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The Influence of Online Customer Reviews, Online Customer Ratings, Convenience, and Trust on Product Purchase Decisions on the Shopee Application among Students in Purwokerto

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Abstract

The rapid growth of e-commerce has transformed consumer purchasing behavior in online environments, particularly under conditions of information asymmetry and transaction uncertainty. In such contexts, consumers increasingly rely on online customer reviews, online customer ratings, platform convenience, and marketplace trust as evaluative cues in making purchase decisions. This study aimed to examine the influence of online customer reviews, online customer ratings, convenience, and trust on purchase decisions among university students using the Shopee application in Purwokerto. A quantitative approach with a survey method was employed, involving 100 respondents selected through purposive sampling. The respondents were students who had completed at least two purchases on Shopee within the previous six months. Data were collected through questionnaires and analyzed using multiple linear regression. The findings reveal that online customer reviews, online customer ratings, convenience, and trust each have a positive and significant effect on purchase decisions. Among these variables, convenience emerged as the most

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influential determinant of purchasing behavior. The coefficient of determination indicates that the four independent variables collectively explain 77.7% of the variance in purchase decisions. The study concludes that information quality, platform usability, and consumer trust are critical factors shaping online purchasing decisions in e-commerce environments. These findings contribute to the literature on digital consumer behavior by demonstrating the combined role of informational, functional, and relational factors in purchase decision-making, while offering practical implications for e-commerce platforms to optimize review and rating systems, improve user convenience, and strengthen consumer trust to sustain competitiveness in the digital marketplace.

Keywords: Online Customer Reviews; Online Customer Ratings; Convenience; Trust; Purchase Decisions

INTRODUCTION

The growth of e-commerce has reshaped consumer purchasing behaviour, particularly among university students who are heavy users of digital platforms. The increasing accessibility of internet-based platforms has encouraged consumers to shift from conventional shopping methods to online shopping activities. This transformation has created a new business ecosystem in which e-commerce platforms serve as intermediaries between sellers and buyers, providing convenience, efficiency, and broader product accessibility. As one of the demographic groups most familiar with digital technology, university students have become active participants in the growth of e-commerce and digital transactions (Mahardini et al., 2023). The expansion of e-commerce in Indonesia has generated intense competition among online marketplaces to attract and retain consumers. Various platforms continuously innovate by offering advanced features, promotional programs, integrated payment systems, and interactive communication channels designed to enhance the user experience. Within this competitive environment, consumer purchasing decisions have become increasingly complex because buyers cannot physically inspect products before making transactions. Consequently, consumers depend heavily on information available through digital platforms to reduce uncertainty and evaluate product quality before purchasing (Wardhani & Nuryanto, 2023).

The purchase decision is crusial stage in consumer behavior because it determines whether someone will proceeds with a transaction after evaluating available alternatives. Consumer search for information about they intend to purchase and undertake several

evalution steps before actually making a purchase decision (Pahlevi et al, 2024). Purchasing decisions involve a series of cognitive and behavioral processes, including problem recognition, information searching, alternative evaluation, purchase implementation, and post-purchase evaluation (Mahardini et al., 2023). In online shopping environments, these processes are strongly influenced by information generated by previous consumers, platform characteristics, and the degree of trust consumers place in the marketplace. Therefore, understanding the factors that influence purchasing decisions is essential for both academics and practitioners seeking to improve e-commerce performance and customer satisfaction. Among the various e-commerce platforms operating in Indonesia, Shopee has emerged as one of the most dominant marketplaces. The platform has successfully integrated shopping, payment, entertainment, and communication functions into a single application, creating a comprehensive digital ecosystem that appeals particularly to younger consumers. The continuous increase in Shopee's market dominance demonstrates its strong position within the Indonesian digital economy. Data from the Top Brand Index indicate that Shopee consistently achieved the highest percentage among online marketplace platforms between 2022 and 2024, reflecting its significant popularity among Indonesian consumers (Top Brand Award, 2024). Such dominance suggests that Shopee provides a suitable context for investigating consumer purchasing behavior in contemporary e-commerce environments.

