# The Effect of Online Customer Review and Viral Marketing on Purchase Decisions on the Shopee Marketplace (A Study on PSDKU Touna Students)

Magfirah Lagandja[1*], Rosida P. Adam [2],Syamsul Bahri Dg. Parani[3], Abdul Aziz R[4]

[1]Mahasiswa Jurusan Manajemen , Fakultas Ekonomi dalam Bisnis PSDKU Universitas Tadulako, Tojo Una-Una

[2,3,4]Dosen Jurusan Manajemen, Fakultas Ekonomi dalam Bisnis PSDKU Universitas Tadulako, Tojo Una-Una

**Corresponding Author:** Magfirah Lagandja magfirahlagandja24@gmail.com

A R T I C L E I N F O

A B S T R A C T

The development of digital technology has changed consumer behavior, especially in making purchasing decisions through marketplaces such as Shopee. This study aims to determine the effect of Online Customer Review (OCR) and Viral Marketing on consumer purchasing decisions in the Shopee marketplace, with a study of active PSDKU Tojo Una-Una students at Tadulako University. The study used a quantitative approach with a survey method and multiple linear regression analysis. The sample was determined using the Slovin formula of 90 respondents from a total population of 879 students. The results of the study showed that simultaneously OCR and Viral Marketing had a significant effect on purchasing decisions, with an R Square value of 0.823, which means that 82.3% of the purchasing decision variables were explained by the two independent variables. Partially, OCR has a significant positive effect with a coefficient of 0.284 (sig. 0.006), while Viral Marketing shows a stronger effect with a coefficient of 0.622 (sig. 0.000). These findings emphasize the importance of digital marketing strategies in shaping consumer decisions, as well as providing practical implications for business actors in increasing the effectiveness of promotions in the digital era. Keywords: Online Customer Review, Viral Marketing, Purchase Decision, Shopee, Marketplace

**INTRODUCTION**

The development of digital technology and the internet has brought significant changes in consumer shopping behavior, especially through e-commerce platforms such as marketplaces (Khaw, 2023; Mumtaz et al., 2011). One of the marketplaces that dominates the Indonesian market is Shopee, which is known as the first mobile-based platform in Southeast Asia and has been actively operating in Indonesia since 2015. Marketplace is a digital platform that connects sellers and buyers to make transactions directly without intermediaries (Erfina Miftahul Jannah et al., 2023; Gao et al., 2022)

Consumer purchasing decisions in e-commerce are greatly influenced by two main factors, namely Online Costumer Review (OCR) and Viral Marketing Consumers tend to look for information from customer reviews before buying a product, because they are considered more objective and authentic than official advertisements. Features such as ratings, comments, and product photos from previous users are important references in determining purchasing choices (Putri, 2022). On the other hand, viral marketing has the power to disseminate information quickly through social media, especially through visual content and influencer support, so that it can shape perceptions and drive purchasing decisions (Jaya et al., 2023).

According to Similarweb data, Shopee recorded 242.2 million site visits in December 2023 and remains the marketplace with the most visitors in Indonesia, surpassing Tokopedia, Lazada, Blibli, and Bukalapak (Similarweb, 2023). Although there was a slight decline in early 2024 (4.01%), Shopee still maintained its dominance with 235.9 million visitors, far above other competitors (Similarweb, 2024). This phenomenon shows that Shopee's strategy in maintaining digital interaction and consumer trust is very effective.

However, previous research results have shown mixed findings. Several studies such as (Mokodompit et al., 2022) and (Herlambang et al., 2023) show that OCR has a significant effect on purchasing decisions. On the other hand, (Fajriyah A. Karnowati N. B, 2022) shows that viral marketing does not always have a strong influence. On the other hand, research by (A, 2024) and (Wicaksana & Nuryanto, 2024) states that viral marketing can have a major impact on consumer behavior, especially through viral content and influencers.

The difference in results indicates a research gap. especially in the context of active students at PSDKU Tojo Una-Una Tadulako University who have characteristics of high social media and internet usage. Therefore, this study is important to evaluate the extent to which Online Customer Reviews and Viral Marketing influence purchasing decisions in the Shopee marketplace.

