

THE INFLUENCE OF ONLINE CUSTOMER REVIEW ON PURCHASE DECISION THROUGH MEDIATION OF PERCEIVED SERVICE QUALITY IN THE SHOPEE MARKETPLACE FOR FASHION PRODUCTS IN MAKASSAR

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ABSTRACT

The advancement of digital technology has reshaped consumer behavior, especially through e-commerce platforms. Indonesia, with its large number of internet users, shows rapid growth in online shopping, particularly for fashion products. This study analyzes the effect of Online Customer Reviews (OCR) on Purchase Decision, with Perceived Service Quality (PSQ) as a mediating variable, using the Stimulus-Organism-Response (S-O-R) framework. Data were collected from 268 active Shopee users in Makassar who had purchased fashion items in the last three months. Analysis using WarpPLS 8.0 revealed that OCR significantly affects both Purchase Decision and PSQ. However, PSQ did not mediate the relationship between OCR and Purchase Decision. The findings suggest that consumer reviews play a direct role in shaping purchase decisions. Therefore, sellers on Shopee are encouraged to promote review activity from customers to improve trust and drive future sales.



INTRODUCTION

The advancement of digital technology has transformed the way consumers interact with the market, particularly on e-commerce platforms that increasingly dominate. Indonesia, as one of the developing countries with a high number of internet users, is experiencing rapid growth in the digital economy across various sectors, including electronic commerce. E-commerce platforms such as Shopee, Tokopedia, and Lazada play a critical role, with their download numbers and user activity significantly contributing to meeting consumer needs

through increasingly accessible and efficient online platforms. According to data from Bank Indonesia, the value of e-commerce transactions reached IDR 401 trillion in 2021 and continued to rise in 2022 (Nisa, 2023). This data reflects a strong interest among the public in online shopping activities. One product category that significantly contributes to online transactions is fashion products. Globally, the fashion segment is one of the largest and is projected to reach a value of USD 1.5 billion by 2027 (Marriott et al., 2025).

Despite the growing preference among the public for making purchases online, the information provided does not always address and fulfill the needs of every consumer for decision-making. The limited ability of consumers to evaluate products and interact with sellers often leads to feelings of uncertainty (Ingaldi and Brožova, 2020). In this context, Online Customer Reviews have become one of the primary sources of information that consumers use to gain a clearer understanding of the products they wish to purchase before making transactions. Consumers spend considerable time reading other customers' reviews to learn about their experiences, particularly when buying fashion products. In this context, Online Customer Reviews serve to provide evaluations regarding the quality, sizing, and details of the products intended for purchase (Luo & Li, 2023).

In the online environment, perceptions of service become crucial in shaping consumer trust and decisions regarding online shopping activities. Perceived service quality historically encompasses five dimensions. It not only focuses on product quality, as seen through photos or videos in the tangible dimension, but also includes responsiveness, reliability, assurance, and the seller's ability to provide customer attention (empathy) (Taylor, 2024). Through Online Customer Reviews, consumers can indirectly assess these dimensions, thereby forming perceptions about the overall quality and service of the products, which in turn increases their confidence in the purchasing decisions they will make.

In the process of purchasing products online, especially fashion items, consumers typically consider several factors. These range from the utility and comfort aspects from a utilitarian perspective to aesthetic and emotional satisfaction from a hedonic perspective. In the context of fashion products, these two dimensions are interrelated and reinforce consumer decisions based on their needs and preferences. This data positions Makassar as a strategic location to study consumer behavior in online fashion product purchases. Focusing research in Makassar contributes to understanding the variability in consumer behavior in this rapidly developing region. An age range of 12 to 55 years was selected as the study's focus, representing active users of e-commerce platforms like Shopee. Generation Z, having interacted with technology from a young age, tends to be responsive to fashion trends. Conversely, Millennials and Generation X also show high adaptability to digital changes, including shopping activities that offer accessibility and convenience (Paramitha and Editha Adrijanto, 2023).

