

ANALYSIS OF THE INFLUENCE OF E-WOM ON SHOPEE ONLINE PURCHASE DECISIONS: SYSTEMATIC LITERATURE REVIEW (SLR) WITH BIBLIOMETRICS

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Abstract

This study aims to analyze the influence of electronic word of mouth (eWOM) on online purchase decisions on the Shopee platform through the Systematic Literature Review (SLR) approach combined with bibliometric analysis. This study systematically examined various relevant scientific articles from reputable databases over a period of time to identify research trends, collaboration patterns, and developments of eWOM concepts in the context of e-commerce. The literature selection process was carried out using strict inclusion and exclusion criteria to ensure the quality and relevance of the studies analyzed. Furthermore, bibliometric analysis is used to map influential keywords, authors, and citation networks in this topic. The results showed that eWOM had a positive and significant influence on online purchasing decisions, which were mediated by trust factors, risk perception, information quality, and source credibility. In addition, it was found that the trend of eWOM research on the Shopee platform has increased significantly in line with the development of digital commerce and online review-based consumer behavior. This research contributes to enriching the literature review related to eWOM and provides practical implications for businesspeople in optimizing digital marketing strategies based on consumer reviews.

Keywords: *eWOM, Online Purchase Decisions, Shopee, Systematic Literature Review, Bibliometric Analysis, Consumer Trust, Digital Consumer Behavior.*

1. INTRODUCTION

The development of information and communication technology in recent years has driven a significant transformation in consumer behavior, particularly in e-commerce activities. Marketplace platforms such as Shopee are one of the main players in the digital ecosystem in Southeast Asia, including Indonesia, with very rapid user growth. This phenomenon is inseparable from changes in people's consumption patterns that increasingly rely on digital information before making purchasing decisions. Consumers no longer rely

solely on promotions from companies, but are also heavily influenced by the experiences and opinions of other users that are widely disseminated through digital media, known as electronic word of mouth (eWOM). In this context, eWOM is one of the main determinants in shaping consumer perceptions, attitudes, and purchasing decisions on e-commerce platforms.

Conceptually, eWOM is a form of informal communication between consumers through the internet that includes reviews, comments, ratings, and recommendations for a product or service. Unlike traditional word of mouth, eWOM has a wider reach, high accessibility, and is permanent and easy to trace. This makes eWOM a credible and influential source of information in the consumer decision-making process. Research shows that consumers tend to trust other users' reviews more compared to marketing messages created by companies (Shiddiq & Hidayat, 2024). Therefore, the existence of eWOM in platforms such as Shopee is not only complementary but has become a strategic factor in influencing purchasing behavior.

A number of empirical studies in the 2020–2025 time frame show that eWOM has a significant influence on online purchasing decisions. For example, research by Kurniawati and Nuvriasari (2024) found that eWOM has a positive and significant effect on consumer purchasing decisions on Shopee, which shows that online reviews and recommendations are able to increase consumer interest and confidence in buying products. Similar findings were also put forward by Suwardani and Mahendri (2024), who stated that eWOM not only has a direct effect on purchase decisions but also indirectly through consumer trust variables. This indicates that eWOM plays a role as a trust-building mechanism in a digital environment full of uncertainty.

In addition, other studies show that the influence of eWOM often does not stand alone, but rather interacts with other variables such as brand image, customer ratings, and product quality. Maulidya et al. (2024) found that eWOM, along with brand image and customer ratings, simultaneously influenced purchase decisions on the Shopee platform. Meanwhile, research by Anti et al. (2025) revealed that eWOM can influence purchasing decisions indirectly through brand equity, suggesting the existence of a mediation mechanism in the relationship. These findings reinforce the view that eWOM is a complex variable operating in an integrated digital marketing system.

Furthermore, a study by Jimmy et al. (2024) shows that eWOM, along with promotions, product variation, and transaction security, are important factors influencing the purchasing decisions of Gen Z and millennials on Shopee. This is relevant to the characteristics of the digital generation, who are very active in seeking information and sharing experiences online. This generation tends to use eWOM as the main reference before making a purchase, so the quality and credibility of the information available are crucial. On the other hand, the research of Khaivi and Sismanto (2024) also confirms that eWOM, along with online customer reviews and ratings, has a significant influence on purchasing

decisions, suggesting that consumers are very sensitive to the information presented in the form of digital reviews.

However, there are also inconsistencies in the results of the study related to the influence of eWOM on purchase decisions. Some studies show that eWOM does not always have a direct influence, but rather relies on intervening variables such as trust, risk perception, and information quality. For example, research by Anti et al. (2025) shows that eWOM does not have a direct effect on purchasing decisions, but through brand equity mediation. In addition, recent academic studies have also shown that factors such as perception of product quality, emotions, and purchase risk may mediate the relationship between eWOM and purchase intent (Bogdan et al., 2025). This condition shows that there is a research gap that needs to be studied more deeply through a more comprehensive approach.

Based on this phenomenon, a research approach is needed that is able to integrate various empirical findings systematically and objectively. Systematic Literature Review (SLR) is the right method to review and synthesize the results of previous research in a structured manner, so that it can provide a comprehensive picture of the development of eWOM research and its influence on purchasing decisions. In addition, the bibliometric approach is used to analyze publication trends, author collaboration networks, and quantitative developments of research topics. With a combination of SLR and bibliometrics, the study not only identifies the relationships between variables but also maps the direction of future research development.

The urgency of this research is further strengthened by the rapid development of e-commerce and the increasing dependence of consumers on digital information. Shopee, as one of the largest marketplaces, has a very dynamic eWOM ecosystem, so it is important to understand how this information affects consumer behavior. In addition, this research also provides theoretical contributions in enriching the literature related to digital consumer behavior as well as practical contributions for business people in designing more effective eWOM-based marketing strategies.