Based on the background and phenomena that have been described above, the author is interested in conducting a study with the title ''THE INFLUENCE OF ONLINE CUSTOMER REVIEW AND VIRAL MARKETING ON PURCHASE DECISIONS ON THE SHOPEE MARKETPLACE (A STUDY ON PSDKU TOUNA STUDENTS).''

The purpose of the study is to determine and analyze:
1. To ascertain the extent to which online customer reviews impact Shopee marketplace purchases.
2. To ascertain the extent to which viral marketing influences Shopee marketplace buyers' decisions.
3. To ascertain the extent to which viral marketing and online customer reviews significantly impact Shopee marketplace purchases.

## LITERATURE REVIEW
### Online Customer Review
(WIDYASTUTI, 2017) Online customer reviews are a source of information trusted by companies to support consumers in making purchasing decisions. (Ardiyanti et al., 2023; Herlambang et al., 2023) These reviews act as a tool in decision-making, a means of feedback from consumers, and a recommendation system found on e-commerce platforms. Through experiences shared by other users, OCR helps potential buyers assess the credibility and quality of a product, especially in the context of online transactions (Barnett & Sergi, 2022; Hermanto et al., 2019)

According to (Tonda et al., 2024), factors that influence purchasing decisions through OCR include purchasing decisions, relevant information from consumer reviews, the suitability of knowledge and reviews, and post-purchase assessments. (Montolalu et al., 2024) added five main indicators in OCR, namely:
1. Perceived utility
2. Credibility of the source
3. Quality of the argument
4. The quantity of reviews
5. Reviews' worth.

Quality, credible, and large reviews will improve product reputation and significantly influence purchasing decisions.

### Viral Marketing
Viral marketing is a marketing strategy that utilizes electronic media or the internet to disseminate product information widely and in a chain with the aim of attracting consumer attention and encouraging them to spread the information to others. This strategy relies on the power of word of mouth through various digital platforms such as email, social media, and video sharing sites (Rosdiana, 1845).

According to (Silviah, 2024), there are five indicators in viral marketing, namely:
1. Social media as a means of delivering product information,
2. Involvement of opinion leaders in disseminating information,
3. Knowledge of products conveyed through advertisements or descriptions,
4. Clarity of product information to avoid consumer disappointment,
5. Activities discussing products that can increase the credibility and trust of prospective buyers through testimonials or reviews.

### Purchasing Decisions

Kotler & Keller (2016) assert that people solve problems by selecting different behaviors when making purchases, and that the initial stage in the decision-making process is the most appropriate course of action. One aspect of customer behavior is purchasing. Consumer behavior includes the decision-making process both before and after the action, as well as the consumer's wishes, and is closely tied to the identification and purchase of goods and services.

(Tonda et al., 2024) state that problem identification, information search, alternative appraisal, purchasing decisions, and post-purchase behavior are all indications in the purchasing decision process. According to Kotler & Keller (2016), pricing, product design, and product quality are factors that affect consumers' decisions to buy. Product quality is a strategic element that can influence customer decisions, product design incorporates aspects that make a product both aesthetically pleasing and useful, and price represents how consumers view a product's worth. This decision-making process explains how customers evaluate and select the product that best meets their requirements and tastes.
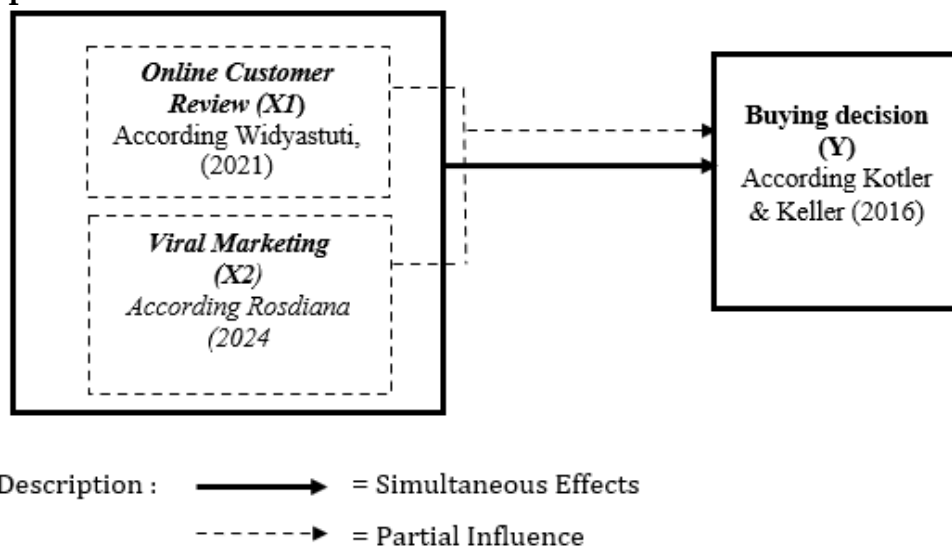
**Conceptual Framework**



