

THE ROLE OF ONLINE REVIEWS AS A MEDIATOR IN THE DECISION TO PURCHASE FASHION PRODUCTS AT SHOPEE (Systematic Literature Review (SLR))

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Abstract

The development of digital technology has transformed consumer consumption patterns, particularly in the fashion industry, which is increasingly dominated by e-commerce platforms. Shopee, as one of the largest marketplaces in Southeast Asia, has become a primary choice for consumers when shopping for fashion products. One factor influencing consumer purchasing decisions is the availability of online reviews on the platform. This study aims to analyze the role of online reviews as a mediating variable in fashion product purchasing decisions on Shopee. Online reviews serve as a source of information that helps consumers evaluate product quality, seller reputation, and the level of satisfaction of previous users. The research method used was a quantitative approach, distributing questionnaires to Shopee consumers who had previously purchased fashion products. The collected data was then analyzed using a path analysis model to examine the direct and indirect relationships between factors influencing purchasing decisions. The results show that online reviews play a significant role as a mediator in the decision-making process. Consumers tend to trust other users' real-life experiences more than solely the seller's product description. Positive reviews increase consumer interest and confidence in a product, while negative reviews can delay or even cancel a purchase decision. These findings confirm that the presence of online reviews is not only a supporting factor but also serves as a bridge, mediating the relationship between consumer perceptions of a product and the final purchase decision. The implication of this research is that sellers on Shopee need to pay attention to product and service quality to generate positive reviews, thereby increasing purchase conversion rates..

Keywords: Purchase Interest; Product Reviews; Shopee

1. INTRODUCTION

Consumers make the decision to buy products is the definition of a purchase decision (salem, 2018). Familiar products, price and quality are considered by consumers in purchases. Their decision to buy goods and services is influenced by many factors (kotler, 2016). Customer behavior greatly influences the purchasing decision-making process. Meeting the customer's needs or wants is at the core of the process (kumar, 2023).

Product quality, according to kotler and keller (2016), consists of a collection of characteristics and specialties of a product that already has the potential to meet demand. Product quality is defined as the identity of goods based on the ability to meet customer needs (daga 2017), adatia et al. (2020) state that the quality of products sold in the market can be observed, consumed, utilized, and used to meet needs. Thus, product quality is a product value that can be used to meet customer demands

According to kotler and amstrong (2012), price is the value of goods or services exchanged for money. Srivastava (2013) argues that price refers to the value of the consumption level, the level of pricing and techniques in the industrial market that give rise to positive or negative attitudes, which have an impact on consumers' decisions to buy and choose a product. Because the perception of product quality is often influenced by price, most consumers are usually sensitive to price (tjiptono et al., 2008). Ultimately, the acceptance of price information can affect the consumer's outlook.

According to prasetyo (2012), price has several signals. They include list prices, discounts, custom discounts, and payment terms. Kotier and zaltman (1996), there are four indicators that characterize prices, including price range, price competitiveness, price conformity with product quality, price conformity and benefits.

Discounts are prices set by the industry to consumers who have soft properties in order to advance the sale of goods or services (kusnawan, 2022). A discount is a discount given by the seller to the buyer as a reward for certain activities of the buyer that are pleasing to the seller" (oktaviani et al., 2021). A discount is "an immediate reduction in price on a purchase over a certain period of time or a larger amount" (kotler, armstrong, 2018).

According to the three statements above, discounts are direct discounts that companies offer to customers in exchange for large purchases within a certain period of time in an effort to increase sales of goods and services.

Customer reviews or customer reviews that can be accessed online greatly affect customer purchase decisions on shopee. Customers read previous customer reviews more often to get a better understanding of product quality regarding their experience with the product or seller (chakraborty and bhat, 2018). Positive reviews can make customers more

confident and negative reviews can make them think twice before making a purchase (chakraborty and bhat, 2018).

Online shopping makes it impossible for customers to view, rate, or inspect products in person because they rely entirely on photos and descriptions provided by sellers (nilashi, 2023). This condition creates uncertainty in society and raises concerns about goods that do not match the description or even the risk of fraud because the goods are not delivered (liliana, 2023). Many customers rely on the reviews of others who have purchased items through e-commerce platforms to mitigate the negative impact. Consumers can use reviews as an important source of information to make more convincing purchasing decisions (arief, 2023).

