

Online purchase decisions among university students: The roles of electronic word-of-mouth and product ratings

Muhammad Zaidan Afiq¹, Ali Mujahidin²

¹Faculty of Economics and Business, Universitas Terbuka, East Jakarta, Indonesia

²Faculty of Social Sciences Education, IKIP PGRI Bojonegoro, Bojonegoro, Indonesia

Article Info

Article History:

Received: 4 June 2026

Revised: 6 June 2026

Accepted: 7 June 2026

Published: 8 June 2026

Handling Editor:

Zukhruf Febrianto

Keywords:

e-commerce;
electronic word-of-mouth;
purchase decision;
product rating;
Shopee.

Verify Metadata:



Scan or click to verify article metadata.

Abstract

The rapid growth of e-commerce has transformed consumer purchasing behavior, particularly among university students who increasingly rely on online marketplaces such as Shopee to fulfill their shopping needs. In online purchasing environments, consumers often depend on information provided by other users, including electronic word-of-mouth (E-WOM) and product ratings, to reduce uncertainty and evaluate product quality before making purchase decisions. Therefore, this study aims to examine the influence of E-WOM and product ratings on purchase decisions among Shopee users within the student community. This research employed a quantitative approach using an explanatory research design. Data were collected through a structured questionnaire distributed to students who had experience purchasing products through Shopee. The collected data were analyzed using validity and reliability testing, classical assumption testing, and multiple linear regression analysis. The findings indicate that E-WOM positively influences purchase decisions, suggesting that information and experiences shared by consumers contribute to shaping purchasing behavior. Product ratings were also found to influence purchase decisions, reflecting the importance of consumers' evaluations of product quality and seller performance in online transactions. Moreover, both E-WOM and product ratings collectively contribute to consumers' purchasing decisions on Shopee. These findings highlight the crucial role of online reviews and rating systems in building consumer confidence and supporting decision-making processes in e-commerce environments. The study provides practical implications for online sellers and marketplace managers to enhance product credibility and consumer trust through effective review and rating management.

INTRODUCTION

The rapid advancement of digital technologies has fundamentally transformed consumer purchasing behavior worldwide (Rosário & Raimundo, 2021). The increasing penetration of internet access, mobile devices, and digital payment systems has accelerated the growth of e-commerce platforms, enabling consumers to purchase products and services conveniently without geographical constraints. According to recent studies, online marketplaces have become an essential component of modern retail ecosystems, particularly among younger consumers who are highly familiar with digital technologies and online shopping environments (Bhat-tacharya & Anand, 2021; Kabaja et al., 2022). In Indonesia, e-commerce adoption has grown significantly over the past decade, with Shopee emerging as one of the leading online marketplace platforms. The platform

offers various product categories, competitive pricing, and interactive features that facilitate information exchange between buyers and sellers. As competition among e-commerce platforms intensifies, understanding the determinants of consumer purchase decisions has become increasingly important for both researchers and practitioners. Consumer purchasing decisions in online environments are often influenced by information generated by other consumers rather than by sellers alone (Shen et al., 2018). One of the most influential sources of information in online shopping is electronic word-of-mouth (E-WOM). E-WOM refers to positive or negative statements regarding products, brands, or services that are communicated through internet-based platforms by current or previous consumers (Nuseir, 2019). Unlike traditional word-of-mouth communication, E-WOM has a broader reach, greater accessi-

bility, and a longer-lasting impact because information can be stored and accessed continuously by potential consumers. Previous studies have demonstrated that E-WOM significantly influences consumer trust, perceived value, purchase intention, and actual purchasing behavior in digital marketplaces (Agustina, 2023; Laksmi et al., 2025; Nursal et al., 2023).

