

The Influence of Brand Image, E-WOM, and Customer Rating on Purchase Decisions on Shopee E-Commerce

*The Influence of
Brand Image*

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ABSTRACT

The advancement of information and communication technology has had a significant impact on its users. This has intensified competition in the business world, and technological developments continue to strengthen the e-commerce industry. This study aims to examine the effect of brand image, e-WOM, and customer ratings on purchasing decisions in Shopee e-commerce. A quantitative approach was employed, using a non-probability sampling technique with the axial sampling method, involving 96 respondents. Data was collected through questionnaires distributed via Google Forms. The study's findings indicate that brand image has a positive and significant influence on purchasing decisions in online shopping through Shopee. Similarly, the e-WOM (electronic word-of-mouth) variable also exerts a positive and significant impact on purchasing decisions. Customer ratings further contribute positively and significantly to purchasing decisions on Shopee e-commerce. These findings highlight the crucial role of brand perception, online consumer reviews, and ratings in shaping purchasing behavior in e-commerce. Business actors on Shopee can leverage these factors to enhance their marketing strategies and build consumer trust.

Keywords: Brand Image, Customer Rating, E-WOM, Purchasing Decision

ABSTRAK

Kemajuan teknologi informasi dan komunikasi memberikan dampak yang besar bagi para penggunanya. Hal ini membuat persaingan dalam dunia bisnis semakin ketat dan perkembangan teknologi akan membuat fenomena industri e-commerce semakin menguat. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh citra merek, e-WOM, dan rating pelanggan terhadap keputusan pembelian pada e-commerce Shopee. Penelitian ini menggunakan pendekatan kuantitatif. Teknik pengambilan sampel yang digunakan adalah non-probability sampling dengan metode axial sampling, dengan melibatkan 96 responden. Pengumpulan data dilakukan melalui penyebaran kuesioner melalui Google Forms. Hasil penelitian menunjukkan bahwa citra merek memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pada belanja online melalui e-commerce Shopee. Begitu pula dengan variabel e-WOM (electronic word of mouth) yang berpengaruh positif dan signifikan terhadap keputusan pembelian. Rating pelanggan

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juga memiliki pengaruh positif dan signifikan terhadap keputusan pembelian melalui e-commerce Shopee. Temuan ini menunjukkan bahwa ketiga variabel tersebut berperan penting dalam memengaruhi keputusan pembelian konsumen. Penelitian ini menyoroti pentingnya persepsi merek, ulasan konsumen online, dan rating dalam membentuk perilaku pembelian pada e-commerce. Pelaku usaha di Shopee dapat memanfaatkan faktor-faktor tersebut untuk meningkatkan strategi pemasaran dan meningkatkan kepercayaan konsumen.

Kata kunci: Citra Merek, E-WOM, Customer Rating, Keputusan Pembelian

INTRODUCTION

In today's digital era, technology and information are developing rapidly. Advances in information and communication technology have had a significant impact on users, thereby increasing competition in the business world (Cahyono & Wibawani, 2021). Technological developments continue to strengthen the e-commerce industry, particularly in Indonesia, where it is booming. Electronic commerce (e-commerce) is a modern concept that refers to the process of buying and selling goods and services via the World Wide Web, as well as the exchange of products, services, and information through networks and the internet—commonly known as online shopping (Nuruddin & Himmati, 2023). The widespread adoption and ease of use of smartphones have been major drivers of the rise in online shopping, further facilitated by the mass dissemination of information through digital marketing (Fauziah et al., 2022). As a result, the growing number of e-commerce platforms in Indonesia provides significant convenience for both consumers and sellers. Among the most popular and in-demand e-commerce platforms in Indonesia today is Shopee (Putri & Lestari, 2022).

