

The Effect of Online Customer Ratings, Online Customer Reviews and Free Shipping Vouchers on Purchase Decisions in the Shopee Application

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Abstract: The rapid growth of e-commerce in Indonesia has transformed consumer purchasing behavior and increased the importance of online information and promotional incentives in purchase decisions. This study aims to examine the effects of online customer ratings, online customer reviews, and free shipping vouchers, both partially and simultaneously, on purchase decisions among students of Pasir Pengaraian University using the Shopee application. This study employed a quantitative approach with a survey method. The respondents were 100 students selected using purposive sampling based on predetermined criteria, including active students aged 17–22 years who had purchased products through Shopee within the previous six months and were familiar with its rating, review, and free shipping voucher features. Data were collected through questionnaires and analyzed using multiple linear regression, t-test, F-test, and coefficient of determination, supported by classical assumption tests. The results indicate that online customer ratings have no significant effect on purchase decisions ($t = -0.025$; $p = 0.980$), whereas online customer reviews have a positive and significant effect ($t = 4.170$; $p < 0.001$), as do free shipping vouchers ($t = 6.011$; $p < 0.001$). Simultaneously, the three independent variables significantly affect purchase decisions ($F = 69.134$; $p < 0.001$), with an Adjusted R Square of 0.674, indicating that 67.4% of the variation in purchase decisions is explained by the variables included in the model. These findings suggest that students place greater importance on detailed consumer experiences and economic benefits from shipping promotions than on numerical product ratings alone. From an Islamic economic perspective, the findings also highlight the importance of truthful customer reviews, transparency in promotional conditions, and responsible digital marketing practices in online transactions.

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Introduction

The development of internet technology has driven significant changes in people's activity patterns, including buying and selling. Previously primarily used for communication and information exchange, the internet has now evolved into a medium for commerce, entertainment, and various economic activities. This change is marked by the increasing number of e-commerce transactions, which make it easier for consumers to obtain various products without having to visit a store in person. Marketplaces with a customer-to-customer (C2C) concept are one form of e-commerce that is growing rapidly in Indonesia because they are able to bring together sellers and buyers on a single platform and provide integrated ordering, payment, and delivery facilities (Hariyanto & Trisunarno, 2020). This condition makes e-commerce increasingly important in shaping consumer behavior and purchasing decisions in the digital era.

The convenience offered by online shopping benefits both consumers and sellers. Consumers can save time and energy, compare various products and prices, and conduct transactions without the constraints of time and place. Meanwhile, sellers can reach a wider consumer base without having to operate a physical store with significant operational costs (Sampouw & Wulandari, 2020). However, this convenience also leads to increased competition between platforms and sellers. Consumers have numerous alternatives, so they tend to seek information before making a purchase. In online transactions, information about product quality becomes increasingly important because consumers cannot see, touch, or try the product directly as in conventional transactions (Niswaningtyas & Hadi, 2022; Hanifah & Fadila, 2023). Therefore, various information available in marketplaces, such as online customer ratings, online customer reviews, and promotions in the form of free shipping vouchers, can be considered by consumers in making purchasing decisions.

One marketplace with a strong position in Indonesia's e-commerce competition is Shopee. This platform offers various features that support digital commerce activities, such as communication between sellers and buyers, product reviews and ratings, payment systems, and various promotional programs. Based on APJII data from 2025 presented in the study, Shopee has a user proportion of 53.22%, higher than TikTok Shop at 27.37%, Tokopedia at 9.57%, and Lazada at 9.09%. Shopee's dominance is also evident by age group, including Generation Z and millennials, who are relatively active internet and e-commerce users. This condition indicates that Shopee has a strong appeal to Indonesian consumers, including students who are part of a young consumer group and have a high affinity for digital technology.

Pasir Pengaraian University students are a relevant consumer group to study because their academic activities and familiarity with technology enable them to use marketplaces as an alternative to meet their daily needs. Purchasing decisions through Shopee are influenced not only by the need for a product, but also by the information and stimuli consumers receive during the product search and evaluation process. Online customer ratings can provide an overview of previous customer satisfaction levels, while online customer reviews provide



more detailed information about product usage experiences. According to Gunawan (2024), ratings can be an indicator for consumers in assessing the quality and level of satisfaction with a product. Meanwhile, online customer reviews can help potential buyers evaluate the suitability of a product to their needs before making a transaction (Restyawati, 2024). Thus, both pieces of information have the potential to reduce consumer uncertainty in making online purchases.