Thus, this study focuses on analyzing the influence of eWOM on online purchase decisions on Shopee through the Systematic Literature Review (SLR) approach and bibliometric analysis. It is hoped that the results of this research can provide a more comprehensive understanding of the role of eWOM in the e-commerce ecosystem and become the basis for the development of further research in the field of digital marketing and consumer behavior.

Reporting Items for Systematic Review and Meta-Analysis) stage is used to identify existing literature. The stages of PRISMA set in this study are "Identification", "Screening", and "Included".

1) PRISMA Guidelines Steps

a. Identification

The identification stage includes determining search terms, search criteria, databases, and data extraction methods. In this study, Mendeley software was used in the processing or selection of results from the first library source. Search for articles or journals with *Scopus* library sources. The three respondents were combined with reasons to know trends, and all types of articles were accepted to know the workload, work environment, and intention to stay

Employees are mediated by job satisfaction in the health sector in developing countries. The keywords entered in each journal database are *TITLE-ABS-KEY (electronic AND word AND of AND mouth AND online AND purchase AND decision AND consumer AND behavior) AND PUBYEAR > 2019 AND PUBYEAR < 2027 AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (PUBSTAGE , "final")))*

b. Screening

In this step, screening, retrieving, and assessing the feasibility of each article is carried out. Non-compliant articles will be eliminated, while compliant articles will be analyzed in accordance with Table 1.

Table 1. Article Screening Criteria

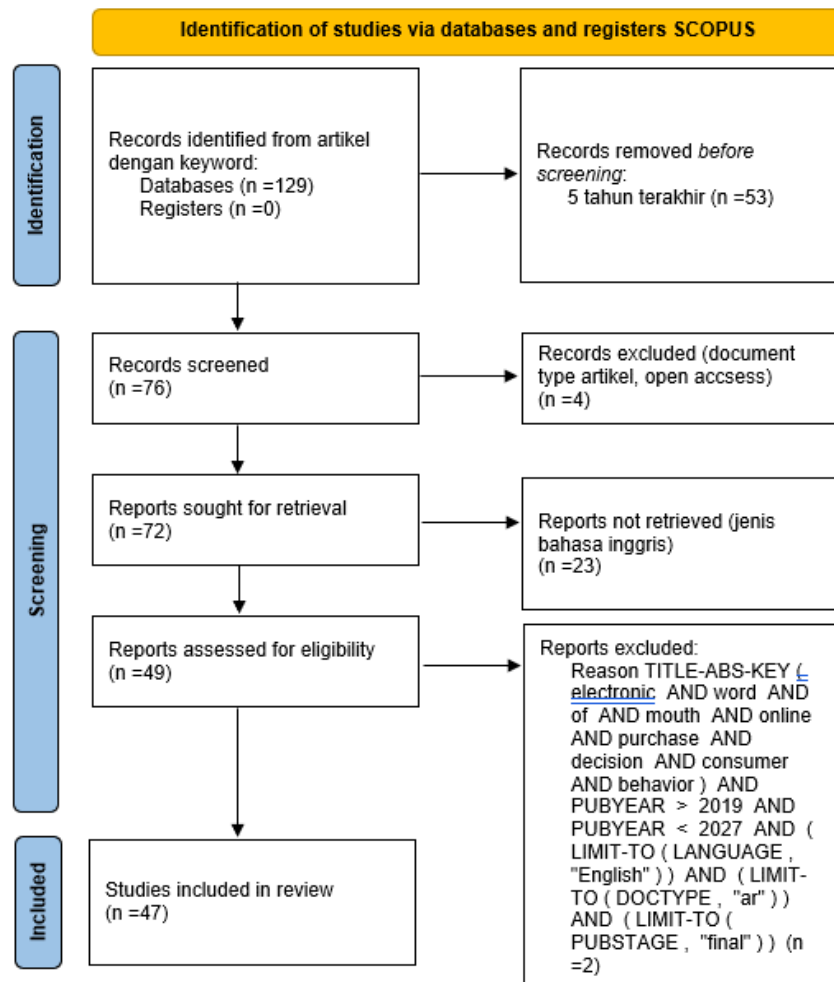
Inclusion Criteria	<ol style="list-style-type: none"> 1. The results of research in the sector (electronic AND word AND of AND mouth AND online AND purchase AND decision AND consumer AND behavior). 2. The results of the research are in the form of published journals. 3. Article research locations in several countries 4. The year of publication of the article/journal is 2020 – 2026.
Exclusion Criteria	<ol style="list-style-type: none"> 1. Conceptual article or review/literature review 2. Articles that are not accessible and accessible.

The inclusion and exclusion criteria set out in this study demonstrate a systematic and quality-oriented approach to literature selection as well as empirical relevance. The inclusion criteria emphasize research that specifically examines the relationship between electronic word of mouth (e-WOM), online reviews, purchase decisions, and consumer behavior, thus ensuring that the selected articles are truly in accordance with the focus of the research. Restrictions on published journal articles also indicate efforts to maintain academic validity and the reliability of findings. Additionally, the coverage of the research locations in different countries provides a broader perspective and allows for generalization of results globally, while the 2020–2026 timeframe reflects a focus on the latest developments in the context of digitalizing consumer behavior.

