

The Influence of Online Customer Reviews, Brand Trust, and Gender on Product Purchasing Decisions

Matthew Christopher Setiadjaja^a, Ignatius Ario Sumbogo^b,

^aKalbis University, Pulomas Selatan st. Kav. No.22, East Jakarta 13210, Indonesia

^bKalbis University, Pulomas Selatan st. Kav. No.22, East Jakarta 13210, Indonesia

ABSTRACT

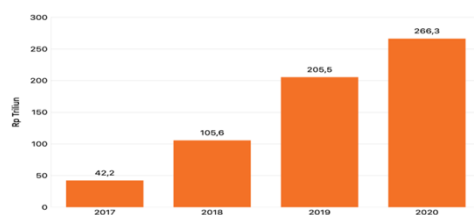
This research aims to determine and analyze the influence of price perceptions, online customer reviews, and brand image on purchasing decisions for Converse shoes on Shopee e-commerce. Using multiple linear regression analysis with IBM SPSS Statistics 26 as an analysis tool. The sample used was users and prospective users of Converse shoes domiciled in DKI Jakarta who purchased the Shopee e-commerce application with a total of 153 respondents. Survey via Google Forms online and using a Likert scale. The sampling technique is non-probability sampling with a purposive sampling method. The results show that price perception, online customer reviews, and brand image partially influence the decision to purchase Converse shoes on Shopee e-commerce. Price perception, online customer reviews, and brand image simultaneously have a significant influence on the decision to purchase Converse shoes on Shopee e-commerce.

Keywords: *Price Perception, Online Customer Review, Brand Image, Purchase Decision*

INTRODUCTION

E-commerce is a digital platform for conducting electronic buying and selling transactions over the internet. Manzoor (2010) explains that e-commerce enables businesses to perform online transactions efficiently, while Whinston et al. (1997) describe it as a means of accelerating trade through electronic methods, improving business processes. Harmayani et al. (2020) extend this definition, including the distribution, purchase, sale, and marketing of products and services online.

With the rise of the internet, there has been a significant shift in consumer behavior, especially as people now prefer convenience and speed in transactions. This change in preferences has forced businesses to adapt and embrace e-commerce platforms to meet customer expectations, streamline online transactions, and expand their market reach. The emergence of e-commerce has provided consumers with more alternatives for purchasing products and services, which has transformed the trade sector.



Picture 1 E-Commerce Transaction Amount (2017-2020)

Indonesia is a prime example of this trend. Over the past decade, internet users in the country have grown significantly, increasing by 142.5 million people between 2013 and 2023. This rise in internet users has fueled an explosion in digital transactions. Within just three years, e-commerce transactions in Indonesia grew by 631.1%, totaling 224.1 trillion rupiah. This data clearly shows that the growth in

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internet users correlates directly with the rise of e-commerce users in the country. Therefore, it has become crucial for companies to digitize their operations to attract and retain customers.

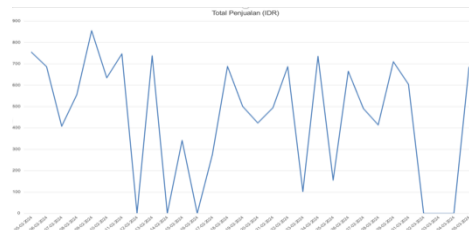
PT Berkas Setia Medika, a business player in Indonesia's e-commerce sector, faces the challenge of adapting its marketing strategies to remain competitive. The company aims to examine three key factors that influence purchasing decisions: online customer reviews (E-WOM), brand trust, and gender. Understanding these variables will help PT Berkas Setia Medika improve its strategies and better serve its customers in the digital marketplace.

Online customer reviews, or E-WOM, are a significant factor in shaping consumer perceptions of product quality. According to Schiffman & Kanuk (2000), E-WOM involves sharing personal recommendations or opinions about a product or service online. Research shows that positive reviews influence purchasing decisions, as consumers tend to trust the opinions of others when making buying choices. Negative reviews, on the other hand, can deter potential customers. Businesses must pay attention to customer feedback and use it to improve their products and services.

Brand trust also plays a key role in influencing purchasing decisions. Consumers are more likely to buy from brands they trust, as brand trust provides a sense of security and satisfaction. Nurhasanah et al. (2021) found that a strong brand trust positively affects online purchases. PT Berkas Setia Medika has already built a reputation for trustworthiness, as indicated by its high customer ratings, but it must continue to nurture this trust to maintain and grow its customer base.

Gender is another important factor that influences consumer behavior in e-commerce. Research shows that men and women make different online shopping decisions. Women, for instance, are more likely to make purchasing decisions based on their sensitivity to online advertising. Gender also impacts impulsive buying behavior, with women more prone to making impulsive purchases online.

Based on this data it can be concluded that PT Berkas Setia Medika, currently experiencing fluctuating



e-commerce sales, aims to understand how these factors affect purchasing decisions to develop better marketing strategies. This research will contribute to the growing body of literature on e-commerce consumer behavior, particularly the roles of online reviews, brand trust, and gender in shaping purchasing choices.