In addition to customer ratings and reviews, free shipping vouchers are a widely used promotional tool in e-commerce. Shipping costs are often a consumer consideration because they can increase the total cost of a purchase, especially when the product price is relatively low. Offering free shipping vouchers can reduce this cost, thus encouraging consumers to make a purchase. Farhah et al. (2024) explain that free shipping promotions can be a marketing strategy to attract consumers who previously considered shipping costs before making a purchase. In the context of Shopee, the free shipping program is a promotional tool that can increase the platform's appeal, although its use is still influenced by certain conditions, such as minimum purchase, delivery area, and eligible product types.

This phenomenon is further supported by the results of pre-research conducted through interviews with six student Shopee users. Five students stated that they pay attention to customer reviews before making a purchase, primarily to assess previous customer experiences and the product's quality and the information displayed. Four students stated that product ratings influence purchasing decisions, particularly when the rating is below four stars. Furthermore, five students stated that free shipping vouchers are one of the reasons that encourage them to purchase through Shopee because they can reduce additional costs. The interview results indicate that ratings, customer reviews, and free shipping vouchers are information and marketing stimuli that students consider when making purchasing decisions. However, issues were also identified, including doubts about the authenticity of some reviews and ratings, as well as limitations on the use of free shipping vouchers due to certain requirements. This condition indicates that the influence of these three factors on purchasing decisions is not always simple and still needs to be empirically proven.

This issue is increasingly interesting to study because previous research results indicate inconsistencies or research gaps. Hanifah and Fadila (2023) found that online customer ratings had a negative and insignificant influence on purchasing decisions, while online customer reviews had a positive and significant influence. Furthermore, Khoirunisa and Nurhayati (2024) showed that online customer reviews had a positive but relatively small influence on purchasing decisions. Meanwhile, research by Yulistiyan et al. (2024) showed that free shipping vouchers had no significant influence on consumer purchasing decisions. These differences in results indicate that the influence of online customer ratings, online customer reviews, and free shipping vouchers on purchasing decisions still does not produce consistent conclusions. Differences in respondent characteristics, platforms used, market conditions, and research context may be factors causing the differences in research results.

Based on the phenomenon of high Shopee usage, pre-research results, and the inconsistency of previous research results, research on the influence of online customer ratings, online customer reviews, and free shipping vouchers on purchasing decisions of Pasir

Pengaraian University students is important to conduct. This research is expected to provide empirical evidence regarding the factors that influence students' purchasing decisions when transacting through Shopee while enriching studies on consumer behavior in digital commerce. Practically, the research results can be used as considerations for sellers and business actors in developing digital marketing strategies, particularly in managing ratings, building authentic positive reviews, and designing more effective free shipping promotions. Thus, this research not only has academic relevance in filling the gap in previous research, but also has practical benefits in understanding young consumer behavior in the development of the e-commerce industry in Indonesia.

Research Methods

This study uses a quantitative approach with a survey method that aims to analyze the influence of Online Customer Ratings, Online Customer Reviews, and Free Shipping Vouchers on Purchase Decisions on the Shopee application. The study was conducted on students of Pasir Pengaraian University in the 2024/2025 academic year. The study population was 1,351 students, while the sample was determined using a purposive sampling technique based on the criteria of active students aged 17–22 years, having made a purchase through the Shopee application at least once in the last six months, and knowing or having used the rating, review, and free shipping voucher features. Based on calculations using the Slovin formula with a 10% error rate, a sample size of 93 respondents was obtained which was then rounded up to 100 respondents. Research data were collected through observation and distributing questionnaires to respondents directly or using Google Forms, so that primary data was obtained that was in accordance with the research needs.