Previous research has recognized that online customer reviews significantly influence customer purchasing decisions both practically and academically. Customers generally seek both positive and negative reviews to evaluate products, and the impact of review valence has received considerable academic attention (Guo et al., 2020). However, there are inconsistent findings regarding the role of online review in customer purchasing decisions in the existing literature. For instance, some studies found that review valence positively impacts product sales (Feng et al., 2023) while others argue that this effects does not exist. Additionally, negative reviews have been found to be more helpful than positive ones (Yin et al., 2016) , while other studies indicate that positive reviews are considered more helpful than negative reviews. Given these different findings, it is evident that further research is needed to clarify the influence of each variable involved. The inconsistencies in existing literature highlight the necessity of understanding how different factors affect consumer's decision. Therefore, this study aims to investigate these influences, addressing existing gaps and providing deeper

insights into this critical relationship. By exploring these dynamics, we hope to contribute valuable knowledge to the field and clarify the roles of each variable in shaping consumer purchasing decisions

LITERATURE REVIEW

S-O-R Model

In an increasingly competitive digital era, understanding consumer behavior is crucial for business practitioners. Technology has transformed the way businesses communicate with customers, shifting from a passive to an active approach. The role of social media is significant in this change, as it allows users not only to receive information but also to actively participate by creating and sharing their own content .(Vidyanata, 2022). One psychological approach widely used in interacting with customers is the Stimulus-Organism-Response (SOR) Theory. The stimulus is a trigger that arouses consumer desires, the organism refers to the internal evaluation process of the consumer, and the response is the consumer's reaction to the stimulus and organism received (Chan et al., 2017) .In this journal, Online Customer Reviews (OCR) are positioned as the stimulus, Perceived Service Quality (PSQ) as the organism, and Purchase Decision (PD) as the response. According to the Stimulus-Organism-Response (SOR) Theory, Online Customer Reviews (OCR) serve as a stimulus that provides initial information to consumers regarding the quality, size, and details of the products they wish to purchase. This information is then processed internally by consumers, forming the organism, which is their perception of Perceived Service Quality (PSQ). Subsequently, the positive perceptions garnered will encourage a response in the form of Purchase Decision (PD), which is a crucial component of consumer behavior that leads to the purchasing of goods or services, irrespective of various influencing factors (Ragatirta & Tiningrum, 2021).

Purchase Decision

Purchase Decision (PD) refers to the process by which consumers make decisions to purchase products or services, beginning with an awareness of the need or desire and recognizing a problem. Subsequently, consumers undergo several stages that ultimately lead to post-purchase evaluation. Purchase decision can also be defined as the thought process in which individuals evaluate various options and decide on a product from numerous choices (Zubaidah and Latief, 2022). This decision-making process is based on several stages, including five main stages: problem recognition (the desire to fulfill a need or issue), information search (seeking information to satisfy needs, sourced from personal, commercial, or experiential means), evaluation of alternatives (choosing among the available information that best meets the needs), purchase decision (engaging in the purchase activity after making a choice), and post-purchase behavior (reactions following a purchase, whether positive or negative) (Sutisna and Sarah, 2022).

Several factors can influence consumers in making purchasing decisions, such as cultural factors (based on culture or social class), social factors (based on reference groups), personal factors (lifestyle, age, occupation, economic environment, perceptions, personality, and motivations), and psychological factors (Melati et al., 2022). Hedonic value is also related to an individual's purchasing decision. Often, individuals buy items merely to follow trends that are going viral on social media. Trends can change rapidly; when something goes viral, it captures the curiosity and interest of many people (Mutmainnah, 2024). However, once that curiosity is satisfied, initial interest wanes, and individuals gradually move on from the trend. They tend to seek out new viral trends to stay updated with developments in social media. Hedonic value drives individuals to fulfill their desires and happiness as life goals. This is often temporary, as it is merely for momentary satisfaction and does not last long. Typically, those who have hedonistic tendencies do not consider the long-term impacts and focus solely on immediate gratification. Hedonic shopping motivation arises from

psychological needs such as feelings of satisfaction, happiness, prestige, emotions, and other subjective feelings (Mardiana et al., 2020).

Utilitarian shopping motivation is the motive that drives consumers to purchase a product based on its functional benefits and objective characteristics, commonly referred to as rational motives (Mardiana et al., 2020). Utilitarianism can influence individuals' purchasing decisions, especially when used as a reference. When consumers rely on past consumption evaluations or tend to heed others' assessments, they adhere strictly to those judgments. For example, if they have previously bought clothing from Store A or if most people have given favorable evaluations of the products and services from Store A, they may consider those evaluations as a basis for choosing clothing or stores in the future when making purchases (Galanis and Veneziani, 2022). Many factors (both internal and external) can influence an individual's purchasing decisions. Evaluations through the internet and social media are no exception. Assessments made online and on social media can easily spread to many individuals, not just within one's immediate environment. Thus, the reach becomes broader and can extend to anyone with social media access. Another significant factor that can influence purchasing decisions is Online Customer Reviews. Through online customer reviews, individuals can reconsider their decisions before purchasing a product or service based on the experiences of others who have tried it beforehand (Ardianti et al., 2024).