Another important factor influencing online purchasing decisions is product rating (Zhao et al., 2019). Product ratings represent consumers' aggregated evaluations of products or sellers and serve as a quick indicator of product quality and reliability (Setiaji et al., 2025). Ratings reduce information asymmetry between buyers and sellers and help consumers evaluate products more efficiently. According to signaling theory, ratings function as market signals that reduce uncertainty and facilitate consumer decision-making processes. Empirical evidence suggests that higher product ratings positively affect consumer confidence and increase the likelihood of purchase decisions in online retail settings (Abdillah & Pramesti, 2024). University students constitute a particularly relevant consumer segment in e-commerce research because they are among the most active users of digital technologies and online marketplaces. Their purchasing behavior is strongly influenced by online information sources, including reviews and ratings. Furthermore, students frequently rely on peer-generated information before making purchasing decisions due to limited purchasing experience and financial considerations (Cahyono & Wibawani, 2021). Although numerous studies have investigated the relationship between E-WOM, ratings, and consumer purchasing behavior, several research gaps remain. First, previous studies have often focused on specific product categories such as cosmetics, fashion, or electronic products rather than examining general purchasing behavior among university students. Second, many studies have investigated E-WOM and ratings separately, while relatively few studies have examined their simultaneous effects on purchase decisions within the context of Shopee. Third, findings regarding the influence of ratings remain inconsistent. While some studies report a significant positive relationship between ratings and purchase decisions, others indicate insignificant effects depending on product type, platform characteristics, and consumer demographics (Wang et al., 2023).

Addressing these gaps, the present study investigates the influence of Electronic Word-of-Mouth (E-WOM) and product ratings on purchase decisions among Shopee users in the student community. Specifically, this study aims to: (1) examine the effect of E-WOM on purchase decisions, (2) analyze the effect of product ratings on purchase decisions, and (3) determine the simultaneous influence of E-WOM and product ratings on purchase decisions among student users of

Shopee. This study contributes to the literature on consumer behavior and digital marketing in several ways. First, it extends existing research by focusing on university students as a distinct consumer segment within Indonesia's rapidly growing e-commerce market. Second, it provides empirical evidence regarding the combined influence of E-WOM and product ratings on purchase decisions. Third, the findings offer practical implications for online sellers and marketplace managers in developing strategies to enhance consumer trust, improve customer engagement, and strengthen purchase decisions through effective review and rating management systems.

LITERATURE REVIEW

Electronic Word-of-Mouth and Purchase Decision

Electronic word-of-mouth (E-WOM) refers to positive or negative statements made by consumers regarding products, services, or brands through internet-based platforms (Hennig-Thurau et al., 2004). Compared to traditional word-of-mouth communication, E-WOM has a broader reach and can influence a larger number of potential consumers. According to Information Adoption Theory, consumers tend to adopt information that they perceive as useful and credible when making decisions (Sussman & Siegal, 2003). Therefore, online reviews and recommendations provided by previous consumers can reduce uncertainty and support consumers in making purchase decisions (Erkan & Evans, 2018). In the context of e-commerce, consumers are unable to physically inspect products before making a purchase. This condition increases the level of uncertainty and perceived risk compared to traditional offline shopping. To minimize such risks, consumers often seek information from other users who have previously purchased and used the products. Information shared through online reviews is generally perceived as more objective and trustworthy because it is generated by fellow consumers rather than by sellers. Consequently, positive reviews are likely to enhance consumer confidence and increase the likelihood of making a purchase.

A growing body of empirical research has highlighted the important role of E-WOM in shaping consumer behavior. Erkan and Evans (2018) and Ismagilova et al. (2020) found that E-WOM significantly influences online purchase intentions through both social media platforms and shopping websites. Similarly, Ismagilova et al. (2020) reported that E-WOM serves as an important source of information that assists consumers in evaluating products and making purchasing decisions. More recently, Anastasiei et al. (2026) demonstrated that E-WOM enhances consumers' perceptions of product quality and reduces perceived purchasing risk, which subsequently increases purchase intentions.

E-WOM has become one of the most influential information sources in online purchasing decisions (Cheung & Thadani, 2012; Siregar, 2024).

Several studies conducted in the post-pandemic e-commerce environment reported that E-WOM does not significantly influence online purchase intentions (Alshoon, 2023). These inconsistent findings suggest that the effectiveness of E-WOM may vary depending on consumer characteristics, platform attributes, and product categories (Nuseir, 2019). Therefore, further investigation is needed to examine the relationship between E-WOM and purchase decisions among Shopee users, particularly university students, who represent one of the most active consumer groups in online marketplaces. Drawing upon Information Adoption Theory, previous empirical findings, and the tendency of university students to rely on peer-generated information before making purchasing decisions, it is reasonable to expect that more favorable E-WOM will be associated with a higher likelihood of purchase decisions.

H1: Electronic word-of-mouth is positively related to purchase decision.