LITERATURE REVIEW

A. Online Customer Review

Online Customer Review or better know as E-WOM can be interpreted as information that is considered by the company to be reliable and trustworthy and is used by customers to help them choose which products to purchase (Banjarnahor et al., 2021).

B. Brand Trust

Ferrinadewi defines brand trust as a consumer's assessment of brand reliability based on past interactions and transactions that meet expectations in terms of product performance and satisfaction (Ferrinadewi, 2018).

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C. Gender

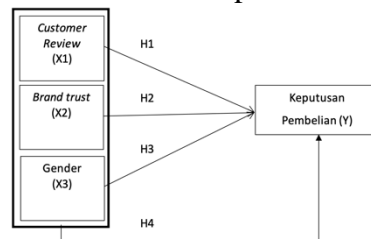
Gender is understood as a cultural construct used to differentiate the roles, actions, mentalities, and emotional characters that men and women have as they develop in society (Rokhmansyah, 2016).

D. E-commerce

According to Whinston, e-commerce is the use of electronic means to speed up trade transactions and increase efficiency in business and organizational processes (Whinston et al., 1997).

E. Conceptual Research Model

This research model analyzes the independent variables (Price Perception, Online Customer Review and Brand Image) on the dependent variable (Purchase Decision) using multiple linear regression analysis methods. The Research Conceptual Model can be seen in picture 3



Picture 3 Conceptual Research Model

H1 = Online Customer Review affects Purchasing Decisions

H2 = Brand Trust affects Purchasing Decisions

H3 = Gender affects Purchasing Decisions

H4 = Online Customer Review, Brand Trust, and Gender simultaneously influence Purchasing Decisions.

METHODOLOGY

A. Unit Analysis

According to Indriantoro and Supomo (2012:94), the formulation of the topic or research statement is the basis for determining the unit of analysis. This is an important aspect in research design because it affects the selection procedure, data collection, and data analysis.

B. Population

A group of research items from which data will be collected is called a population. The entirety or totality of the items studied, whose attributes will be evaluated, is the population (universe). (Echdar 2017:261).

C. Sample

This study refers to the minimum research sample in (Hair et al., 2019), which produces $31 \times 5 = 155$ respondents (number of indicators \times 5 = number of respondents).

D. Data Source & Scale

In this study, the scale used is a Likert or numerical scale of 1-5 using google forms as a medium for distributing questionnaires as the main data used as the basis for research.

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RESULTS

At this research, researchers have collected a total of 157 sample respondents.

A. Instrument Test

1. Validity Test

Table 1 Validity Score Test

Variable	Items	Score	information
Online customer reviews (X1)	X1.q1	.785	Correct
	X1.q2	.812	Correct
	X1.q3	.796	Correct
	X1.q4	.749	Correct
	X1.q5	.766	Correct
	X1.q6	.733	Correct
	X1.q7	.602	Correct
	X1.q8	.736	Correct
	X1.q9	.516	Correct
Brand trust (X2)	X2.q1	.701	Correct
	X2.q2	.817	Correct
	X2.q3	.801	Correct
	X2.q4	.683	Correct
	X2.q5	.796	Correct
	X2.q6	.823	Correct
	X2.q7	.751	Correct
Gender (X3)	X3.q1	.779	Correct
	X3.q2	.833	Correct
	X3.q3	.787	Correct
	X3.q4	.723	Correct
	X3.q5	.805	Correct
	X3.q6	.819	Correct
	X3.q7	.838	Correct
	X3.q8	.834	Correct
Buying decision (Y)	Y1.q1	.713	Correct
	Y1.q2	.647	Correct
	Y1.q3	.764	Correct
	Y1.q4	.606	Correct
	Y1.q5	.735	Correct
	Y1.q6	.722	Correct
	Y1.q7	.759	Correct

The validity test of this study used a total sample of 157 samples, with the formula $df = n - 2 = 155$ and a significance level of 5% or 0.05 with an r table value of 0.157. Through the data contained in table 1, it explains that all indicators have been tested and declared valid and exceed the required standard value, which is 0.157.

2. Reliability Test

Table 2 Reliability Test

Variables	Score	Information
Online customer reviews(X1)	.885	Correct
Brand trust (X2)	.884	Correct
Gender(X3)	.921	Correct
Purchase Decision (Y)	.831	Correct

In the reliability test summary in table 2, it can be seen that the overall reliability test value has exceeded the required Cronbach's Alpha value of above 0.60.

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B. Classic Assumption Test

1. Normality Test

Table 3 Normality Test

Number of Samples	Criteria	Score	Information
155	0.058	.200	Normal data

The results that have been obtained in table 3, show that the significance value that has been obtained is 0.200. This

2. Multicollinearity Test

Table 4 Multicollinearity Test

Model	Collinearity Tolerance	VIF
1 (Constant)		
TOTAL_X1	.226	4.428
TOTAL_X2	.224	4.458
TOTAL_X3	.783	1.278

Based on the multicollinearity test results that have been obtained in table 4. Then it can be stated that each variable used has a VIF value that does not exceed 10 and the tolerance value is above 0.1. So, it can be stated that there is no multicollinearity problem from each variable.