Online Customer Review

Online Customer Reviews (OCR) refer to the ways consumers express their experiences and opinions regarding a product, service, or brand online. OCR is also known as a form of electronic word-of-mouth (eWOM) that is widely disseminated on social media and can influence consumer perceptions of products. Potential buyers typically look at online reviews posted by other customers who have previously purchased the product. Online Customer Reviews provide insights into the purchasing and usage experiences of products from the perspective of other users. In this context, Online Customer Reviews play a role in assisting potential buyers in making decisions before completing a transaction. Online Customer Reviews can be analyzed based on three main indicators: valence, variance, and volume. Valence refers to the average rating or assessment that reflects customer satisfaction levels concerning a product. Volume pertains to the total number of customer reviews as well as the distribution of ratings for each level of valence. Customers can utilize a large number of reviews to aid in their decision-making process. The final aspect, variance, indicates the level of difference or disagreement among the ratings given by consumers. This is illustrated through variations in the distribution of ratings at each level of valence. Such variations can affect consumer trust in a product because they reflect differing opinions (Chintagunta et al., 2010). Valence, Volume, and Variance, as components of electronic word-of-mouth, also shape consumer perceptions of service quality. Consumers can evaluate the quality of service from sellers or online stores based on the information they receive (Roy et al., 2021).

In this context, Online Customer Reviews not only serve as sources of information and references for potential buyers but also shape initial perceptions of service quality based on reviews from other customers. This is also evident in fashion products on online shopping platforms, where Online Customer Reviews have a strong influence on products with high involvement (Kemper, 2017). Empirical findings support this argument, a study by Browning, So, and Sparks (Browning et al., 2013) shows that online reviews with high average ratings significantly enhance perceptions of service quality. Additionally, a study by Dou, Gu, and Gong (Dou et al., 2024) also indicates that online reviews play a crucial role in shaping and reflecting customer perceptions of service quality (PSQ).

Thus, it can be concluded that Online Customer Reviews function not only as eWOM but also as an initial stimulus in shaping perceptions of service quality. Therefore, the first hypothesis is proposed as follows

H1: Online Customer Reviews significantly influence Perceived Service Quality.

Online Customer Reviews also play a crucial role in shaping purchasing decisions. Online Customer Reviews are an important source of information for potential buyers looking to make transactions for a product or service online. By reading Online Customer Reviews from other users, potential buyers can gain a clearer understanding of the product and reduce uncertainty and shopping risks (Hong et al., 2017). OCR assists customers in gathering information about products and enhancing their confidence in the transaction process based on reviews from other users. The reviews displayed serve as a primary substitute for consumers who cannot physically touch or see the product (Fernandes et al., 2022).

Empirical findings from Luming, Min Xu, and Lin Xing (Yang et al., 2022) also indicate that online reviews, especially negative ones, are a significant factor influencing consumer purchasing decisions. Based on the above discussion, it can be concluded that Online Customer Reviews are related to the decision-making process, particularly in the context of online shopping. Customer reviews function as a source of information for potential buyers to reduce uncertainty and gain a clearer picture of the product. Therefore, the second hypothesis proposed in this research is as follows:

H2: Online Customer Reviews significantly influence Purchase Decision.

Perceived Service Quality

Perceived Service Quality (PSQ) can be defined as the difference between what consumers expect from each service dimension and their perceptions of the service actually received (Shonk and Chelladurai, 2008). Based on this definition, if consumers perceive a smaller service gap, the perceived service quality is higher. Several theoretical approaches have been developed regarding Perceived Service Quality (PSQ), among which the SERVQUAL five-dimensional model (Zeithaml and Berry, n.d.) is the most widely used. The PSQ theory proposed by Parasuraman, Zeithaml, and Berry states that service quality is perceived through five main dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

Tangibles relates to the physical aspects of the service provider, such as observable appearance. Reliability reflects the ability of the company or seller to deliver services accurately, on time, and as promised. The reliability dimension is considered fundamental in influencing service perceptions because customers appreciate consistency and accuracy from sellers in fulfilling their promises. Responsiveness refers to the readiness and willingness of the company or seller to assist customers and provide services promptly. Assurance encompasses the knowledge, courtesy, and ability of the seller to instill trust and confidence in customers. The final dimension, Empathy, reflects the individual attention given to customers, which meets their personal needs (Tazreen, n.d.)