The popularity of Shopee among university students is particularly noteworthy because students represent a technologically literate consumer segment with high internet penetration and frequent engagement in online transactions. Students generally value convenience, accessibility, and efficiency when conducting purchases. They are also highly exposed to online information sources that influence their perceptions and decisions regarding products and services. Consequently, examining purchasing decisions among university students offers valuable insights into the dynamics of digital consumer behavior within a rapidly evolving technological environment (Putri & Suandevin, 2025). One of the most influential sources of information in online shopping environments is the online customer review. Online customer reviews constitute a form of electronic word-of-mouth communication through which consumers share their experiences regarding products and services purchased through digital platforms (Putri & Lestari, 2022). An assessment that includes positive and negative aspects related to a product conveyed by consumers, potential consumers, and past consumers via social media platforms on the internet (Pahlevi et al., 2024). Unlike traditional advertising, reviews are generated by consumers themselves and are

therefore often perceived as more authentic and trustworthy. Online customers reviews provide social proof signals and validation of product credibility sourced from neutral third parties (Wijayanto et al., 2026). Through reviews, potential buyers can obtain detailed information regarding product quality, functionality, seller performance, and overall customer satisfaction before making purchasing decisions (Aji et al., 2023). Online customer reviews are crucial for reducing uncertainty and perceived risk caused by information asymmetry, as buyers cannot physically inspect products before purchase. Reviews provide experiential information that assists consumers in evaluating whether a product meets their expectations. Positive reviews may strengthen consumers' confidence, whereas negative reviews may discourage purchase intentions. Therefore, online customer reviews serve as an important mechanism for influencing consumer judgments and decision-making processes in digital marketplaces (Sari et al., 2022).

In addition to textual reviews, consumers frequently consider online customer ratings when evaluating products. Online customer ratings typically appear in the form of numerical scores or star-based evaluations that summarize collective customer satisfaction regarding a product or seller (Kamisa et al., 2022). Ratings provide a quick and efficient method for consumers to assess product quality without reading extensive reviews. In many cases, ratings function as cognitive shortcuts that facilitate decision-making, particularly when consumers face numerous alternatives and limited time for evaluation (Mahendra & Edastama, 2022). The importance of ratings is associated with consumers' tendency to rely on social proof when making decisions. Products with higher ratings are often perceived as more reliable and satisfactory because they reflect positive experiences reported by a larger number of consumers. Consequently, ratings may reduce perceived risks and increase confidence in purchasing decisions. This phenomenon is particularly relevant in online marketplaces, where consumers frequently encounter unfamiliar sellers and products (Susanto & Muljadi, 2022).

Beyond information-related factors, the technological characteristics of e-commerce platforms also influence purchasing decisions. One such factor is convenience. Convenience refers to users' perceptions regarding the ease of using a technological system and completing desired tasks with minimal effort (Cahyo et al., 2022). In the context of e-commerce, convenience encompasses user-friendly interfaces, efficient navigation systems, simple transaction procedures, and accessible information. These features contribute to a positive user experience and encourage consumers to engage more actively with online shopping

platforms (Kurniawan & Istiyanto, 2021). Consumers prefer platforms that offer seamless, time-saving experiences. Conversely, complicated interfaces or technical difficulties discourage purchase completion. Therefore, convenience represents a strategic factor that can significantly influence purchasing decisions in digital commerce environments (Darmawan & Putra, 2022).

Another critical determinant of purchasing decisions is trust. Trust plays a central role in online transactions because consumers often interact with sellers and platforms without face-to-face communication. In such situations, consumers must rely on their confidence that the marketplace, sellers, and transaction systems will perform reliably and fulfill their promises (Hafidz & Muslimah, 2023). Trust reduces uncertainty and perceived risks associated with online purchases, thereby increasing consumers' willingness to engage in transactions. The importance of trust is particularly evident in e-commerce environments where concerns regarding fraud, product quality discrepancies, privacy breaches, and transaction security remain prevalent. Consumers who trust a platform are more likely to believe that their personal information will be protected, purchased products will correspond to descriptions, and dispute resolution mechanisms will function effectively when problems occur (Palandi et al., 2022). As a result, trust serves as a fundamental psychological foundation supporting purchasing decisions in online marketplaces. Although numerous studies have examined factors influencing online purchasing decisions, existing literature demonstrates several limitations that justify further investigation. Previous studies have consistently confirmed the significant role of online customer reviews and online customer ratings in influencing purchasing decisions within e-commerce environments. Research conducted by Sukirman and Kumalasari (2023) found that online customer reviews and online customer ratings positively and significantly affect consumer purchasing decisions on Shopee. Similar findings were reported by Liswandari and Yulianto (2023), who concluded that both variables significantly contribute to consumers' decisions when purchasing products through online marketplaces. Furthermore, Almayani and Graciafernandy (2023) demonstrated that online customer reviews and ratings remain important determinants of online purchasing decisions among Shopee users. Comparable results were also identified by Ho et al. (2026), who confirmed the positive influence of customer reviews and ratings on students' purchasing decisions in online marketplaces.