Shopee was first launched in Indonesia in 2015 under the auspices of PT Shopee International Indonesia, and it is currently very popular, to the point that it has become a favorite sales platform among teenagers and adults (Nurmaningsih, 2023). As a result of changes in behavior patterns, people who used to shop only at physical locations can now shop more economically through online shopping (Aulia et al., 2023). Shopee is an online shopping platform that offers a wide range of products. In addition to its diverse product offerings, Shopee provides other advantages, such as product returns or refunds if the products received do not match what was purchased. Users can easily find the product they are looking for simply by entering an image of the product in the search field. Shopee also offers secure payment methods, integrated delivery services, and innovative social features that make buying and selling more fun, safe, and convenient (Anggraeni et al., 2023). Based on data from data.goodsats.id, the number of Shopee users is expected to increase in 2024, especially during the month of Ramadan. According to Tan (2024), almost 9 out of 10 Indonesian Muslims prefer e-commerce for online shopping. Shopee scored 89%, far surpassing its competitors. With the increasing number of online shoppers, companies are taking various initiatives to develop high-quality products. One of the product categories sold on Shopee is fashion (Karomah et al., 2022).

The most searched items on the Shopee e-commerce platform are fashion (Rania (2024). Fashion products are essential items that are frequently used, making them highly demanded by consumers, especially during the month of Ramadan. Shopee's fashion products include clothes, pants, shoes, sandals, accessories, and more (Susilawati et al., 2022). Shoppers tend to favor platforms that offer a wide range of fashion products to cater to their personal tastes and styles. When discussing fashion trends, it is evident how consumers express themselves through what they see and what they choose to purchase (Arsita, 2022). In the purchasing decision process, several stages must be considered, including recognizing needs, seeking information, evaluating alternatives, making purchase decisions, and post-purchase behavior (Wijaya, 2023). Purchase decisions are important because they influence the marketing strategies that companies will implement. This decision also includes all pre-purchase activities

carried out by consumers before the transaction and use of the product they wish to purchase (Kurniawati & Nuvriasari, 2024).

It is true that shopping and product purchase activities are influenced by many factors, such as brand image, E-WOM, and customer ratings. Brand image refers to the way consumers perceive and believe in a product, as reflected in their associations and memories (Zahid & Ruswanti, 2024). Today's consumers are very selective in spending their money, so maintaining a strong brand image is essential. When making purchasing decisions, consumers choose only products with high quality and a good brand image (Sari et al., 2022). This is because brand image influences how customers and the company perceive the company as a whole and its products. For a company to survive and thrive, brand image must be carefully managed (Sutanto & Kussudyarsana, 2024).

In addition to brand image, electronic word-of-mouth (E-WOM) is also a determining factor in purchasing decisions (Salsalina & Perangin-Angin, 2024). E-WOM is an effective means of turning electronic communication into influencers, capable of attracting the attention of recipients, arousing interest, and ultimately driving purchases. Electronic word-of-mouth can also be disseminated through social media, typically by spreading product reviews, providing recommendations to other consumers, or simply sharing information about an experience (testimonials). Electronic word-of-mouth reviews are becoming increasingly popular among today's consumers. Potential consumers can easily access reviews anytime, anywhere, before making a purchase decision (Rahma et al., 2023). Additionally, when shopping online at Shopee E-Commerce, potential buyers appreciate product ratings from previous buyers. Shopee has a feature that specifically takes into account customer ratings, which can be used as a reference for future buyers. This feature is online customer reviews (Prakoso et al., 2022). Online customer ratings are sections of reviews that use stars, rather than text, to express customer opinions (Zed et al., 2023). The more stars are given, the higher the seller's rating (Jannah et al., 2022).

The three factors mentioned above, this study refers to the results of previous research, which indicate that the study by Putri & Gunawan (2024) shows that brand image has a significant and positive influence on clothing purchase decisions through the Shopee platform. However, in the research by Satrio & Ambawani (2024), it is shown that brand image has a positive but not significant effect on purchase decisions. Furthermore, the analysis by Efendi & Chrismardani (2022) found that E-WOM has a significant partial effect on the purchase decisions of consumers shopping for fashion products on Shopee. On the contrary, in the study by Wadiyastuti et al. (2024), the results show that electronic word of mouth (E-WOM) does not have a positive and significant influence on purchase decisions. Additionally, regarding the customer rating variable, the study by Hakim (2024) stated that online customer ratings have a positive and significant influence on purchase decisions on the Shopee marketplace. However, the research by Aisyah & Syaiko Rosyidi (2023) suggests that the customer rating variable has a negative effect on Shopee's purchase decisions. Given the inconsistencies in previous research, this study was conducted to determine whether brand image, E-WOM, and customer ratings influence purchasing decisions, particularly in the fashion sector on the Shopee e-commerce platform.