In the context of digital services such as the Shopee Marketplace, the perception of service quality experienced by consumers drives purchase intentions through Online Customer Reviews as a source of information (Luo and Li, 2023b). In situations where direct involvement and contact with the service are not feasible, Online Customer Reviews provide information from the real experiences of other users regarding a product or service, which can aid in decision-making and impact purchasing decisions by 20-50% (Thakur, 2018)

Perceived Service Quality also plays a role in influencing purchasing decisions. Empirical findings support a positive relationship between perceived service quality and purchasing decisions, contributing 36% and serving as an important determinant in driving consumer purchasing decisions on e-commerce platforms (Ayu Puspita Dewi and Ivon

Sandya Sari Putri, 2023). Within the conceptual framework based on SOR, Online Customer Reviews act as a stimulus that triggers consumer evaluation through perceptions of service quality (PSQ), ultimately influencing consumer responses in making purchasing decisions. The mediating role of Perceived Service Quality indicates that customer reviews can shape consumer perceptions regarding services, assurance, and provide a clearer picture of the products they wish to purchase (Prabowo et al., 2023). Based on these findings, the following hypothesis is formulated:

H3: *Perceived Service Quality significantly influences Purchase Decision.*

Furthermore, based on the conceptual framework of the Stimulus-Organism-Response (SOR) model, Online Customer Reviews act as stimuli that influence perceptions of service quality (organism), which in turn affects consumer responses, namely purchasing decisions (response). The relationship between online customer reviews and purchasing decisions is mediated by PSQ, according to previous research. Customer reviews provide consumers with a clear picture of the product and help build positive service impressions, increasing their likelihood of purchasing (Luo and Li, 2023c)

H4: *Perceived Service Quality mediates the effect of Online Customer Reviews on consumer purchasing decisions.*

METHODS

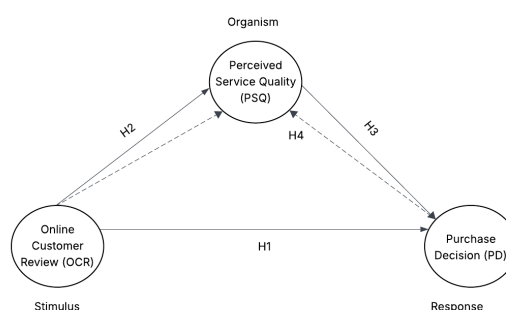
This study employs a quantitative research approach, which is a crucial part of research utilizing numerical and statistical methods to obtain, analyze, and explain data (Barella et al., 2024). The focus of this research is on active users of e-commerce platforms, particularly Generation Z, who have interacted with technology from a young age. Generation Z tends to be more responsive to fashion trends, as they are often exposed to various digital content and live streaming. With these characteristics, this study aims to understand impulsive buying behavior among Generation Z when shopping through e-commerce platforms like Shopee (Paramitha and Editha Adrijanto, 2023).

Therefore, the participants in this study are users who have made transactions for fashion products on e-commerce platforms or marketplaces. To ensure that only relevant users participate, the researchers state at the beginning of the questionnaire that respondents may only complete the questionnaire if they have made at least one transaction for purchasing fashion products on the Shopee marketplace. The method used in this study is non-probability sampling with a purposive sampling approach.

Data collection was conducted by distributing an online questionnaire in the Makassar region from May to June 2025. After the data was successfully collected, it was analyzed using the WarpPLS 8.0 application. The sample used in this study consisted of 268 respondents. The considerations for selecting the research sample were as follows:

- General, to understand the influence of Online Customer Reviews (OCR) on purchasing decisions, considering the mediating role of Perceived Service Quality.
- Respondents are active users of the Shopee marketplace who have made at least one transaction for fashion products in the past three months.
- Residing in Makassar, South Sulawesi.