Product Rating and Purchase Decision

Product rating represents consumers' overall evaluations of a product based on numerical scores assigned after purchasing and using the product (Pu et al., 2026; Nurwibowo et al., 2025). In online marketplaces, product ratings provide a concise summary of previous consumers' assessments regarding product quality, performance, and satisfaction levels (Permana & Arianty, 2025). Compared to textual reviews, ratings are easier to understand and enable consumers to evaluate products more quickly during the purchase decision-making process (Shen et al., 2018). According to Signaling Theory, consumers tend to rely on available signals to reduce information asymmetry when complete information about a product is not directly observable (Spence, 1973). In the context of e-commerce, product ratings serve as market signals that communicate product quality and seller credibility to potential buyers. Higher ratings indicate favorable experiences among previous consumers, thereby increasing perceived product quality and consumer trust.

Previous studies have consistently demonstrated the importance of product ratings in influencing consumer behavior. Shen et al. (2018) found that aggregated ratings significantly affect consumers' product evaluations and purchase decisions. Similarly, Filieri (2015) argued that online evaluations provide valuable information that helps consumers form judgments and make purchasing decisions. Furthermore, Abdillah and Pramesti (2024) reported that product ratings positively contribute to purchase decisions in e-commerce platforms. These findings suggest that consumers tend to use rat-

ings as indicators of product quality and reliability before making a purchase (Filieri et al., 2018). For university students, who represent one of the most active user groups of online marketplaces, product ratings provide a practical and efficient mechanism for comparing product alternatives. The inability to physically inspect products before purchase encourages students to rely on information available on the platform, including product ratings. Consequently, products with higher ratings are more likely to be selected than products with lower ratings. Drawing upon Signaling Theory and previous empirical findings, higher product ratings are expected to enhance consumers' confidence in product quality and encourage them to make purchase decisions. Therefore, the following hypothesis is proposed.

H2: Product rating is positively related to purchase decision.

METHODS

Research Design

This study employed a quantitative approach using a cross-sectional survey design to examine the relationship between electronic word-of-mouth (E-WOM), product rating, and purchase decision among Shopee users within the student community. A cross-sectional design was considered appropriate because all variables were measured once from respondents during the data collection period. The study aimed to investigate the relationships among variables and test hypotheses derived from relevant theories and previous empirical studies.

Population and Sample

The target population consisted of active university students who had experience purchasing products through Shopee. University students were selected because they represent one of the most active groups of digital consumers and frequently engage in online shopping activities. A purposive sampling technique was employed to select respondents who met the following criteria:

1. Active university students;
2. Users of the Shopee marketplace; and
3. Have purchased products through Shopee at least once during the last six months.

A total of 71 valid responses were collected and analyzed. The sample size determination followed the recommendation of Ferdinand (2014), which suggests that the minimum sample size in quantitative studies should be between five and ten times the number of indicators used. Since this study utilized 12 measurement indicators, the minimum required sample size was 60 respondents. Therefore, the final sample size exceeded the minimum requirement for statistical analysis.

Data Collection Procedure

The data collection was conducted from December 2025 to April 2026. During this period, the questionnaire was distributed online to university students who met the established eligibility criteria, namely active students who had purchased products through Shopee at least once within the previous six months. All variables, including electronic word-of-mouth, product rating, and purchase decision, were measured at a single point in time for each respondent. Therefore, this study employed a cross-sectional survey design. Responses were screened to ensure that participants fulfilled the inclusion criteria before being included in the final dataset.

Measurement of Variables

Electronic Word-of-Mouth

Electronic word-of-mouth (E-WOM) refers to consumer-generated information shared through online platforms regarding products, services, or brands. The measurement items for E-WOM were adapted from studies by Erkan and Evans (2018) which have been widely used in online consumer behavior research. The construct was measured using four indicators:

1. I read online reviews before purchasing products;
2. I compare reviews among products before making a purchase decision;
3. I consider the experiences shared by previous buyers; and
4. Positive online reviews increase my confidence in purchasing a product.

Product Rating

Product Rating represents consumers' overall evaluation of a product based on numerical scores provided by previous buyers. The measurement items were adapted from studies conducted by Filieri (2015). The construct was measured using four indicators:

1. I check product ratings before purchasing;
2. I avoid products with low ratings;
3. I prefer products with higher ratings; and
4. Product ratings are an important consideration in my purchasing decisions.

Purchase Decision

Purchase decision refers to the process through which consumers select and purchase products after evaluating available alternatives. The measurement scale was adapted from Mujahidin (2020) and further operationalized using online purchasing behavior studies.