While these studies have provided valuable insights into the influence of consumer-generated information on purchasing behavior, they primarily focused on review and rating

variables without comprehensively incorporating technological and psychological dimensions that may also influence consumer decisions. Consequently, the understanding of online purchasing behavior remains incomplete because consumers' decisions are not solely determined by information quality but also by their perceptions of platform usability and trustworthiness. This limitation indicates the need for broader empirical investigations that integrate additional variables capable of explaining consumer purchasing behavior more comprehensively (Sukirman & Kumalasari, 2023). In response to this limitation, several researchers have investigated the roles of convenience and trust in shaping purchasing decisions. Joenarni et al. (2023) found that convenience significantly influences purchase decisions on Shopee by enhancing consumers' perceptions of ease and efficiency during online shopping activities. Similar findings were reported by Agustiningrum and Andjarwati (2021), who demonstrated that convenience contributes positively to consumer purchasing decisions in marketplace environments. Likewise, Marsalin and Hendratmoko (2023) concluded that convenience significantly affects consumers' willingness to complete online transactions. Consistent evidence was also presented by Permana and Ratnasari (2023), who identified convenience as a significant predictor of online purchase decisions. Furthermore, Putri and Suandevin (2025) emphasized that convenience remains a crucial determinant of purchasing decisions among university students who frequently engage in online shopping activities.

Trust has also received substantial attention within e-commerce research because of its critical role in reducing uncertainty and perceived risk. Previous studies indicate that trust positively influences purchasing decisions by strengthening consumers' confidence in online platforms and sellers. Joenarni et al. (2023) demonstrated that trust significantly affects purchase decisions on Shopee. Similar findings were reported by Agustiningrum and Andjarwati (2021), who found that trust contributes positively to consumers' decisions within online marketplaces. Marsalin and Hendratmoko (2023) further confirmed the importance of trust in encouraging online transactions among Shopee users. Consistent results were also obtained by Permana and Ratnasari (2023), who identified trust as a significant determinant of online purchasing decisions. Additionally, Putri and Suandevin (2025) highlighted the influential role of trust among university students conducting transactions through Shopee. Despite the growing body of literature, empirical studies that simultaneously examine online customer review, online customer rating, convenience, and trust within a single integrated framework remain relatively limited. Most previous studies

have focused on only two or three variables, thereby restricting a comprehensive understanding of the combined effects of informational, technological, and psychological factors on purchasing decisions. Furthermore, prior research has predominantly investigated general consumer populations rather than university students as a distinct demographic group with unique digital consumption characteristics. These conditions indicate the existence of an important research gap that warrants further investigation.

The primary research gap addressed in this study originates from the recommendation proposed by Sukirman and Kumalasari (2023), who suggested that future research should incorporate additional variables influencing purchasing decisions beyond online customer reviews and online customer ratings. Existing studies have largely concentrated on information-based factors while paying relatively less attention to convenience and trust as complementary determinants of consumer behavior. Moreover, previous studies have rarely examined the simultaneous interaction of these four variables within the context of Shopee users among university students in Purwokerto. Consequently, there remains insufficient empirical evidence regarding the relative contributions of online customer review, online customer rating, convenience, and trust in shaping purchasing decisions within this specific population. To address this gap, the present study integrates informational factors represented by online customer review and online customer rating with technological and psychological factors represented by convenience and trust. Such integration is expected to provide a more comprehensive explanation of purchasing decision formation in contemporary e-commerce environments. By examining these variables simultaneously, this study seeks to enrich the existing literature on digital consumer behavior and provide a more holistic understanding of the determinants of online purchasing decisions.

The novelty of this study lies in its comprehensive integration of four influential variables online customer review, online customer rating, convenience, and trust—into a single analytical framework for explaining purchasing decisions on Shopee among university students in Purwokerto. While previous studies generally examined these variables separately or partially, this research investigates their collective influence within one conceptual model. Such an approach enables a more comprehensive evaluation of how informational cues, platform usability, and consumer trust interact in influencing purchasing decisions. Another aspect of novelty concerns the research context. University students represent a digitally oriented consumer segment characterized by high internet usage, frequent engagement with

online platforms, and substantial exposure to electronic word-of-mouth communication. Despite their importance within the digital marketplace ecosystem, empirical studies focusing specifically on university students in Purwokerto remain limited. Therefore, this study contributes new empirical evidence regarding the purchasing behavior of a strategically important consumer segment within Indonesia's growing digital economy.