The research model developed in this study is as follows:



Picture 3.1. Research Model

In this study, Online Customer Review serves as the influencing variable, representing customer reviews online that act as the primary source of information in consumer purchasing decisions. Purchase Decision (PD) is the influenced variable, reflecting the outcome of consumer evaluations of fashion products on Shopee. Perceived Service Quality acts as a mediating variable that bridges the influence of Online Customer Reviews on purchasing decisions. This study employs a Likert scale of 1-5 to measure the attitudes and responses of respondents to questions related to each variable. The scale consists of: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. The measurement indicators for each variable are as follows:

Table 1 indicators and description of research variable items

Construct	Description
Online Customer Review (OCR) Chintagunta, P. K., Gopinath, S., & Venkataraman, S. (2010)	I trust sellers / stores on Shopee that have many reviews
	Positive reviews from customers convince me to purchase products
	Customer reviews helps me to understand the strength and weakness of the products
Perceived Service Quality (PSQ) (Parasuman, Zeithaml & Berry, 1985)	Sellers / stores on Shopee present products neatly and attractively
	Authors' names
	If there is an issue or problem, Shopee will provide helpful solutions
	Sellers on Shopee are always quick to answer my questions or respond to my requests
Purchase Decision (PD) (Hu et al., 2024)	I feel that sellers registered on Shopee can be trusted
	Sellers on Shopee understands my specific needs as a customer
	I tend to buy products from trusted sellers / stores (those with Shopee Mall or Star+ labels)
	I am willing to pay more to purchase products from trusted sellers or stores

RESULTS AND DISCUSSION

Table 4.1. Characteristics Of Respondents:

No.	Characteristics	Frequency	Percentage
1.	Gender		
	Male	51	19.03%
	Female	217	80.97%
2.	Age		
	Gen Z (12- 23 years)	195	72.76%
	GenY/milenial(24-39 Years)	38	14.18%
	Gen X (40-55 years)	35	13.06%
3.	Highest Level of Education		
	High School / Vocational School	169	63.06%

No.	Characteristics	Frequency	Percentage
	Diploma (D1,D2,D3)	13	4.85%
	Bachelor's Degree (S1)	82	30.60%
	Postgraduate (S2)	4	1.49%
4.	Occupation		
	Students	190	70.9%
	Housewife	6	2.24%
	Civil Servant	6	2.24%
	Private Servant	38	14.18%
	Entrepreneur	28	10.45%
5.	Monthly Income		
	Below Rp500.000	43	16.04%
	Rp500.000 - Rp1.000.000	48	17.91%
	Rp1.000.000 - Rp3.000.000	93	34.70%
	Rp3.000.000 - Rp6.000.000	45	16.79%
	Rp6.000.000 - Rp9.000.000	24	8.96%
	Above Rp9.000.000	15	5.60%
6	Frequency of Fashion Product Transactions on Shopee in the Last 3 Months.		
	1 time	18	6.72%
	2 times	27	10.07%
	3 times	47	17.54%
	4 times	108	40.30%
	5 times	68	25.37%

Source: Data Processing

Based on the data obtained, the majority of respondents are women, accounting for 80.97% of the total. In terms of age range, respondents are predominantly from Generation Z (72.76%), followed by Generation Y/Millennials (14.18%) and Generation X (13.06%), which have a narrow percentage difference. Most respondents have their highest level of education at High School (SMA) or Vocational School (SMK) level, totaling 63.06%. In terms of occupation, students have the highest number (70.9%), followed by private employees and entrepreneurs. The majority of respondents are from the Makassar Sub-district (20.52%) and Ujung Pandang (13.81%), though all sub-districts have representation among the respondents. The income range among respondents varies, reflecting diverse economic backgrounds, with the highest proportion coming from the Rp1,000,000 to Rp3,000,000 range (34.70%). Additionally, 16.04% of respondents have an income below Rp500,000 per month. This data reflects an economic background that tends to be lower-middle class, consistent with the dominance of students who are not yet fully financially independent.

Regarding online shopping behavior, particularly related to fashion products on Shopee, the majority of respondents reported making four purchases in the last three months (40.30%), followed by those who made five purchases (25.37%) and three purchases (17.54%). Based on this data, Shopee can be considered one of the main platforms of choice

for the younger generation, especially Generation Z, who are active customers in online fashion shopping activities.

