

# The Influence of Price, Online Customer Reviews, and Product Quality on Purchasing Decisions at the Pretties Online Store "Sukoharjo"

Rindu Warih Sariwibowo<sup>1</sup>, Darsono<sup>2</sup>, Syahri Al Husin<sup>3</sup>

<sup>1,2,3</sup>Management Study Program, Faculty of Economics an Business, Tunas Pembangunan University, Surakarta, Indonesia

## ARTICLE INFO

### Article history:

Received Feb 02, 2025

Revised Feb 11, 2025

Accepted Feb 28, 2025

### Keywords:

Price  
Online Customer Review  
Product Quality  
Purchasing Decision

## ABSTRACT

This study aims to determine the effect of Price, Online Customer Review, and Product Quality on Purchasing Decisions at the Pretties "Sukoharjo" Online Store. The use of the purposive sampling method so that 100 respondents were obtained. Respondent data were obtained by distributing questionnaires that had been prepared to respondents through online media. From a population of 100 people, using the probability sampling technique. The number of samples obtained was 100 people. The analysis used was multiple linear regression using SPSS Version 25. Based on the results of the analysis, it was found that the Influence of Price, Online Customer Review and Product Quality had a positive and significant effect on purchasing decisions at the Pretties "Sukoharjo" Online Store. The findings indicate that Price partially influences Purchasing Decisions by 17.4%, Online Customer Reviews by 20.6%, and Product Quality by 60.6%. Simultaneously, these three variables significantly influence Purchasing Decisions, with a significance value of  $0.000 < 0.05$ . The coefficient of determination reveals that the independent variables in this study collectively explain 83.3% of the variance in the dependent variable, while the remaining 16.7% is influenced by other factors not examined in this study.

*This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.*



## Corresponding Author:

Rindu Warih Sariwibowo,  
Faculty of Economics an Business,  
Tunas Pembangunan University,  
Jl. Walanda Maramis No.31, Nusukan, Kec. Banjarsari, Kota Surakarta, Jawa Tengah 57135  
Email: [warihsari0219@gmail.com](mailto:warihsari0219@gmail.com)

## 1. INTRODUCTION

Indonesian SMEs face tight business competition, demanding innovation and technological adaptation. However, limitations in capital and human resources are obstacles for some SMEs in taking advantage of digital opportunities. One example of successful digitization is the online store Pretties, which operates in the women's fashion sector. With 160 thousand and 104.9 thousand Instagram and TikTok followers respectively, Pretties utilizes social media for promotion. However, despite the high frequency of promotion, its impact on consumer purchasing decisions is still limited. This study aims to provide strategic recommendations so that MSMEs can increase their competitiveness in the digital era.

High prices can affect sales levels, while low prices can reduce product quality and damage brand image. Price is defined as the value that must be paid in money to obtain the right of ownership or the right to use a scientific good or service (DANANG, 2023). This is also supported by research conducted (DANANG, 2023), and (Puspita Sari Saputri, 2022) states that price influences purchasing decisions. Before buying, potential customers often look at reviews to find out the advantages and

disadvantages of the product, so customer reviews become an important reference in making purchasing decisions. Some studies have been conducted (Hariyanto & Trisunarno, 2021), (Ardianti & Widiartanto, 2019) and (Puspita Sari Saputri, 2022) stated that online customer reviews have a positive influence on purchasing decisions.

Apart from these two factors, another factor is product quality. One of the goals of product quality is to influence and facilitate consumers in determining purchasing decisions. According to (Nurfauzi et al., 2023) product quality has a positive and significant effect on purchasing decisions. It can be concluded that price, online customer reviews, and product quality have an effect on purchasing decisions. So consumers have the right to choose which product to buy.

## 2. RESEARCH METHOD

This study uses a quantitative research method with an instrument in the form of a questionnaire distributed to consumers of the Pretties online store who actively interact on social media. The sample was taken using purposive sampling technique, namely selecting respondents based on certain criteria. To obtain the data intervals specified in the following scores, the statements in the questionnaire were made using Likert, namely a scale containing five degrees of answers.

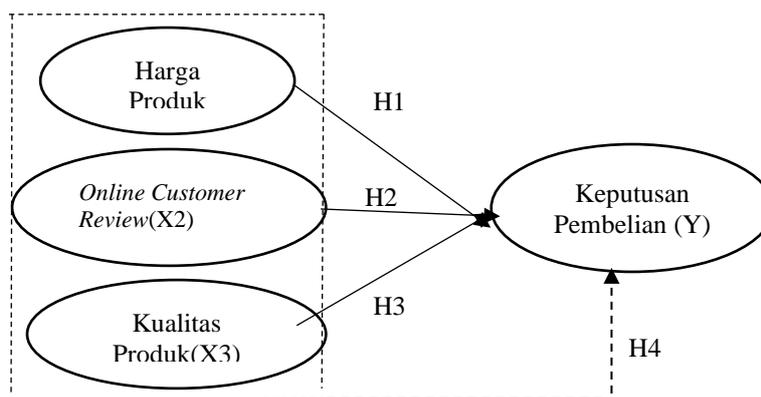


Figure 1. Research Model

H1: Price affects KP

H2: OCR affects KP

H3: Product Quality affects KP

H4: Price, OCR, and Product Quality affect KP

## 3. RESULTS AND DISCUSSIONS

### Classical Assumption Test

#### Normality Test

The Kolmogorov-Smirnov test shows an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05, so it can be concluded that the data is normally distributed.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.26985059
Most Extreme Differences	Absolute	.072
	Positive	.047
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed) <sup>c</sup>		.200
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is lower bound of the true significance		

**Figure 2.** Kolmogorov-Smirnov Test results

The Kolmogorov-Smirnov test shows an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05, so it can be concluded that the data is normally distributed.

