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**Analysis of the Role of Online Customer Ratings and Online
Customer Reviews in Influencing Purchasing Decisions at
Azzahra Digital Printing on Shopee in the Context of Digital
Entrepreneurship**

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Abstract: This study aims to analyze the role of Online Customer Ratings and Online Customer Reviews in influencing purchasing decisions at Azzahra Digital Printing on Shopee in the context of digital entrepreneurship. This study uses a quantitative approach with a survey method and an associative research design. The study population consisted of 4,911 Azzahra Digital Printing customers during the 2020–2024 period, with a sample of 98 respondents determined using the Slovin formula through a random sampling technique. Data were collected using a questionnaire with a Likert scale and analyzed using multiple linear regression through t-tests, F-tests, and coefficients of determination (R^2) with the help of SPSS software. The results of the study show that partially, Online Customer Ratings have a positive effect on purchasing decisions, while Online Customer Reviews also have a positive effect on purchasing decisions. Simultaneously, Online Customer Ratings and Online Customer Reviews influence purchasing decisions with a coefficient of determination (R^2) of 0.446, which indicates that 44.6% of the variation in purchasing decisions can be explained by these two variables, while the rest is influenced by other factors outside the study. These findings indicate that strengthening digital reputation through improving customer ratings and review quality plays an important role in driving purchasing decisions and supporting the development of digital entrepreneurship on e-commerce platforms.

Keywords: Digital Printing; Entrepreneurship; Online Customer Ratings; Online Customer Reviews; Purchasing Decisions; Shopee.

A. Introduction

Globalization is driving the increasingly rapid development of information, which now knows no boundaries. The ease of access to information, however, has given rise to new problems: consumers struggle to find accurate and valid information. The validity of information cannot be taken for granted, so consumers must be able to obtain, analyze, manage, and use information that is relevant to their needs. This ability becomes even more crucial when consumers are faced with purchasing decisions amid a flood of digital product options (Syam et al., 2021).

Information technology offers many conveniences to its users. This is reflected in the steadily increasing number of internet users in Indonesia. According to a report by We Are Social (2025), the number of internet users in Indonesia reached 212 million, or about 74.6% of the total national population of 285 million people. This figure represents an increase of about 17 million users, or 8.7%, compared to January 2024. The rise in internet usage has led consumers to rely more frequently on digital media to meet their information needs—particularly when conducting digital transactions—as they shift from conventional shopping methods to online systems. In line with this, the growth of e-commerce in Indonesia has also accelerated; according to an APJII survey (April–July 2025), Shopee ranked first as the e-commerce platform most frequently accessed by Indonesians, at 53.22%, followed by TikTok Shop at 27.37%, Tokopedia at 9.57%, and Lazada at 9.09% (Goddstats.id, 2025).

Although Shopee has become the most popular app among the public, competition among sellers on the Shopee platform is also becoming increasingly fierce. However, online shopping also has its drawbacks; among them, prospective buyers face various risks when making purchasing decisions. This is because buyers cannot directly inspect the products they are purchasing to determine whether the quality is good or not (Rizky et al., 2023). On the other hand, companies must be able to enhance their business competitiveness and innovate in developing the right business strategies to encourage purchasing decisions (Lestari et al., 2024). A purchase decision is a rational process that consumers go through when choosing a

product or service, encompassing the selection process, decision-making, and the achievement of satisfaction regarding their needs and desires (Dwijantoro, 2021). Several factors influence purchase decisions, including online customer ratings and online customer reviews (Damiaati et al., 2021).

Online customer ratings are evaluations by customers using a star system with a maximum rating of 5 stars (Hasanah et al., 2023). The star rating feature on the Shopee app is a crucial element in consumers' purchasing decisions because it provides transparency in the online shopping process (Priyatin & Farisi, 2023). Stores with high online customer ratings reflect a good reputation, whereas low online customer ratings can erode consumer trust and raise doubts about products, resulting in decreased consumer interest in purchasing and damaging the store's reputation (Aji et al., 2023).

In addition to ratings, online customer reviews (OCR) are a form of electronic word of mouth (e-WOM) that provide more in-depth information and recommendations about products or services from consumers who have made previous purchases (F. Kurniawan et al., 2022). Online customer reviews serve as a valuable source of information that significantly influences consumers' perceptions of products offered by online stores and helps build trust among potential buyers (Shahirah, 2023). Prospective buyers tend to look at testimonials, whether in the form of ratings or reviews from previous buyers (Utamanyu & Darmastuti, 2022).