Validity & Reliability Test

In the Partial Least Squares (PLS) method, there are two main stages in the testing process: the inner model and the outer model. In the first stage, the inner model, the relationships between indicators will be examined. This study was conducted through the convergent validity stage by checking the Loading Factor and Average Variance Extracted (AVE) of each component. Each indicator is considered valid if it has a Loading Factor greater than 0.7, while the AVE must be greater than 0.5 for it to be valid.

At the beginning of the study, the author conducted validity testing on 267 respondents. In this initial testing phase, it was found that some instruments did not meet the criteria, specifically OCR 2, OCR 3, PSQ 2, and PSQ 10, which had AVE values below 0.5 and Cronbach's Alpha values below the required threshold of 0.7. The following is the table of initial validity tests.

To meet the criteria for validity and reliability testing, the author decided to remove several instruments that did not meet the requirements, specifically OCR 2, OCR 3, PSQ 2, and PSQ 10. Based on the results of various studies, some causal indicators in a research model can be eliminated as long as at least one relevant indicator is retained.

Several studies have shown that the removal of indicators does not significantly alter the meaning or validity of the latent variable (Aguirre-Urreta et al., 2016). Referring to this viewpoint, the author decided to proceed with the research by removing the specified instruments: OCR 2, OCR 3, PSQ 2, and PSQ 10. The study then continued with re-validity testing.

Table 4.2 Final Instrument Validity Test

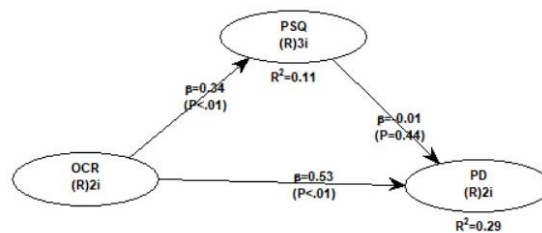
Variable	Instrument	Loading Factor	AVE	Composite Reliability	Cronbach Alpha
Online Customer Review	OCR 1	0.838	0.702	0.825	0.575
	OCR 4	0.838			
Perceived Service Quality	PSQ 4	0.816	0.606	0.821	0.673
	PSQ 6	0.702			
	PSQ 7	0.812			
Purchase Decision	PD 1	0.847	0.717	0.835	0.606
	PD 2	0.847			

Source: Data Processing

The results of the validity test indicate that all instruments have met the requirements to be declared valid, with each indicator's AVE value above the threshold of 0.5 and Loading Factor above 0.7. These results were achieved after the removal of several instruments that did not meet the AVE and Loading Factor criteria, specifically OCR 2, PSQ 1, and PSQ 10.

In the reliability test, the Composite Reliability values for all constructs were found to be above 0.7, typically around 0.8. However, the Cronbach's Alpha values for some constructs ranged from 0.5 to 0.6. In the context of Partial Least Squares (PLS-SEM), Hair et al (Hair et al., 2014) state that a Cronbach's Alpha range of 0.5 to 0.6 is still acceptable. Therefore, it can be concluded that the reliability of the constructs is still met based on the Composite Reliability and Cronbach's Alpha tests.

Hypothesis Testing



Source : Data Processing

Goodness of Fit Testing

Indicators	Score	Criteria	Annotation
Average Path Coefficient (APC)	0.295, P<0,001	P < 0.05	Accepted
Average R-Squared (ARS)	0.199, P = 0.009	P < 0.05	Accepted
Average Adjusted R-Squared (AARS)	0.187, P = 0.013	P < 0.05	Accepted
Average block VVIF(AVIF)	1.065	≤ 5 (ideal ≤ 3.3)	Ideal
Average Full Collinearity VIF (AFVIF)	1.302	≤ 5 (ideal ≤ 3.3)	Ideal
Temenhaus GoF (GoF)	0.367	0.1 = kecil, 0.25 = besar, ≥ 0.36 = besar	Big GoF, a strong model

Source : Data Processing

Based on the results of the Goodness of Fit test, this research model shows a good fit with the data, as indicated by the significant values of Average Path Coefficient (APC), Average R-Squared (ARS), and Average Adjusted R-Squared (AARS) ($P < 0.05$). Additionally, the values for Average Block VIF (AVIF) and Average Full Collinearity VIF (AFVIF) also indicate that they remain within ideal limits, signifying that there is no multicollinearity affecting the data. The GoF value of 0.367, which is above the threshold of 0.36, indicates that the model has high predictive power and a solid theoretical representation. Therefore, this model is deemed appropriate for use and conceptually valid for research purposes.

