

## The Influence of Service Quality, Brand Image, and Online Customer Reviews on Purchase Decisions

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### ABSTRACT

The purpose of this study was to analyze the effect of service quality, brand image, and online customer reviews on purchasing decisions (shopee application) for FEB students at Muhammadiyah University Semarang. the population in this study were consumers who wanted to buy products in the shopee application, the number of which was known with certainty. The sampling technique used non-probability sampling where the sample did not provide an opportunity to be selected as a sample member, sampling by accidental sampling. the number of samples was determined using the slovin formula, totaling 95 respondents. Based on the results of the spss test, it shows that the service quality variable (x1) has a positive and significant effect on purchasing decisions (y), brand image (x2) has a positive and significant effect on purchasing decisions (y), online customer review (x3) has no positive and significant effect on purchasing decisions (y), then simultaneously and together it can be concluded that service quality, brand image, and online customer review have a positive and significant effect on purchasing decisions.

**Keywords:** Service Quality, Brand Image, Online Customer Review, Purchase Decision.

## **INTRODUCTION**

In Indonesia, the internet has become an important part of people's lifestyles, driving a shift from offline to online shopping and fueling the significant growth of the e-commerce market. Akbar and Alam (2020) define e-commerce as a business process that utilizes electronic technology to connect consumers and society in the exchange of goods, services, and information. Marketplaces such as Shopee offer convenience for consumers to shop online, changing customer behavior from offline to online purchases, which also affects product or service purchasing decisions (David, 2014).

Shopping online provides many benefits, such as convenience, practicality, requires small capital, can be done simultaneously with other work, and transactions are easy and safe (Syafitri, 2019). Consumers can make transactions and payments without spending a lot of energy thanks to the support of internet technology through cellphones. Purchasing decisions involve several stages such as problem recognition, information search, alternative evaluation, buying decisions, and post-purchase behavior (Firmansyah, 2019).

Brand image is an overall representation of consumer perceptions of the brand, which includes whether the brand is good or bad, and is related to consumer attitudes, beliefs, and preferences (Firmansyah, 2019; Chalil et al., 2020; Sultiyono & Brata, 2020). A positive image can encourage consumers to make purchases. In addition to viral marketing, online customer reviews are also an important factor, because these reviews provide information and product evaluations that help potential buyers make purchasing decisions (Idolzelle, 2015; Almana & Mirza, 2013).

This study is very relevant to the current condition where e-commerce has become an integral part of the daily lives of Indonesians. Visit data released by DataBox shows that Shopee ranks first as the most visited e-commerce via website in the first quarter of 2023. This shows that Shopee is in high demand by the public due to the prices offered and the friendly response of sellers, making it number one for e-commerce. As time goes by, Shopee continues to update its system by providing better service quality and affordable prices, which in turn supports people's purchasing decisions at Shopee. This research is expected to provide valuable insights for e-commerce businesses in improving their service quality and marketing strategies.

According to Iffa Ainul Rofi and Khuzaini (2021), service quality has a positive effect on purchasing decisions, while Annisa Widilia Rahmawati found that brand image and online customer reviews had no significant effect. However, customer reviews are still important because consumers usually look at brand image, product quality, or customer reviews before buying. Riska Sari Mellati and Reni Dwi Wijayanti (2020) also emphasized that customer reviews have a very positive and significant effect on purchasing decisions. This study replicates the journal by Rolza Maya Sari (2022) with the addition of online customer review variables and refers to the research of Afifah Rizqi Putri and Wulryaningsih Dwi Lestari (2022). Based on this background, this research was conducted with the title "The Effect of Service Quality, Brand Image, and Online Customer Review on Purchasing Decisions on the Shopee Application (Study of FEB Students at Muhammadiyah University Semarang)".

## **LITERATURE REVIEW**

### **Marketing Management Purchase Decision**

Marketing management according to (Assauri, 2009: 12) is the activity of analyzing, planning, implementing, and controlling programs aimed at forming, maintaining, and building profits from exchanges through target markets in order to achieve long-term organizational goals. According to (Kotler and Armstrong, 2001), the main objectives of marketing are to attract new customers by promising superior value and retaining current customers by providing satisfaction.

### **Quality of Service**

According to Tjiptono and Chandra in Suldarsono (2019: 57), service quality is a special encouragement for customers to establish long-term relationship ties with the company, allowing the company to understand the specific expectations and needs of customers and increase their satisfaction. Krisnawati (2016) that service quality reflects the company's ability to meet customer expectations, and if the service received matches or exceeds expectations, the quality is considered good and satisfies the customer. According to Tjiptono & Keller (2012), there are several indicators of service quality as follows: direct facts, reliability, response ability, dependability, empathy.

