

The Effect of Discounts, Online Customer Ratings, and Online Customer Reviews on Consumer Purchase Intention in The Shopee Marketplace

Sumiati¹, Andi Muhammad Irwan², Nur Fadilah Ayu Sandira^{3*} Rostina⁴

^{1,2}Accounting Study Program, STIE Makassar Maju, Makassar, Indonesia

^{3,4}Faculty of Economics, Universitas Negeri Makassar, Makassar, Indonesia

* Corresponding author nur.fadhilah.ayu@unm.ac.id

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Abstract

Objectives – This study aims to examine and analyze the influence of discounts on consumer purchase intention, The influence of online customer ratings on consumer purchase intention, The influence of online customer reviews on consumer purchase intention, and The simultaneous influence of discounts, online customer ratings, and online customer reviews on consumer purchase intention on the Shopee marketplace.

Methods/Approach – The sampling technique used in this study is probability sampling, specifically through the purposive sampling method.

The Results - discounts (X1) have a positive and significant effect on buying interest (Y), online customer ratings (X2) have a positive and significant effect on buying interest (Y), online customer reviews (X3) have a positive and significant effect on buying interest (Y), and discounts, online customer ratings, online customer reviews simultaneously have a significant effect on purchasing interest.

Keywords: *Discounts, Online Customer Ratings, Online Customer Reviews and Purchase Interest*

1. Introduction

Marketplace, a virtual platform where sellers and buyers meet to conduct various types of transactions, has become one of the major innovations in sales strategies developed in recent years. The rapid advancement of information technology has led to a growing number of businesses utilizing online sales as an innovative approach to attract consumer purchase intention. As stated by David (2014), marketplaces offer advantages for businesses by enabling them to develop new marketing strategies that are more effective and efficient. Shopee is one of the most attractive online shopping platforms for consumers due to its special promotions, free shipping offers, and a wide selection of high-quality products. Shopee also features reliable customer ratings and reviews, which are important elements influencing consumer decisions.



According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), based on responses from 8,510 participants, Shopee ranks first among marketplace users, accounting for 56.04% of users. It is followed by Lazada with 32.72%, Tokopedia with 12.8%, TikTok Shop with 8.29%, and Bukalapak with 2.84%. Discounts are a marketing tactic that effectively attracts customers and helps businesses maintain market share. This is one of the factors influencing consumers' buying interest on Shopee (Kotler & Keller, 2012). According to Kotler (1987:42), a discount is a reward in the form of a price reduction given to customers for specific actions, such as purchasing in large quantities, meeting payment terms, or making early payments. Thus, discounts encourage customers to compare the discounted price with the original price. To attract consumers, Shopee frequently offers large-scale promotions, such as 50% discounts every day from 8 PM to 12 AM, special discounts on specific dates (e.g., 3.3 for March 3rd), free shipping, seasonal discounts, and various other promotional events. A 50% discount is also available through Shopee Live as part of a promotional strategy offering half-price deals for live purchases.

Consumers often expect promotional discounts to be offered repeatedly on the same dates and months. As stated by Nasir (2017), the greater the discount offered, the higher the consumers' intention to purchase a product. This is supported by Isnaini (2008), who argues that discounts can encourage buyers to purchase in larger quantities and increase their interest in buying. On the contrary, Zheng et al. (2022) present a differing opinion, stating that consumers may perceive high price promotions as an indication of low product quality, which in turn can reduce their purchase intention.

In addition to discounts, online customer ratings also influence how consumers make purchasing decisions on the Shopee marketplace platform. Modern consumers often rely on ratings to evaluate their interest in a product. According to Shaker et al. (2021), a rating is the process of providing feedback in the form of stars by customers to service or product providers, with results that are generally considered reliable. In this rating system, there is no direct relationship between the rater and the service provider, and the results cannot be manipulated.