1. I decide to purchase after obtaining sufficient information;
2. I feel confident when making purchase decisions;
3. I purchase products according to my needs; and
4. I am willing to repurchase products through Shopee.

Validity and Reliability Testing

The validity of the measurement instrument was assessed using Pearson Product-Moment correlation analysis. An item was considered valid if the calculated correlation coefficient (r -value) exceeded the critical r -table value at a significance level of 5%. Reliability was evaluated using Cronbach's Alpha coefficient. Following Hair et al. (2018), a Cronbach's Alpha value greater than 0.70 indicates satisfactory internal consistency, whereas values above 0.80 indicate high reliability.

Data Analysis Techniques

Data analysis was conducted using IBM SPSS Statistics software. The analytical procedures consisted of several stages, namely classical assumption testing and hypothesis testing. Prior to hypothesis testing, several classical assumption tests were conducted: (a) the normality test was performed using the Shapiro-Wilk test. A significance value greater than 0.05 indicates normal distribution; and (b) multicollinearity was assessed using tolerance and variance inflation factor (VIF). Tolerance values greater than 0.10 and VIF values below 10 indicate the absence of multicollinearity.

As illustrated in Figure 1, E-WOM and Product Rating are proposed as independent variables influencing Purchase Decision as the dependent variable. The conceptual framework serves as the basis for developing the research hypotheses.

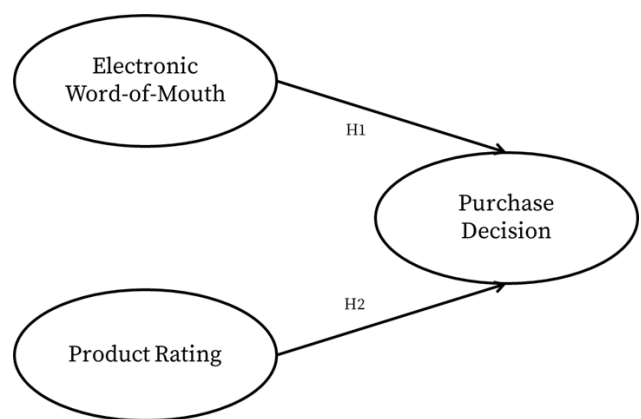


Figure 1. Research Model
Source. Author(s)' own work.

RESULTS

Respondent Profile

This study involved 71 respondents who were active university students and had previously purchased products through the Shopee marketplace. Based on gender distribution, the respondents consisted of 39 males (54.9%) and 32 females (45.1%). The findings indicate that male respondents slightly outnumbered female re-

spondents in this study. The demographic characteristics suggest that both genders actively participate in online shopping activities through Shopee, reflecting the growing adoption of e-commerce among university students.

Validity and Reliability Analysis

Validity testing was conducted to determine whether each questionnaire item accurately measured the intended construct. The results showed that all measurement items had correlation coefficients (r-values) exceeding the critical value of 0.235, indicating that all

items were statistically valid and suitable for further analysis. Reliability testing was performed using Cronbach's Alpha. The results revealed Cronbach's Alpha values of 0.911 for E-WOM, 0.900 for Product Rating, and 0.950 for Purchase Decision. Since all values exceeded the recommended threshold of 0.70 (Sekaran & Bougie, 2016), the measurement instruments demonstrated excellent internal consistency and reliability. These findings indicate that the questionnaire used in this study possesses satisfactory psychometric properties and can reliably measure the constructs under investigation. A more comprehensive discussion of the validity and reliability results is presented in Table 1

Table 1. Validity and Reliability Analysis

Variable	Item	r-value	Critical r-value	Description	Cronbach's Alpha
Electronic Word-of-Mouth (X1)	X1_1	0.736	0.235	Valid	0.911 (Reliable)
	X1_2	0.771	0.235	Valid	
	X1_3	0.903	0.235	Valid	
	X1_4	0.786	0.235	Valid	
Rating (X2)	X2_1	0.675	0.235	Valid	0.900 (Reliable)
	X2_2	0.829	0.235	Valid	
	X2_3	0.782	0.235	Valid	
	X2_4	0.825	0.235	Valid	
Purchase Decision (Y)	Y_1	0.777	0.235	Valid	0.950 (Reliable)
	Y_2	0.947	0.235	Valid	
	Y_3	0.876	0.235	Valid	
	Y_4	0.920	0.235	Valid	

Source. Author(s)' own work.