LITERATURE REVIEW

Brand image is the consumer's impression of a brand that exists in the consumer's mind and memory. The better the brand of a company, the greater the market share it obtains (Aprianto & Oetarjo, 2024). The relationship with the brand image involves attitudes in the form of beliefs and preferences towards the brand, which are further related to attitudes in the form of thoughts and intentions towards the brand (Ramadhani et al., 2021). Consumers with a positive brand image are more likely to make a purchase (Hasena & Sakapurnama, 2021). Brand image can be measured using indicators, including: brands that are known to the public (brands that are recognized or widely known within the community); brands that enhance the user's self-image (brands

that add value or enhance the user's identity and self-perception in the eyes of others); brands with distinct characteristics (brands that have a unique identity or characteristics that distinguish them from their competitors; these characteristics are important for building brand identity and creating customer loyalty); and brands with superior quality (brands that consistently produce quality products that meet or exceed consumer expectations). This theory is supported by a research review by Anggraeni et al. (2023), which states that brand image influences purchasing decisions on Shopee e-commerce. This suggests that if a product has a good image in the minds of consumers, they can more easily make purchasing decisions for the desired product (Prabowo et al., 2020).

The role of electronic word of mouth (e-wom) is very important in marketing strategies (Zalfa & Indayani, 2024). E-wom means informal communication over the internet addressed to customers regarding the use of the product or service being discussed (Rahmadani & Eka Febriansah, 2024). The information provided by E-WOM includes information about products, services, company brands, and others, so it includes personal experiences, reviews, discussions, and user recommendations (Zhao et al., 2020). E-WOM is a very important reference for consumers to build their purchase decision process (Asnawati et al., 2022). E-WOM can be measured using the following indicators: Strength: The degree of strength of the opinion or sentiment contained in a message or review. Opinion Valence: The direction or polarity of a positive, negative, or neutral opinion. Indicates whether someone likes (positively) or dislikes (negatively) a product, service, or brand. Content: content or material of a shared opinion, it refers to the specific information that users provide in their reviews and comments. E-wom volume are the total number of reviews, comments, or discussions about a product or service on a digital platform. This theory can be supported by a research review (Sarwono & Pratiwi, 2022). that electronic word-of-mouth (E-WOM) has an effect on purchase decisions in Shopee e-commerce. Electronic word-of-mouth allows consumers to obtain detailed and real information (Sari et al., 2022).

Online customer reviews are customer opinions expressed using a specific scale (Laeli & Prabowo, 2022). While there are some similarities between online customer ratings and online customer reviews, they also differ in terms of ratings given by customers, especially the scale of changes in the star symbol that customers choose (Fitriyani et al., 2024). Purchase decisions are often influenced by the frequency of online customer reviews and star ratings given by other consumers. The indicators of Customer Rating are as follows; Perception of Benefits: involves making an assessment based on customer experience about the effectiveness, productivity, and convenience obtained from a product or service. Perception of Enjoyment: It focuses on the important aspects of the user experience, how pleasant or engaging the experience the user perceives, regardless of its functional benefits. Rating Volume: Rating is the total number of ratings or reviews submitted by users for a product, service, or system. Customer Satisfaction: The extent to which the customer experience meets or exceeds expectations. The more satisfied a customer is with a product or service, the more likely they are to leave a positive review. This theory can be supported by Miaty et al. (2024), that the large number of stars can influence consumer purchasing decisions in Shopee e-commerce. Therefore, it can use evaluation as a starting point to obtain the necessary product information (Ibrahim et al., 2024).

