

The Influence of Store Ratings and Customer Reviews on Purchasing Decisions in E-Commerce at PT Ace Distrindo Sejahtera

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Abstract: The growth of e-commerce increases the importance of digital information in shaping consumer purchasing decisions, particularly through store ratings and customer reviews. This study aims to analyze the influence of store ratings and customer reviews on purchasing decisions at PT Ace Distrindo Sejahtera. The study used a quantitative approach with multiple linear regression analysis. The study population was active customers who purchased the company's products in the past month. A sample of 100 respondents was determined using purposive sampling and the Lemeshow formula. Data were collected through a structured questionnaire with a Likert scale and analyzed using validity, reliability, classical assumptions, t-test, F-test, and coefficient of determination. The results showed that store ratings had a positive and significant effect on purchasing decisions, while customer reviews had no significant effect partially. Simultaneously, both variables had a significant effect on purchasing decisions with an R^2 value of 0.390. In conclusion, store ratings were a more dominant individual factor in driving purchasing decisions, while customer reviews contributed when considered together with store ratings.

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Introduction

The digital era has fundamentally changed people's consumption patterns, marked by increased internet usage and the growth of e-commerce transactions in Indonesia (Amory & Mudo, 2025). Ease of internet access, the development of e-commerce platforms, and advances in information technology have made online shopping the primary choice for millions of consumers in Indonesia (Nida et al., 2024). The number of internet users in Indonesia increased significantly from 55 million in 2011 to 215.6 million in 2023, while the value of e-commerce transactions increased from 13 trillion rupiah in 2011 to 474 trillion rupiah in 2023, with the highest spike in 2021 of 403 trillion rupiah due to the acceleration of digital adoption during the COVID-19 pandemic (Maduwu et al., 2025). This growth demonstrates that digital technology, particularly the internet and e-commerce platforms, has become a

significant driver of national economic activity. With increasingly diverse product choices, consumers are increasingly relying on digital information before making purchases because it can help reduce risk and uncertainty (Lubis et al., 2024). Consumers tend to seek social proof through store ratings and customer reviews, both of which act as forms of electronic word-of-mouth (e-WOM) in shaping perceptions of quality, trust, and purchasing decisions (Sugiyanto et al., 2024).

This phenomenon is increasingly relevant in the highly competitive snack food industry. Products such as cassava chips, corn chips, and extruded snacks have become part of the lifestyle of busy urban communities. Competition in this sector is not only about product quality and price, but also about the ability to build a digital presence through various marketplaces such as Shopee, Tokopedia, and Lazada. High store ratings can signal quality to potential buyers, while detailed and authentic customer reviews help consumers evaluate taste, packaging, freshness, portion size, and delivery service quality. Store ratings are an average star-based score calculated based on previous buyers' reviews and serve as a signal of a store's quality and reliability. Customer reviews provide more detailed and personalized information about the consumer's experience after a transaction (Falach & Muzakki, 2025; Putri & Jaya, 2024). Therefore, store ratings and customer reviews are crucial in the online snack purchasing decision-making process.

In this context, PT Ace Distrindo Sejahtera is a relevant object for study because it is a snack manufacturing and distribution company established in 1986, originally named PT Sentral Multirasa Utama and now known by the brand Acefood. The West Jakarta-based company produces various products, such as Maitos Chuba, cassava chips, tortilla chips, and other snacks that are widely distributed. PT Ace Distrindo Sejahtera has also marketed its products through official marketplaces, namely Shopee Goldensnack Official, Tokopedia Chuba Maitos, and Lazada. This condition makes store ratings and customer reviews a digital element that has the potential to determine the success of the company's online sales. Although the company has built a brand with a known product quality, competition in the snack market through digital channels demands an understanding of how store ratings and customer reviews influence consumer purchasing behavior.

The research problem is also related to the limited number of studies that specifically examine the influence of store ratings and customer reviews on the local snack food industry, particularly traditional manufacturing companies undergoing the transformation of distribution channels to official store marketplaces. Previous research has focused more on the fashion retail industry, electronics, or the e-commerce sector in general, with heterogeneous objects. However, the characteristics of snack food products as low-involvement products and impulse buying tendencies have different consumer consideration patterns than high-involvement products. Furthermore, previous research tends to emphasize reviews based on quantity, while the quality and depth of reviews, such as information on texture, taste, freshness, and the integrity of food packaging when it arrives, have not been widely mapped in relation to purchasing decisions. This condition indicates a need to empirically evaluate the influence of store ratings and customer reviews in the context of snack food products.