Classical Assumption Tests

Normality Test

The normality of residuals was assessed using the Shapiro-Wilk test. The results produced a Shapiro-Wilk statistic of 0.846 with a significance value of $p < 0.001$. Although the significance value was below the conventional threshold of 0.05, this condition is commonly observed in Likert-scale data, which often exhibit skewed distributions. Considering that the sample size exceeded 30 respondents ($n = 71$), the regression analysis remained appropriate based on the Central Limit Theorem (Hair et al., 2018).

Multicollinearity Test

Multicollinearity was examined using Variance Inflation Factor (VIF) and Tolerance values. The results indicated that both E-WOM and Product Rating had VIF values of 2.12 and Tolerance values of 0.472. Since the VIF values were below 10 and the Tolerance values exceeded 0.10, no multicollinearity issues were detected. Therefore, the independent variables were sufficiently distinct and suitable for inclusion in the regression model.

Hypothesis Testing

As shown in Table 2, the results of the hypothesis testing indicate the relationships among the variables under investigation. The first hypothesis proposed that electronic word-of-mouth (E-WOM) positively influences Purchase Decision. The t-test results showed a t-value of 3.31 with a significance level of 0.002, which is below the threshold of 0.05. Therefore, H1 is supported. This finding indicates that E-WOM significantly influences students' purchase decisions on Shopee. Consumers tend to rely on reviews and experiences shared by previous buyers when evaluating products in online marketplaces. Positive reviews reduce uncertainty and increase consumers' confidence in making purchasing decisions. This result is consistent with Information Adoption Theory, which suggests that consumers adopt useful and credible information available online to support decision-making processes. The finding also supports previous studies conducted by Erkan and Evans (2018) and Laksmi et al. (2025), which reported a significant positive relationship between E-WOM and purchase decisions.

The second hypothesis examined the influence of Product Rating on Purchase Decision. The analysis pro-

duced a t-value of 4.79 with a significance level of $p < 0.001$. Consequently, H2 is accepted. The findings suggest that product ratings significantly affect consumers' purchase decisions. Consumers frequently perceive higher-rated products as more reliable and of higher quality than lower-rated alternatives. Product ratings serve as an important signal that helps consumers reduce uncertainty and evaluate products more efficiently. The results support Signaling Theory, which argues that ratings function as signals that convey product quality information to potential buyers. This finding is consis-

tent with previous research conducted by Cahyono and Wibawani (2021) and Shen et al. (2018), which found that higher ratings positively influence consumer purchasing behavior in online marketplaces. Interestingly, Product Rating exhibited a larger regression coefficient ($B = 0.519$) than E-WOM ($B = 0.374$), suggesting that ratings exert a stronger influence on purchase decisions among student consumers. This may be attributed to the ease with which ratings can be processed compared to textual reviews, allowing consumers to make quick evaluations of product quality.

Table 2. t-Test Results

Variable	Coefficient (B)	Std. Error	t	Sig.
Constant	1.898	1.494	1.27	0.208
Electronic Word-of-Mouth (X1)	0.374	0.113	3.31	0.002
Rating (X2)	0.519	0.108	4.79	0.001

Source. Author(s)' own work.

As an additional analysis, this study also examined whether E-WOM and product rating were jointly related to purchase decision (see Table 3). The F-test yielded an F-value of 60.3 with a significance level of $p < 0.001$, indicating that the regression model was statistically significant. The findings demonstrate that E-WOM and product rating jointly influence purchase decisions among Shopee users within the student community. Together, these variables provide complementary information that assists consumers in evaluating products and reducing perceived purchasing risks. While E-WOM offers detailed qualitative information regarding previous consumers' experiences, product rating pro-

vides a concise quantitative assessment of product quality. The strong explanatory power of the model ($R^2 = 0.639$) highlights the importance of user-generated content in shaping online consumer behavior. This finding reinforces previous studies suggesting that online reviews and ratings are among the most influential determinants of purchase decisions in e-commerce environments. Overall, the results emphasize that online sellers and marketplace managers should actively encourage consumers to provide reviews and ratings, as these factors significantly contribute to enhancing consumer confidence and stimulating purchase decisions.

Table 3. F-Test and Coefficient of Determination (R^2)

Model	R	R^2	F	Sig.
Regression	0.800	0.639	60.3	0.001

Source. Author(s)' own work.