Daulay (2020) adds that customers give positive or negative feedback depending on product quality, seller response, and delivery service. However, negative feedback can lead to poor store performance. The rating feature in Shopee allows users who have made a purchase to rate the product or service using a star system ranging from 1 to 5 stars. A 1-star rating (very poor) means the buyer is extremely dissatisfied with the product or service received; 2 stars (poor) indicate dissatisfaction; 3 stars (fair) suggest the product or service is adequate but did not exceed expectations; 4 stars (good) indicate satisfaction with a product or service that meets expectations and quality standards; and 5 stars (excellent) reflect very high satisfaction, where the product exceeds expectations, the quality is high, delivery is fast, and the seller is responsive and helpful. This is supported by Lackermair et al. (2013), who state that product ratings serve as a valuable source of information in supporting purchase decisions. Likewise, Kumar Raja et al. (2021) found that higher ratings correspond to higher perceived value, and Wang et al. (2022) emphasized that even simple rating values can help consumers make faster decisions.

In addition to online customer ratings, purchase intention can also be influenced by online customer reviews. These reviews serve as a medium for gathering information that helps consumers evaluate their purchase interest and make informed buying decisions. According to Mo et al. (2015), online customer reviews are evaluations uploaded by customers on the Shopee marketplace, which provide insights into various aspects of a product. In the world of e-commerce, reviews play a critical role; positive reviews can encourage many new customers to purchase products from a platform that has a solid reputation for customer feedback. The positive or negative nature of reviews is often based on the quality of the product received. Customers can also include images and videos as part of their review, serving both as evidence and feedback for sellers. After reading reviews and comparing them with others, customers begin to reassess their purchase intention (Lackermair et al., 2013). This is because the reviews provide reliable and firsthand information about the product, helping consumers make more confident final decisions (Alamana & Mirza, 2013). According to Ghoni and Soliha (2023), Shopee is one of the most popular online marketplaces in Indonesia. Other well-known platforms include Tokopedia, Bukalapak, Blibli, and Lazada. However, Shopee is considered the leading platform due to its user-friendly application and effective product search system. The product filtering feature makes it easy for users to sort products by category, type, or price. Moreover, Shopee offers added transparency in sales transactions. The transaction process is simple and well-supported, covering everything from payment to order completion. If a product shipped by a seller does not meet expectations, Shopee offers a money-back guarantee, allowing users to cancel their order and receive a full refund.

2. Methodology

This study collected data using a questionnaire distributed via Google Forms, which was filled out by consumers who are users of the Shopee e-commerce platform. The type of this research is quantitative, which refers to research that generates findings that can be obtained through the use of statistical techniques—namely, the collection, compilation, analysis, and presentation of research data in the form of numerical or statistical information.

In conducting this research, it is essential to define the population to ensure that the researcher obtains relevant and expected data. According to Sugiyono (2010), the population is a generalization area consisting of objects or subjects that have certain qualities and characteristics defined by the researcher to be studied and from which conclusions can be drawn. The population in this study includes university students in Makassar who are Shopee marketplace users. To determine the sample for this research, the researcher used a sampling technique. The sampling technique employed is probability sampling with a purposive sampling method. Probability sampling is a technique in which every element or member of the population has an equal chance of being selected as a sample. Meanwhile, according to Sugiyono (2017), purposive sampling is a technique for determining the sample based on specific criteria, which are believed to provide the desired information—namely, respondents who have previously used the Shopee marketplace.

The questionnaire consisted of personal data questions as well as questions regarding the indicators of each variable used in this study. The questions were structured using a Likert scale (1-5). The Likert scale is used to measure people's attitudes, opinions, and assumptions about social phenomena. The variables to be measured were broken down into indicator variables, which then served as the basis for creating items in the instrument, in the form of statements or questions.

Operational definitions provide explanations or definitions of a concept in terms of how it is manipulated or measured in the context of the research. The conceptual framework of the variables is presented in the following table:

Variabel	Variabel Definition	Indicators
Discount (X1)	A discount or price reduction refers to a decrease in the product price offered by the seller to attract consumers' purchase interest.	<ol style="list-style-type: none"> 1. Amount of discount 2. Discount period 3. Types of products eligible for discount
Online Customer Rating (X2)	Online customer rating is an evaluation consisting of star-based reviews that reflect customers' opinions. These are based on their perceptions and preferences derived from emotional and mental experiences while interacting with a virtual product in a mediated environment (Zhang & Li, 2002).	<ol style="list-style-type: none"> 1. Number of ratings 2. Product rating features
Online Customer Review (X3)	Online customer reviews are a form of electronic word-of-mouth marketing where prospective buyers obtain product information from other consumers who have already used the product (Filiari, 2014). Consumers benefit from these reviews by comparing products without needing to visit multiple sellers (Yasmin et al.).	<ol style="list-style-type: none"> 1. Perceived usefulness 2. Source credibility 3. Argument quality (e.g., images or videos)
Purchase Intention (Y)	Purchase intention refers to consumer behavior where individuals show a desire to choose and consume a product. It arises when consumers are influenced by the quality of a product and the information available about it (Kotler & Abrizal et al., 2014).	<ol style="list-style-type: none"> 1. Transactional intention 2. Referential intention 3. Preferential intention 4. Exploratory intention

Based on the objectives of this research, several data analysis methods used in this study are descriptive statistical analysis and inferential analysis. Descriptive statistics is a type of statistics that aims to describe or provide a brief overview of the project being studied using sample or population data, without conducting analysis and making conclusions that are relevant to the general public. Descriptive

statistical analysis includes mean, median, mode, percentage, range, and standard deviation.

A regression model with more than one independent variable is called multiple linear regression. The direction and effect of independent variables on the dependent variable are examined using multiple linear regression. The purpose of regression is to investigate how one variable affects another. This variable is called the dependent variable, and the variable that influences it is called the independent variable. Multiple regression analysis is used by researchers to predict the condition of the dependent variable (criterion) from two or more independent variables manipulated as predictor factors (increasing or decreasing).

Multiple linear regression analysis is a method for measuring the influence of multiple independent variables ($X_1, X_2, X_3, \dots, X_n$), and its name comes from the expectation that each estimated value will increase or decrease in a straight line. The estimation for multiple linear regression is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_nX_n$$

Description:

Y : dependent variable

$X (1,2,3,\dots)$: independent variables

a : constant value

$b (1,2,3,\dots)$: regression coefficient values

3. Result and Discussion

One of the most popular programs among Shopee users is the free shipping program, which is still active today. With various promotional activities and attractive programs offered by Shopee, the platform has quickly captured the hearts of Indonesian consumers, especially those who are active internet users. When Shopee first entered the Indonesian market, its application had already been downloaded by 1 million users within its first four years. As of now, Shopee has been downloaded by over 100 million users. In 2019, Shopee's marketplace experienced rapid growth, particularly in Indonesia. In the fourth quarter of 2019, Shopee successfully surpassed Tokopedia to become the most popular online shopping platform in Indonesia, reaching up to 72.9 million users. In addition, the marketplace—commonly referred to as "Si Oren" (the orange one)—also became the number one e-commerce application on Google Play Store in Indonesia. In Southeast Asia, Shopee has also successfully overtaken Lazada in terms of app downloads and website visits. From a revenue perspective, Shopee has managed to generate income amounting to IDR 13.2 trillion.

This study uses primary data obtained through an online questionnaire distributed via Google Forms to respondents. A total of 110 questionnaires were returned, and 107 responses were considered valid and met the sample characteristics. The characteristics of the respondents used as the research sample are grouped based on age, gender, university of origin, and year of entry. Detailed information is presented in the table below.

The respondent characteristics provide a brief overview of the research objects based on the responses collected through the questionnaire. The characteristics identified in this study include: age, gender, university of origin, faculty/major, year of entry, and the number of times the respondents have made purchases on the Shopee marketplace.

Distribution of Respondents by Age

Nu.	Age	Number (people)	Percentage (%)
1	18-24 years old	98	91.5
2	25>tahun	9	8.5
	Total	107	100%

Source : Primary data processed, 2024

Based on the percentage above, it can be concluded that the popularity of shopping on the Shopee marketplace is dominated by Generation Z.

Distribution of Respondents by Gender

Nu.	Gender	Number (people)	Percentage (%)
1	Male	21	19.6
2	Female	86	80.4
	Total	107	100%

Source : Primary data processed, 2024

From the percentage above, it can be concluded that female users are highly dominant in using Shopee, indicating that women are the primary target market of Shopee compared to men.