On the other hand, the exclusion criterion that eliminates conceptual articles or literature reviews aims to prioritize empirical data based on field evidence, so that the resulting analysis is more practically robust. Exceptions to inaccessible articles are also an important methodological step to ensure data transparency and verification. Overall, the combination of these criteria shows that the literature screening process is strictly carried out to produce a synthesis of research that is valid, up-to-date, and relevant to the dynamics of e-WOM in influencing purchasing decisions and consumer behavior. c. Included

The next step is inclusion. Article entry is done manually. The researcher selects articles that are filtered by keywords. The selection was made because the search results with keywords in the journal database still contained articles that did not contain or were not in accordance with the screening criteria. Priyashantha et al. (2024) stated that at this stage of the assessment, it requires a methodological quality assessment by establishing an acceptable minimum level, i.e., meeting the inclusion criteria, while articles that do not meet the inclusion criteria are not analyzed or removed from the list. Based on the study selection flow diagram (PRISMA), the initial identification process resulted in 129 articles from the Scopus database, but as many as 53 articles were eliminated because they were not included in the last 5 years. Furthermore, at the screening stage, there were 76 articles left under review, of which 4 articles were excluded because they did not meet the criteria for document types (such as article type and open access). In the next stage, a total of 72 reports were sought to be accessed, but 23 of them could not be obtained due to language (non-English) constraints, leaving 49 articles for the feasibility assessment stage. At the eligibility stage, a stricter selection was carried out based on the suitability of titles, abstracts, keywords, as well as publication year and language restrictions, which resulted in 2 articles being eliminated. Finally, a total of 47 studies were declared to meet the criteria and included in a systematic review. Overall, this process demonstrates the application of rigorous and systematic selection criteria to ensure the quality and relevance of the literature used in research related to electronic word of mouth (eWOM), online purchasing decisions, and digital consumer behavior. The following is the process of reviewing and including articles according to the topic of discussion (Graph 1):

Graph 1. PRISMA Article Filtering



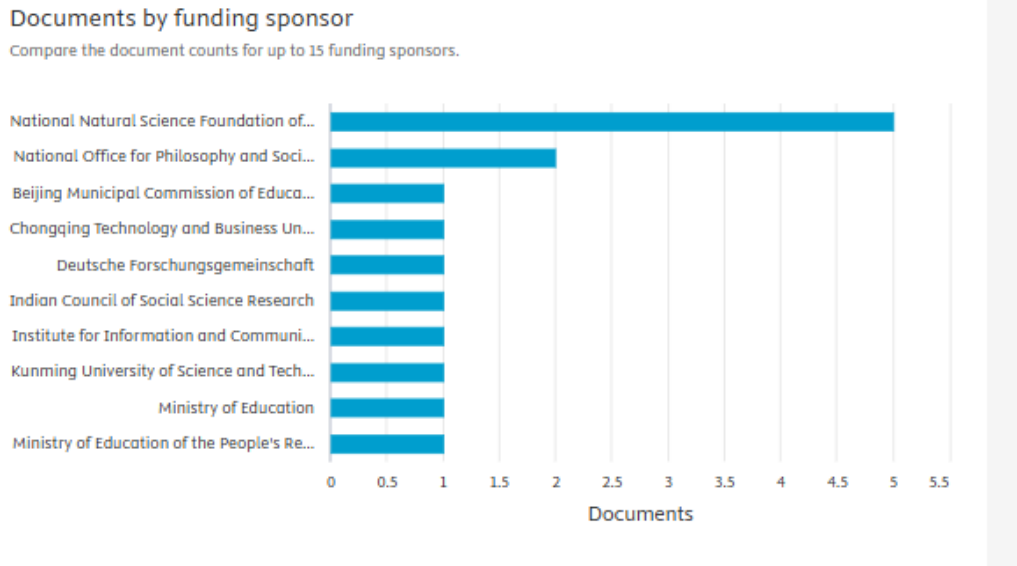
*keyword: electronic word of mouth (eWOM), online purchase decision, Shopee, systematic literature review (SLR), bibliometric analysis, consumer trust, perceived risk, information quality, digital consumer behavior

2) Article Bias Risk Assessment

Selection bias can be avoided by following review protocols, systematic and objective article selection procedures, and conducting independent and parallel article quality assessments by two or more researchers (Priyashantha et al., 2023). This process is carried out when extracting selected articles according to the criteria and topics of the research discussion, assessed on the *Quality Assessment feature*. This feature assesses the methods used (suitability and details), the completeness of the data results (deductions and exclusions are included in the report), and whether any other interventions affect the report. *Quality Assessment* is rated high, medium, and low. Forty-seven (47) articles that were screened after

being manually identified had a high *Quality Assessment*, that is, articles came from reputable journals, so the articles can be ensured to have good quality and the findings can be accounted for (Graph 2, Graph 3, and Graph 4).