DISCUSSION

The Relationship Between Electronic Word-of-Mouth and Purchase Decision

The findings indicate that electronic word-of-mouth (E-WOM) has a positive and significant relationship on purchase decisions among Shopee users within the student community. This result suggests that online reviews and experiences shared by previous consumers play an important role in influencing purchasing decisions. Before making purchases, consumers tend to seek information from other users to reduce uncertainty and evaluate product quality. This finding supports Information Adoption Theory, which explains that individuals are likely to adopt information perceived as useful and credible when making decisions. In the context of

online shopping, positive reviews increase consumers' confidence and encourage them to proceed with purchases. The results are consistent with previous studies conducted by Laksmi et al. (2025), who found that E-WOM positively and significantly influences purchase decisions on Shopee. Similarly, Agustina et al. (2023) reported that E-WOM significantly affects consumers' purchasing behavior because online reviews are often perceived as more trustworthy than seller-generated promotional messages.

The Relationship Between Product Rating and Purchase Decision

The results reveal that product rating has a positive and significant relationship on purchase decision among Shopee users within the student community.

This finding indicates that ratings serve as an important source of information that helps consumers evaluate product quality before making purchasing decisions. According to Signaling Theory, ratings function as signals that reduce information asymmetry between buyers and sellers. Consumers generally perceive products with higher ratings as more reliable and trustworthy, thereby increasing their willingness to purchase. This finding is in line with the studies of Abdillah and Pramesti (2024), which reported that online ratings significantly influence consumers' purchasing decisions. Although Shen et al. (2018) found that ratings had a positive but insignificant effect on purchase decisions, the present study demonstrates that ratings significantly influence purchase decisions among Shopee users, particularly within the student segment.

The Joint Relationship of Electronic Word-of-Mouth and Product Rating with Purchase Decision

The findings demonstrate that E-WOM and product rating simultaneously have a significant relationship on purchase decision. This result indicates that consumers utilize both qualitative and quantitative information when evaluating products in online marketplaces. E-WOM provides detailed information regarding consumers' experiences, opinions, and recommendations, while Product Rating offers a concise numerical evaluation of product quality. Together, these two forms of information help consumers reduce uncertainty and make more informed purchasing decisions. This finding is consistent with previous research conducted by Laksmi et al. (2025), which reported that online customer reviews and online customer ratings jointly influence purchasing decisions on Shopee. The result also reinforces the growing body of literature emphasizing the importance of user-generated content in shaping consumer behavior within digital marketplace environments. From a practical perspective, the findings suggest that online sellers and marketplace managers should actively encourage consumers to provide reviews and ratings after completing purchases. Positive reviews and high ratings can enhance consumer trust and increase the likelihood of future purchases.

Theoretical Contributions

This study contributes to the consumer behavior and e-commerce literature by providing empirical evidence on the role of E-WOM and product rating in influencing purchase decisions among university students. The findings support Information Adoption Theory, which suggests that consumers adopt information perceived as useful and credible when making purchasing decisions. The results also support Signaling Theory, indicating that product ratings function as impor-

tant signals that reduce information asymmetry and enhance consumer confidence in online shopping environments.

Managerial Implications

From a practical perspective, the findings suggest that online sellers should actively encourage customers to provide reviews and ratings after completing purchases. Positive reviews and high ratings can enhance product credibility, strengthen consumer trust, and increase the likelihood of future purchases. Marketplace operators, particularly Shopee, should continue improving review and rating systems to ensure transparency, authenticity, and accessibility of consumer-generated information. Such efforts may contribute to better customer experiences and stronger purchasing intentions among users.

Limitations and Future Research Directions

Despite its contributions, this study has several limitations. First, the respondents were limited to university students, which may restrict the generalizability of the findings to broader consumer groups. Second, the study examined only two independent variables, namely E-WOM and Product Rating, whereas purchase decisions may also be influenced by other factors such as price, trust, perceived quality, brand image, promotional activities, and service quality. Third, the data were collected using a cross-sectional survey, which may not fully capture changes in consumer behavior over time. Future studies are encouraged to include more diverse respondent groups, larger sample sizes, and additional variables to obtain a more comprehensive understanding of consumer purchasing behavior in e-commerce settings. Researchers may also consider employing longitudinal designs or structural equation modeling (SEM) to explore more complex relationships among variables and enhance the robustness of empirical findings.