3. Heteroscedasticity Test

Table 5 Heteroscedasticity Test

Model	Sig.
1 (Constant)	.000
TOTAL_X1	.220
TOTAL_X2	.964
TOTAL_X3	.471

Through the results in table 5, all independent variables used get a significance value that exceeds the standard 0.05. So, it can be stated, all independent variables do not occur heteroscedasticity problems using the Glejser test.

C. Data Processing Test

1. Multiple Linear Regression Analysis Test

Multiple linear analysis test was conducted to determine the correlation/relationship between the independent variables (Online customer reviews, brand trust, and Gender) and the dependent variable (Purchase decision).

Table 6 Multiple linear regression test

Model	Unstandardized B
1 (Constant)	1,938
TOTAL_X1	.422
TOTAL_X2	.219

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TOTAL_X3 .148

$$\text{Model : } Y = 1.938 + .422.X1 + .219.X2 + .148.X3 + e$$

Information:

Y = Purchase decision

X1 = Online customer reviews

X2 = Brand Trust

X3 = Gender

a = Constant

b = Linear Regression Coefficient

e = Error/Residual

Based on the multiple linear regression analysis test, the conclusions obtained are as follows:

- Constant Based on variable Y has a score of 1.938 which means the purchasing decision variable has a score of 1.938 if the value of the Online customer review, Brand trust, and Gender variables is 0.
- The coefficient of variable X1 has a score of .422, which means that if there is an increase in variable X1 (Online customer review), there will be an increase in variable Y (Purchase decision) of .422.
- The coefficient of variable X2 has a score of .219, which means that if there is an increase in variable X2 (Brand Trust), there will be an increase in variable Y (Purchase Decision) of .219.
- The coefficient of variable X3 has a score of .148, which means that if there is an increase in variable X3 (Gender), there will be an increase in variable Y (purchase decision) of .148.

D. Hypothesis Test

a. T Test (Partial)

The t-test is conducted to determine the influence of independent variables in explaining variations based on a dependent variable.

Model	T count	Sig.
1 (Constant)	1,808	.073
TOTAL_X1	7,379	.000
TOTAL_X2	3.163	.002
TOTAL_X3	5,098	.000

The t-test has a minimum requirement, namely $t_{\text{count}} > t_{\text{table}}$ with a significance level $< .05$ so that H_0 can be rejected. Thus, it can be concluded that all independent variables have an effect on the dependent variable.

The more complete t-test results will be described as follows:

- The first hypothesis has a significance of $0.000 < 0.05$ and a calculated t value of $7.379 > 1.975$. Based on these data, it can be found that H_1 is accepted, which means that E-WOM has an effect on purchasing decisions.

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- b. The first hypothesis has a significance of $0.002 < 0.05$ and a calculated t value of $3.163 > 1.975$. Based on these data, it can be found that H2 is accepted, which means that brand trust has an effect on purchasing decisions.
- c. The first hypothesis has a significance of $0.000 < 0.05$ and the calculated t value is $5.098 > 1.975$. Based on these data, it can be found that H3 is accepted, which means that gender has an effect on purchasing decisions

b. F Statistical Test (Simultaneous)

The F test is conducted to determine whether the independent variables together have a significant influence on the dependent variable.

Table 8 F Statistical Test (Simultaneous)

Model	df	F
1 Regression	3	205,417

For the F test to be considered valid, it must meet two criteria: the calculated F value must exceed the table F value, and the significance value (sig) must be less than .05. The results of the F test show that the test exceeds the minimum significance criteria of $<.000 < .05$, with a calculated F value of 205.471, which is greater than the critical value of 2.66. Thus, purchasing decisions are simultaneously influenced by online customer reviews, brand trust, and gender.

3. Determination Coefficient Test (R²)

The coefficient of determination test evaluates the extent to which the model can explain the variability in the dependent variable. A low R² value indicates that the independent variable has limited capacity to explain the variation in the dependent variable.

Table 9 Determination Coefficient Test

Model	Adjusted R2	R2
1	.799	.803

The results of the determination coefficient test have an adjusted r square value of .799, which means that the variables Online customer review, Brand trust, and Gender can explain the Purchase Decision variable by 79.9% and the remaining 2.1% can be explained by other variables that are not in this research model.

CONCLUSION

Temuan dari penelitian ini adalah sebagai berikut:

1. E-WOM (Electronic Word-of-Mouth) memiliki dampak yang signifikan terhadap keputusan pembelian di platform e-commerce PT Berkas Setia Medika.
2. *Brand trust* memiliki dampak yang signifikan terhadap keputusan pembelian di platform e-commerce PT Berkas Setia Medika.
3. *Gender* memiliki pengaruh yang signifikan terhadap keputusan pembelian di platform e-commerce PT Berkas Setia Medika.
4. Pengaruh gabungan dari *online customer review* (E-WOM), *brand trust*, dan *gender* terhadap keputusan pembelian sangat signifikan. pembelian di e-commerce PT Berkas Setia Medika.

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