According to Body et al. (1995), purchasing decision-making can also be defined as a problem-solving approach to human activities to buy a product to meet desires and need. In the purchase decision, there is a stage where the consumer actually makes a purchase. Most consumers tend to think carefully before making purchases on various online marketplace platforms (Priyatin & Farisi, 2023). A purchase decision is when a consumer decides what to buy or not. Decisions are made based on the results of activities or pre-purchase activities. The decision to purchase the Shopee application, especially among students, is due to the convenience factor provided by the application (Nasution et al., 2020). There are several indicators on the purchase decision, namely: As needed: customers make purchases because the products offered are in accordance

with their needs and the ease of finding the goods they need. Advantages: The products purchased are comfortable and beneficial for consumers. Accuracy of product purchase: The price of the product is in accordance with the quality of the product and consumer preferences. Repurchase: Consumers are satisfied with the previous transaction and intend to make a repeat purchase. This theory is supported by research Aprianto & Oetarjo (2024), which says that in making decisions, consumers consider products that offer these benefits until they find the product they are looking for.

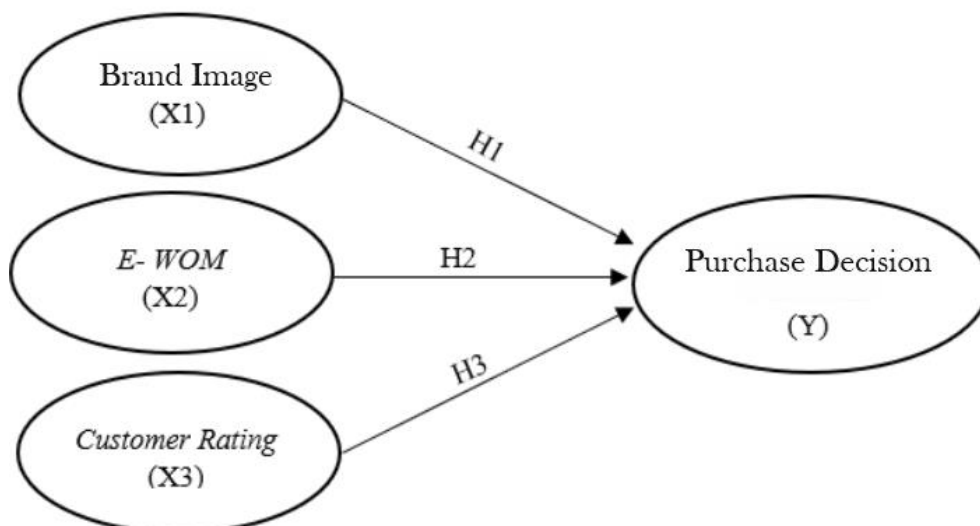


Figure 1. Research Framework

H1: Brand Image has a significant effect on purchasing decisions.

H2: E-WOM has a significant effect on purchasing decisions.

H3: Customer Rating has a significant effect on purchasing decisions.

METHODS

This study uses a quantitative method with data collection consisting of primary and secondary sources. The population in this study includes all Shopee e-commerce users. The sample is determined using the Lemeshow formula, with a maximum estimate of 50% and a margin of error of 10%. Based on research calculations, the sample size consists of 96 respondents. This study uses a non-probability sampling technique, which does not provide equal sampling opportunities for all members. Specifically, this study applies an accidental sampling method, where respondents are selected based on their availability in certain locations that are relevant to the research context. The data collection technique used in this study is a questionnaire survey given via Google Forms and distributed to Shopee e-commerce users. Smart PLS 3.0 is used in this study to predict relationships between constructs, confirm theories, and analyze whether there is a relationship between latent variables—variables that cannot be measured directly. The outer model and the inner model are used to describe and analyze the relationship between observed indicators and the underlying latent variables. These models also ensure that the measurements are valid and reliable when examining causal relationships and evaluating the proposed theoretical models (Ismayani, 2019). In the internal model, there are two test models: R-square and F-square. This study applies bootstrapping hypothesis testing to assess direct and indirect effects, assisting in the interpretation of the results and strengthening the conclusions drawn from the data.