Distribution of Respondents by University of Origin

Nu.	University	Number (people)	Percentage (%)
1	Public University	64	59.8
2	Private University	63	58.8
	Total	107	100%

Source : Primary data processed, 2024

From the percentage above, it can be concluded that students from public universities tend to dominate online shopping activities on Shopee, although the difference is relatively small.

Respondent Characteristics Based on Year of Entry

No	Year of Entry	Number	Percentage
1	2017	4	3.7
2	2018	4	3.7
3	2019	1	0.93
4	2020	54	50.4
5	2021	29	27.1
6	2022	6	5.6
7	2023	9	8.4
	Total	107	100 %

Source : Primary data processed, 2024

This indicates that students from the 2020 batch are more dominant in conducting online shopping activities on Shopee compared to other cohorts

Respondent Characteristics Based on Number of Purchases

Nu.	Number of Purchase	Number (people)	Percentage (%)
1	1 Time	3	2.8
2	2 Time	4	3.8
3	>2 Time	100	93.4
	Total	107	100%

Source : Primary data processed, 2024

This indicates that Shopee has successfully attracted and retained customers who actively shop on their platform.

The following is a description of the respondents' research data on each item of the research variables, which has been calculated using the interval formula as follows:

$$\text{Interval} = (5 - 1) / 5 = 0.8$$

Thus, the perception classification is defined as follows:

Interval Range	Category
1.00 - 1.79	Very Poor
1.80 - 2.59	Poor
2.60 - 3.39	Fair
3.40 - 4.19	Good
4.20 - 5.00	Veodry G

Source : Primary data processed, 2024

To determine whether the questionnaire has an adequate level of validity, a validity test can be conducted. The relationship between the calculated r-value (r count) and the critical r-value (r table) indicates the validity of the questionnaire. The following table presents the results of the validity test at a significance level of 0.05 or 5%.

Variable	Item	r.count	r.table	remarks
Discount (X1)	X1.1	0.865	0.191	valid
	X1.2	0.737	0.191	valid
	X1.3	0.876	0.191	valid
	X1.4	0.879	0.191	valid
	X1.5	0.859	0.191	valid
	X1.6	0.802	0.191	valid
Online Customer Rating (X2)	X2.1	0.942	0.191	valid
	X2.2	0.938	0.191	valid
Online Customer Review (X3)	X3.1	0.937	0.191	valid
	X3.2	0.942	0.191	valid
	X3.3	0.920	0.191	valid
Purchase Intention (Y)	Y1	0.863	0.191	valid
	Y2	0.933	0.191	valid
	Y3	0.906	0.191	valid

	Y4	0.865	0.191	valid
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Source : Primary data processed, 2024

Table 3.1

Interval	Customer Loyalty	Frequency	Percentage
80 - 100	Very Loyal	12	36,13
70 - 79	Loyal	17	50,02
60 - 69	Somewhat Loyal	6	12,87
50 - 59	Not Loyal	0	0
≤ 49	Very Not Loyal	0	0

Source : Primary data processed, 2024

It can be seen that all statement items for the variables *discount*, *online customer rating*, *online customer review*, and *purchase intention* are declared valid, as each item serving as an indicator of its respective variable has a calculated R value (r-count) greater than the critical R table value (r-table).

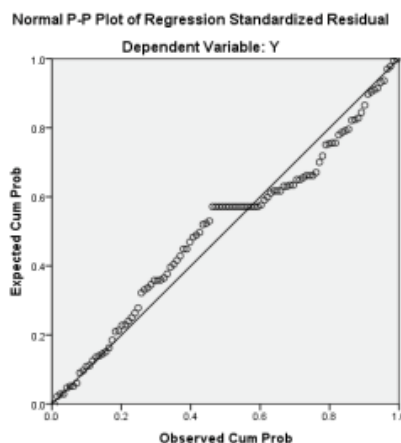
A questionnaire is considered reliable if a respondent's answers to the questions/statements are consistent and stable over time. The reliability of a construct variable is considered good if the value of Cronbach's alpha is greater than 0.107, in which case it is considered reliable. However, if the value of Cronbach's alpha is less than 0.107, it is considered unreliable.