Data analysis was conducted quantitatively using the SPSS version 31.0 application. The analysis stages include descriptive analysis, classical assumption tests consisting of normality, multicollinearity, heteroscedasticity, and autocorrelation tests, then continued with multiple linear regression analysis to determine the effect of Online Customer Rating, Online Customer Review, and Free Shipping Vouchers on Purchasing Decisions. Hypothesis testing was carried out through the t test to determine the effect of each independent variable partially and the F test to determine the effect of the three variables simultaneously, while the coefficient of determination (R^2) was used to determine the ability of the independent variables to explain variations in Purchasing Decisions. The significance level used in hypothesis testing was 5% or 0.05.

Results and Discussion

Classical Assumptions

1. Normality Test

Table 1. Normality Test Results

N	100
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Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	2.77084441
Most Extreme Differences	Absolute	.088
	Positive	.088
	Negative	-.055
	Test Statistics	.088
	Asymp. Sig. (2-tailed) ^c	.052
Monte Carlo Sig. (2-tailed) ^d	Sig.	.052
	99% Confidence Interval Lower Bound	.047
	Upper Bound	.058

Source: Processed Data SPSS 31, 2026

Based on Table 1, it is known that the significance value of Asymp. Sig is 0.052, where the value greater than 0.05. These results indicate that the regression model in this study meets the assumption of normality. Thus, it can be concluded that the residual values in this study are normally distributed.

2. Multicollinearity Test

Table 2. Multicollinearity Test Results

Coefficients ^a							
Unstandardized Coefficients			Standardized Coefficients	Collinearity Statistics			
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	7,888	3,327		2,371	.020		
X1	-.002	.083	-.003	-.025	.980	.328	3,050
X2	.335	.080	.437	4,170	<.001	.300	3,335
X3	.581	.097	.471	6,011	<.001	.537	1,863

Based on Table 2, the results of the multicollinearity test show that all variables independent has a tolerance value of more than 0.10 and a Variance Inflation Factor (VIF) value of less than 10. These results indicate that the regression model does not

experience symptoms of multicollinearity. Thus, the variables of online customer rating, online customer review, and free shipping vouchers on purchasing decisions can be stated to not have a high linear relationship between the independent variables in the regression model.

3. Heteroscedasticity Test

Table 3. Results of Heteroscedasticity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	9,997	1,989		5,025	<,001		
X1	-.057	.050	-.187	-1,140	.257	.328	3,050
X2	-.063	.048	-.224	-1,310	.193	.300	3,335
X3	-.002	.058	-.004	-.029	.977	.537	1,863

a. Dependent Variable: ABS_RES

Source: Processed Data SPSS 31, 2026

Based on Table 3, the results of the heteroscedasticity test using the Glejser test show that the significance value for each independent variable is greater than 0.05. Variable X1 has a significance value of 0.257, variable X2 is 0.193, and variable X3 is 0.977. Thus, all independent variables have a significance value > 0.05, so it can be concluded that the regression model does not experience symptoms of heteroscedasticity. This indicates that the residual variance is constant or homogeneous, so the regression model is suitable for further testing.

4. Autocorrelation Test

Table 4. Autocorrelation Test Results

Unstandardized Residual

Test Value ^a	.06401
Cases < Test Value	50
Cases >= Test Value	50
Total Cases	100
Number of Runs	50

Z	-201
Asymp. Sig. (2-tailed)	.841

a. Median

Source: Processed Data SPSS 31, 2026

Based on Table 4, the results of the autocorrelation test using the Runs Test show an Asymp. Sig. (2-tailed) value of 0.841. This value is greater than 0.05 ($0.841 > 0.05$), so it can be concluded that the residuals in the regression model are randomly distributed and do not experience autocorrelation symptoms. Thus, the regression model in this study has met the autocorrelation assumption and is suitable for further analysis. In addition, the Z value in the Runs Test of -0.201 indicates that the deviations that occur are relatively small and insignificant. This indicates that the residuals are independent and have no relationship between observations.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.888	3.327		2.371	.020
	X1	-.002	.083	-.003	-.025	.980
	X2	.335	.080	.437	4.170	<.001
		.581	.097	.471	6.011	<.001

Source: Processed Data SPSS 31, 2026

Based on the results of the tests conducted using the SPSS program, the multiple linear regression equation obtained is as follows: $Y = 7.888 - 0.002X_1 + 0.335X_2 + 0.581X_3 + e$. Based on the regression equation obtained, several things can be explained as follows:

1. The constant value of 7.888 indicates that if the independent variables, namely X_1 , X_2 , and X_3 are assumed to be fixed or have a value of 0 (zero), then the value of the purchasing decision as a dependent variable is estimated to be 7.888.
2. Variable X_1 has a regression coefficient of -0.002. This value indicates that every 1% increase in variable X_1 tends to decrease purchasing decisions by 0.002, assuming other variables remain constant. However, the significance value of 0.980 is greater than 0.05, so variable X_1 is declared to have no significant influence on purchasing decisions.