RESULTS

The analysis of respondent characteristics shows that the majority of respondents in this study are female, accounting for 70.5%, while male respondents make up only 29.5%. In terms of age, the most dominant group is those aged 17-25 years, comprising

89.5% of the respondents. Meanwhile, the 26-35 age group accounts for only 4.8%, and the 36-50 age groups each represent 2.9%. Regarding occupation, most respondents are students, making up 76.2%, indicating that this study primarily involves the academic community. Additionally, respondents working as private employees and self-employed individuals each account for 8.6%, while other occupations comprise 6.7%. Regarding the habit of purchasing fashion products on the Shopee e-commerce platform, only a small percentage of respondents, 5.7%, have never made a purchase. A total of 34.3% of respondents purchase once a month, while 45.7% exhibit a more frequent shopping habit, buying 2 to 5 times per month. Furthermore, 14.3% of respondents shop more than 5 times a month, indicating a high level of interest in fashion products on this e-commerce platform. This data was obtained from a 2024 trial using Smart SPSS Output and provides an overview of the respondents' profiles and their consumer behavior in online fashion shopping. The data results can be seen in Figure 2.

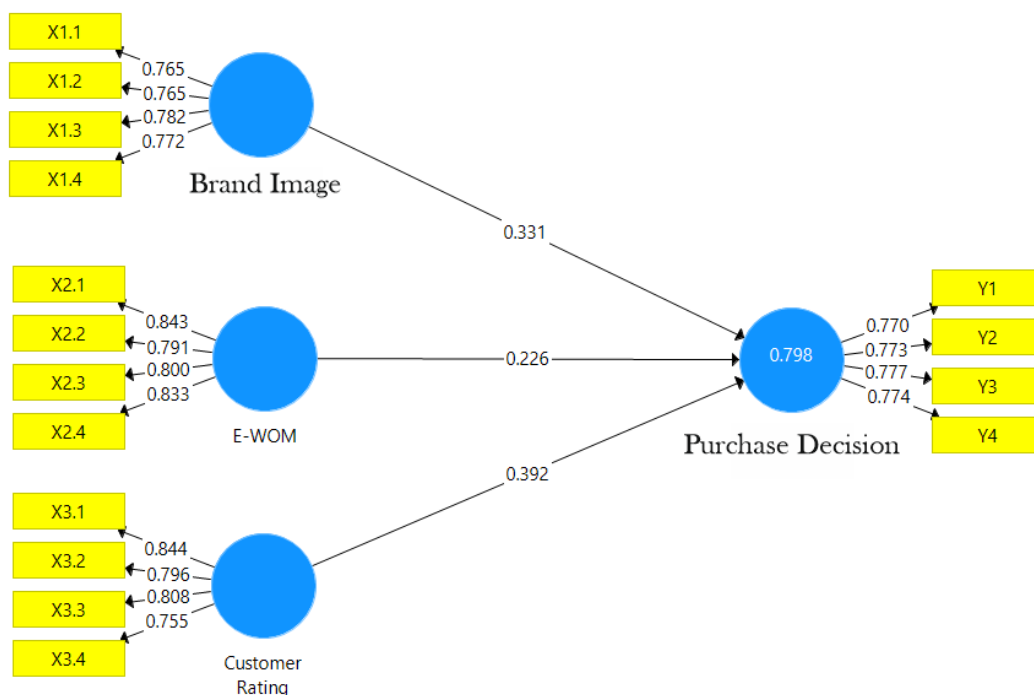


Figure 2. SmartPLS Outer Loading Results

The measurement model test aims to assess the validity and reliability of construct or indicator measurements. This testing process involves evaluating internal consistency (composite reliability), indicator reliability, convergent validity (average variance extracted), and discriminant validity. Internal consistency is considered valid if the correlation between indicators is greater than 0.7. The higher the loading factor value, the more similarities the indicators have within the construct. Based on Figure 4 above, it can be seen that each indicator in the variable has a loading factor value greater than 0.7. This is considered valid because it meets the established correlation criteria. In addition to the outer loading value, the validity of the indicator can also be assessed from the convergent validity value Average Variance Extracted.