Several previous studies have demonstrated the importance of these two elements in purchasing decisions. Laksmi et al. (2025) confirmed that store ratings and e-WOM significantly improve purchasing decisions for F&B products. These findings are supported by Syafwan & Wulandari (2026), who demonstrated that customer reviews are a key factor in shaping consumer trust because they provide visual evidence and detailed information. In the snack sector, Huriyah & Erdiana (2025) found that reviews regarding the freshness and integrity of local snack products play a significant role in reducing consumer doubts when shopping online. However, the combination of store ratings and customer reviews in the context of snack products at local manufacturing companies utilizing official store marketplaces remains an important area of study. Therefore, this study aims to examine the influence of store ratings and customer reviews on purchasing decisions at PT Ace Distrindo Sejahtera.

This study aims to determine the influence of store ratings and customer reviews on purchasing decisions, both partially and simultaneously, at PT Ace Distrindo Sejahtera. This research is important because it can provide an understanding of digital factors that influence consumer purchasing decisions for snack products and serve as a basis for companies in strengthening digital marketing strategies, online store reputation, consumer trust, and the quality of customer reviews. The novelty of this study lies in testing both variables simultaneously in the context of the local snack food industry, specifically at PT Ace Distrindo Sejahtera as a manufacturing company that is transforming distribution through an

official store marketplace. Thus, this study is expected to broaden the understanding of online consumer behavior in the context of snack food while providing practical contributions for companies in optimizing the use of store ratings and customer reviews to support consumer purchasing decisions.

Research methods

This study uses a quantitative approach with a systematic and structured design to measure, analyze, and explain the relationship between variables through objectively measurable numerical data (Sihotang, 2023). The quantitative approach was used because the study focuses on empirically testing the influence of Store Ratings (X_1) and Customer Reviews (X_2) on Purchasing Decisions (Y) at PT Ace Distrindo Sejahtera. The research design is deductive, meaning the study begins with formulated theories and hypotheses, then continues with data collection using structured instruments and statistical analysis to test the relationship between variables (Sugiyono, 2023). Based on this objective, the study uses multiple linear regression analysis to determine the influence of Store Ratings and Customer Reviews on Purchasing Decisions, both partially and simultaneously.

The population in this study were all customers who actively purchased PT Ace Distrindo Sejahtera products in the past month. A population is a generalization area that includes all subjects or objects that have certain characteristics and qualities to be studied (Mardhiyah et al., 2025), while in the context of this study, the population is understood as all elements relevant to the phenomenon being studied (Huda et al., 2025). Due to limited time, energy, and costs, the study used a sample as a representation of the population (Ramadani et al., 2025). The sample was determined using a Non-Probability Sampling technique with a Purposive Sampling approach, namely the selection of respondents based on certain considerations or criteria to suit the research objectives (Sucipto, 2025).

The exact number of active customers of PT Ace Distrindo Sejahtera is unknown, so the sample size was determined using the Lemeshow formula. With a 95% confidence level, a Z-value of 1.96, a maximum estimate of 0.5, and a margin of error of 0.1, the calculation results were 96.04 respondents. This number was then rounded to 100 respondents to facilitate data processing and maintain the accuracy of the analysis. The research respondents were active customers of PT Ace Distrindo Sejahtera in the past month.

The research instrument used a questionnaire as the primary data collection tool. The questionnaire was structured to measure respondents' perceptions of Store Ratings (X_1), Customer Reviews (X_2), and Purchase Decisions (Y). Store Ratings were operationalized through indicators of perceived rating usefulness, perceived rating convenience, and perceived rating control (Martini et al., 2022). Customer Reviews were measured through awareness, frequency, comparison, and influence on product selection (Martini et al., 2022). Meanwhile, Purchase Decisions were measured through purchase intention, repeat purchase frequency, number of transactions, and post-purchase evaluations in the form of satisfaction or complaints (Kotler & Armstrong, 2021). All variables were measured using a Likert scale.

Data collection was conducted digitally using Google Forms. The digital questionnaire was used to systematically obtain data from 100 predetermined respondents. This technique allowed respondents to provide answers based on a predetermined instrument, while the collected data could be used as quantitative data in statistical analysis.