Figure 1. Conceptual Framework

**Hypothesis**

The hypothesis is formulated based on the theory and framework of thinking that has been described previously, then from the theory and framework of thinking above, several hypotheses can be formulated as follows:

1. To find out how much influence Online Customer Review has on purchasing decisions on the Shopee marketplace.
2. To find out how much influence Viral marketing has on purchasing decisions on the Shopee marketplace.
3. To find out how much influence Online Customer Review and Viral marketing have a significant effect on purchasing decisions on the Shopee marketplace.

**METHODOLOGY**

This study falls within the category of quantitative descriptive causal and survey approach based on how its objectives are classified. To gather information in the field, researchers administered a survey (Aiken et al., 2003; Imakura et al., 2021). methods for gathering data that involve superficial observations (such as questionnaires or interviews), and the study's findings are typically generalized. This study's variables are:

1. Independent variables (independent variables)

The independent variables (X) in this study are Online Customer Review and Viral Marketing. Measurement of these variables is measured by 5 indicators, namely Online Customer Review (X1), namely perceived usefulness, source credibility, argument quality, volume of reviews, and valence of reviews. (Ottaviani & Marco, 2022; Uyanık & Güler, 2013) Viral Marketing (X2) social media as a means of delivering product information, involvement of opinion leaders in disseminating information, knowledge about products conveyed through advertisements or descriptions, clarity of product information to avoid consumer disappointment, and activities discussing products that can increase credibility and trust of prospective buyers through testimonials or reviews.

2. The dependent variable (Y) in this study is the Purchase Decision on the Shopee marketplace consisting of several indicators, namely: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

**Population and Sample**

The population in this study were students at PSDKU Tojo Una-una totaling 879 (PSDKU TOUNA, 2024). This population includes students from three study programs, namely Management, Agrotechnology and Civil Engineering, but the exact number of students in each study program is unknown. The sampling technique to determine the sample to be used in this study uses a non-probability sampling technique, namely purposive sampling (Banerjee & Chaudhury, 2010; Hossan et al., 2023) According to (Munir, 2022) a sample is part of the number and characteristics possessed by the population. The sample in this study was determined using the Slovin formula which according to Sugiyono (2018) is used to calculate the number of samples based on the known population and the tolerable error rate. With a population of 879 active students at PSDKU Touna and a margin of error of 10% or 0.1, the sample calculation uses the Slovin formula:

$n = \frac{N}{1+n.e^2}$. so that the sample size is 90 respondents.

This study uses the SPSS 25 (Statistical Program for Social Scane) software application which is used to analyze the Online Customer Review and Viral Marketing variables (independent) against the Purchase Decision variable (dependent). The data analysis technique used in this study is the Multiple Linear Regression Analysis Technique. This study was conducted using the formula:

$$Y = a + b_1X_1 + b_2X_2 + e$$

**RESULTS**
**Multiple Linear Regression Analysis**

The purpose of regression analysis is to express the dependent variable as a function of the independent variables (Aiken et al., 2003; Zihad et al., 2023) The duality of fit and accuracy of conclusions depends on the data used. Therefore, unrepresentative or improperly compiled data results in poor fit and conclusions. So, for effective use of regression analysis, one must go through the following steps:

1) Investigate the data collection process,
2) Find limitations in the data collected
3) Limit appropriate conclusions

The data analysis used in this study is Multiple Linear Regression which is used to determine the factors that affect Stock Prices. Based on the results of data processing calculations with the help of the SPSS version 21 program.