CONCLUSION

The findings reveal that electronic word-of-mouth (E-WOM) has a positive and significant effect on Purchase Decision, indicating that online reviews and experiences shared by previous consumers play an important role in shaping purchasing behavior. Furthermore, product rating was also found to have a positive and significant effect on purchase decision, suggesting that consumers rely on ratings as an indicator of product quality and credibility. In addition, the results demonstrate that E-WOM and Product Rating simultaneously influence Purchase Decision, highlighting the importance of user-generated content in supporting consumer decision-making processes in online marketplaces.

AUTHOR DECLARATIONS

Ethical Approval or Exemption/Waiver: Formal ethical approval was not required for this study because it involved minimal risk to participants, did not involve any intervention, treatment, manipulation, or physical or psychological procedure, and did not include vulnerable populations. Nevertheless, this study was conducted in accordance with ethical principles for studies involving human participants, including voluntary participation, confidentiality, and participant anonymity. Participants were informed about the purpose of the study and their right to decline participation. No personally identifiable information was collected. The author(s) take full responsibility for the ethical conduct, implementation, and outcomes of this study.

Informed Consent: Informed consent was obtained electronically from each respondent before the survey commenced. Respondents were informed about the purpose of the study, voluntary participation, confidentiality, and their right to withdraw from the study.

Competing Interests: The author(s) declare that they have no known competing financial interests or personal relationships that could have appeared to influence the study reported in this article.

Funding: This study received no financial support from any funding agency in the public, commercial, or not-for-profit sectors.

Data Availability: The data that support the findings of this study are available from the corresponding author upon reasonable request.

Author Contributions (CRediT): **Muhammad Zaidan Afiq:** Conceptualization, Data Curation, Formal Analysis, Investigation, Resources, Visualization, and Writing – Original Draft Preparation. **Ali Mujahidin:** Conceptualization, Formal Analysis, Methodology, Supervision, and Writing – Review & Editing.

AI Use Disclosure: None.

REFERENCES

- Abdillah, R. F., & Pramesti, A. N. (2024). Dampak rating dan ulasan konsumen terhadap keputusan pembelian di e-commerce. *Prosiding Seminar Nasional AMIKOM Surakarta*, 2, 1480–1494. <https://ojs.amikomsolo.ac.id/index.php/semnasa/article/view/579>
- Agustina, R., Hinggo, H. T., & Zaki, H. (2023). Pengaruh brand ambassador, E-WOM, dan brand trust terhadap keputusan pembelian produk Erigo. *Jurnal Ilmiah Mahasiswa Merdeka EMBA*, 2(1), 433–445. <https://jom.umri.ac.id/index.php/empa/article/view/851>
- Alshoon, S. M. (2023). *The effect of electronic word-of-mouth (eWOM) language on purchase persuasion* [Doctoral dissertation, The University of Newcastle].
- Anastasiei, B., Dospinescu, N., & Dospinescu, O. (2026). Beyond credibility: Understanding the mediators between electronic word-of-mouth and purchase intention. *International Journal of Business and Society*, 27(1), 309–328. <https://doi.org/10.33736/ijbs.12826.2026>
- Bhattacharya, S., & Anand, V. (2021). What makes the Indian youths to engage with online retail brands: An empirical study. *Global Business Review*, 22(6), 1507–1529. <https://doi.org/10.1177/0972150918822106>
- Cahyono, Y. T., & Wibawani, I. D. (2021). Pengaruh harga, online customer review, dan online customer rating terhadap keputusan pembelian pada marketplace Shopee. *Prosiding Seminar Nasional & Call for Paper HUBISINTEK 2021*, 867–874. <https://ojs.udb.ac.id/HUBISINTEK/article/view/1467>
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 24(6), 617–632. <https://doi.org/10.1080/13527266.2016.1184706>
- Ferdinand, A. T. (2014). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi, tesis, dan disertasi ilmu manajemen*. Universitas Diponegoro Press.
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), 1261–1270. <https://doi.org/10.1016/j.jbusres.2014.11.006>
- Filieri, R., McLeay, F., Tsui, B., & Lin, Z. (2018). Consumer perceptions of information helpfulness and determinants of