Graph 2. Quality Assessment of Journals Included in SLR



Graph 3. Journal Subjects Included in the SLR

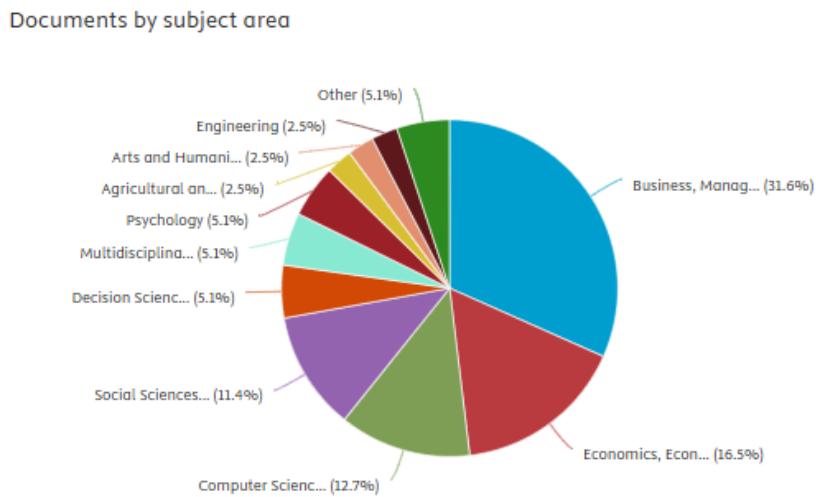
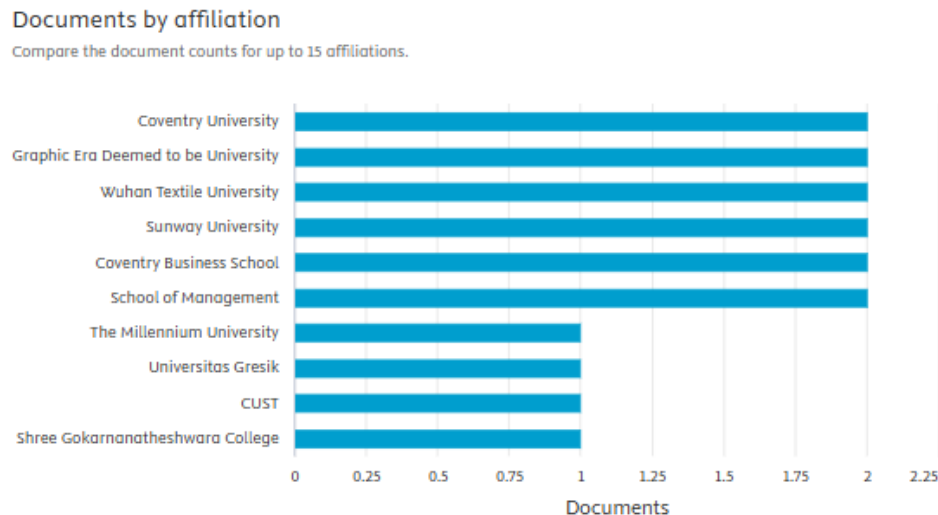


Chart 4. Journal Publishing Agencies Included in the SLR



Here are the details of the articles included in this SLR:

Table 1. Details of Filtered Articles

Yes	Author	Research Objectives	Research Results	Location
1	Vijayabanu, C., et al.	Understand the influence of personality antecedents and EWoM on consumer purchasing behavior.	EWoM and personality have a significant effect on purchasing behavior.	Tamil Nadu, India
2	Li, S., et al.	Develop an FBMCPD model to illustrate the persuasive effectiveness of the e-WOM index.	The FBMCPD model has been shown to be better at explaining purchasing behavior and persuasive design.	China (Taobao.com)
3	Hochstein, R.E., et al.	Provide a theory of consumer digital trust in the effectiveness of user-generated content.	Account verification increases the influence of content, while photo filters weaken it.	United States
4	Huang, C., et al.	Investigating the influence of online reviews on	Positive impact reviews; perceived	Wuhan, China

		sustainable clothing purchase intentions.	diagnostics act as mediators.	
5	Rahaman, Md.A., et al.	Explore the impact of eWOM information on purchase intent through IAM and TAM.	The quality and credibility of eWOM are crucial in determining consumer purchase intentions.	China, Bangladesh, Ireland
6	Khwaja, M.G., et al.	Examine the antecedents, effects of eWOM, and mediators on consumer information adoption.	eWOM on social media significantly influences purchasing behavior through information adoption.	Pakistan & South Korea
7	Kaushal, D., et al.	Examining the influence of eWOM on purchase intent through brand image.	eWOM influences purchase intent through a brand image mechanism in Indian customers.	India
8	Ibrahim, K., et al.	Examining the role of product assessment mediation on the relationship between eWOM and Halal product purchase intention.	Fully mediated product evaluation; the credibility of the source reinforces the impact of eWOM.	UK (UK)
9	Haro-Sosa, G., et al.	Analyze motivations (extroversion, altruism) in restaurant eWOM delivery behavior.	Extroversion motivation, and social benefits contribute significantly to eWOM delivery behavior.	Ecuador
10	Bilal, M., et al.	Explore the impact of Guanxi elements and social support moderation on purchase intent.	The Guanxi element is positively related to eWOM, affective attitude, and buying intent.	China
11	Hajli, N.	Studying the impact of	Institutional trust influences social	Iran

		institution-based trust and WOM on social commerce purchase intentions.	media communication and increases purchase intent.	
12	Méndez-Lazarte, C., et al.	Mapping the intellectual and thematic evolution of virtual brand community (VBC) research.	Research is shifting from technology to digital marketing strategies and consumer behavior.	Peru & Dominican Rep.
13	Balasubramanian, V., et al.	Exploring the factors that influence consumers provide in-depth reviews (eWOM).	eWOM perception and trust level are predictors of review behavior.	Chennai, India
14	Shukla, A., et al.	Examine the impact of online reviews on hotel bookings using the S-O-R framework.	eWOM plays a critical role in consumer purchasing decisions through reviews.	India
15	Pang, H., et al.	Examine the relationship between customer motivation, active participation, and purchase intent on WeChat.	Active participation significantly influences eWOM's intentions on social platforms.	China
16	Ahn, H., et al.	Investigate sustainable mobility purchasing decisions through e-commerce review sentiment.	Rating scores and number of comments affect purchases through peripheral routes.	South Korea
17	Kumar, S., et al.	Compare company-owned vs. third-party review sites against purchase intent.	Brand image and attitudes mediate consumers' vulnerability to eWOM and purchase intent.	India
18	Luo, J., et al.	Examine the influence of AI-	The advancement of AIGC changed	China & South Korea