The theoretical foundation of this study is grounded in the Stimulus–Organism–Response (S-O-R) theory developed by Mehrabian and Russell (1974). According to this framework, external stimuli influence individuals' internal cognitive and emotional processes, which subsequently generate behavioral responses. Within the context of this study, online customer review, online customer rating, convenience, and trust function as external stimuli that influence consumers' perceptions and evaluations. These stimuli are processed cognitively and affectively by consumers, ultimately resulting in purchasing decisions as behavioral responses (Effendy, 2009). The S-O-R framework provides a comprehensive explanation of how consumers process information and experiences within digital shopping environments. Online customer reviews provide informational stimuli regarding product quality and previous consumer experiences. Online customer ratings offer numerical indicators of collective satisfaction. Convenience serves as a technological stimulus that shapes users' experiences while interacting with the platform. Trust functions as a psychological stimulus that reduces uncertainty and strengthens confidence in online transactions. Together, these stimuli influence consumers' internal evaluations and ultimately determine whether a purchasing decision is made.

Based on the theoretical and empirical considerations discussed above, this study focuses on examining the influence of online customer review, online customer rating, convenience, and trust on purchasing decisions among university students using the Shopee application in Purwokerto. Specifically, the study aims to analyze whether each variable exerts a positive and significant influence on purchasing decisions and to determine the extent to which these factors contribute to consumer decision-making processes in online marketplace environments. The findings of this study are expected to contribute both theoretically and practically. From a theoretical perspective, the study enriches the literature on consumer behavior and e-commerce by extending the application of the S-O-R framework in digital purchasing contexts. From a practical perspective, the findings may provide valuable insights for Shopee and other e-commerce platforms seeking to improve consumer experiences, strengthen trust, optimize review and rating systems, and enhance platform convenience in

order to encourage purchasing decisions and sustain competitive advantage within the rapidly evolving digital marketplace.

METHODS

This study employed a quantitative approach using a survey method to examine the influence of online customer review, online customer rating, convenience, and trust on purchasing decisions among Shopee users. The research adopted an explanatory design aimed at analyzing the causal relationship between independent variables and the dependent variable. Purchasing decision served as the dependent variable, while online customer review, online customer rating, convenience, and trust were treated as independent variables. The variables were measured using indicators derived from established theories. Purchasing decision was measured through product choice, brand choice, distributor choice, purchase timing, and purchase quantity. Online customer review was assessed using perceived usefulness, source credibility, argument quality, and review valence. Online customer rating was measured through information quality, trust, and customer satisfaction. Convenience included ease of learning, ease of use, ease of transaction, and ease of obtaining desired products. Trust was measured through security, product quality, product information, product superiority, and customer service.

The population consisted of students in Purwokerto who had purchased products through the Shopee application. Because the population size was unknown, the sample size was determined using Cochran's formula. The calculation resulted in a minimum sample of 97 respondents, and 100 valid responses were ultimately used in the analysis. The study applied a non-probability sampling technique with a purposive sampling approach. Respondents were selected based on two criteria: having used Shopee for online purchases and having completed at least two transactions within the previous six months. Data were collected through questionnaires and literature review. The questionnaire served as the primary instrument for obtaining respondents' perceptions regarding all research variables, while the literature review provided supporting theoretical and empirical references. Responses were measured using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). Primary data were obtained directly from respondents, whereas secondary data were collected from books, journals, and other relevant academic sources. Instrument quality was evaluated through validity and reliability testing. Validity was assessed

using Pearson Product Moment correlation, while reliability was measured using Cronbach's Alpha coefficient. An instrument was considered reliable when the Cronbach's Alpha value exceeded 0.70. Data analysis was conducted using multiple linear regression analysis. Prior to hypothesis testing, classical assumption tests were performed, including normality, multicollinearity, and heteroscedasticity tests. The coefficient of determination (R^2) was used to measure the explanatory power of the model, while the F-test examined the simultaneous effect of all independent variables on purchasing decisions. Furthermore, t-tests were employed to determine the partial effect of each independent variable. All statistical analyses were conducted at a significance level of 5%.

RESULTS

Classical assumption test

1. Normality test

According to Sahir (2021), the normality test is used to determine whether the residuals of the regression model are normally distributed. In this study, the normality test was performed using the Kolmogorov–Smirnov test. The results of the one-sample Kolmogorov–Smirnov test are presented in Table 1.