Table 1. Multiple Linear Regression Test Results

| Coefficients$^a$ | | | | | |
|---|---|---|---|---|---|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 2,669 | 1,941 | | 1,375 | ,173 |
| X1 | ,284 | ,100 | ,280 | 2,825 | ,006 |
| X2 | ,622 | ,095 | ,649 | 6,560 | ,000 |
| R= 0,907 | | | Sig F= 0,000 | | |
| R Square= 0,823 | | | α = 0,05 | | |
| Adjusted R Square= 0,819 | | | | | |

From the calculation of the results of multiple linear regression analysis with the help of the SPSS 21 program, the following equation function can be compiled:

$$Y = 2,669 + 0,284 + 0,622 + e$$

**DISCUSSION**
1) The constant value of Purchase Decision (Y) is 2.669 which states that if variables X1 and X2 are equal to zero, namely Online Customer Review and Viral Marketing, then the value of the Purchase Decision variable is 2.669. This means that without the influence of these two variables, consumers still have a basic Purchase Decision level of 2.669.
2) The X1 coefficient of 0.284 means that every time there is an increase in variable X1 (Online Customer Review) by 1%, the Purchase Decision increases by 0.284 (28.4) or vice versa, every time there is a decrease in variable X1 (Online Customer Review) by 1%, the Purchase Decision decreases by 0.284 (28.4). This shows that Online Customer Review has a positive influence on consumer Purchase Decisions.
3) The X2 coefficient of 0.622 means that every 1% increase in the X2 variable (Viral Marketing) then the Purchasing Decision increases by 0.622 (62.2) or vice versa, every 1% decrease in the X2 variable (Viral Marketing) then the

Purchasing Decision decreases by 0.622 (62.2). This shows that Viral Marketing is a factor that has a very strong and significant influence on Purchasing Decisions.

## CONCLUSIONS

1. Online Customer Review dan Viral Marketing simultaneously have a significant effect on consumer Purchasing Decisions. This is evidenced by the model significance value of 0.000 which is smaller than $\alpha = 0.05$, and the R Square value of 0.823 which indicates that 82.3% of the variation in Purchasing Decisions can be explained by the two variables.

2. Online Customer Reviews have a significant effect on consumer Purchasing Decisions. The regression coefficient value of 0.284 and the significance of 0.006 (<0.05) indicate that the better the online customer reviews, the higher the likelihood of consumers to make a purchase.

3. Viral Marketing has a significant effect on consumer Purchasing Decisions. This is indicated by the regression coefficient value of 0.622 and the significance value of 0.000 (<0.05), which indicates that the viral marketing strategy is very effective in encouraging consumers to buy products.

## RECOMMENDATIONS

Based on the research results, discussions and conclusions obtained, the researcher provides several suggestions as follows:

**1.** The researcher suggests that business actors or marketers maximize the role of Online Customer Reviews and Viral Marketing as a strategy in encouraging consumer purchasing decisions. Online Customer Reviews can be improved by encouraging customers to provide honest and positive reviews, and to respond to reviews actively. Meanwhile, the Viral Marketing strategy can be strengthened through creative and interactive content on social media that can reach a wider audience quickly and widely.

2. The researcher also suggests conducting further research by including other variables that may also influence purchasing decisions, such as brand image, trust, or social media engagement. In addition, further research can use a mixed method to obtain a deeper understanding, especially in exploring consumer perceptions of the effectiveness of online reviews and viral campaigns.

## FURTHER STUDY

This research still has limitations so further research is needed on the topic of The Effect of Online Customer Review and Viral Marketing on Purchase Decisions to perfect this research to increase insight for readers and writers.