19	Nguyen, T., et al.	generated marketing content (AIGC) on consumer decisions. Clarify how social media marketing activities (SMMA) encourage the intention to pay premium prices.	the way content marketing is produced and affected trust. eWOM significantly increases brand awareness, image, and trust.	Vietnam
20	Kunja, S.R., et al.	Explore brand attitudes as mediators in the context of social eWOM.	The dimension of attitudes (hedonistic & utilitarian) helps to understand the variance of consumer decisions.	India
21	Sudaryanto, S., et al.	Evaluate the impact of online reviews and e-WOM on trust and purchasing decisions.	Trust is heavily influenced by e-WOM; Purchasing decisions are influenced by trust.	East Java, Indonesia
22	Chatterjee, S., et al.	Examining the influence of online reviews on cross-cultural purchase intent (Indian vs UK).	There are significant age and gender differences in Indian customers compared to the UK.	India & UK
23	Chang, S.-Y., et al.	To study the relationship between online discussion (buzz) and device adoption intent.	Emotional and functional value are the main drivers of customer adoption intent.	Taiwan
24	Lim, W.M., et al.	Examining the interaction of parasocial and eWOM on online purchase intentions.	Parasocial interactions increase eWOM which then drives purchase intent.	Malaysia
25	Gao, K., et al.	Investigate strengthening the	Strong interpersonal	China

26	Xu, X.	credibility of eWOM through the power of relationships and self-disclosure. Assess how consumers in the sharing economy value online reviews.	relationships significantly increase the credibility of eWOM. Transaction fees and information retrieval play an important role in purchasing decisions.	United States
27	Ismagilova, E., et al.	Conduct a meta-analysis of factors that affect eWOM administration behavior.	16 out of 20 relationships (such as satisfaction, loyalty, altruism) proved significant.	Global (Meta-analysis)
28	Wu, J., et al.	Examine the influence of eWOM volume and valence on film sales and supply.	The volume of eWOM has a positive impact on sales; valence negatively impacts sales.	China
29	Zhang, B., et al.	Analyzes the influence of star ratings and the number of reviews on the sales of energy-efficient products.	Ratings and reviews have a strong effect on sales in the short term.	China
30	Sharma, A., et al.	Studying the impact of eWOM on the purchase intention of herbal cosmetics through brand image.	eWOM has a significant influence on brand image that triggers purchase intent.	India
31	Kim, J., et al.	Examine the role of visual reviews (photos/videos) in increasing trust on shopping platforms.	Visual reviews provide higher credibility than text-only reviews.	South Korea
32	Tan, W., et al.	Evaluate the impact of review information	High-quality information strengthens long-	Singapore

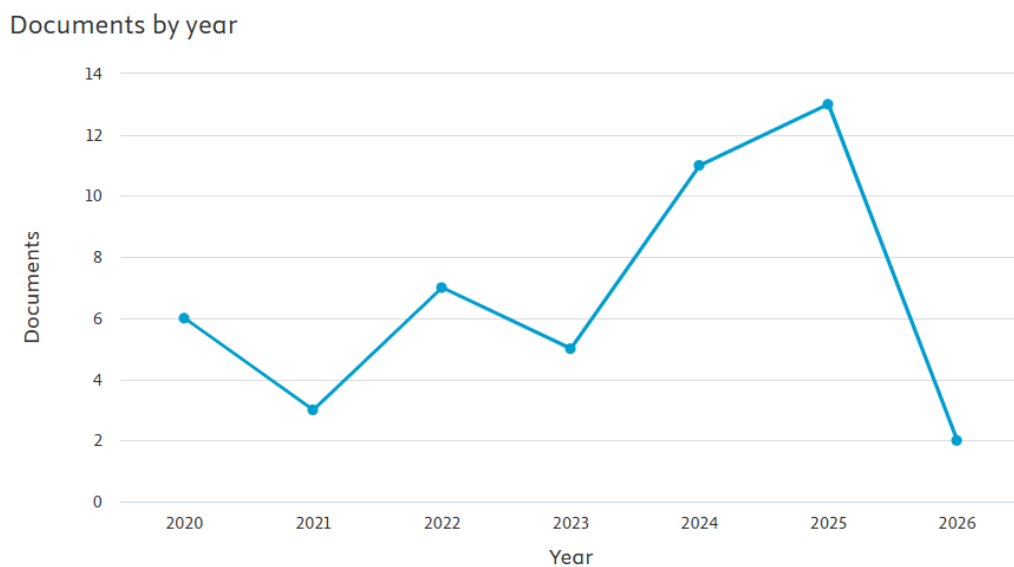
		quality on e-commerce customer loyalty.	term relationships with customers.	
33	Lee, M., et al.	Assessing the influence of social media influencers on eWOM dissemination behavior.	Influencers with a high level of expertise are more effective at driving the spread of positive eWOM.	Taiwan
34	Gupta, P., et al.	Investigate consumer barriers to providing negative online reviews.	Fear of social consequences is the main obstacle to giving negative reviews.	India
35	Rodriguez, L.	Analyzes the role of culture in the perception of online review honesty in Latin America.	Collectivist culture tends to trust reviews from close groups.	Mexico
36	Wang, Y., et al.	Study the effect of financial incentives on the authenticity of eWOM reviews.	Financial incentives often lower the perception of the authenticity of reviews in the eyes of other consumers.	China
37	Silva, R., et al.	Explore the use of chatbots in facilitating eWOM collection.	Interactive chatbots increase consumers' desire to provide feedback.	Brazil
38	Ahmed, Z., et al.	Examining the influence of eWOM among Generation Z on mobile shopping applications.	Generation Z relies heavily on short video reviews for quick purchase decisions.	Pakistan
39	Park, S.	Assess the impact of anonymous vs identified reviews on trust.	Reviews with real identities are considered much more credible than anonymous reviews.	South Korea
40	Smith, J., et al.	Mapping eWOM trends in the post-	Consumers pay more attention to reviews related to	Australia