The research data were analyzed using a quantitative approach through several testing stages. The initial stage was carried out through data quality testing consisting of validity and reliability tests. Validity testing was used to determine the accuracy of the instrument in measuring research variables, with the criteria for items being declared valid if the calculated r-value is greater than the r-table or the significance value is below 0.05 (Sarmanu, 2017; Sugiyono, 2019). Reliability testing was used to determine the consistency of the instrument, with testing using Cronbach's Alpha and the instrument was declared reliable if the Cronbach's Alpha value was greater than 0.60 (Sugiyono, 2019; Zayrin et al., 2025).

Next, classical assumption tests were performed, including normality, heteroscedasticity, and multicollinearity tests. Normality tests were performed using the Kolmogorov-Smirnov test and the Normal PP Plot, with a significance value greater than 0.05 indicating normally distributed data

(Muliana et al., 2025; Mardiatmoko, 2020; Sugiyono, 2019). Heteroscedasticity tests were used to determine the similarity of residual variances and can be performed using the Glejser test or scatterplot, with a significance value greater than 0.05 or a randomly distributed dot pattern indicating no symptoms of heteroscedasticity (Paramita et al., 2021; Priadana & Sunarsi, 2021). The multicollinearity test was conducted by looking at the Tolerance and Variance Inflation Factor (VIF) values, with Tolerance criteria greater than 0.10 and VIF less than 10 indicating no multicollinearity problems (Sugiyono, 2019; Purwanza et al., 2022).

After the classical assumption test was met, the analysis continued with multiple linear regression to measure the relationship and direction of the influence of Store Rating (X_1) and Customer Reviews (X_2) on Purchase Decisions (Y). The regression model used was $Y = a + b_1X_1 + b_2X_2$. Furthermore, hypothesis testing was carried out through a t-test to determine the effect of each independent variable partially and an F-test to determine the effect of independent variables simultaneously. Decision making was carried out at a significance level of 0.05. In addition, the coefficient of determination (R^2) was used to determine the model's ability to explain variations in Purchase Decisions (Duli, 2020; Sugiyono, 2019; Unaradjan, 2019; Auliya et al., 2020; Paramita et al., 2021; Darma, 2021).

The research procedure was carried out systematically through five main stages, namely determining the research title, formulating the problem, collecting data, testing and analyzing data, drawing conclusions and providing suggestions. The first stage determined the research focus on the influence of Store Ratings and Customer Reviews on Purchasing Decisions in E-Commerce at PT Ace Distrindo Sejahtera. The second stage formulated the problem regarding the partial influence of Store Ratings, the partial influence of Customer Reviews, and the simultaneous influence of both variables on Purchasing Decisions. The third stage was carried out through observation and distributing questionnaires to respondents. The collected data then went through data quality testing, classical assumption testing, hypothesis testing, multiple linear regression analysis, and determination coefficient testing. The final stage was the preparation of conclusions based on the analysis results and the provision of suggestions that are implicational for the company and future researchers.

Results and Discussion

Respondent Characteristics

1. Characteristics Based on Gender

Table 1. Respondent Characteristics Based on Gender

No.	Gender	Frequency (f)	Percentage (%)
1	Woman	63	62.6%
2	Man	37	37.4%
Total		100	100.0%

Source:Primary Data Processed with SPSS Version 26 (2026)

The table above shows that the majority of respondents in this study were female, with 63 respondents representing 62.6%. Meanwhile, 37 respondents were male, representing 37.4%. This indicates that the questionnaire instrument in this store was more frequently accessed and completed by female consumers.

2. Characteristics Based on Job

Table 2. Respondent Characteristics Based on Occupation

No.	Work Background	Frequency (f)	Percentage (%)
1	Students	39	39.4%
2	Private sector employee	37	36.4%
3	Others (Housewives, Teachers, etc.)	19	19.2%
4	Self-employed / Entrepreneur	5	5.1%
Total		100	100.0%

Source:Primary Data Processed with SPSS Version 26 (2026)

Based on the table above, the characteristics of respondents based on profession are dominated by the Student / College Student group with 39 respondents (39.4%), followed closely by the Private

Employee group with 37 respondents (36.4%). The rest are respondents with Other job categories (Housewives, Teachers, etc.) with 19 respondents (19.2%) and the Self-Employed / Entrepreneur group with 5 respondents (5.1%). This data illustrates that active consumers who make transactions on the object of this study are mostly young people with student / college student status and private sector workers.