One of the online stores on Shopee is Azzahra Digital Printing, a business that has been using the Shopee app for 9 years, has gained 2,800 followers, and has a good online customer rating with many reviews. Azzahra Digital Printing recognizes that the large number of competitors on the Shopee platform makes it necessary to manage online customer ratings and reviews in order to ensure the business's sustainability. Based on a preliminary survey, 86.7% of respondents stated that they pay attention to the star rating before purchasing a product on Shopee, and 80% of them are hesitant to buy products with low ratings. Furthermore, 83.3% of respondents read customer reviews first, and 73.3% stated that negative reviews could cause them to cancel a purchase. Interestingly, 93.3%

feel more confident buying a product if the rating and reviews are good, and 76.7% of respondents have canceled a planned purchase after seeing ratings and reviews that were less than convincing.

Based on previous research, findings regarding the influence of online customer ratings and online customer reviews on purchasing decisions have been inconsistent. A study by Asri Nugrahani Ardianti & Widiartanto (2019) found that online customer reviews had a significant effect on purchasing decisions, and that online customer ratings also had a significant effect on purchasing decisions. In contrast, a study by Anna Irma Rahmawati (2022) showed that online customer reviews and online customer ratings do not influence online purchasing decisions, and that trust does influence online purchasing decisions on Shopee. This inconsistency in the results indicates a research gap that requires further investigation, particularly in the context of businesses on Shopee that already have a good digital reputation.

Based on these conditions, this study was conducted to examine the role of online customer ratings and online customer reviews in shaping purchasing decisions at Azzahra Digital Printing on Shopee. Thus, the research questions posed are: (1) Do online customer ratings have a positive and significant effect on purchasing decisions at Azzahra Digital Printing on Shopee; (2) Do online customer reviews have a positive and significant effect on purchasing decisions at Azzahra Digital Printing on Shopee?; and (3) Do online customer ratings and online customer reviews simultaneously have a positive and significant effect on purchasing decisions at Azzahra Digital Printing on Shopee? In line with these questions, this study aims to determine the effects of online customer ratings, online customer reviews, and the combined effect of both on purchasing decisions at Azzahra Digital Printing on Shopee.

B. Literature Review

1. Online Customer Ratings

Online customer rating is a 1-to-5 star evaluation provided by consumers after an order is completed to represent their satisfaction. This rating is commonly used to express customer satisfaction through online platforms

(Liswandari, 2023). Prospective buyers often utilize this assessment as a reference before making a purchase decision (Nikmah & Zaidah, 2022).

This evaluation is determined not only by physical product quality but also by the online service delivery (Maharani, 2023). For sellers, these ratings serve as a valuable tool for internal evaluation to improve overall quality (Fauzi & Lina, 2021). Furthermore, a high volume of accumulated ratings indicates that a product has high popularity and market demand compared to its competitors (Rahmawati et al., 2023).

High ratings effectively build consumer confidence because prospective buyers tend to rely heavily on previous reviews. Conversely, a rating below five stars signals product deficiencies, prompting prospective buyers to reconsider their purchase decisions (Kusumar, 2023).

2. Online Customer Review

An online customer review is a written opinion freely expressed by buyers after completing a transaction regarding a product or the seller's service (Safitri & Widiati, 2022). On e-commerce platforms like Shopee, this information becomes even more informative as buyers can include real pictures of the products received (Gunawan & Krisanto, 2023).

The availability of reviews from previous buyers is highly beneficial in helping prospective consumers overcome difficulties when identifying product characteristics online (Mulyati & Gesitera, 2020). Besides easing the decision-making process, these experiential descriptions also function as an important facility to mitigate the risk of fraud in digital marketplaces (Tran, 2020). Consequently, consumers interested in a specific item will actively explore information by comparing prices, features, and reviews to ensure the product meets their expectations (Maulana & Ali, 2024).

In the context of Azzahra Digital Printing, the majority of customers assess print quality, processing speed, and service quality based on prior user experiences. When the published reviews are predominantly positive, the trust and confidence of new consumers increase, thereby driving purchase decisions. Conversely, the

presence of negative reviews can instill doubt and decrease interest. Thus, reviews function to create a digital image that can significantly influence purchasing decisions at Azzahra Digital Printing.

Thus, online customer reviews are public assessments—both positive and negative—from previous buyers that are easily accessible on e-commerce platforms like Shopee. Consumers tend to rely more heavily on this independent information than on corporate advertisements to mitigate transactional risks. Consequently, these reviews assist prospective buyers in making informed choices, thereby enhancing their confidence in purchase decisions.

3. Purchase Decisions

According to Kotler and Keller (2016), a purchase decision is a stage in the consumer decision-making process where individuals actually select and buy a specific product or brand from the available alternatives. Consumers generally progress through five structured stages before and after a transaction: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Rani et al., 2025) (Khairunnisa et al., 2024).