Nu.	Variable	Cronbach's Alpha	Criteria
1	Discount (X1)	0.914	Valid
2	Online Customer Rating (X2)	0.868	Not Valid
3	Online Customer Review (X3)	0.925	Reliable
4	Purchase Intention (Y)	0.914	Not Reliable

Source : Primary data processed, 2024

It can be concluded that the Cronbach's Alpha values for the variables discount, online customer rating, online customer review, and purchase intention are respectively 0.914, 0.868, 0.925, and 0.914. These Cronbach's Alpha values indicate that each variable has a score greater than 0.191, thereby meeting the criteria for reliability.

The Kolmogorov-Smirnov (K-S) test, a non-parametric statistical test, is applied in this study. The data are considered to be normally distributed if the significance value (Asymp. Sig) is greater than 0.05. The following table presents the results of the normality test and the normal distribution evaluation:



Sumber : Data primer diolah, 2024

The results of the normality test show that the points are scattered around the diagonal line and follow the direction of the diagonal. Therefore, it can be concluded that the residual values are normally distributed.

The multicollinearity test is used to determine whether there is a high correlation among the independent variables in a multiple linear regression model. A high correlation among independent variables may interfere with the relationship between the independent and dependent variables. However, no multicollinearity is present if the tolerance value is greater than 0.100 and the Variance Inflation Factor (VIF) is less than 10.00.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.637	.909		.701	.485		
	DISKON	.216	.058	.306	3.700	.000	.330	3.032
	RATING	.123	.170	.065	.723	.471	.281	3.553
	REVIEW	.754	.120	.560	6.302	.000	.285	3.513

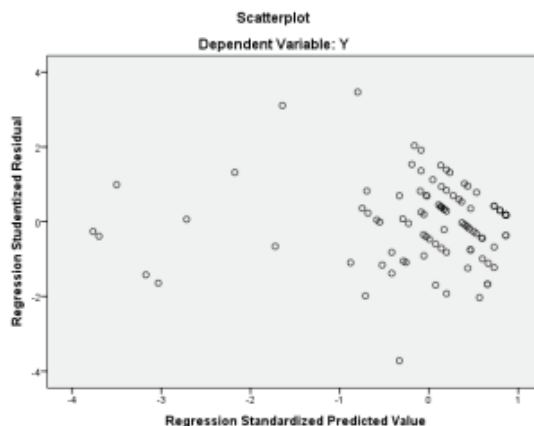
Sumber: Data primer diolah, 2024

The tolerance values for the independent variables are as follows: the discount variable is $0.330 > 0.100$, the rating variable is $0.281 > 0.100$, and the review variable is $0.285 > 0.100$. Furthermore, the VIF (Variance Inflation Factor) values for each variable are 3.032, 3.553, and 3.513, respectively, which are all less than 10.00. This indicates that there is no multicollinearity in this study.

The heteroscedasticity test is used to determine whether there is a variance inequality of residuals across observations in a regression model. A good regression model is free from heteroscedasticity (Ghozali, 2012). The basis for analysis is as follows:

1. If there is a certain pattern, such as the data points forming a regular pattern (wavy, expanding then narrowing), it indicates the presence of heteroscedasticity.
2. If there is no clear pattern, and the data points are randomly spread above and below the 0 value on the Y-axis, it indicates that there is no heteroscedasticity.

To determine whether heteroscedasticity is present, the following **scatterplot** is examined:



Sumber. Data Primer diolah, 2024

Based on the results of the scatterplot test, it can be observed that the points are randomly scattered and distributed both above and below the value of 0 on the Y-axis. This indicates that there is no heteroscedasticity in the regression model. Therefore, the regression model is considered appropriate for further testing.

This study uses multiple linear regression analysis as a statistical tool to examine the effect of two or more independent variables on the dependent variable. The requirements for conducting multiple linear regression include data that is valid, reliable, normally distributed, and linear.

Decision-making in multiple linear regression testing is based on two criteria:

R Square (R²) value - the larger the R Square value, the greater the influence of variables X₁ and X₂ on variable Y.

Significance value (Sig.) and F value in the ANOVA table - the model is considered significant if F value > F table and Sig. value < 0.05.

