perceptions significantly affect Purchasing Decisions on products in the marketplace, so H3 is accepted. Thus, the results of this study indicate that consumer perceptions positively influence consumer purchasing decisions regarding products in the market.



### The Effect of Consumer Reviews (X) on Purchasing Decisions (Y) Through Consumer Perceptions (Z)

Based on the results obtained in the path analysis, it can be seen that the effect given by Consumer Reviews (X) on Consumer Perceptions (Z) is 0.333. The indirect impact of Consumer Reviews (X) on Purchasing Decisions (Y) through Consumer Perceptions (Z) is the multiplication of the beta value of Consumer Reviews (X) on Consumer Perceptions (Z) with the value of Consumer Perceptions (Z) on Purchasing Decisions (Y), namely:  $0,786 \times 0,664 = 0,521$ . This result shows that indirectly, consumer reviews (X) have a significant effect on purchasing decisions (Y) through consumer perceptions (Z), so H4 is accepted.



**Figure 2. Path Analysis Model**

### CONCLUSIONS

1. Consumer reviews affect consumer perceptions of products in the marketplace.
2. Consumer reviews affect purchasing decisions on products in the market.
3. Consumer perception affects purchasing decisions regarding products in the marketplace.
4. Consumer Reviews Affect Purchasing Decisions through Consumer Perceptions

### SUGGESTION

#### For Consumers

1. We recommend that consumers who purchase in the marketplace pay more attention to the date of consumer reviews when reading product information.
2. Consumers are advised to compare information from various sources before purchasing, especially in the marketplace.

#### For Manufacturers

1. Improve product quality. Quality products can encourage positive reviews from consumers.
2. Analyzing reviews for improvement, manufacturers need to monitor reviews regularly to understand consumer perceptions of their products. Negative feedback should be used as evaluation material for product or service improvement.

### For Further Research

1. For future research, it is recommended that the number of respondents be increased and a wider variety of demographics be included. This can provide results that can improve the generalization of research results to a larger population.
2. Future research can explore other variables that can also influence purchasing decisions, such as the role of social media, price, promotion, influencer influence, or visual aspects (photos/videos) in reviews

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