A purchase decision is a step where consumers integrate various pieces of information to choose among two or more product alternatives based on factors such as location, quality, price, and service (Damiati et al., 2021). Furthermore, this decision reflects the pattern of consumer attitudes and evaluations formed during product usage (Dzulqarnain, 2019). This process involves a series of structured actions focusing on how customers make choices to ensure their preferences and needs are fulfilled (Dwijantoro, 2021).

Thus, a purchase decision is a systematic process that begins with the consumer's awareness of a problem or need (Akbar et al., 2025) (Jufri et al., 2025). This process subsequently progresses to information searching, alternative product selection, and post-purchase evaluation once the product has been consumed.

C. Methods

This study uses a quantitative approach with a survey method to empirically analyze the

influence of online customer ratings and online customer reviews on purchasing decisions at Azzahra Digital Printing on Shopee. This is an associative study, which aims to identify the relationship or influence between two or more variables, with statistical testing (Sujarweni, 2020:39). The study was conducted over approximately one month, in October 2025, with the research subjects being consumers who had previously shopped at the Azzahra Digital Printing store on the Shopee platform.

The population of this study consists of consumers who have shopped at the Azzahra Digital Printing store between 2020 and 2024, with a total population of 4,911 consumers (Sujarweni, 2020:80). The sampling technique used probability sampling with random sampling, so that every member of the population had an equal chance of being selected as a sample (Sujarweni, 2020:81). The sample size was determined using the Slovin formula with a margin of error of 0.10, resulting in a sample size of 98 respondents. Data were collected via a questionnaire using a Likert scale.

The data analysis process began with an assessment of the instrument's quality through validity and reliability tests to ensure that the questionnaire could measure the research variables accurately and consistently (Sugiyono, 2021). Next, classical assumption tests were conducted as a prerequisite for regression analysis, including a normality test (Kolmogorov-Smirnov), a multicollinearity test (Tolerance and VIF), and a heteroscedasticity test (Ghozali, 2018). In the final stage, the data were analyzed using multiple linear regression to test the effects of online customer ratings (X1) and online customer reviews (X2) on purchase decisions (Y), and hypothesis testing was performed using the F-test (simultaneous), t-test (partial), and the coefficient of determination (R^2) (Gozali, 2018).

D. Result and Discussion

1. Validity Test

Table 1. Validity Test Results

Variable	R count	R table	Remark
Online	0,872	0,361	Valid
Customer	0,822	0,361	Valid
Rating	0,883	0,361	Valid
(X1)	0,968	0,361	Valid

	0,777	0,361	Valid
	0,866	0,361	Valid
	0,813	0,361	Valid
	0,834	0,361	Valid
	0,869	0,361	Valid
Online Customer Review (X2)	0,718	0,361	Valid
	0,776	0,361	Valid
	0,889	0,361	Valid
	0,743	0,361	Valid
	0,697	0,361	Valid
	0,801	0,361	Valid
	0,754	0,361	Valid
	0,790	0,361	Valid
	0,765	0,361	Valid
	0,874	0,361	Valid
	0,855	0,361	Valid
	0,469	0,361	Valid
	0,827	0,361	Valid
	0,831	0,361	Valid
	0,714	0,361	Valid
Purchase Decision (Y)	0,724	0,361	Valid
	0,793	0,361	Valid
	0,855	0,361	Valid
	0,749	0,361	Valid
	0,848	0,361	Valid
	0,786	0,361	Valid
	0,800	0,361	Valid
	0,728	0,361	Valid
	0,711	0,361	Valid
	0,797	0,361	Valid
	0,804	0,361	Valid
	0,803	0,361	Valid
	0,794	0,361	Valid
	0,837	0,361	Valid
	0,812	0,361	Valid

The results of the validity test calculations, as shown in the table 1 above, indicate that all calculated R values are greater than the table R value at a 5% significance level, with a statistical r value of 0.361 ($\alpha = 0.05$; $n = 30$). Therefore, it can be concluded that all items in this research questionnaire are valid.

2. Reliability Test

Tabel 2. Reliability Test Results

No	Variable	Cronbach's Alpha	Reliability Criteria	Remark
1	Online Customer Rating	0,953	> 0,6	Reliable
2	Online Customer Review	0,942	> 0,6	Reliable
3	Purchase Decision	0,955	> 0,6	Reliable

Based on the reliability test results shown in the table 2 above, all variables in this study have a Cronbach's Alpha value greater than 0.60. Thus, all items in variables online customer rating, online customer review, and purchase decisions have a good level of internal consistency and can be used as research instruments.