Coefficients^a

l	Mode	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.637	.909		.701	.485
	X1	.216	.058	.306	3.700	.000
	X2	.123	.170	.065	.723	.471
	X3	.754	.120	.560	6.302	.000

a. Dependent Variable: Y

Sumber : Data primer diolah, 2024

The value of the constant (a) is 0.637, while the regression coefficients for X₁, X₂, and X₃ are 0.216, 0.123, and 0.754 respectively. Therefore, the multiple linear regression equation can be written as:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 0.637 + 0.216X_1 + 0.123X_2 + 0.754X_3$$

This means that the constant value of 0.637 indicates the consistent value of the **purchase intention** variable when the independent variables are considered constant.

- The regression coefficient of X_1 (**discount**) is **0.216**, indicating that for every 1% increase in the discount variable, the **purchase intention** increases by 0.216.
- The regression coefficient of X_2 (**online customer rating**) is **0.123**, indicating that a 1% increase in customer rating results in a 0.123 increase in **purchase intention**.
- The regression coefficient of X_3 (**online customer review**) is **0.754**, meaning that for each 1% increase in online customer reviews, **purchase intention** increases by 0.754.

All regression coefficients are **positive**, which suggests that the direction of the influence of variables X_1 , X_2 , and X_3 on Y (purchase intention) is **positive**.

The hypothesis is accepted if the significance value of the t-test is less than **0.05**, and rejected if it is greater than 0.05.

- **If the significance value (p-value) > 0.05**, then H_0 is **accepted**, which means there is **no significant effect** of the independent variable on the dependent variable.
- **If the t-count > t-table or p-value < 0.05**, then H_a is **accepted**, indicating a **significant effect** of the independent variable on the dependent variable.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.080	.729		1.481	.142
1 X1	.342	.045	.484	7.550	.000
X3	1.090	.090	.810	12.074	.000
XRATING	-.783	.103	-.453	-7.567	.000

a. Dependent Variable: Y

Sumber : Data diolah primer diolah ,2024

To determine whether **t-count > t-table**, the formula used is:

$$T \text{ table} = t(a/2 ; n-k-1)$$

$$\begin{aligned} a &= 5\% = t(0,05 / 4 ; 107- 4 - 1) \\ &= 0.025 ; 102 \\ &= 0.1927 \end{aligned}$$

Based on the t-test results, it can be seen that the t-count value for the discount variable (X_1) is 7.550, which is greater than the t-table value of 0.1927. This indicates that H_0 is rejected and H_1 is accepted at a 5% significance level, meaning that the discount variable has a significant partial effect on purchase intention (Y). Furthermore, the t-count for the online customer rating variable (X_2) is -7.567, which is also greater than the t-table value (in absolute terms), suggesting that H_{02} is rejected and H_2 is accepted, thus indicating that online customer ratings significantly influence purchase intention. Similarly, the t-count for the online customer review variable (X_3) is 12.074, which exceeds the t-table value, leading to the rejection of H_{03} and the acceptance of H_3 . This confirms that online customer reviews have a

significant partial effect on purchase intention. To evaluate the collective influence of all independent variables on the dependent variable, an F-test was conducted. The hypothesis is accepted if the F significance value is less than 0.05, indicating that all independent variables jointly have a significant influence on purchase intention.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1148.391	3	382.797	113.763	.000 ^b
Residual	346.580	103	3.365		
Total	1494.972	106			

a. Dependent Variable: minat beli

b. Predictors: (Constant), online customer review, diskon, online customer rating

Sumber : Data primer diolah, 2024

Based on the table provided, it is known that the calculated F value (**F count**) of **113.763** is greater than the F table value of **2.69**, and the significance value is below **0.05**. This means that **H₀ is rejected** and **H₁ is accepted** at the 5% level of significance. Therefore, it can be concluded that all independent variables — namely **discount, online customer rating, and online customer review** — simultaneously have a **significant influence on purchase intention (Y)**.