Table 1Normality Test Result

Asymp. Sig. (2-tailed)	α	Information
0.200	0.05	Normal

Source: Primary data processed (2026)

Table 1. Normality Test Results shows that the Asymp. Sig. (2-tailed) value is 0.200, which is higher than the significance level (α = 0.05). Therefore, the residuals are normally distributed, indicating that the normality assumption of the regression model has been fulfilled.

2. Multicollinearity Test

According to Ghozali (2017), the multicollinearity test is used to determine whether there is a high correlation among the independent variables in a regression model. A model is considered free from multicollinearity if the tolerance value is greater than 0.10 and the Variance Inflation Factor (VIF) is less than 10. The results of the multicollinearity test are presented in Table 2.

Table 2. Multicollinearity Test Results

No	Variables	Tolerance Value	VIF value	Information
1	Online customer review (X_1)	0.571	1.752	No Multicollinearity Occurs
2	Online customer rating (X_2)	0.534	1.873	No Multicollinearity Occurs
3	Convenience (X_3)	0.678	1.476	No Multicollinearity Occurs
4	Trust (X_4)	0.565	1.769	No Multicollinearity Occurs

Source: Primary data processed (2026)

Table 2. Multicollinearity Test Results shows that all independent variables have tolerance values greater than 0.10 and VIF values lower than 10. Therefore, the regression model is free from multicollinearity.

3. Heteroscedasticity Test

According to Ghozali (2018), the heteroscedasticity test is used to determine whether the variance of residuals differs across observations. In this study, the Glejser test was employed to detect heteroscedasticity. A regression model is considered free from heteroscedasticity if the significance value is greater than 0.05. The results of the heteroscedasticity test are presented in Table 3.

Table 3. Heteroscedasticity Test Results

No	Variables	Sig.	Information
1	Online customer review (X_1)	0.757	No Heteroscedasticity Occurs
2	Online customer rating (X_2)	0.446	No Heteroscedasticity Occurs
3	Convenience (X_3)	0.873	No Heteroscedasticity Occurs
4	Trust (X_4)	0.051	No Heteroscedasticity Occurs

Source: Primary data processed (2026)

Table 3. Heteroscedasticity Test Results shows that all independent variables have significance values greater than 0.05. Therefore, the regression model is free from heteroscedasticity.

Multiple linear regression analysis

According to Sahir (2021), multiple linear regression analysis is used to examine the effect of two or more independent variables on a dependent variable. In this study, online customer review (X_1), online customer rating (X_2), convenience (X_3), and trust (X_4) were analyzed as predictors of purchase decisions (Y). The analysis was conducted using SPSS version 26.

1. Regression equation

Table 4. Results of Multiple Linear Regression Analysis

No	Variables	Regression Coefficient
1	Constant	10.514
2	Online customer review (X_1)	0.131
3	Online customer rating (X_2)	0.176
4	Convenience (X_3)	0.287
5	Trust (X_4)	0.156

Source: Primary data processed (2026)

Table 4. Results of Multiple Linear Regression Analysis shows that all independent variables have positive regression coefficients, indicating a positive relationship with purchase decisions. Based on Table 4, the multiple linear regression equation can be formulated as follows: $Y = 10.514 + 0.131X_1 + 0.176X_2 + 0.287X_3 + 0.156X_4 + e$. The equation indicates that online customer review, online customer rating, convenience, and trust positively influence purchase decisions. Among these variables, convenience ($\beta = 0.287$) has the highest regression coefficient, indicating the strongest influence on purchase decisions.

2. Coefficient of Determination

According to Sugiyono (2013), the coefficient of determination test is used to measure the extent to which the independent variables explain the dependent variable. The results of the coefficient of determination test are presented in Table 5.

Table 5. Results of the Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.881	0.777	0.767	0.694

Source: Primary data processed (2026)

Table 5. Results of the Coefficient of Determination Test shows that the R Square value is 0.777, indicating that online customer review, online customer rating, convenience, and trust explain 77.7% of the variance in purchase decisions. The remaining 22.3% is explained by other variables not included in this study.

3. Model Feasibility Test

According to Sahir (2021), the model feasibility test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable. The results of the model feasibility shows that the calculated f-value (82.537) is greater than the f-table value (2.467). Therefore, the regression model is statistically feasible, indicating that

online customer review, online customer rating, convenience, and trust simultaneously influence purchase decisions.