- purchase intention in online consumer reviews of services. *Information & Management*, 55(8), 956–970. <https://doi.org/10.1016/j.im.2018.04.010>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate data analysis* (8th ed.). Pearson Education Limited.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of electronic word of mouth communications on intention to buy: A meta-analysis. *Information Systems Frontiers*, 22(5), 1203–1226. <https://doi.org/10.1007/s10796-019-09924-y>
- Kabaja, B., Wojnarowska, M., Cesarani, M. C., & Varese, E. (2022). Recognizability of ecolabels on e-commerce websites: The case for younger consumers in Poland. *Sustainability*, 14(9), Article 5351. <https://doi.org/10.3390/su14095351>
- Laksmi, D. A. P., Mitariani, N. W. E., & Hendrawan, I. G. Y. (2025). Pengaruh online promotion, online customer rating, dan E-WOM terhadap keputusan pembelian konsumen pada Write Hostel. *VALUES*, 6(1), 169–183.
- Mujahidin, A. (2020). Pengaruh eco-label, eco-brand, dan green trust terhadap green purchase intention pada lampu Philips LED. *Jurnal Istiqro: Jurnal Hukum Islam, Ekonomi dan Bisnis*, 6(2), 114–125. <https://doi.org/10.30739/istiqro.v6i2.569>
- Nursal, M. F., Rianto, M. R., Rohaeni, H., & Saputra, F. (2023). Pengaruh electronic word of mouth (EWOM) terhadap keputusan pembelian melalui minat beli pada jasa transportasi online Maxim di Kota Bekasi. *Jurnal Manajemen dan Pemasaran Digital*, 1(3), 111–118. <https://doi.org/10.38035/jmpd.v1i3.55>
- Nurwibowo, F., Triwibowo, R. N., Wulansari, N., M, Z. Y., & Hasnul, F. (2025). Analisis pengaruh customer review dan rating terhadap keputusan pembelian produk lokal di Cilacap. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(3), 7956–7962. <https://doi.org/10.31004/riggs.v4i4.3045>
- Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries: A case of UAE. *Journal of Islamic Marketing*, 10(3), 759–767. <https://doi.org/10.1108/JIMA-03-2018-0059>
- Permana, A., & Arianty, N. (2025). Pengaruh online customer review dan online costumer rating terhadap keputusan pembelian produk fashion dengan trust sebagai variabel intervening pada marketplace Shopee di Kota Medan. *Jurnal Ekonomi Bisnis, Manajemen dan Akuntansi*, 5(2), 553–563. <https://doi.org/10.47709/jebma.v5i2.6328>
- Pu, F., Ma, S., Liu, Q., & Xiao, Z. (2026). The effect of e-commerce reviews on consumer click and purchase behaviors: Evidence from Amazon sellers. *Emerging Markets Finance and Trade*, 62(8), 2516–2533. <https://doi.org/10.1080/1540496X.2025.2474716>
- Rosário, A., & Raimundo, R. (2021). Consumer marketing strategy and e-commerce in the last decade: A literature review. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(7), 3003–3024. <https://doi.org/10.3390/jtaer16070164>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). Wiley.
- Setiaji, I. M., Rachmawati, E., Rahayu, T. S. M., & Nazah, N. (2025). The influence of online customer reviews, product quality, promotions, and service quality on purchase decisions. *International Journal of Economics, Business and Innovation Research*, 4(4). <https://doi.org/10.63922/ijebir.v4i04.2152>
- Shen, Y., Shan, W., & Luan, J. (2018). Influence of aggregated ratings on purchase decisions: An event-related potential study. *European Journal of Marketing*, 52(1–2), 147–158. <https://doi.org/10.1108/EJM-12-2016-0871>
- Siregar, A. I. (2024). Studi literature: Hubungan E-WOM dan keputusan pembelian. *Jurnal Ilmu Multidisiplin*, 3(1), 50–58. <https://doi.org/10.38035/jim.v3i1.547>
- Spence, M. (1973). Job market signaling. *The Quarterly Journal of Economics*, 87(3), 355–374. <https://doi.org/10.2307/1882010>
- Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information Systems Research*, 14(1), 47–65. <https://doi.org/10.1287/isre.14.1.47.14767>
- Wang, L., Kim, J., & Lee, D. (2023). The effect of electronic word of mouth from different sources on movie success in the context of video-on-demand services. *Asia Pacific Journal of Information Systems*, 33(1), 153–170. <https://doi.org/10.14329/apjis.2023.33.1.153>
- Zhao, P., Wu, J., Hua, Z., & Fang, S. (2019). Finding eWOM customers from customer reviews. *Industrial Management & Data Systems*, 119(1), 129–147. <https://doi.org/10.1108/IMDS-09-2017-0418>