### **Brand image**

According to Tjiptono (2015: 49) "Brand image is a description of consumer associations and beliefs about certain brands. Brand image is the observations and beliefs that consumers hold, as reflected in associations or in consumers' memories. A strong brand image will influence more people to make purchasing decisions, because the brand is one of the key beliefs that can be used as a reason for consumers to purchase a product. According to Aaker and Biel (2009: 71) there are several indicators of brand image as follows: Maker image, product image and user image.

### **Online Customer Review**

Online Customer Review is a review provided by consumers regarding information and evaluation of a product regarding various aspects. With this information, consumers can get an idea of the quality of the product they are looking for based on reviews and experiences written by other consumers who have bought products from online sellers before (Mol & Fan, 2015). there are several indicators of latifa p. and harimukti w. (2016) perceived benefits, source reliability, argument quality, valence, number of reviews.

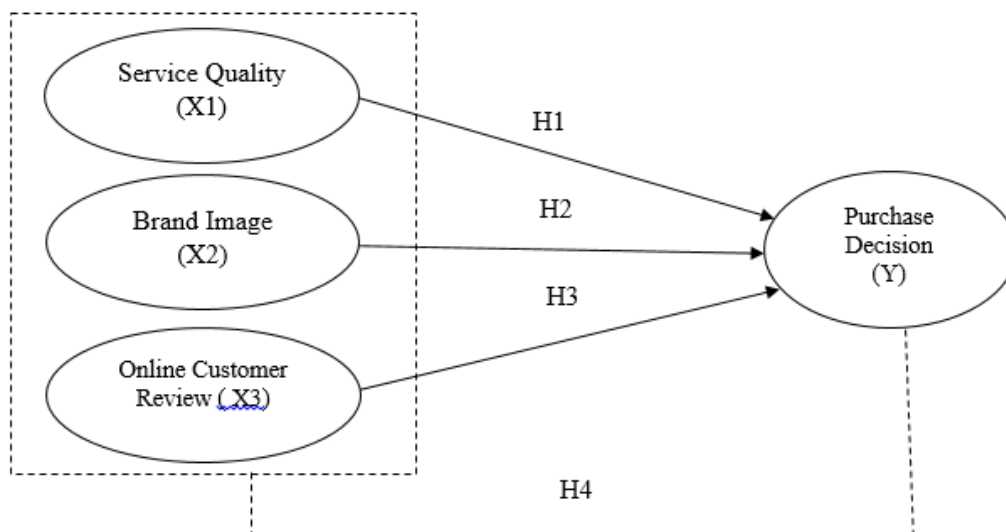


Figure 1. Framework of Thought

Source : Abdul Mukti, Kartin Aprianti (2021) developed, 2024

Hipotesis :

H1 :Service Quality has a positive and significant effect on Purchase Decisions.

H2 : Brand Image has a positive and significant effect on Purchase Decisions.

H3 : *Online Customer Reviews* have a positive and significant effect on Purchase Decisions.

H4 : Service Quality, Brand Image, *Online customer reviews* have a positive and significant effect on Purchase Decisions.

## RESEARCH METHOD

This study is a quantitative descriptive research, which aims to analyze the influence of the variables of Service Quality, Brand Image, and Online Customer Review on Purchase Decisions. The independent variable (X) includes Service Quality, Brand Image, and Online Customer Review, while the dependent variable (Y) is the Purchase Decision. This study uses a nonprobability sampling technique, which is a sampling technique that does not provide the same opportunity or opportunity for each element or member of the population to be selected as a sample.

The sampling technique used is accidental sampling, that is, anyone who happens to meet the researcher can be used as a sample. The population in this study is 1,784 students of the Faculty of Economics and Business, University of Muhammadiyah Semarang, class of 2020 - 2023. Because the population is known, the number of samples is calculated using the Slovin formula with a result of 95 respondents. The collected data was then processed using the SPSS statistical tool.

## RESULTS

Table 1. Validity Test

Variable	R Count	Tabey.	Results
X1			
X1 .1	0,662	0,201	Valid
X1. 2	0,876	0,201	Valid

X1. 3	0,860	0,201	Valid
X1. 4	0,856	0,201	Valid
X1. 5	0,777	0,201	Valid
X2			
X2. 1	0,917	0,201	Valid
X2. 2	0,941	0,201	Valid
X2. 3	0,879	0,201	Valid
X3			
X3. 1	0,862	0,201	Valid
X3. 2	0,884	0,201	Valid
X3. 3	0,886	0,201	Valid
X3. 4	0,806	0,201	Valid
X3. 5	0,896	0,201	Valid
And			
Y. 1	0,778	0,201	Valid
Y. 2	0,839	0,201	Valid
Y.3	0,846	0,201	Valid

Source: Primary data processed by SPSS 2024

The validity test conducted by the research on service quality, brand image and online customer reviews on purchase decisions. The question is said to be valid if  $r$  counts  $>$   $r$  table. In this study, the measurement of  $r$  table uses 95 samples, then  $df = n - 2$  ( $95 - 2$ ) = 93 with a significance of 0.05, then  $r$  table is obtained 0.201.