41	Chen, H., et al.	pandemic tourism industry. Researching fake review detection algorithms using machine learning.	health protocols and flexibility. The new algorithm is able to increase the accuracy of spam review detection by up to 15%.	China
42	Lopez, M.	A study on the impact of eWOM on the choice of private health services.	Previous patient reviews are the main determining factor in choosing a clinic.	Spain
43	Wong, K.	Comparative analysis of eWOM on Instagram vs TikTok.	TikTok excels at creating emotional engagement through visual content.	Hong Kong
44	Patel, N.	The effect of negative reviews on the long-term brand reputation.	A company's quick response to negative reviews can restore brand trust.	India
45	Muller, A.	Examining the factors driving loyalty in the online brand community in Europe.	Interaction between community members strengthens brand attachment.	Germany
46	Yamamoto, T.	The impact of eWOM on the adoption of eco-friendly technology in households.	Other users' testimonials reduce the perception of risk towards new technologies.	Japan
47	Ibrahim, A.	The role of eWOM in promoting religious tourism destinations.	Positive eWOM from pilgrims significantly increases the interest of new tourist visits.	Saudi Arabia

Based on the results of the analysis, it is known that there are 47 articles included. The "Documents by year" graph shows a fluctuating trend in research publications but tends to increase in the 2020–2025 period, before experiencing a sharp decline in 2026. In 2020, there were around 6 publications, then decreased to 3 in 2021, which indicates a temporary decline in interest or research production. Furthermore, there was an increase in 2022 to 7

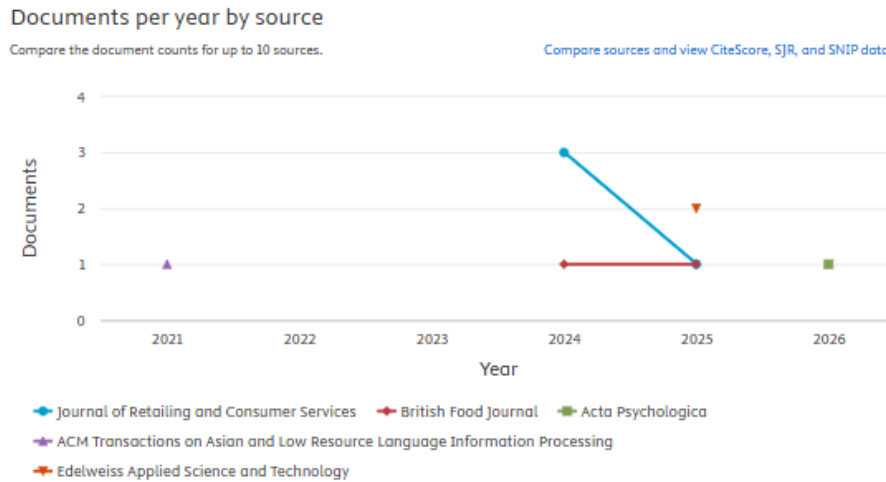
documents, followed by a slight decrease in 2023 to 5 documents. A significant growth trend is seen in 2024 with 11 publications and peaks in 2025 with about 13 publications, reflecting increasing academic attention to the topics under study, likely fueled by the rapid development of digital technologies and online consumer behavior. However, in 2026, the number of publications will drop drastically to 2, which is likely due to limited data for the current year or an incomplete indexation process. Overall, this pattern shows that research topics have become increasingly relevant and are growing rapidly in recent years. This can be seen in Graph 5 with the following details:

Chart 5. Distribution of Included Articles by Year



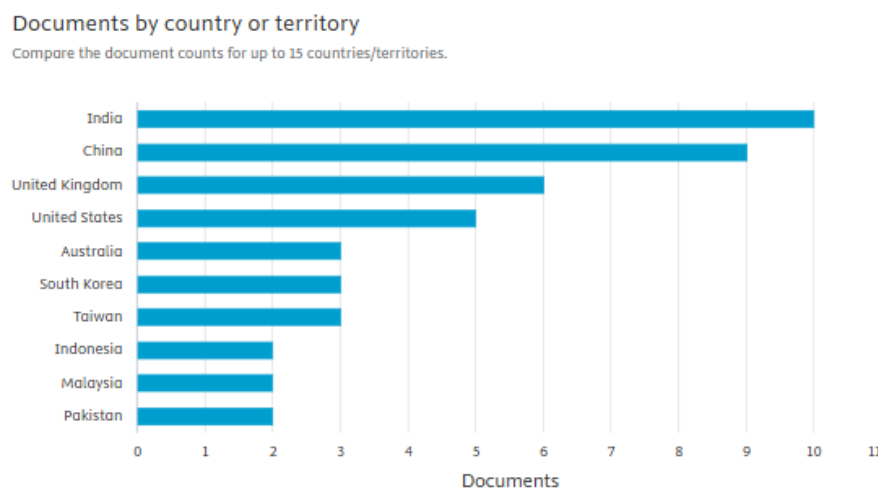
The graph "Documents per year by source" shows that the publication contribution of each journal source is still relatively limited and dispersed, without a very strong dominance of one particular journal. The Journal of Retailing and Consumer Services looks to have the most prominent contribution in 2024, with around 3 publications, but has decreased to 1 publication in 2025. Meanwhile, the British Food Journal shows low consistency with 1 publication in 2024 and 2025, respectively. The contribution of Acta Psychologica appears in 2026 with 1 publication, indicating the expansion of the study into the realm of consumer psychology. In addition, ACM Transactions on Asian and Low-Resource Language Information Processing was only recorded in 2021, while Edelweiss Applied Science and Technology appeared in 2025 with 2 publications. Overall, this pattern shows that research related to this topic is multidisciplinary and spread across various journals, but with publication intensity still relatively low per source, so that no journal has really become the main center of publication in this field. This shows that marketing-related topics are evolving, relevant, and still wide open to further research. (Graph 6).