4. Hypothesis Testing

According to Sahir (2021), hypothesis testing is conducted to examine the significance of the effect of each independent variable on the dependent variable. The results of the hypothesis testing are presented in Table 6.

Table 6. Hypothesis Test Results

Variables	t-value	t-table	Sig.	Note
Online Customer Review	3.180	1.661	0.002	Accepted
Online Customer Rating	3.261	1.661	0.002	Accepted
Convenience	6.513	1.661	0.000	Accepted
Trust	4.905	1.661	0.000	Accepted

Source: Primary data processed (2026)

Table 6. Hypothesis Test Results shows that all independent variables have t-values greater than the t-table value (1.661) and significance values below 0.05. Therefore, all proposed hypotheses are accepted. The results indicate that online customer review ($t = 3.180$; $p = 0.002$), online customer rating ($t = 3.261$; $p = 0.002$), convenience ($t = 6.513$; $p = 0.000$), and trust ($t = 4.905$; $p = 0.000$) have positive and significant effects on purchase decisions among Shopee users in Purwokerto.

DISCUSSION

This study examined the influence of online customer reviews, online customer ratings, convenience, and trust on purchase decisions among Shopee users in Purwokerto. The findings demonstrate that all independent variables positively and significantly affect purchase decisions. Furthermore, the coefficient of determination indicates that these four variables collectively explain a substantial proportion of the variance in consumers' purchasing decisions. This finding suggests that purchasing behavior in the digital marketplace is shaped not only by product-related attributes but also by information quality, platform usability, and consumer trust toward the online environment. The significant influence of online customer reviews confirms that consumers use user-generated content as a primary information source to reduce uncertainty before purchasing. In an online shopping environment characterized by information asymmetry and the inability to physically inspect products, reviews serve as a mechanism for reducing uncertainty.

Consumers evaluate the usefulness of reviews, the credibility of reviewers, the quality of arguments presented, and the overall valence of comments before forming purchase intentions.

The significance of online customer reviews demonstrates that contemporary consumers place considerable value on the experiences of previous buyers. Rather than relying solely on promotional messages provided by sellers, consumers seek independent evaluations from fellow users who have already interacted with the product. Positive reviews create favorable perceptions regarding product quality, reliability, and suitability, thereby increasing the likelihood of purchase. Conversely, negative reviews may function as warning signals that discourage purchasing behavior. Therefore, online reviews have evolved into a powerful form of electronic word-of-mouth communication that shapes consumer perceptions and influences purchasing outcomes. From a behavioral perspective, the influence of online customer reviews can be understood as part of consumers' information-processing activities. University students, who represent digitally literate consumers, tend to conduct extensive information searches before making purchasing decisions. Reviews provide experiential information that cannot always be obtained through official product descriptions. Consequently, reviews assist consumers in evaluating whether a product matches their expectations and needs. This process contributes to reducing perceived risk and strengthening confidence in purchase decisions. The findings also indicate that online customer ratings significantly affect purchase decisions. Ratings function as numerical indicators that summarize consumers' overall evaluations of products. Unlike reviews, which require more detailed reading and interpretation, ratings provide a quick and efficient assessment of product quality. As a result, consumers often use ratings as an initial screening mechanism before examining more detailed information.

The positive influence of ratings suggests that consumers perceive highly rated products as more reliable and trustworthy. High ratings serve as signals of product quality and customer satisfaction. When consumers observe consistently favorable ratings, they infer that previous customers have had positive experiences, thereby increasing their confidence in the product. This finding highlights the importance of simplified information cues in digital purchasing environments where consumers are frequently exposed to an overwhelming amount of information. The role of ratings is particularly relevant among university students, who often face time constraints and information overload. In such circumstances, ratings enable consumers to make efficient evaluations without engaging in

extensive information processing. Consequently, ratings contribute significantly to decision-making by simplifying the evaluation process and reducing cognitive effort. Among all variables examined in this study, convenience emerged as the most influential determinant of purchase decisions. This finding indicates that ease of use plays a critical role in shaping consumer behavior within e-commerce platforms. Convenience encompasses the ease of learning how to use the platform, ease of navigation, ease of transaction processes, and ease of obtaining desired products.

The dominance of convenience reflects the changing expectations of modern digital consumers. Consumers increasingly prioritize efficiency, speed, and simplicity in their online shopping experiences. When an e-commerce platform enables users to search for products, compare alternatives, complete payments, and track deliveries with minimal effort, consumers are more likely to proceed with purchases. Therefore, convenience extends beyond usability and becomes a strategic factor influencing overall consumer satisfaction and purchasing behavior. This finding highlights the direct role of technological functionality in consumer decision-making. While product quality remains important, consumers may abandon purchases if they encounter difficulties navigating the platform or completing transactions. Thus, platform design, user interface quality, and transaction efficiency play critical roles in enhancing purchase decisions.