**Table 2.** Reliability Test

<b>Variable</b>	<b>Number of Items in the Questionnaire</b>	<b>Chronbach Alpha</b>	<b>Results</b>
Quality of service (X1)	5	0,868	Reliable
Brand image (X2)	3	0,896	Reliable
Online customer review (X3)	5	0,917	Reliable
Purchase decision (Y)	3	0,754	Reliable

Source : Primary data processed by SPSS 2024

**Table 3.** Normalitas

<b>One-Sample Kolmogorov-Smirnov Test</b>		
		Unstandardized Residual
N		95
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.58230821
Most Extreme Differences	Absolute	.112
	Positive	.070
	Negative	-.112
Kolmogorov-Smirnov Z		1.088
Asymp. Sig. (2-tailed)		.187

Source : Primary data processed by SPSS 2024

From the Asymp value. Sig. (2-tailed) of 0.187 which is greater than 0.05, it can be concluded that the data follows the decision-making criteria that the distribution is normal. This shows that the assumption of data normality is acceptable, so that the statistical analysis used can be relied on to draw conclusions from the results of the study.

**Table 4.** Multiculinieri Uji

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Model	<u>Coefficients<sup>a</sup></u>						<u>Collinearity Statistics</u>	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
1 (Constant)	1.030	1.086		.948	.345			
Service Quality	.324	.104	.455	3.108	.003	.234	4.282	
Brand Image	.449	.142	.432	3.169	.002	.269	3.719	
ONLINE CUSTOMER REVIEW	-.079	.111	-.117	-.717	.475	.187	5.351	

a. Dependent Variable: Purchase Decision

Source : Primary data processed by SPSS 2024

The table above shows that the tolerance values for the variables of service quality, brand image, and online customer reviews are 0.234, 0.269, and 0.187, respectively. These values are greater than 0.1, which means that the data has been free from multicollinearity. Furthermore, with the VIF values for the variables of service quality, brand image, and online customer reviews of 4,282, 3,719, and 5,351, respectively, all of which are less than 10, it can be concluded that the model has been free from multicollinearity.

Table 5. Heterokedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Say.
	B	Std. Error	Beta		
1 (Constant)	1.339	.647		2.070	.041
Quality of Service (X1)	-.057	.062	-.199	-.921	.359
Brand Image (x2)	.029	.084	.070	.347	.729
Online Customer Review (X3)	.035	.066	.128	.530	.598

A. Dependent Variable: ABS\_RES

Source : Primary data processed by SPSS 2024

From the variables of service quality, brand image, and online customer reviews above, it can be seen from the results of the glacier test that the significance value of each independent variable is more than 0.05. This means that in this model there are no symptoms of heteroscedasticity. So that the data is worthy of further testing.

Table 6. Analisis regresi berganda

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.030	1.086		.948	.345
	Quality of Service (X1)	.324	.104	.455	3.108	.003
	Brand Image (x2)	.449	.142	.432	3.169	.002
	Online Customer Review (X3)	-.079	.111	-.117	-.717	.475

a. Dependent Variable: Purchase Decision

Source : Primary data processed by SPSS 2024

Based on the results of the multiple linear regression equation mentioned above, it can be interpreted as follows:

- A constant of 0.1030 means that if the quality of service, brand image, online customer review is 0, then the sales value will be 0.1030 or 103.0%
- The regression coefficient value of 0.324 means that if the quality of service increases by 1 unit, then buying interest will increase by 0.324 or 32.4%
- The regression coefficient value of 0.449 means that if the brand image increases by 1 unit, then buying interest will increase by 0.449 or 44.9%
- The regression coefficient value of 0.079 means that if online customer reviews decrease by 1 unit, then buying interest will decrease by 0.079 or 07.9.

**Table 7. uji t**

Moldell	T	Say.
Service quality	3.108	.003
Citra mei	3.169	.002
Onlinell curellviellw	-.717	.475

Source: Primary data processed by SPSS 2024

- The T value calculated from the service quality variable is 3,108, because the T value is greater than the T table ( $3,108 > 1,661$ ), so the service quality variable has a significant influence on the purchase decision.
- The T value calculated from the brand image variable is 3.169, which is greater than the T table ( $3.169 > 1.661$ ), so the brand image variable has a significant influence on the purchase decision.
- However, in contrast to the online customer review variable which has a value of 0.717 and is smaller than the T value of the table ( $0.717 < 1.661$ ), the online customer review variable does not have a significant influence on the purchase decision.