Graph 6. Most source distributions



Based on the bar chart "Documents by country or territory", it can be seen that there is a dominance of scientific publications from the Asian region, where India occupies the top position with a total of 10 documents, followed closely by China with 9 documents. Western countries such as the United Kingdom (6 documents) and the United States (5 documents) followed in the next ranking, showing significant contributions but still below the two Asian giants. Meanwhile, other countries such as Australia, South Korea, and Taiwan have an equivalent number of documents (3 documents), while Indonesia, Malaysia, and Pakistan are at the lowest level on this list with 2 documents each. Overall, these data reflect a centralized distribution of research in countries with large populations and a strong focus on academic development in the sector being studied. (Graph 7).

Chart 7. Country distribution



3. RESULTS AND DISCUSSION

H1: The Influence of eWOM on Online Purchasing Decisions

The results of the Systematic Literature Review (SLR) show that electronic word of mouth (eWOM) has a positive and significant influence on online purchasing decisions. Recent studies reveal that consumers rely heavily on reviews, ratings, and comments from other users as the main source of information before making a purchase. Astuti and Rahmawati (2023) found that eWOM plays a role in shaping product quality perceptions and increasing consumer confidence in making decisions. This is strengthened by Firmansyah and Arif (2023), who stated that eWOM directly influences purchasing decisions through increased value perception and trust in products. In addition, Wahyuningsih et al. (2025) in the SLR study emphasized that eWOM is a major determinant in digital consumer behavior because it provides real experience-based information that is considered more objective than company promotion. In the context of e-commerce, the existence of eWOM helps consumers in reducing uncertainty and accelerating the process of evaluating alternatives. Consumers tend to choose products with positive reviews and high ratings because they are considered to have better quality. Thus, eWOM not only serves as a source of information but also as a persuasion tool that influences consumer attitudes and intentions. Based on this synthesis, the H1 hypothesis is acceptable because eWOM has been shown to consistently have a positive effect on online purchasing decisions in various research contexts.

H2: The Influence of eWOM on Consumer Trust

Literature review shows that eWOM has a significant influence on the formation of consumer trust in the e-commerce environment. Sudaryanto et al. (2025) found that eWOM and online reviews are able to increase consumer trust through the provision of transparent and credible information. Information derived from other users' experiences is considered more trustworthy compared to the company's marketing messages. Ramdhani et al. (2025) also emphasized that the quality and credibility of eWOM increase trust through perceived usefulness. In the context of online transactions that have a high level of uncertainty, trust is a key factor that determines whether consumers will continue the purchase process or not. eWOM functions as a social signal that validates the quality of the product and the reputation of the seller. In addition, the consistency and number of reviews also affect the level of trust formed. The more positive reviews available, the higher the level of consumer trust. Thus, eWOM not only provides information but also builds consumer confidence in the security and quality of transactions. Based on these findings, the H2 hypothesis is supported by the literature because eWOM has been shown to play an important role in increasing consumer confidence in e-commerce.

H3: The Influence of Trust on Online Purchasing Decisions

Trust is one of the main factors that influence online purchase decisions. Firmansyah and Arif (2023) show that trust has a positive and significant influence on purchase decisions, where consumers who have a high level of trust tend to be more courageous in making transactions. This is reinforced by global research summarized in the 2024 e-commerce meta-analysis, which states that trust is a major determinant in online purchasing behavior. In the digital environment, consumers cannot see or touch the product directly, so trust is a substitute for physical interaction in the evaluation process. Trust is also related to the perception of transaction security, platform reliability, and seller integrity. When consumers feel confident that the transactions made are safe and the products received are in accordance with expectations, the likelihood of a purchase will increase. Conversely, low levels of trust will cause consumers to hesitate and delay purchasing decisions. Therefore, trust plays a role as a psychological factor that reduces uncertainty and increases confidence in decision-making. Based on the synthesis of the literature, the H3 hypothesis is acceptable because trust has been shown to have a significant influence on online purchasing decisions.

H4: Mediation of Trust in eWOM Relationships and Purchase Decisions

The SLR results show that trust plays an important mediating variable in the relationship between eWOM and purchase decisions. Suwardani and Mahendri (2025) found that eWOM influences purchasing decisions through increased consumer trust in platforms and sellers. In addition, Sudaryanto et al. (2025) also confirmed that trust is an intervening variable that strengthens the influence of eWOM on purchase decisions. This shows that eWOM not only has a direct effect but also has a psychological mechanism in the form of trust formation. In this context, a positive and credible eWOM will increase trust, ultimately encouraging consumers to make a purchase. Conversely, negative eWOM can lower trust and hinder purchasing decisions. This mediation role shows that trust is a bridge between the information received by consumers and the purchase action taken. As such, the effectiveness of eWOM relies heavily on its ability to build consumer trust. Based on the results of the synthesis, the H4 hypothesis is supported because trust is proven to mediate the relationship between eWOM and purchasing decisions significantly.