## REFERENCES

A.A. (2024). PENGARUH DIGITAL MARKETING DAN VIRAL MARKETING TERHADAP KEPUTUSAN PEMBELIAN ( STUDI PADA CHOCOLICIOUS INDONESIA KOTA PAREPARE ) INSTITUT AGAMA ISLAM NEGERI ( IAIN ) PAREPARE.

Aiken, L. S., West, S. G., & Pitts, S. C. (2003). Multiple Linear Regression. In I. B. Weiner (Ed.), Handbook of Psychology (1st ed., pp. 481–507). Wiley. https://doi.org/10.1002/0471264385.wei0219

Ardiyanti, B. S., Parta Tanaya, I. G. L., & Sari, N. M. W. (2023). PENGARUH BAURAN PEMASARAN (MARKETING MIX) TERHADAP KEPUTUSAN PEMBELIAN BUAH APEL RED DELICIOUS DI ARENA BUAH MATARAM. Agrisaintifika: Jurnal Ilmu-Ilmu Pertanian, 7(2), 190–204. https://doi.org/10.32585/ags.v7i2.3821

Banerjee, A., & Chaudhury, S. (2010). Statistics without tears: Populations and samples. Industrial Psychiatry Journal, 19(1), 60. https://doi.org/10.4103/0972-6748.77642

Barnett, W. A., & Sergi, B. S. (Eds.). (2022). Quantitative Analysis of Social and Financial Market Development. Emerald Publishing Limited. https://doi.org/10.1108/S1571-0386202230

Erfina Miftahul Jannah, Erika Adistia, & Lilis Renfiana. (2023). Analisis Strategi Bauran Pemasaran (Marketing Mix) Untuk Meningkatkan Daya Saing: (Studi Pada Saung Enggal). Journal of Creative Student Research, 1(6), 117–131. https://doi.org/10.55606/jcsrpolitama.v1i6.2945

Fajriyah A. Karnowati N. B. (2022). Pengaruh Viral Marketing , Electronic Word Of Mouth , dan Kepercayaan terhadap Keputusan Pembelian di Bangi Cafe Cilacap Pengaruh Viral Marketing , Electronic Word Of Mouth , dan Kepercayaan terhadap Keputusan Pembelian di Bangi Cafe Cilacap. The 16th University Research Colloqium, 98–112.

Gao, Q., Zhang, Z., Li, Z., Li, Y., & Shao, X. (2022). Strategic green marketing and cross-border merger and acquisition completion: The role of corporate social responsibility and green patent development. Journal of Cleaner Production, 343, 130961. https://doi.org/10.1016/j.jclepro.2022.130961

Herlambang, F., Wachjuni, W., & Hadi Gunawan, W. (2023). Customer Ratings in the Shopee Marketplace Using Consumer Trust as an Intermediate Variable and Their Influence on Purchase Decisions. Indonesian Journal Of Business And Economics, 6(1), 869–883. https://doi.org/10.25134/ijbe.v6i1.8372

Hermanto, H., Apriansyah, R., Fikri, K., & Albetris, A. (2019). Pengaruh Lokasi dan Kualitas Pelayanan Terhadap Loyalitas Konsumen pada Fotocopy Anugrah Rengat. Ekonomis: Journal of Economics and Business, 3(2), 171. https://doi.org/10.33087/ekonomis.v3i2.78

Hossan, D., Dato' Mansor, Z., & Jaharuddin, N. S. (2023). Research Population and Sampling in Quantitative Study. International Journal of Business and Technopreneurship (IJBT), 13(3), 209–222. https://doi.org/10.58915/ijbt.v13i3.263

Imakura, A., Inaba, H., Okada, Y., & Sakurai, T. (2021). Interpretable collaborative data analysis on distributed data. Expert Systems with Applications, 177, 114891. https://doi.org/10.1016/j.eswa.2021.114891

Jaya, D. A., Ogi, I. W. J., & Palandeng, I. D. (2023). Pengaruh Digital Marketing, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Di Etsuko Kitchen Manado. Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 11(4), 1425–1434. https://doi.org/10.35794/emba.v11i4.52434