Table 1. Convergent Validity (AVE) and Reliability Test Results

| Variables | AVE | Cronbach's Alpha | rho_A | Composite Reliability |
|-------------------|-------|------------------|-------|-----------------------|
| Brand Image | 0.594 | 0.774 | 0.776 | 0.854 |
| Customer Rating | 0.642 | 0.814 | 0.819 | 0.878 |
| E-WOM | 0.668 | 0.834 | 0.836 | 0.889 |
| Purchase Decision | 0.598 | 0.776 | 0.776 | 0.856 |

The AVE value exceeds 0.5, indicating significant convergent validity. An AVE value exceeding 0.5 indicates that, in general, the construct is able to explain more than half (50%) of the variation of each of its indicators. After the validity testing process, the next step is to evaluate the reliability of the internal consistency of the construct using Cronbach's alpha, rho_A, and composite reliability methods, where each value must be at least 0.7. The Reliability Test Results table shows the results of the reliability test on four research variables: Brand Image, Customer Rating, E-WOM, and Purchase Decision, with three reliability measures: Cronbach's Alpha, rho_A, and Composite Reliability. Cronbach's Alpha measures the internal consistency of a construct, where a value of ≥ 0.7 indicates good reliability. All variables in the table have values above this threshold, thus indicating adequate internal consistency. Meanwhile, rho_A is an alternative to Cronbach's Alpha that is more flexible in estimating reliability, and the results also show values above 0.7 for all variables, indicating that the indicators in each construct have a good relationship. In addition, Composite Reliability (CR) measures the overall reliability of the construct by considering the factor weight of each indicator. With the recommended value of ≥ 0.7 , all variables in the table have CR values above 0.8, indicating very good reliability. Overall, the results of this reliability test indicate that the research instrument used has a good level of reliability and can be trusted for further analysis.

Table 2. R-Square Test

| Variables | Purchase Decision |
|-------------------|-------------------|
| R Square | 0.798 |
| R Square Adjusted | 0.792 |

The coefficient of determination (R^2) for the purchasing decision variable is 0.798. This indicates that E-WOM, brand trust, and promotion contribute 79% to the purchasing decision, while the remaining 21% is influenced by factors not included in the hypothesis. These unidentified factors may include personal preferences, economic conditions, or competitor influences. Further research is needed to explore these additional factors.

Table 3. Hypothesis Test Results

| Variables | Original Sample | Sample Mean | STDEV | T Statistics | P Values | Hypothesis |
|--|-----------------|-------------|-------|--------------|----------|------------|
| Brand Image -> Purchase Decision (H1) | 0.331 | 0.343 | 0.076 | 4.350 | 0.000 | Accepted |
| Customer Rating-> Purchase Decision (H2) | 0.392 | 0.392 | 0.093 | 4.222 | 0.000 | Accepted |
| E-WOM-> Purchase Decision (H3) | 0.226 | 0.217 | 0.092 | 2.449 | 0.016 | Accepted |

The e-WOM variable (X1) has a parameter coefficient of 0.331 on purchasing decisions, with a T-statistic of 4.350, which exceeds the T-table value of 1.96, and a p-value of 0.000. Thus, it can be concluded that e-WOM has a positive and significant influence on purchasing decisions, and the H1 hypothesis is accepted. Meanwhile, the brand trust variable (X2) has a parameter coefficient of 0.392 on purchasing decisions, with a T-statistic of 4.222 and a p-value of 0.000, indicating a positive and significant influence on purchasing decisions, so the H2 hypothesis is accepted. The promotion variable (X3) has a parameter coefficient of 0.226 on purchasing decisions, with a T-statistic of 2.449 and a p-value of 0.016, indicating a positive and significant influence on purchasing decisions, so the H3 hypothesis is accepted.