3. Variable X2 obtained a regression coefficient of 0.335. This indicates that every 1% increase in variable X2 will increase purchasing decisions by 0.335, assuming other variables remain constant. A significance value of <0.001 , which is less than 0.05, indicates that variable X2 has a positive and significant effect on purchasing decisions.
4. Variable X3 has a regression coefficient of 0.581. This means that every 1% increase in variable X3 can increase purchasing decisions by 0.581, assuming other variables remain constant. Furthermore, a significance value of $<0.001 <0.05$ indicates that variable X3 has a positive and significant effect on purchasing decisions.
5. Based on the Standardized Beta Coefficients, variable X3 obtained the highest beta value, at 0.471, compared to other variables. Thus, variable X3 can be said to be the most dominant variable in influencing purchasing decisions.

Hypothesis Testing

1. F Test (Simultaneous Regression Coefficient Test)

Table 6. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1642.110	3	547,370	69,134	$<.001$ ^b
Residual	760,080	96	7,918		
Total	2402.190	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), *Voucher*Free Shipping, Online Customer Rating, Online Customer Review

Source: Processed Data SPSS 31, 2026

Based on Table 6, the results of the F test show a calculated F value of 69.134 with a significance level of <0.001 . This significance value is smaller than 0.05 ($<0.001 <0.05$), so it can be concluded that the variables Free Shipping Voucher, Online Customer Rating, and Online Customer Review together have a significant influence on purchasing decisions. The results of this test also indicate that the regression model used in the study is suitable for use in explaining the relationship between the independent variables and the dependent variable. Therefore, the hypothesis stating that Free Shipping Voucher, Online Customer Rating, and Online Customer Review simultaneously influence purchasing decisions is declared accepted.

2. t-test (Partial Regression Coefficient Test)

Table 7. t-Test Results

Unstandardized Coefficients Standardized Coefficients

Model	B	Std. Error	Beta	t	Sig.
1	7,888	3,327		2,371	.020
	-.002	.083	-.003	-.025	.980
	.335	.080	.437	4,170	<.001
	.581	.097	.471	6,011	<.001

a. Dependent Variable: Y (Purchase Decision)

Source: Processed Data SPSS 31, 2026

Based on the results of the t-test in Table 7, the influence of each independent variable on purchasing decisions can be explained as follows:

a. The Influence of Variable X1 on Purchasing Decisions

Variable X1 obtained a t-value of -0.025 with a significance level of 0.980. This value is greater than 0.05 ($0.980 > 0.05$), so H_0 is accepted and H_1 is rejected. This indicates that variable X1 does not have a significant influence on purchasing decisions.

b. The Influence of Variable X2 on Purchasing Decisions

Variable X2 has a t-value of 4.170 with a significance value of <0.001 . Since the significance value is less than 0.05 ($<0.001 < 0.05$), H_0 is rejected and H_1 is accepted. Thus, variable X2 is proven to have a positive and significant effect on purchasing decisions.

c. The Influence of Variable X3 on Purchasing Decisions

Variable X3 obtained a t-value of 6.011 with a significance level of <0.001 . This value indicates that the significance is less than 0.05, so H_0 is rejected and H_1 is accepted. Therefore, variable X3 is declared to have a positive and significant effect on purchasing decisions.