Trust was also found to have a positive and significant effect on purchase decisions. Trust represents a fundamental component of online transactions because consumers must often make purchasing decisions without direct physical interaction with products or sellers. In this study, trust encompasses perceptions of transaction security, product quality, information accuracy, product superiority, and customer service quality. The significant effect of trust suggests that reducing perceived risk remains a crucial challenge in e-commerce environments. Consumers are more willing to engage in transactions when they believe that sellers and platforms will fulfill their promises and protect their interests. Trust reduces uncertainty, increases confidence, and facilitates purchase decisions by minimizing concerns regarding fraud, product discrepancies, or transaction failures.

The importance of trust further highlights the psychological dimensions of online consumer behavior. Although technological advancements have improved transaction convenience, consumers continue to require assurances that their transactions are secure and reliable. Therefore, trust functions as a critical mechanism through which consumers manage

risk and uncertainty in digital marketplaces. Collectively, these findings support the applicability of the Stimulus-Organism-Response (SOR) theory in explaining online consumer behavior. Online customer reviews, online customer ratings, convenience, and trust act as external stimuli that influence consumers' cognitive and emotional processes. These internal evaluations subsequently generate behavioral responses in the form of purchase decisions. The findings suggest that purchasing behavior in e-commerce environments is the result of a complex interaction between informational, technological, and psychological factors.

The findings regarding online customer reviews are consistent with the studies conducted by Sukirman and Kumalasari (2023), Liswandari and Yulianto (2023), Almayani and Graciafernandy (2023), and Ashari (2025), which reported that online customer reviews significantly influence purchase decisions. The consistency of these findings across different contexts reinforces the argument that user-generated information has become a crucial determinant of consumer behavior in digital marketplaces. This study also supports previous research demonstrating the importance of online customer ratings in influencing consumer decisions. The findings align with those reported by Sukirman and Kumalasari (2023), Putri and Lestari (2022), Susilowati (2023), and Ashari (2025). Similar results across studies indicate that ratings function as effective quality signals that simplify consumer evaluations and contribute to purchase decisions. Regarding convenience, the findings are consistent with those of Joenarni et al. (2023), Agustiningrum and Andjarwati (2021), Marsalin and Hendratmoko (2023), Permana and Ratnasari (2023), and Putri and Suandevin (2025), all of whom found that convenience significantly affects purchasing behavior. However, this study extends previous findings by demonstrating that convenience is the strongest predictor of purchase decisions among university students. This suggests that convenience may be becoming increasingly important in digital commerce environments where consumers prioritize efficiency and seamless user experiences. Similarly, the findings concerning trust are consistent with prior studies conducted by Agustiningrum and Andjarwati (2021), Joenarni et al. (2023), Marsalin and Hendratmoko (2023), Permana and Ratnasari (2023), and Putri and Suandevin (2025). The recurring significance of trust across different studies confirms its central role in reducing perceived risk and encouraging online purchasing behavior.

Although the findings generally support existing literature, this study contributes additional insights by examining the simultaneous effects of reviews, ratings, convenience,

and trust within a single conceptual framework. Moreover, the identification of convenience as the most influential variable suggests a shift in consumer priorities toward usability and efficiency. This finding expands current understanding of consumer behavior in e-commerce by emphasizing the growing importance of user experience alongside informational and psychological factors.

Theoretically, this study contributes to the growing body of literature on online consumer behavior by providing empirical support for the Stimulus-Organism-Response (SOR) framework. The findings demonstrate that external stimuli available within e-commerce platforms significantly influence consumers' internal evaluations and ultimately shape purchasing behavior. This evidence reinforces the relevance of SOR theory in explaining decision-making processes within digital environments. Furthermore, the study contributes to marketing and consumer behavior research by highlighting the interconnected roles of informational quality, technological usability, and consumer trust. The findings suggest that purchase decisions should not be viewed solely as economic or rational choices but rather as outcomes of multidimensional processes involving cognitive, emotional, and technological considerations. From a practical perspective, the findings provide valuable insights for e-commerce platform managers, sellers, and policymakers. For platform providers such as Shopee, maintaining high-quality review and rating systems is essential. Platforms should encourage authentic user feedback, enhance review transparency, and develop mechanisms to detect fraudulent reviews. These initiatives can strengthen consumer confidence and improve decision-making quality.