Khaw, J. (2023). Shopee: How Does E-commerce Affect E-consumer Perception And Satisfaction? International Journal of Tourism and Hospitality in Asia Pasific, 6(1). https://doi.org/10.32535/ijthap.v6i1.2169

Mokodompit, H. Y., Lapian, S. L. H. V. J., & Roring, F. (2022). Pengaruh Online Customer Rating, Sistem Pembayaran Cash on Delivery Dan Online Customer Review Terhadap Keputusan Pembelian Di Tiktok Shop (Studi Pada Mahasiswa Dan Alumni Equil Choir Feb Unsrat). Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 10(3), 975. https://doi.org/10.35794/emba.v10i3.43393

Montolalu, Ogi, & Raintung. (2024). Trust Sebagai Pemediasi Pengaruh Online Customer Review Dan BrandAwareness Terhadap Purchase Intention Pada E-Commerce Shopee OlehKonsumen Di Kecamatan Airmadidi. Jurnal EMBA, 12(3), 153–164.

Mumtaz, H., Aminul Islam, Md., Ku Ariffin, K. H., & Karim, A. (2011). Customers Satisfaction on Online Shopping in Malaysia. International Journal of Business and Management, 6(10), p162. https://doi.org/10.5539/ijbm.v6n10p162

Munir, M. M. (2022). Mini Market Permata Di Kecamatan. 1–63.

Ottaviani, F. M., & Marco, A. D. (2022). Multiple Linear Regression Model for Improved Project Cost Forecasting. Procedia Computer Science, 196, 808–815. https://doi.org/10.1016/j.procs.2021.12.079

Putri, yayang giana; hidayanti nur; rizal muhammad. (2022). Pengaruh Customer Review, Customer Rating dan Viral Marketing Terhadap Keputusan Pembelian Pada E-Commerce Tokopedia (Studi Pada Mahasiswa Pengguna Tokopedia Di Malang). Jurnal Riset Manajemen, 11(2), 82–94.

Rosdiana, E. (1845). Pengaruh Viral Marketing , Celebrity Endorse Dan Kepercayaan Merek Terhadap Keputusan Pembelian Toko Online Shopee Dengan berkembangnya skala waktu , internet berdampak signifikan pada kegiatan manusia. Dampak peranan internet yaitu membantu mencari info. 497–508.

Silviah, R. (2024). Faktor-faktor yang mempengaruhi Viral Marketing: Kualitas Produk dan Suasana Tempat ( Tinjauan Pustaka Manajemen Pemasaran ). 2(4), 161–166.

Tonda, F., Ali, H., & Khan, M. A. (2024). Pengaruh Promosi dan Online Customer Reviews Terhadap Keputusan Pembelian Melalui Minat Beli (Literature Review Manajemen Pemasaran). Jurnal Manajemen Dan Pemasaran Digital (JMPD), 2(3), 181–194.

Uyanık, G. K., & Güler, N. (2013). A Study on Multiple Linear Regression Analysis. Procedia - Social and Behavioral Sciences, 106, 234–240. https://doi.org/10.1016/j.sbspro.2013.12.027

Wicaksana, A. H., & Nuryanto, I. (2024). Pengaruh Viral Marketing, Influencer Marketing dan Live Streaming Shopping terhadap Keputusan Pembelian pada TikTok Shop di Kota Semarang. Jurnal Ilmiah Ekonomi Dan Manajemen, 2(7), 69–78.

WIDYASTUTI, S. (2017). Manajemen Komunikasi Pemasaran Terpadu. In Journal of Nonprofit & Public Sector Marketing (Vol. 3, Issue 2).

Zihad, S. M. R. A., Islam, A. R. M. T., Siddique, M. A. B., Mia, M. Y., Islam, M. S., Islam, M. A., Bari, A. B. M. M., Bodrud-Doza, M., Yakout, S. M., Senapathi, V., & Chatterjee, S. (2023). Fuzzy logic, geostatistics, and multiple linear models to evaluate irrigation metrics and their influencing factors in a drought-prone agricultural region. Environmental Research, 234, 116509. https://doi.org/10.1016/j.envres.2023.116509