Tabel 1.1 Hypothesis Testing

Hypothesis	β	P-Value	Result

OCR – PD	0.535	< 0.01	Positive and Significant
OCR - PSQ	0.336	< 0.01	Positive and Significant
PSQ - PD	- 0.014	0.443	Negative and not Significant
OCR - PSQ - PD	0.473	0.473	Not Significant

Source: Data Processing

Based on the results obtained in the table above, it was found that there are 2 hypotheses accepted: the effects between Online Customer Review and Purchase Decision, and Online Customer Review towards Perceived Service Quality. One hypothesis was not accepted which is the effects between Perceived Service Quality and Purchase Decision.

Hypothesis 1 states that Online Customer Review has an effect on Purchase Decision. The hypothesis testing results indicate that Online Customer Review has a positive and significant impact on Purchase Decision (0.535; $p < 0.1$), thus H1 is accepted.

Hypothesis 2 states that Online Customer Review has an effect on Perceived Service Quality. The hypothesis testing results show that Online Customer Review positively and significantly affects Perceived Service Quality (0.336; $p < 0.1$), thus H2 is accepted.

There is one hypothesis that is not accepted, namely Hypothesis 3, which states that Perceived Service Quality affects Purchase Decision. Based on the hypothesis testing results, it was found that the relationship has a negative Path Coefficient with a P-Value that is not significant, as it exceeds the P-Value threshold of 0.05 (-0.014; $p = 0.44$).

The mediation effect test was conducted to determine the role of Perceived Service Quality as a mediating variable between other variables in the study, namely Online Customer Review (OCR) and Purchase Decision (PD). Based on the mediation effect testing results, it was found that the Perceived Service Quality variable did not succeed in becoming a mediating variable and did not mediate the effect of Online Customer Review on Purchase Decision at all. This occurred because the P-Value from the test results was 0.473, which is not significant.

DISCUSSION

Online Customer Reviews significantly influence Perceived Service Quality.

The research findings indicate that the Online Customer Review indicator has a significant impact on Perceived Service Quality. This is evident from the hypothesis testing results, which show that Online Customer Review influences Perceived Service Quality ($\beta = 0.336$; $p < 0.1$), meeting the standard criteria, thus Hypothesis 1 can be accepted. Additionally, the coefficient value of 0.535 indicates that online customer reviews significantly affect consumers' perceptions of service quality. The greater the number of reviews posted and the fewer negative reviews provided by customers, the higher the perception of service quality that can be formed.

The significance value meeting the statistical threshold strengthens the evidence that Online Customer Review influences Perceived Service Quality. This finding aligns with previous research by (Li et al., 2024), which suggests that online reviews help shape consumer perceptions of service quality in the hospitality industry. The study indicates that potential customers typically rely on online reviews, sharing experiences from other visitors, to gain insights into the service offered. Therefore, this finding supports the formulated hypothesis, demonstrating that Online Customer Review significantly impacts Perceived Service Quality.

Online Customer Review Significantly Affects Purchase Decision

The research findings indicate that the Online Customer Review indicator has a significant impact on Purchase Decision. This is evident from the hypothesis testing results, which show that Online Customer Review influences Purchase Decision ($\beta = 0.535$; $p < 0.1$), meeting the standard criteria, thus Hypothesis 2 can be accepted. Additionally, the coefficient value of 0.535 indicates that online customer reviews significantly contribute to online purchasing decisions. The significance value meeting the statistical threshold strengthens the evidence that Online Customer Review affects Purchase Decision. This hypothesis aligns with findings from previous research titled “Examining the Mediating Influence of Credibility Linking with Influencer Marketing and Online Customer Reviews on Customer Purchase Decision”(Malik, Bibi, et al., 2024.) which shows that Online Customer Review plays a role in consumer decision-making. This study emphasizes the importance of Online Customer Review as tangible evidence that can enhance the credibility of products and services, ultimately driving purchasing decisions. The study demonstrates that Online Customer Review serves as reliable evidence for consumers wishing to transact online, facilitating their purchasing decisions. With online reviews, consumers can feel more confident about a product before deciding to make a transaction.