3. Multiple Linear Regression Test

Table 3. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta		
1	(Constant)	20.807	3.070		6.778	.000
	Online Customer Rating	.467	.131	.434	3.577	.001
	Online Customer Review	.218	.097	.272	2.241	.027

a. Dependent Variable: Purchase Decision

Based on the analysis results in Table 3, the following regression equation was obtained

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 20.807 + 0.467X_1 + 0.218X_2 + e$$

- The constant value of 20.807 indicates that if Online Customer Rating and Online Customer Review are assumed to have a value of zero or to have no influence, then the Purchase Decision level is at a baseline value of 20.807. This value reflects consumers' purchase decisions without being influenced by the two independent variables.
- The regression coefficient for Online Customer Rating, which is 0.467, indicates that a one-unit increase in the Online Customer Rating variable

will increase the Purchase Decision by 0.467 units, assuming all other variables remain constant. This indicates a positive relationship between Online Customer Rating and Purchase Decision.

- c. The regression coefficient for Online Customer Reviews, which is 0.218, means that a one-unit increase in the Online Customer Reviews variable will increase the Purchase Decision by 0.218 units, assuming all other variables remain constant. This finding indicates a positive relationship between Online Customer Reviews and the Purchase Decision.

4. Partial Hypothesis Test (T-Test)

Table 4. Results t-Test for X1 and X2

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	20.807	3.070		6.778
	Online Customer Rating	.467	.131	.434	.001
	Online Customer Review	.218	.097	.272	.027

a. Dependent Variable: Purchase Decision

The results of the t-test are shown in Table 4 above, as shown below:

- a. The Online Customer Rating variable (X1) yielded a calculated t-value of 3.577 with a significance level of $0.001 < 0.05$. Furthermore, the calculated t-value (3.577) is greater than the critical t-value (1.985). These results indicate that Online Customer Rating has a positive and significant effect on Purchase Decisions. Therefore, the first hypothesis (H1) is accepted.
- b. The Online Customer Review variable (X2) has a calculated t-value of 2.241 with a significance level of $0.027 < 0.05$. Furthermore, the calculated t-value (2.241) is greater than the critical t-value (1.985). These findings indicate that Online Customer Reviews have a positive and significant effect on Purchase Decisions. Therefore, the second hypothesis (H2) is accepted.

5. Simultaneous Hypothesis Test (F-Test)

Table 5. Simultaneous F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1118.081	2	559.040	38.169	.000 ^b
	Residual	1391.398	95	14.646		
	Total	2509.478	97			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Online Customer Review, Online Customer Rating

Based on the results of the F-test in the ANOVA table, the calculated F-value was 38.169 with a significance value of 0.000. Thus, the calculated F-value of 38.169 is greater than the table F-value (3.09), and the significance value of 0.000 is less than 0.05. These results indicate that H_a is accepted and H_0 is rejected. Thus, it can be concluded that Online Customer Rating (X1) and Online Customer Review (X2) simultaneously have a positive and significant effect on Purchase Decision (Y).

6. Coefficient of Determination Test

Table 6. Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667 ^a	.446	.434	3.827047

a. Predictors: (Constant), Online Customer Review, Online Customer Rating
b. Dependent Variable: Purchase Decision

Based on the results in the table above, the R-squared value is 0.446, or 44.6%. This means that Online Customer Rating (X1) and Online Customer Review (X2) account for 44.6% of the variation in the Purchase Decision variable (Y). In other words, the regression model used contributes 44.6% to predicting purchase decisions. Meanwhile, the remaining 55.4% is influenced by other factors not discussed in this study.

Discussion of Research Results

1. The Effect of Online Customer Ratings on Purchase Decisions

The results of the partial test show that Online Customer Rating (X1) obtained a calculated t-value of 3.577, which exceeds the critical t-value of 1.985, with a significance level of 0.001 that is below the tolerance threshold of 0.05. This proves that Online Customer Rating has a positive and significant effect on purchase decisions of consumers at Azzahra Digital Printing on Shopee, thus the first hypothesis (H1) in this study is accepted.

The regression coefficient of 0.467 confirms the positive direction of the relationship between the two variables. This means that every one-unit increase in Online Customer Rating will drive an increase in Purchase Decisions by 0.467 units, assuming other variables remain constant. This indicates that the higher the rating given by consumers to Azzahra Digital Printing products, the greater the tendency of other consumers to make a purchase decision.

Theoretically, these findings are consistent with the Theory of Planned Behavior proposed by Ajzen (1991), which states that a person's behavior is influenced by attitudes, subjective norms, and perceived behavioral control. In this context, a high rating serves to strengthen positive attitudes and subjective norms of consumers in forming purchase intentions. Consumers tend to regard high ratings as a signal that the product or service offered is trustworthy and worth buying.