3. Characteristics Based on Purchase Frequency

Table 3. Respondent Characteristics Based on Purchase Frequency

No.	Purchase Frequency	Frequency (f)	Percentage (%)
1	3 – 5 Times	40	40.4%
2	1 – 2 Times	35	34.3%
3	5 Times / More	25	25.3%
Total		100	100.0%

Source:Primary Data Processed with SPSS Version 26 (2026)

Based on the table above, the grouping of transaction frequency shows a fairly even distribution. Respondents with a purchase rate of 3 to 5 times occupy the highest position, with 40 respondents (40.4%). Next, respondents who make transactions 1 to 2 times are in second place with a total of 35 respondents (34.3%), and respondents with very active purchasing intensity (5 times or more) reached 25 respondents (25.3%). This indicates that the majority of respondents who completed this questionnaire are consumers who have made repeat purchases at the store.

Research Data Description

1. Description of Store Assessment Variable Data (X1)

Table 4. Description of Research Data for Store Assessment Variable (X1)

Item No.	5 (SS)	4 (S)	3 (N)	2 (TS)	1 (STS)	Total Respondents	Average
X1.1	48	32	14	5	1	100	3.62
X1.2	34	43	14	8	1	100	3.32
X1.3	39	38	13	8	2	100	3.32
X1.4	46	36	13	4	1	100	3.49
X1.5	28	44	18	7	3	100	2.90
X1.6	41	43	11	4	1	100	3.68

Source:Primary Data Processed with SPSS Version 26 (2026)

Overall, the cumulative average score for the Store Assessment variable (X1) was 3.39, indicating a fairly good to good category. The highest score was for item X1.6 with an average of 3.68, indicating that the indicator in this statement received the most positive perception from consumers. Meanwhile, item X1.5 had the lowest average score of 2.90, indicating that this indicator requires a more in-depth performance evaluation.

2. Customer Review Data Description (X2)

Table 5. Description of Research Data for Customer Review Variables

Item No.	5 (SS)	4 (S)	3 (N)	2 (TS)	1 (STS)	Total Respondents	Average
X2.1	43	43	11	2	1	100	3.77
X2.2	32	44	17	6	1	100	3.12
X2.3	42	34	14	8	2	100	3.11
X2.4	45	36	12	5	2	100	3.34
X2.5	37	39	15	6	3	100	3.12
X2.6	46	40	11	2	1	100	3.75

Source:Primary Data Processed with SPSS Version 26 (2026)

Overall, the cumulative average score for Customer Reviews (X2) was 3.37, indicating a category ranging from fair to good. The highest score was for item X2.1 with an average of 3.77, indicating that the indicator in this statement received the most positive perception from consumers.

Meanwhile, item X2.3 had the lowest average score of 3.11, indicating that this indicator requires a more in-depth performance evaluation.

3. Description of Purchase Decision Data (Y)

Table 6. Description of Research Data for Purchase Decision Variables (Y)

Item No.	5 (SS)	4 (S)	3 (N)	2 (TS)	1 (STS)	Total Respondents	Average
Y.1	44	43	11	1	1	100	4.02
Y.2	33	41	22	3	1	100	3.64
Y.3	43	44	9	3	1	100	4.06
Y.4	33	43	18	5	1	100	3.8
Y.5	45	41	12	1	1	100	4.06
Y.6	48	40	9	2	1	100	4.2

Source:Primary Data Processed with SPSS Version 26 (2026)

Overall, the cumulative average score for the Purchase Decision (Y) variable was 3.96, indicating a good score. The highest score was for item Y.6, with an average of 4.20, indicating that this indicator received the most positive perception from consumers. Meanwhile, item Y.2 had the lowest average score, at 3.64, indicating that this indicator requires a more in-depth performance evaluation.

Data Quality Test

1. Validity Test

A. Store Assessment Variable (X1)

Table 7. Results of the Validity Test of the Store Assessment Variable (X1)

Item No.	Calculate r value	Table r Value	Significance Value (Sig.)	Information
X1.1	0.831	0.195	0,000	Valid
X1.2	0.834	0.195	0,000	Valid
X1.3	0.795	0.195	0,000	Valid
X1.4	0.844	0.195	0,000	Valid
X1.5	0.899	0.195	0,000	Valid
X1.6	0.786	0.195	0,000	Valid

Source:Primary Data Processed with SPSS Version 26 (2026)

Based on the table above, the validity test results for the Store Assessment variable (X1) show that all statement items (X1.1 to X1.6) have a calculated r value greater than the r table (0.195). In addition, the significance value (Sig.) for each item is 0.000, which means it is far below the significance standard of 0.05. Thus, it can be concluded that all statement items for the Store Assessment variable are declared valid and suitable for use as research instruments.