Perceived Service Quality Significantly Affects Purchase Decision

The research findings indicate that the relationship between Perceived Service Quality and Purchase Decision is negative and not significant. The coefficient obtained from the hypothesis testing is -0.014, with a P-Value of 0.443. This result shows that Perceived Service Quality does not have a significant impact on Purchase Decision, as the P-Value does not meet the significance threshold of < 0.05 . Therefore, Hypothesis 3 from this study is not accepted.

There are differing opinions among researchers regarding the role of Perceived Service Quality in Purchase Decision. Some studies indicate that Perceived Service Quality influences purchasing decisions, while others do not. Research titled “Effect of Price Perception and Service Quality on Purchase Decision” (Bimaruci and Havidz, 2022) found a significant impact of Perceived Service Quality on purchasing decisions, particularly in aspects of reliability, responsiveness, and empathy within the marketplace context. Conversely, another study titled “Effect of Easiness, Service Quality, Price, Trust of Quality of Information, and Brand Image of Consumer Purchase Decision on Shopee Online Purchase” (Mbeté and Tanamal, 2020) showed that several indicators, including Perceived Service Quality, Price, and Information Quality, did not significantly affect consumers' purchasing decisions on the Shopee marketplace. This journal states that these factors do not have a substantial impact on purchasing decisions in E-commerce.

The findings suggest that ease of use and brand image are critical factors influencing online purchasing decisions. Therefore, the relationship between Perceived Service Quality and Purchase Decision can be considered contextual. Although Hypothesis 3 is rejected, various findings with differing results regarding the influence of Perceived Service Quality on Purchase Decision are noted, depending on the context and respondents involved.

Perceived Service Quality Mediates the Influence of Online Customer Review on Consumer Purchase Decision

The mediation test results indicate that Perceived Service Quality did not succeed in serving as a mediating variable between Online Customer Review (OCR) and Purchase Decision (PD). This is evidenced by the P-Value of 0.473, which is well above the general significance threshold ($P < 0.05$). Therefore, Hypothesis 4, which states that Perceived

Service Quality mediates the influence of Online Customer Review on consumer purchase decisions, cannot be accepted. The rejection of Hypothesis 4 indicates that the impact of online customer reviews on purchase decisions may be influenced by other factors outside the model or may occur directly without the mediation of Perceived Service Quality. The findings suggest that Perceived Service Quality does not always serve as the primary mediator in connecting Online Customer Review to Purchase Decision. Research titled “The Influence of e-Service Quality, Perceived e-Word of Mouth, and e-Satisfaction on Purchase Intention for Beauty Products on E-commerce Websites” (Kristiani and Keni, 2022) found that service quality did not mediate between eWOM and the purchase intention for beauty products in E-commerce. Thus, the results of this study conclude that Perceived Service Quality does not always play a key role as a mediating variable between the influence of Online Customer Review and Purchase Decision, particularly in the context of online product purchases in Makassar.

CONCLUSION

Based on the research results involving 268 respondents, predominantly female and from the Gen Z demographic (ages 12-23) who are students, it can be concluded that Online Customer Review (OCR) has a significant impact on Perceived Service Quality (PSQ). OCR has been shown to positively and significantly influence perceptions of service quality and purchasing decisions in the context of online fashion product purchases on the Shopee marketplace. However, the testing results indicate that the mediating variable, Perceived Service Quality, did not successfully mediate the relationship between Online Customer Review (OCR) and Purchase Decision (PD). This suggests that the influence between Online Customer Review and Purchase Decision can occur directly, and Perceived Service Quality is not the primary link in the context of the respondents studied.

The findings of this study also indicate that Perceived Service Quality is not the primary determining factor in purchasing decisions. Respondents relied more on online reviews as the main consideration. As detailed in the results and discussion section, during the data analysis process, several instruments needed to be eliminated due to failing validity tests, specifically concerning Average Variance Extracted (AVE) and Loading Factor values that did not meet the standards.

Therefore, the author suggests that future research should implement periodic indicator block checking. This can minimize the occurrence of unusable data due to non-compliance with validity and reliability tests. Additionally, for business practitioners on the Shopee marketplace, sellers and stores can actively encourage consumers to leave comments or reviews after receiving products or orders. A high number of reviews and a low incidence of negative reviews positively influence purchasing decisions among consumers.

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