Coefficient of Determination Test (R² or Square)

Table 8. Results of the Determination Coefficient Test (R² or R Square)

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.827a	.684	.674	2,814

a. Predictors: (Constant), Free Shipping Voucher, Online Customer Rating, Online Customer Review

Source: Processed Data SPSS 31, 2026

Based on Table 8, the results of the coefficient of determination test show an R Square value of 0.684 or 68.4%. This value indicates that the Free Shipping Voucher, Online Customer Rating, and Online Customer Review variables are able to explain the influence on the dependent variable by 68.4%. Meanwhile, the remaining 31.6% is influenced by other factors outside the variables used in this study. In addition, the Adjusted R Square value is 0.674. This value indicates that after the model is adjusted for the number of independent variables used, the ability of the independent variables to explain the dependent variable becomes 67.4%. The remaining 32.6% is influenced by other variables not discussed in this study.

Discussion

The Influence of Online Customer Rating (X1) on Purchasing Decisions (Y)

According to Komariyah (2022), many consumers consider ratings to be a deciding factor when choosing between two products. However, in reality, ratings don't fully reflect the quality of a product or service. Nevertheless, because not all consumers have the time to read detailed reviews, ratings are considered a practical and efficient assessment tool in the shopping process. Simply put, products with high ratings are generally perceived as having good quality, while low ratings are often associated with negative impressions of the product.

Based on the results of multiple linear regression analysis, the Online Customer Rating variable obtained a regression coefficient value of -0.002 with a t-value of -0.025 and a significance level of 0.980. The significance value is greater than 0.05 ($0.980 > 0.05$), so H_0 is accepted and H_1 is rejected. Thus, it can be concluded that Online Customer Rating does not have a significant effect on purchasing decisions on the Shopee application for Pasir Pengaraian University Students.

The results of this study are in accordance with the research conducted by Amalia (2023), majoring in management with the title "The Influence of Online Customer Rating and Online Customer Review on Purchasing Decisions on the Shopee E Fabric Marketplace" showing that the online customer rating variable has no effect and is not significant on purchasing decisions. Thus, the hypothesis H_1 is accepted. This is proven by the results of the t test which shows a significance value of $0.185 > 0.05$ and a calculated t value of $-1.333 < t_{table} 1.984$. Based on these results, it can be concluded that online customer ratings have no influence on purchasing decisions on the Shopee E Fabric marketplace in Semarang City.

Furthermore, research conducted by Rahmawati (2021) also found that online customer ratings had no influence on purchasing decisions. This can be seen from the significance value of the online customer rating variable, which was $0.214 > 0.05$, and the calculated t-value, which was smaller than the t-table ($1.252 < 1.987$). Based on these results, it can be concluded that hypothesis H_2 is rejected because the online customer rating variable does not significantly influence purchasing decisions.

The results of this study indicate that online customer ratings are not yet a primary factor considered by Pasir Pengaraian University students when making purchasing decisions on Shopee. Most students tend to pay more attention to more detailed information through online customer reviews and various promotions, such as free shipping vouchers. Furthermore, students believe that high ratings do not necessarily reflect overall product

quality, so ratings are not always the primary basis for purchasing decisions.

The Influence of Online Customer Reviews (X2) on Purchasing Decisions (Y)

According to Khoirunisa & Nurhayati (2024), online customer reviews are a form of marketing that leverages the exchange of information in online transactions. Through these reviews, potential buyers can learn about the quality and user experience of a product from other consumers who have tried it. These reviews fall under the category of electronic word of mouth (e-WOM), which is the direct dissemination of opinions or views from individuals, rather than from company advertisements. This factor has a significant influence on consumer purchasing decisions.

Based on the results of multiple linear regression analysis, the Online Customer Review variable obtained a regression coefficient value of 0.335 with a t-value of 4.170 and a significance level of <0.001 . The significance value is smaller than 0.05 ($<0.001 <0.05$), so H_0 is rejected and H_1 is accepted. Thus, it can be concluded that Online Customer Review has a positive and significant effect on purchasing decisions on the Shopee application for Pasir Pengaraian University Students.

The results of this study are in line with the research conducted by Restyawati (2024), entitled "The Effect of Free Shipping, Online Customer Reviews and Online Customer Ratings on Purchasing Decisions on the Shopee Application" showing that the results of the linear regression test using SPSS version 25 indicate that online customer reviews (X2) have a positive and significant effect on purchasing decisions (Y). This is evidenced by the significance value of $0.000 <0.05$ and the calculated t value of $4.681 > 1.974$ (t table). Thus, H_0 is rejected and H_2 is accepted, so that online customer reviews are proven to influence purchasing decisions on the Shopee application among students of PPQ Al Amin Pabuaran.