B. Customer Review Variable (X2)

Table 8. Results of the Validity Test of the Customer Review Variable (X2)

Item No.	Calculate r value	Table r Value	Significance Value (Sig.)	Information
X2.1	0.813	0.195	0,000	Valid
X2.2	0.875	0.195	0,000	Valid
X2.3	0.890	0.195	0,000	Valid
X2.4	0.880	0.195	0,000	Valid
X2.5	0.871	0.195	0,000	Valid
X2.6	0.823	0.195	0,000	Valid

Source:Primary Data Processed with SPSS Version 26 (2026)

Based on the table above, the validity test results for the Customer Review variable (X2) show that all statement items (X2.1 to X2.6) have a calculated r value greater than the r table (0.195). The significance value (Sig. 2-tailed) obtained from the six items is 0.000, which means it is smaller than the significance limit of 0.05. Therefore, it can be concluded that all questionnaire items for the Customer Review variable are declared valid and can be used for further research analysis.

C. Purchase Decision Variable (Y)

Table 9. Results of the Validity Test of the Purchase Decision Variable (Y)

Item No.	Calculate r value	Table r Value	Significance Value (Sig.)	Information
Y.1	0.750	0.195	0,000	Valid
Y.2	0.740	0.195	0,000	Valid
Y.3	0.753	0.195	0,000	Valid
Y.4	0.685	0.195	0,000	Valid
Y.5	0.749	0.195	0,000	Valid
Y.6	0.720	0.195	0,000	Valid

Source:Primary Data Processed with SPSS Version 26 (2026)

Based on the table above, the validity test results for the Purchase Decision variable instrument (Y) show that all statement items (Y.1 to Y.6) have a calculated r value greater than the r table (0.195). The significance value (Sig. 2-tailed) generated by all items also shows a figure of 0.000, which means it is below the critical limit of 0.05. Thus, it can be concluded that all questionnaire items for the Purchase Decision variable are declared valid and legitimate for use in collecting research data.

2. Reliability Test

Table 10. Results of the Research Instrument Reliability Test

Research Variables	Cronbach's Alpha Value	Reliability Limits	Information
Store Rating (X1)	0.911	0.60	Very Reliable
Customer Reviews (X2)	0.927	0.60	Very Reliable
Purchase Decision (Y)	0.827	0.60	Reliable

Source:Primary Data Processed with SPSS Version 26 (2026)

Based on the table above, the results of the instrument reliability test show that all research variables have a Cronbach's Alpha value greater than 0.60. In detail, the Store Assessment variable (X1) has a value of 0.911, the Customer Review variable (X2) is 0.927, and the Purchase Decision variable (Y) is 0.827. Thus, it can be concluded that all statement instruments in this questionnaire are declared reliable or consistent, so they are suitable and safe to use for data processing in the next stage.

Classical Assumption Test

1. Normality Test

Table 11. Results of Normality Test Using One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	2.96922707
Most Extreme Differences	Absolute	,090
	Positive	,042
	Negative	-,090
Test Statistics		,090
Asymp. Sig. (2-tailed)		,379c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source:Primary Data Processed with SPSS Version 26 (2026)

Based on the table above, it can be seen that the One-Sample Kolmogorov-Smirnov test value produces a Test Statistic value of 0.090 and an Asymp. Sig. (2-tailed) value of 0.379. Because the

significance value is greater than 0.05 ($0.379 > 0.05$), it can be concluded that the residual values in this regression model are normally distributed and the classical assumption regarding normality has been met.

In addition to using the One-Sample Kolmogorov-Smirnov statistical test, testing the assumption of residual normality can also be done visually through graphical analysis of the Normal PP Plot of Regression Standardized Residual.

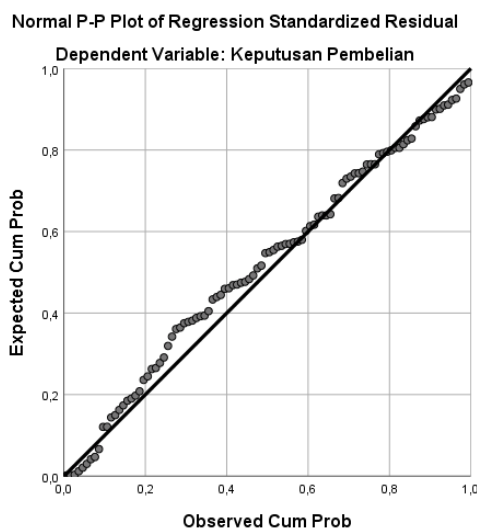


Figure 1. Normal PP Plot Graph of Normality Test

Source:Primary Data Processed with SPSS Version 26 (2026)

Based on the Normal PP Plot graphic above, the visualization results show that the data points (plot) are evenly distributed and very close to the main diagonal line. Furthermore, the distribution pattern of these points consistently moves along the diagonal line from the bottom left corner to the top right. Therefore, it can be graphically concluded that the residual values in this regression model are normally distributed. The results of this visual test confirm the results of the Kolmogorov-Smirnov statistical test that was conducted previously, so that the regression model is declared valid and meets the classical assumptions of normality for further analysis.