The rapid growth of *e-commerce*, a deep understanding of how factors such as product quality, prices, discounts and consumer online reviews interact with each other in influencing consumers' purchasing decisions on shopee are very important. This study aims to investigate the correlation and sales impact of these factors.

2. RESEARCH METHOD

This study uses the systematic review (SR) method, also known as systematic literature review (SLR). SR is a systematic analysis technique to collect, critically test, and integrate findings from various studies on research subjects. The systematic literature review (SLR) method, which is systematic, explicit, and repeatable, can identify, evaluate, compile research and findings of the thoughts of researchers and practitioners with the aim of recognizing, reviewing, and being able to evaluate all established research.

The research began with the determination of the problem of how product quality, discount and price affect purchase intention with product review as a mediation variable on fashion products in the shopee application. Followed by a systematic review by reviewing a specific problem by identifying, evaluating, and selecting certain problems, as well as asking questions that are clearly resolved based on pre-determined criteria. Systematic reviews follow previous research that is of high quality and relevant to the research question.

The literature study was carried out using data on google scholar. After obtaining various articles, the researcher used the keywords purchase intention, mediation and product

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review so that the original 805 articles became 77 articles. Then 5 articles were selected in line with the theme studied, the results of the research were presented in the discussion and research conclusions section.

3. RESULT AND DISCUSSION

Factors such as product quality, price, discounts and *online* reviews of consumers interact with each other in influencing consumers' purchasing decisions on shopee are very important. Based on 5 journal articles that have been determined, the following is a description of the research results.

Researchers	Document	Research results
Billy fanandi said	Thesis	Brand image affects the positive response to consumer <i>online reviews</i> , <i>Online reviews</i> have a positive impact on purchasing decisions
Researchers	Document	Research results
Ilvina adisty gunawan hasibuan	Thesis	<i>Online reviews</i> have a significant positive effect partially, price perception on the purchase decision of beauty products
Irma suryani, rani kurniasari	Journal	Prices and discounts partially and simultaneously have a significant influence on the purchase decision of generation z facial care products in the city of depok on the shopee application
Mahabatul hidayah, mirzam arqy ahmadi	Journal	Flash sales, free shipping, and viral marketing have a significant influence on impulse buying on tiktok shop e-commerce
Arnia wijias wati, indah rahayu	Journal	The <i>variable of online customer reviews</i> on <i>purchase intention</i> has a significant effect

Source: Data Processed, 2025

Online reviews have a positive effect on purchasing decisions because positive reviews from other customers serve as strong recommendations and can increase the trust of potential buyers. The better and more complete the previous buyer's review, the more likely it is that the potential buyer will make a purchase decision.

Brand image has a positive effect on customer online reviews; if the brand has a good image, customers are more likely to leave good reviews that show their positive experience with the product. These positive reviews, in turn, serve as a strong recommendation for other customers to purchase the item.

Price perception has a partially significant positive effect on consumers' decision to buy beauty products. This is due to the fact that customers believe the price can reflect the quality as well as the advantages of the product which makes them consider it when making decisions.

Gen z's decision to buy something on shopee is influenced by prices and discounts. Prices that fit a customer's budget can encourage them to buy items, while discounts are also eye-catching, especially for gen z who are concerned about financial gain when shopping.

Flash sales, free shipping, and viral promotions have influenced impulse purchases on the tiktok shop e-commerce store. These three marketing strategies increase customer interest and encourage impulse purchase decisions, enhancing tiktok shop's position in the competitive e-commerce market. The results show how important it is to use innovative and flexible marketing strategies to capture consumers' attention. By doing this, sellers can increase the number of sales and customer loyalty on the platform.

The variables of customer reviews on the internet have a big impact on purchase intent; customers can now more easily research products before purchasing by reading individual scarlett whitening bodycare product reviews and comparing them. The more positive product reviews, the more likely customers are to buy the product. Conversely, the fewer reviews or comments, the less influence they have on the purchase decision

4. CONCLUSION

Online reviews, prices and discounts have a positive effect on purchasing decisions. Online reviews can increase the trust of potential buyers while prices and discounts can encourage consumers to buy items and attract attention.

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