Similar research findings were also conducted by (Nuraini, 2024) and (Yulistiyan et al., 2024), which found that online customer reviews significantly influence purchasing decisions, particularly among Shopee e-commerce users. These findings indicate that Pasir Pengaraian University students tend to consider online customer reviews as an important consideration before making a purchase on Shopee. This suggests that customer reviews play a role in improving purchasing decisions because they provide information based on other users' experiences, helping students assess product quality, build trust, and reduce hesitation before making a purchase.

The Influence of Free Shipping Vouchers (X3) on Purchasing Decisions (Y)

According to Nisa (2023), when conducting online sales transactions, buyers not only pay the agreed-upon price for the product but also cover shipping costs. Shipping costs are generally determined by several factors, such as the order quantity, the product's weight and dimensions, and the distance between the seller and buyer. The heavier or larger the item purchased, and the further the delivery location, the higher the shipping costs. Sales promotion strategies, such as free shipping, are often used by companies to encourage increased purchases and attract new customers (Assauri, 2020).

Based on the results of multiple linear regression analysis, the Free Shipping Voucher

variable obtained a regression coefficient value of 0.581 with a t-value of 6.011 and a significance level of <0.001 . The significance value is smaller than 0.05 ($<0.001 <0.05$), so H_0 is rejected and H_1 is accepted. Thus, it can be concluded that Free Shipping Vouchers have a positive and significant effect on purchasing decisions on the Shopee application for Pasir Pengaraian University Students.

The results of this study are in line with the research conducted by Restyawati (2024), entitled "The Effect of Free Shipping, Online Customer Reviews and Online Customer Ratings on Purchasing Decisions on the Shopee Application" showing that the free shipping variable (X1) has a positive and significant effect on purchasing decisions (Y). This is evidenced by the significance value of $0.000 <0.05$ and the calculated t value of $3.719 > 1.974$ (t table). Thus, H_0 is rejected and H_1 is accepted, so that free shipping is proven to influence purchasing decisions on the Shopee application among students of PPQ Al Amin Pabuaran.

Furthermore, other studies supporting this finding include those conducted by Kusumaningati et al. (2024) and Salsabilla (2022), which found that free shipping vouchers significantly influence purchasing decisions among Shopee e-commerce users. These findings indicate that Pasir Pengaraian University students consider free shipping vouchers a key consideration when making purchases on Shopee. The discounted shipping costs provide economic benefits, allowing students to feel they can save money when shopping online. This makes free shipping vouchers an attractive proposition, potentially increasing purchase intention. Furthermore, the program encourages students to make transactions immediately, as it is perceived to offer greater benefits, thus contributing to increased purchasing decisions.

The Influence of Online Customer Rating (X1), Online Customer Review and Free Shipping Voucher (X3) on Purchasing Decisions (Y)

Online Customer Rating Ratings are part of a review that reflects consumer opinions and are usually displayed in the form of stars. Many consumers consider ratings to be a deciding factor when choosing between two products. However, in reality, ratings do not fully reflect the quality of a product or service. However, because not all consumers have the time to read reviews in detail, ratings are considered a practical and efficient assessment tool in the shopping process. Therefore, although online customer ratings did not have a significant effect in this study, companies need to continue to maintain and improve the quality of the products and services provided so that consumers feel satisfied and encouraged to provide positive reviews. Good ratings from consumers can increase potential buyers' trust in the products or services offered. Thus, online customer ratings are expected to be a more effective factor in influencing consumer purchasing decisions.

Online customer reviews is a form of marketing that utilizes the exchange of information in online transactions. Through these reviews, potential buyers can learn about the quality and user experience of a product from other consumers who have tried it. These reviews fall under the category of Electronic Word of Mouth (e-WOM), which is the dissemination of opinions or views directly from individuals, not from company advertisements. This factor has a significant influence on consumer purchasing decisions. Sellers need to maintain consistent product and service quality to encourage consumers to leave positive reviews. Positive customer reviews can increase potential consumers' trust in

products sold on Shopee, thus encouraging purchasing decisions. The results of this study indicate that online customer reviews have a significant influence on increasing consumer purchasing decisions on the Shopee app.