2. Heteroscedasticity Test

Table 12. Results of Heteroscedasticity Test Using Glejser Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,488	,708		4,926	,000
	Store Rating	-,046	,083	-,137	-,556	,579
	Customer Reviews	-,014	,078	-,045	-,184	,854

a. Dependent Variable: ABS Res

Source: Primary Data Processed with SPSS Version 26 (2026)

Based on the Glejser test table above, the analysis results show that the Store Assessment variable (X1) has a significance value of 0.579 and the Customer Review variable (X2) has a significance value of 0.854. Because the significance values of both variables are much greater than the specified significance level ($\text{Sig.} > 0.05$), it can be concluded that this regression model is free from heteroscedasticity symptoms.

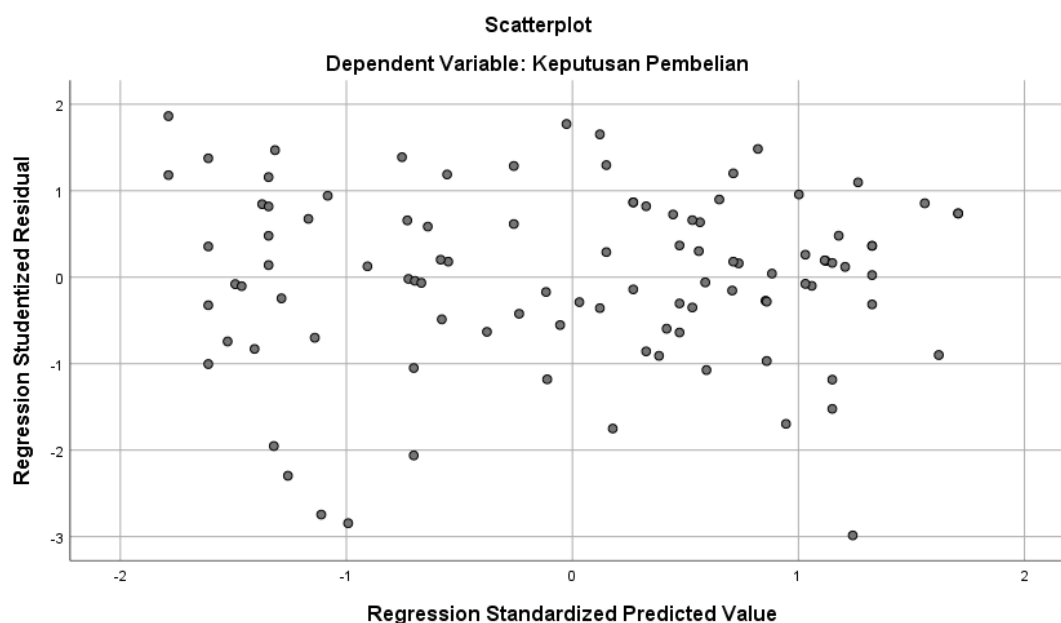


Figure 2. Scatterplot Graph of Heteroscedasticity Test
Source: Primary Data Processed with SPSS Version 26 (2026)

Based on the Scatterplot graph above, it can be seen that the data points are spread randomly, do not form a particular regular pattern (like a wave, widening, then narrowing), and are spread both above and below the number 0 on the Y axis. This visually shows that the regression model does not show symptoms of heteroscedasticity, so that the classical assumption of heteroscedasticity has been met and the regression model is suitable for use.

3. Multicollinearity Test

Table 13. Multicollinearity Test Results

Coefficientsa		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Store Rating	0.164	6,095
Customer Reviews	0.164	6,095

a. Dependent Variable: Purchasing Decision

Source: Primary Data Processed with SPSS Version 26 (2026)

Based on the table above, the results of the multicollinearity statistical test show that the Store Rating (X1) and Customer Reviews (X2) variables each have a Tolerance value of 0.164 (greater than 0.10) and a VIF value of 6.095 (less than 10.00). Since the Tolerance value of both independent variables is above 0.10 and the VIF value is below 10.00, it can be concluded that this regression model is free from multicollinearity symptoms.