H5: The Effect of eWOM on Risk Perception

The literature shows that eWOM has a negative influence on risk perception in online transactions. Ramdhani et al. (2025) found that quality eWOM is able to reduce perceived risk by providing more complete and accurate information about products. Bogdan et al. (2025) also stated that eWOM helps consumers in understanding product quality and reducing perceived uncertainty. In the context of e-commerce, the risks felt by consumers include financial risks, product risks, and transaction security risks. The presence of eWOM provides a real picture of the experience of other users, thus helping consumers evaluate potential risks before making a purchase. The more positive reviews available, the lower the perceived level of risk. Conversely, negative reviews can increase risk perception and hinder purchasing decisions. Therefore, eWOM serves as an effective risk mitigation tool in the digital environment. Based on these findings, the H5 hypothesis is acceptable because eWOM has been shown to hurt consumer risk perception.

H6: The Influence of Risk Perception on Online Purchase Decisions

Risk perception has a negative influence on online purchasing decisions. Firmansyah and Arif (2023) show that perceived risk significantly reduces purchasing decisions because consumers tend to avoid transactions that are considered high-risk. Babu et al. (2024) also found that perceived risks, both in terms of product quality and transaction security, are the main obstacles in online purchasing behavior. In the context of e-commerce, consumers often face uncertainty related to product authenticity, seller reliability, and personal data security. The high level of perceived risk will cause consumers to hesitate and delay purchasing decisions. On the other hand, when risks can be minimized, consumers will be more confident in making transactions. Therefore, risk perception is an important factor that negatively influences purchasing decisions. Based on the synthesis of the literature, the H6 hypothesis is acceptable because risk perception has been shown to have a significant influence on online purchasing decisions.

H7: Mediation of Risk Perception in the Relationship between eWOM and Purchase Decisions

The results of the literature review show that risk perception plays a role as a mediating variable in the relationship between eWOM and purchase decisions. Ramdhani et al. (2025) found that eWOM influences purchasing decisions through a reduction in perceived risk. This shows that a positive and informative eWOM is able to reduce the uncertainty felt by consumers, thereby increasing the likelihood of a purchase. In this context, eWOM serves as a source of information that assists consumers in evaluating risks before making decisions. When the perceived risk is low, consumers will be more confident to make a purchase. Conversely, if the risk remains high, then the influence of eWOM on purchasing decisions becomes limited. Thus, risk perception serves as a mechanism that explains how eWOM

influences purchasing decisions indirectly. Based on the results of the synthesis, the H7 hypothesis is supported because risk perception is proven to mediate the relationship between eWOM and purchasing decisions.

H8: The Influence of eWOM on Information Quality

The literature shows that eWOM has a positive influence on the quality of information perceived by consumers. Ramdhani et al. (2025) emphasized that the dimensions of eWOM, such as the quality, quantity, and credibility of information, contribute to increasing perceived information quality. In addition, an SLR study by JISEM (2025) shows that eWOM is the main source of information in e-commerce that affects the quality of information used by consumers. Detailed, relevant, and consistent reviews help consumers understand the characteristics of the product more deeply. In the digital environment, information quality is an important factor because consumers cannot physically evaluate products. Therefore, high-quality eWOM will increase consumer perception of the quality of the information available. Based on these findings, the H8 hypothesis is acceptable because eWOM has been proven to have a positive effect on information quality.

H9: The Influence of Information Quality on Online Purchase Decisions

The quality of information has a positive influence on online purchasing decisions. Ramdhani et al. (2025) show that accurate, relevant, and reliable information increases consumer confidence in decision-making. Puspadini et al. (2025) also found that information quality has a significant effect on purchase intent by increasing the perception of product quality. In the context of e-commerce, information quality helps consumers evaluate alternatives and reduce uncertainty. Complete and clear information will speed up the decision-making process and increase the likelihood of a purchase. Conversely, inaccurate or incomplete information can lead to doubt and hinder a purchase decision. Therefore, information quality is an important factor in digital consumer behavior. Based on the synthesis of the literature, the H9 hypothesis is acceptable because the quality of information has been shown to have a significant effect on online purchase decisions.

H10: Information Quality Mediation in the Relationship between eWOM and Purchase Decisions

The results of the SLR show that information quality acts as a mediating variable between eWOM and purchase decisions. Ramdhani et al. (2025) stated that eWOM influences purchasing decisions through improving the quality of information perceived by consumers. This is in line with the Information Adoption model, which emphasizes the importance of information quality in the decision-making process. High-quality eWOM will increase consumers' perception of the quality of information, ultimately driving purchasing decisions. Conversely, unqualified eWOM will reduce the effectiveness of information and hinder the decision-making process. Thus, information quality becomes an important mechanism that explains the relationship between eWOM and purchasing decisions. Based on these findings, the H10 hypothesis is supported because the quality of information is shown to mediate the relationship between eWOM and purchasing decisions significantly.

4. CONCLUSION

Based on the results of the Systematic Literature Review (SLR) on research in the 2020–2025 range, it can be concluded that electronic word of mouth (eWOM) is the main determinant that has a significant influence on online purchase decisions, especially on the Shopee platform. eWOM not only has a direct effect on shaping purchasing decisions through reviews, ratings, and user experience, but also indirectly through mediating variables such as trust, risk perception, and information quality. Trust has proven to be the most powerful mediator that strengthens the eWOM relationship and purchasing decisions, while risk perception serves as an inhibiting factor that can be suppressed through credible and informative eWOM. In addition, the quality of the information generated from eWOM is an important factor in helping consumers evaluate products rationally and increasing confidence in decision-making. Overall, these findings confirm that digital consumer behavior is complex and influenced by the interaction of cognitive, social, and information factors as described in the Theory of Planned Behavior, so that eWOM can be positioned as a strategic element in digital marketing that can increase the effectiveness of purchasing decisions in the e-commerce era.

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