**Table 8. uji f**

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Say.
1	Regression	281.284	3	93.761	36.254	.000a
	Residual	235.348	91	2.586		
	Total	516.632	94			

a. Predictors: (Constant), Online Customer Review, Brand Image, Service Quality

b. Dependent Variable: Purchase Decision

Source : Primary data processed by SPSS 2024

From the results of the analysis carried out using primary data processed with SPSS 2024, it was found that the F value was calculated at 36,254. Since the value of the calculated F is greater than the F of the table ( $36,254 > 2.70$ ), it indicates a significant influence between the independent variable on the dependent variable, namely the purchase decision. In addition, the resulting significance value (sig.) of 0.000, which is smaller than the alpha ( $\alpha$ ) value of 0.05, shows that statistically, there is a significant influence between independent variables on the dependent variable, the purchase decision.



**Table 9** Determination Coefficient Test (R Square)

<b>Model Summary<sup>b</sup></b>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.738a	.544	.529	1.60818	2.153

A. Predictors: (Constant), Online Customer Review, Brand Image, Service Quality

B. Dependent Variable: Purchase Decision

Source: Primary data processed by SPSS 2024

From the Adjusted R squared value of 0.529 or 52.9% in the table, it can be concluded that the variables of service quality, brand image, and online customer reviews can explain the variability of purchase decisions by 52.9%. Meanwhile, the remaining 47.1% (100.0% - 52.9%) was influenced by other factors that were not included in this research model. This suggests that although the variables studied make a significant contribution, there is still variability in purchasing decisions that can be explained by factors outside the model.

## **DISCUSSION**

### **The effect of service quality on purchasing decisions**

The results of the test in the study show that the quality of service (X1) has a positive and significant effect on purchase decisions (Y) in the Shopee application. The path coefficient for service quality (X1) is 3.108, with t-statistics of  $3.108 > 1.661$  and a significant significance value of  $0.003 < 0.05$ . This shows that when the quality of service meets or exceeds customer expectations, it improves their purchasing behavior. Previous studies by Abdull Murti, Kartin Aprianti (2021), Rolza Maya Sari (2022), have also confirmed the positive and significant impact of service quality on purchase decisions.

### **The influence of brand image on purchase decisions**

The results of the test in the study showed that the brand image (X2) was found to have a positive and significant influence on purchase decisions (Y) in the Shopee application. The path coefficient for brand image is 3.169, with t-statistics of  $3.169 > 1.661$  and a significant significance value of  $0.002 < 0.05$ . This shows that a good brand image improves the perception of the product and thus increases purchase intent. Research by Rolza Maya Sari (2022), Indah Fransiska, Pultul Nina Madiawati (2021), has also confirmed the positive and significant impact of service quality on purchase decisions.

### **The influence of online customer reviews on purchase decisions**

The test results in the study show that in contrast to service quality and brand image, online customer reviews (X3) do not have a significant effect on purchase decisions (Y) in the Shopee application. The path coefficient is -0.717, with t-statistics  $-0.717 > 1.661$  and an insignificant significance value of  $0.475 > 0.05$ . This shows that while online customer reviews are easily accessible, they are not enough to persuade customers to make a purchase. Previous research by Anna Irma Rahmawati (2021), Fathimah Febrianah, Sulkaris (2022) also showed that online customer reviews do not have a significant impact on purchase decisions.

### **The influence of service quality, brand image and online customer reviews on purchase decisions**

The results of the test in the study show that when considering all the variables together—service quality, brand image, and online customer reviews they collectively influence purchase decisions significantly on the Shopee app. The results of the F test showed a significant relationship with a significance value of  $0.000 < 0.05$ . This corroborates that service quality and brand image play an important role in driving purchase decisions, while online customer reviews do not make a significant contribution to this process.

### **CONCLUSION**

Based on the analysis and discussion of the results of the research which aims to find out how "the influence of service quality, brand image and online customer reviews on purchase decisions on the shopee application is a case study on FEB students of the University of Muhammadiyah Semarang. The service quality variable has a positive and significant effect on the purchase decision. Brand image variables have a positive and significant effect on purchase decisions. The variable of online customer reviews did not have a significant positive effect on the purchase decision. Based on the results of the F test, service quality (X1), brand image (X2), and online customer review (X3) together have a significant positive effect on purchase decisions.

### **LIMITATION**

The limitation in this study is that from the hypothesis proposed there is one hypothesis that is rejected. The independent variables used in the study had an effect of 52.9% on the purchase decision while 47.1% were influenced by other variables that were not the scope of the study.

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