Multiple Linear Regression Analysis

Table 14. Results of Multiple Linear Regression Analysis

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15,286	1,119		13,655	,000
Store Rating	,351	,131	,524	2,679	,009

Customer Reviews	,068	,123	,108	,551	,583
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a. Dependent Variable: Purchasing Decision

Source: Primary Data Processed with SPSS Version 26 (2026)

Based on the Unstandardized Coefficients value in column B, the multiple linear regression equation is obtained as follows:

$$Y = 15,286 + 0,351X1 + 0,068X2$$

Based on the multiple linear regression equation, it can be interpreted that the constant value of 15.286 indicates that if the Store Assessment (X1) and Customer Reviews (X2) variables are considered constant or have a value of zero, then the Purchase Decision (Y) value is 15.286. The regression coefficient of the Store Assessment (X1) variable is 0.351 and has a positive value, which means that every one unit increase in the Store Assessment will increase the Purchase Decision by 0.351 units, assuming other variables remain constant. Meanwhile, the regression coefficient of the Customer Reviews (X2) variable is 0.068 and has a positive value, which indicates that every one unit increase in the Customer Reviews will increase the Purchase Decision by 0.068 units, assuming other variables remain constant. Thus, both independent variables have a positive relationship to the Purchase Decision.

Hypothesis Testing

1. T-test

Table 15. Results of the t-Test (Partial)

Table 1. Descriptive Statistics (N = 100)					
Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15,286	1,119		13,655	,000
Store Rating	0.351	,131	,524	2,679	,009
Customer Reviews	0.068	,123	,108	,551	,583

a. Dependent Variable: Purchasing Decision

Source: Primary Data Processed with SPSS Version 26 (2026)

Based on the table above regarding the t-test, the partial test results can be described as follows:

- A. **The Influence of Store Rating (X1) on Purchasing Decisions (Y):** The analysis results show a t-count value of 2.679, which is greater than the t-table value ($2.679 > 1.984$), with a significance value of 0.009 (less than 0.05). This indicates that H1 is accepted, which means that Store Assessment partially has a positive and significant influence on Purchasing Decisions.
- B. **Influence of Customer Reviews (X2) on Purchasing Decisions (Y):** The analysis results show a t-count value of 0.551, which is smaller than the t-table value ($0.551 < 1.984$), with a significance value of 0.583 (much greater than 0.05). This indicates that H2 is rejected, which means that Customer Reviews partially do not have a significant influence on Purchasing Decisions in this research model.

2. F test

Table 16. F-Test Results (Simultaneous)

ANOVA						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1 Regression	558,345	2	279,173	31,026	,000b	
Residual	872,815	97	8,998			
Total	1431,160	99				

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Customer Reviews, Store Ratings

Source: Primary Data Processed with SPSS Version 26 (2026)

Based on the ANOVA table above, the F-calculation value is 31.026, while the F-table value at a significance level of 5% with df (2; 97) is 3.09. Through this comparison, it can be seen that the F-calculation value is much greater than the F-table ($31.026 > 3.09$), supported by a significance value that is below the linearity limit, namely $0.000 < 0.05$. Thus, it can be concluded that H3 is accepted,

which means that the Store Assessment (X1) and Customer Reviews (X2) variables simultaneously (together) have a positive and significant effect on Purchase Decisions (Y).

Coefficient of Determination (R²)

Table 17. Results of Simultaneous Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,625a	,390	,378	3,000

a. Predictors: (Constant), Customer Reviews, Store Ratings

Source: Primary Data Processed with SPSS Version 26 (2026)

Based on the table above, the coefficient of determination or R Square value is 0.390. This value indicates that the contribution of the influence of the independent variables, namely Store Rating (X1) and Customer Reviews (X2) simultaneously (together) on the dependent variable, namely Purchase Decision (Y) is 39.0%. Meanwhile, the remaining 61.0% (100% - 39.0%) is influenced or explained by other variables outside this research model that were not included in the study (such as price, product quality, promotion, or brand awareness).

Discussion of Research Results

The Influence of Store Rating (X1) on Purchasing Decisions (Y)

Based on the results of partial testing (t-test), the Store Assessment variable (X1) is proven to have a positive and significant influence on consumer Purchasing Decisions (Y). This is indicated by the calculated t-value of 2.679 which is greater than the t-table (1.984), as well as a significance value of 0.009 which is below the threshold of 0.05, so that the first hypothesis (H1) is declared accepted.