Shipping costs are generally determined by several factors, such as the number of orders, the weight and dimensions of the product, and the distance between the seller and the buyer. The heavier or larger the purchased item, and the farther the shipping location, the higher the shipping costs will be. Sales promotion strategies such as free shipping are often used by companies to encourage increased purchases and attract new customers. Discounted shipping costs can make consumers feel more economical, thus increasing their desire to make a purchase. Furthermore, free shipping vouchers can also provide added value for consumers when comparing products with other stores. This study shows that free shipping vouchers have a significant influence on consumer purchasing decisions on the Shopee app.

The results of multiple linear regression analysis using SPSS version 31 show that the variables Online Customer Rating, Online Customer Review, and Free Shipping Voucher simultaneously have a significant effect on the purchasing decisions of Pasir Pengaraian University students on the Shopee application. This is proven by the results of the F test with a calculated F value of 69.134 and a significance level of <0.001 , so that H_0 is rejected and H_1 is accepted. These results indicate that the purchasing decisions of Pasir Pengaraian University students on Shopee are influenced by a combination of consumer ratings, customer reviews, and free shipping vouchers. Although partially Online Customer Rating does not have a significant effect, the three variables together still influence purchasing decisions. In addition, the Adjusted R Square value of 0.674 indicates that the three variables are able to explain the purchasing decisions of Pasir Pengaraian University students by 67.4%, while the remaining 32.6% is influenced by other factors outside the study. This aligns with Nurhayati (2023), who stated that purchasing decisions are the decision-making process consumers undertake when choosing a product to purchase, considering two or more available alternatives. This process is influenced by various factors, such as product quality, price, location, promotion, convenience, service, and other factors.

The results of this study are in accordance with the research conducted by Restyawati (2024), entitled "The Effect of Free Shipping, Online Customer Reviews and Online Customer Ratings on Purchasing Decisions on the Shopee Application" which shows that the variables of free shipping (X_1), online customer reviews (X_2), and online customer ratings (X_3) simultaneously influence purchasing decisions (Y). This is proven through the results of the F test which shows a calculated F value of 41.919 which is greater than the F table of 2.658 and the valuesignificance0.000 is smaller than 0.05. Based on these results, it can be concluded that H_0 is rejected and H_4 is accepted. Thus, free shipping, online customer reviews, and online customer ratings jointly influence purchasing decisions on the Shopee application among students of PPQ Al Amin Pabuaran.

Furthermore, the results of another study conducted by Maryati & Kusuma, (2024) showed that the results of multiple linear regression obtained a regression equation $Y = 4.236 + 0.774 (X_1) + 0.490 (X_2) + 1.322 (X_3)$. The coefficient of determination R Square value is 0.791 or 79.1%, which indicates that the variables Online Customer Review, Online Customer

Rating, and Free Shipping are able to explain purchasing decisions in the Shopee marketplace by 79.1%. Meanwhile, the remaining 20.9% is influenced by other variables outside the research model. The results of the study also show that Online Customer Review, Online Customer Rating, and Free Shipping have a positive and significant influence on purchasing decisions, both partially and simultaneously.

Conclusion and Recommendation

Based on the research results, it can be concluded that Online Customer Rating does not have a significant effect on the purchasing decisions of Pasir Pengaraian University students on the Shopee application, while Online Customer Reviews and Free Shipping Vouchers have a positive and significant effect on purchasing decisions. Simultaneously, these three variables have a significant effect on purchasing decisions, while the rest are influenced by other factors outside the study. These results indicate that students consider more information contained in customer reviews and the economic benefits of free shipping vouchers than only looking at product ratings. Therefore, Shopee and sellers are advised to improve the credibility of ratings and the quality of customer reviews and maintain and develop the free shipping voucher program, while consumers need to be more careful in evaluating reviews and utilizing promotions wisely. Future researchers are advised to add other variables such as price, product quality, trust, brand image, ease of use of the application, and other forms of promotion with a wider scope of respondents and research objects.

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