Table 4. Hypothesis Test Results (Bootstrapping)

| Variables | Average Sample (M) | T Statistics | P Values |
|--------------------------------------|--------------------|--------------|----------|
| Brand Image -> Purchase Decision | 0.343 | 4.350 | 0.000 |
| Customer Rating -> Purchase Decision | 0.392 | 4.222 | 0.000 |
| E-WOM -> Purchase Decision | 0.217 | 2.449 | 0.016 |

Hypothesis testing using the SmartPLS 3.0 application is conducted using the bootstrapping method. In hypothesis testing, the results can be analyzed based on the t-statistic and p-value, which represent probability values. A hypothesis is considered to have a significant effect if the p-value is <0.05 or the t-statistic is >1.96 . Table 5 presents the results of hypothesis testing using bootstrapping. Brand Image, Customer Rating, and E-WOM have a significant effect on Purchase Decision, as indicated by a p-value of <0.05 for all variables. Among these factors, Customer Rating has the greatest effect (0.392) with $T = 4.222$, followed by Brand Image (0.343, $T = 4.350$) and E-WOM (0.217, $T = 2.449$). This indicates that these factors positively influence Purchase Decision.

The results indicate that Brand Image influences purchase decisions by 0.343, with a t-statistic value of 4.350 at a significance level of 0.000. The obtained p-value of 0.000 is less than 0.05, confirming statistical significance. These findings demonstrate that Brand Image has a positive and significant impact on purchase decisions in Shopee e-commerce. This study aligns with previous research by Aprianto & Oetarjo (2024), which also found a significant effect of Brand Image on purchase decisions. The results suggest that a strong Brand Image can enhance potential buyers' confidence in making purchase decisions.

Based on the results of the calculations above, it is evident that the influence of E-WOM on purchase decisions is 0.217, with a t-statistic value of 2.449 at a significance level (p-value) of 0.016. Since the p-value of 0.016 is less than 0.05, these results indicate that the E-WOM variable has a positive and significant influence on purchase decisions in Shopee e-commerce. This study aligns with previous research conducted by Rahmadani & Eka Febriansah (2024), which also concluded that E-WOM significantly influences purchase decisions. These findings suggest that E-WOM can help potential consumers obtain additional information about a product. Consequently, the better the product reviews, the greater the likelihood of influencing a purchase decision.

The results of the calculation above indicate that the influence of Customer Rating on purchase decisions is 0.392, with a t-statistic value of 4.222 at a significance level (p-value) of 0.000. Since the p-value of 0.000 is less than 0.05, the results of this analysis demonstrate that the Customer Rating variable has a positive and significant influence on purchase decisions in Shopee e-commerce. This study supports previous research conducted by Zed et al. (2023), which also concluded that e-commerce has a significant influence on purchasing decisions. A higher rating signifies a good seller reputation. This means that if the customer rating given by previous customers is positive, it can foster confidence, shape attitudes, and influence behaviors in making online purchase decisions.

CONCLUSION

Based on the analysis of the research results and discussions in the previous section, the following conclusions can be drawn: Brand Image has a positive but not significant influence on purchase decisions in online-based shopping through Shopee e-commerce. E-WOM products have a positive and significant influence on purchase decisions in online-based shopping through Shopee e-commerce. Product Customer Rating has a positive and significant influence on purchase decisions through Shopee e-commerce. This research offers insights for various stakeholders. For Shopee, enhancing service quality and features supporting brand image, e-WOM, and customer ratings can improve satisfaction and purchase decisions. For Sellers, improving product and service quality while leveraging e-WOM can boost brand image and sales. For Consumers, selecting products and sellers based on brand image, e-WOM, and ratings enhances satisfaction. For Researchers, exploring more complex models can deepen understanding. Hopefully, this study contributes to improving service quality and customer satisfaction in Shopee e-commerce.

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