The dominant influence of convenience suggests that platform usability should remain a strategic priority. E-commerce providers should continuously improve user interface design, navigation structures, search functions, and transaction processes to create seamless shopping experiences. Investments in mobile optimization, personalized recommendations, and efficient payment systems may further enhance convenience and encourage purchasing behavior. For sellers, the findings emphasize the importance of maintaining product quality and delivering excellent customer service. Positive customer experiences contribute to favorable reviews and ratings, which subsequently attract new buyers. Sellers should therefore view customer satisfaction not only as an operational objective but also as a strategic marketing asset. The findings also have implications for consumer protection policies. Regulatory bodies and e-commerce platforms should strengthen mechanisms that promote transaction security, information transparency, and

dispute resolution. Such initiatives can enhance trust and foster sustainable growth in digital commerce ecosystems. Methodologically, this study demonstrates the effectiveness of integrating multiple determinants of purchase decisions into a comprehensive analytical model. Future researchers may extend this framework by incorporating additional variables, mediating mechanisms, or moderating factors to further enrich understanding of online consumer behavior.

Despite its contributions, this study has several limitations that should be acknowledged. First, the research focuses exclusively on four independent variables: online customer reviews, online customer ratings, convenience, and trust. Although these variables explain a substantial proportion of purchase decision variance, other influential factors such as price promotions, free shipping programs, cashback incentives, social media marketing, brand image, and live-streaming commerce were not included in the model. Second, the study is limited to a single e-commerce platform, namely Shopee. Different marketplaces may possess unique characteristics, service features, and consumer communities that influence purchasing behavior in distinct ways. Therefore, caution should be exercised when generalizing these findings to other platforms such as Tokopedia, Lazada, or Blibli. Third, the study focuses exclusively on university students in Purwokerto. While this population represents active digital consumers, their demographic characteristics, purchasing power, and technological literacy may differ from those of other consumer groups. Consequently, the findings may not fully represent broader populations. Fourth, the study employs a quantitative approach using self-reported questionnaire data. Although this method facilitates statistical analysis and hypothesis testing, it may not fully capture the complexity of consumers' motivations and experiences. Future research may benefit from adopting mixed-methods approaches that combine quantitative and qualitative perspectives to provide deeper insights into consumer decision-making processes. Despite these limitations, the study offers meaningful contributions to the understanding of online consumer behavior. By identifying convenience as the most influential determinant of purchase decisions, the research highlights the growing importance of user-centered platform design in digital commerce. The findings suggest that future competitiveness in e-commerce will depend not only on product offerings but also on the ability to create shopping environments that are informative, efficient, secure, and trustworthy.

CONCLUSION

This study aimed to examine the influence of online customer reviews, online customer ratings, convenience, and trust on purchase decisions among Shopee users in the student population of Purwokerto. The findings reveal that all examined variables exert a positive and significant effect on purchase decisions. These results indicate that students' purchasing behavior on Shopee is shaped not only by information obtained from customer reviews and ratings but also by the perceived convenience of the platform and the level of trust established toward the marketplace. Among the investigated factors, convenience emerged as the strongest determinant, highlighting the critical role of a seamless and user-friendly shopping experience in the e-commerce environment. The study successfully addresses its research objectives by demonstrating the significant contribution of online customer reviews, online customer ratings, convenience, and trust in influencing purchase decisions. The findings confirm that digital platform attributes play a substantial role in shaping consumer behavior, particularly among university students who represent an active and technologically engaged consumer segment.

From a theoretical perspective, this study contributes to the literature on digital consumer behavior by reinforcing the applicability of the Stimulus–Organism–Response (SOR) framework in explaining how external digital stimuli influence consumers' cognitive and affective responses, which subsequently lead to purchasing decisions. From a practical standpoint, the findings provide valuable insights for e-commerce platform managers and online sellers in enhancing review quality, strengthening rating credibility, improving platform usability, and fostering consumer trust to encourage higher transaction rates. The implications of this study suggest that the success of an e-commerce platform depends not only on product availability but also on its ability to provide an informative, convenient, and trustworthy shopping environment. Therefore, continuous improvement of platform features that support information quality and user experience is essential. Future research is recommended to incorporate additional variables that may affect purchase decisions, expand the geographical scope of investigation, and conduct comparative studies across different e-commerce platforms to obtain a broader understanding of digital consumer behavior.

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