Study (Sianipar & Yoestini, 2021) also proves that customer ratings have a positive and significant influence on marketplace users' purchasing decisions, visualizing store reputation in the form of numerical or star ratings plays a crucial role in shaping consumer confidence before making a transaction. Academically, these results align with consumer behavior theory regarding risk reduction theory, where high store ratings act as an effective quality signal to reduce uncertainty in online shopping. When consumers are faced with limited physical product information, the accumulation of positive rating values becomes a cognitive shortcut (heuristic cue) that convinces them that the store is trustworthy, which ultimately directly drives purchasing decisions.

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

In contrast, the results of the statistical analysis of the Customer Review variable (X2) showed different findings, where this variable partially did not have a significant influence on the Purchase Decision (Y). The rejection of the second hypothesis (H2) was based on the obtained t-value which only reached 0.551 (smaller than the t-table of 1.984) and a very large significance value, namely 0.583.

The results of this study contradict research conducted by (Permana & Arianty, 2025) which states that customer reviews have a significant influence on purchasing decisions. The partial insignificance of customer reviews in this study can be understood through the phenomenon of information overload or the issue of review authenticity. In today's digital era, consumers are often skeptical of text reviews due to the prevalence of fake reviews or reviews that are too subjective and emotional. As a result, consumers tend to ignore long-winded narrative reviews if they are not accompanied by valid evidence, or they prefer to directly look at more objective and instant aggregate indicators such as Store Ratings, so that the existence of customer reviews alone is not strong enough to drive purchasing decisions in this research model.

The Influence of Store Ratings (X1) and Customer Reviews (X2) on Purchasing Decisions (Y)

Although customer reviews do not stand out individually, when tested together, the Store Rating (X1) and Customer Reviews (X2) variables are proven to have a positive and significant influence simultaneously on Purchase Decisions (Y). Proof through the F test produces an F-calculated value of 31.026 which far exceeds the F-table value of 3.09 with a significance value of 0.000, so that the third



hypothesis (H3) is accepted. The integration of these two variables is able to contribute an influence of 39.0% to the variation in consumer purchasing decisions, as indicated by the R Square value of 0.390.

This finding is in line with research (Hanifah & Fadila, 2023) which proves that online customer reviews and online customer ratings jointly influence purchasing decisions, the concept of Electronic Word of Mouth (e-WOM) is complete, where Store ratings (as a quantitative indicator) and customer reviews (as a qualitative indicator) are two complementary components in forming a digital reputation system. When these two elements are present together, they create a synergistic effect that strengthens the validity of social information; Ratings provide a quick first impression, while reviews provide the in-depth context that consumers are looking for.

On the other hand, the coefficient of determination value also indicates that most purchasing decisions (61.0%) are still determined by other external factors outside this model, such as pricing strategies, the quality of the products offered, the intensity of promotions, and the strength of the store's brand awareness in the digital market.

Conclusion

This study shows that Store Ratings have a positive and significant effect on Purchase Decisions, while Customer Reviews do not have a partial significant effect on Purchase Decisions at PT Ace Distrindo Sejahtera. Simultaneously, Store Ratings and Customer Reviews have a positive and significant effect on Purchase Decisions with an F value of 31.026 and a significance of 0.000. The R Square value of 0.390 indicates that both variables are able to explain 39.0% of the variation in Purchase Decisions, while the remaining 61.0% is influenced by other factors outside the model. This finding indicates that consumers are more responsive to store reputation signals that are concise and easy to understand, while individual customer reviews are not strong enough to influence purchase decisions. The limitations of this study lie in the use of 100 respondents with a purposive sampling technique, the research object that only focuses on one company, and the use of two independent variables so that other factors that have the potential to influence purchase decisions have not been analyzed more extensively.

Practically, PT Ace Distrindo Sejahtera needs to prioritize reputation management and store ratings on official store marketplaces by maintaining service quality, response speed, delivery accuracy, and product quality consistency to obtain positive ratings from consumers. Although customer reviews have not been proven to be partially significant, the company still needs to encourage the formation of informative, authentic, and relevant reviews as part of an overall strategy to build consumer trust. Future research is recommended to expand the number of respondents and research objects to several companies or marketplaces and consider other variables such as price, product quality, promotion, trust, brand image, and brand awareness. The use of a broader approach can also provide a more comprehensive understanding of the factors that shape consumer purchasing decisions in the e-commerce-based snack industry.

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