The **coefficient of determination (R²)** essentially indicates how well the model accounts for variations in the dependent variable based on the independent variables. A **low R² value** suggests that the independent variables have a **limited ability** to explain the variation in the dependent variable. Conversely, a **higher R² value** indicates a stronger explanatory power of the model, showing that the independent variables collectively contribute significantly to explaining the variation in consumer purchase intention.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.876 ^a	.768	.761	1.834	.768	113.763	3	103	.000

a. Predictors: (Constant), online customer review, diskon, online customer rating

b. Dependent Variable: MINAT BELI

Sumber : Data primer diolah (2024)

It can be concluded that the value of the R square coefficient (R²) is 0.768 or 76.8%, indicating that the variables discount, online customer rating, and online customer review collectively influence purchase intention by 76.8%. The very small Sig-F value (0.000) shows that, overall, the three independent variables significantly affect purchase intention. Therefore, these variables have a significant impact on consumer purchase intention.

Based on the partial t-test, the discount variable significantly affects purchase intention, as the calculated t-value (7.550) is greater than the t-table value (0.1927). This indicates that **X1 (discount)** has a significant effect on Y (purchase intention). This finding aligns with research by Nasir and Harti (2017), which also showed a

positive and significant relationship between discounts and purchase intention. Thus, discounting serves as an effective marketing strategy to increase consumer purchase interest on Shopee.

The online customer rating, however, showed a calculated t-value of -7.567, which is less than the t-table value (0.1927), suggesting that it does not significantly affect purchase intention. However, it is still concluded that **X2** (online customer rating) has a significant effect on **Y**, as better ratings are associated with better perceived product or service quality. This is consistent with research by Mawa and Cahyadi (2021), which found that customer ratings influence consumer purchase interest. Moreover, online customer ratings affect consumer perceptions of seller credibility. A high rating reflects not only product quality but also seller service, including shipping speed, responsiveness, and complaint handling. Sellers with high ratings tend to be more trusted, thereby increasing purchase interest. Thus, ratings play a critical role in building seller reputation and influencing consumer behavior on platforms like Shopee.

The online customer review variable also significantly affects purchase intention, as the calculated t-value (12.07482) is greater than the t-table value (0.1927). This means that **X3 (online customer review)** significantly influences **Y (purchase intention)**. Consumer interest is impacted by reviews—positive reviews suggest high product or service quality. This finding aligns with research by Farqi and Baihaqi (2016), who stated that reviews significantly influence purchase intention. Reviews are not just feedback, but a crucial part of digital marketing strategy, helping attract and retain consumer interest on Shopee.

Based on the simultaneous **F-test**, the variables discount (X1), online customer rating (X2), and online customer review (X3) collectively influence purchase intention (Y) on the Shopee marketplace. With a significance value of $0.000 < 0.05$ and F count of $113.763 > 2.69$, it is concluded that all three independent variables have a significant simultaneous effect on purchase intention. These variables—particularly online opinions and reviews—help prospective customers make informed purchase decisions. This supports research by Herman Wibisono et al. (2021), which found that online reviews and ratings positively influence purchase intention.

Online customer reviews offer in-depth insights into customer experiences, including specifics such as material quality, shipping speed, and seller service. Consumers often read reviews before purchasing—especially for higher-priced items or products with many alternatives. Positive reviews enhance product credibility and help reduce purchase risk.

4. Conclusion

Based on the research findings and discussion regarding “The Influence of Discounts, Online Customer Ratings, and Online Customer Reviews on Consumer Purchase Intention on the Shopee Marketplace,” the following conclusions can be drawn:

1. The Discount variable (X1) has a positive and significant partial effect on purchase intention on the Shopee marketplace. This is supported by the t-test result ($t = 7.550 > 0.1927$) and a significance value of $0.000 < 0.05$.

2. The Online Customer Rating variable (X2) has a negative but significant partial effect on purchase intention on the Shopee marketplace. This is supported by the t-test result ($t = -7.567 < 0.1927$) and a significance value of $0.000 < 0.05$.
3. The Online Customer Review variable (X3) has a positive and significant partial effect on purchase intention on the Shopee marketplace. This is supported by the t-test result ($t = 12.074 > 0.1927$) and a significance value of $0.000 < 0.05$.
4. The variables Discount (X1), Online Customer Rating (X2), and Online Customer Review (X3) collectively have a positive and significant simultaneous effect on purchase intention on the Shopee marketplace. This is evidenced by the F-test result ($F = 113.763$) and a significance value of $0.000 < 0.05$.

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