The results of this study are also consistent with the findings of Asri Nugrahani Ardianti and Widiartanto (2019), which proved that online ratings and reviews have a significant effect on consumer purchase decisions. In the context of Azzahra Digital Printing on the Shopee platform, customer ratings function as an indicator of service quality as well as a reflection of the credibility of the service provider. The presence of good ratings helps consumers reduce uncertainty and risk perception before making a transaction, thereby encouraging the formation

of stronger confidence to decide to make a purchase.

2. The Effect of Online Customer Reviews on Purchase Decisions

The results of the partial test show that Online Customer Review (X2) obtained a calculated t-value of 2.241, which exceeds the critical t-value of 1.985, with a significance level of 0.027 that is below the tolerance threshold of 0.05. This proves that Online Customer Review has a positive and significant effect on purchase decisions of consumers at Azzahra Digital Printing on Shopee, thus the second hypothesis (H2) in this study is accepted.

The regression coefficient of 0.218 indicates that every one-unit increase in the Online Customer Review variable will drive an increase in Purchase Decisions by 0.218 units, assuming other variables remain constant. Although the contribution of Online Customer Review is smaller compared to Online Customer Rating, its effect on purchase decisions remains proven and cannot be ignored. The direction of the relationship between the two variables is positive, meaning that the better and more informative the customer reviews available, the greater the tendency of consumers to make a purchase decision.

Theoretically, these findings are relevant to the concept of Electronic Word of Mouth (e-WOM), in which online reviews function as public information that shapes consumer perceptions of a product or service. Kotler and Keller (2016) emphasize that information originating from fellow consumers carries a higher level of trust compared to information coming from the seller itself. In the context of online shopping, customer reviews serve as one of the primary sources of information used by consumers to evaluate products before deciding to make a purchase.

The results of this study are also consistent with the findings of Ilham Priangga and Fansuri Munawar (2021), who proved that online customer reviews have a significant effect on consumer purchase decisions. In the context of Azzahra Digital Printing on the Shopee platform, customer reviews serve as a real reference for consumer experiences regarding print quality,

speed of work, and quality of service provided. The presence of positive and informative reviews has been proven to reduce the risk perception of potential buyers, build trust, and strengthen their confidence before ultimately deciding to make a transaction at Azzahra Digital Printing.

3. The Simultaneous Effect of Online Customer Ratings and Online Customer Reviews on Purchase Decisions

The results of the F-test show a significance value of $0.000 < 0.05$, indicating that Online Customer Rating (X1) and Online Customer Review (X2) simultaneously have a significant effect on purchase decisions. The R-squared value of 0.446 indicates that these two variables explain 44.6% of the variation in purchasing decisions, while 55.4% is influenced by other factors outside the model. Conceptually, ratings and reviews are forms of e-WOM that reduce perceived risk and strengthen consumer confidence in decision-making (Kotler & Keller, 2016). These simultaneous findings are consistent with the research by Elviana Dwi Firdaus, N. Rachma, and Arini Fitria Mustapita (2023) and supported by Anna Irma Rahmawati (2022), who affirm the role of rating and review information in influencing purchasing decisions on e-commerce platforms.

Thus, it can be concluded that Online Customer Ratings and Online Customer Reviews do not only exert a partial effect, but also simultaneously provide a stronger influence in shaping purchasing decisions. The quantitative information from ratings combined with the qualitative information from reviews creates an effective combination in building quality perceptions and establishing trust when an individual is about to make a transaction.

E. Conclusion and Recommendation

The results of the analysis show that online customer ratings and online customer reviews influence consumer purchasing decisions at Azzahra Digital Printing on Shopee. Higher ratings and more positive and informative reviews increase consumers' propensity to make purchases, both partially and simultaneously.

Together, these two variables account for 44.6% of the variation in purchasing decisions, confirming that strengthening digital reputation by improving ratings and managing customer reviews can be an effective strategy to drive purchasing decisions, while the remaining variation is influenced by other factors outside the scope of this study.

The results of the analysis show that online customer ratings and online customer reviews influence consumer purchasing decisions at Azzahra Digital Printing on Shopee. Higher ratings and more positive and informative reviews increase consumers' propensity to make purchases, both partially and simultaneously. Together, these two variables account for 44.6% of the variation in purchasing decisions, confirming that strengthening digital reputation by improving ratings and managing customer reviews can be an effective strategy to drive purchasing decisions, while the remaining variation is influenced by other factors outside the scope of this study.

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