**Multicollinearity Test**

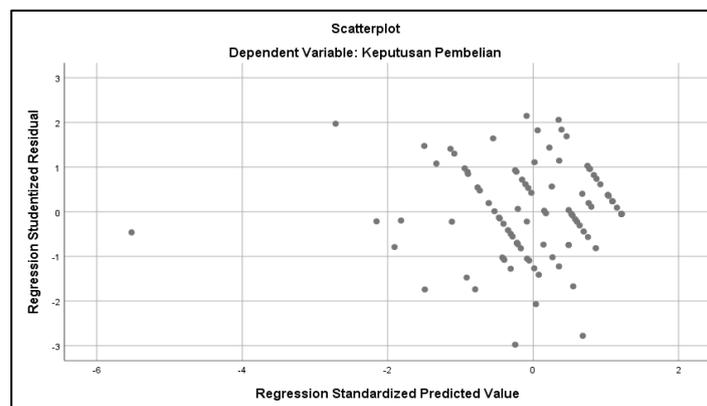
To find out whether or not there is multicollinearity in the regression model, it can be seen from the tolerance value and Variance Inflation Factor (VIP). The presence of multicollinearity indicates a tolerance value of > 0.10 or the same as a VIF value of < 0.10.

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
	(Constant)		
	HARGA	.677	1.478
	ONLINE CUSTOMER REVIEW	.290	3.447
	KUALITAS PRODUK	.278	3.592
a. Dependent Variable: KEPUTUSAN PEMBELIAN			

**Figure 3.** Multicollinearity Test result

The results of data processing in the table above show that the VIF value of X1 is 1.478, the VIF value of X2 is 3.447, the VIF value of X3 is 3.592. This shows that all variables do not show symptoms of multicollinearity, because no independent variables have a VIF value of less than 10.

**Heteroscedastisity Test**



**Figure 4.** Heteroscedastisity Test results

Based on the figure above, the heteroscedasticity test shows that the number 0 (zero) on the Y axis. So the regression model meets the requirements for homoscedasticity and there is no heteroscedasticity.

### Multiple Linear Regression

Multiple linear regression test is a linear regression model involving more than one independent variable. The results of the multiple linear regression analysis in the form of coefficients of each independent variable are described in the following equation:

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,438	1,035		,423	,673
Harga	,174	,052	,168	3,362	,001
Online Customer Review	,206	,081	,199	2,535	,013
Kualitas Produk	,606	,075	,635	8,071	,000

a. Dependent Variable: Keputusan Pembelian

**Figure 5.** Multiple Linear Regression test result

Based on the figure, the regression equation is derived as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 0.438 + 0.174 X_1 + 0.206 X_2 + 0.606 X_3 + e$$

### Hypothesis Test

#### T-Test (Partial)

The partial test (t-test) is useful for testing the significance of the relationship between the independent variable (X) and the dependent variable (Y), whether the variables X1 (Price), X2 (Online Customer Review), X3 (Product Quality), really have an effect on the variable Y (Purchase Decision) separately or partially. In this study, a significance level of 0.05 ( $\alpha = 5\%$ ) was used. The results of the t-test or partial test are in the following table:

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,438	1,035		,423	,673
Harga	,174	,052	,168	3,362	,001
Online Customer Review	,206	,081	,199	2,535	,013
Kualitas Produk	,606	,075	,635	8,071	,000

a. Dependent Variable: Keputusan Pembelian

**Figure 6.** Result of T-Test (Partial)

The research hypothesis can be concluded as follows:

- 1). Based on the table of t-test results of the Price variable (X1) on the Purchase Decision (Y), the calculated t value (3.362) > t table (1.984) with a Sig value of 0.001 < 0.05, it can be concluded that the Price variable (X1) has a positive and significant effect on the Purchase Decision (Y).
- 2) Based on the table of t-test results of the Online Customer Review variable (X2) on the Purchase Decision (Y), the calculated t value (2.535) > t table (1.984) with a Sig value of 0.013 < 0.05, it can be concluded that the Online Customer Review variable (X2) has a positive and significant effect on the Purchase Decision (Y).
- 3) Based on the table of t-test results for the Product Quality variable (X3) on Purchasing Decisions (Y), the calculated t value (8.071) > t table (1.984) with a Sig value of 0.000 < 0.05, it

can be concluded that the Product Quality variable (X3) has a positive and significant effect on Purchasing Decisions (Y).

### F-Test (Simultaneous)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	801,550	3	267,183	165,685	,000 <sup>b</sup>
	Residual	154,810	96	1,613		
	Total	956,360	99			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), Kualitas Produk, Harga, Online Customer Review						

**Figure 7.** Result of F-Test (Simultaneous)

Based on the test results obtained, the calculated F (165.685) > F table (2.70) and the significance level (0.000b) is smaller than the probability value (0.05), so it can be concluded that variables X1, X2 and X3 have a simultaneous effect on variable Y.

### Coefficient of Determination Test (R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,915 <sup>a</sup>	,838	,833	1,270
a. Predictors: (Constant), Kualitas Produk, Harga, Online Customer Review				

**Figure 8.** Coefficient of Determination Test (R<sup>2</sup>)

The results of the research Summary model data processing, the Adjusted R Square value is 0.833 or 83.3%. This means that the ability of the independent variables in this study to influence the dependent variable by 83.3% while the remaining 16.7% is influenced by other variables not examined in this study.

## Discussion

### The Influence of Price on Purchasing Decisions

Based on the results of data analysis, the Price variable has a positive and significant influence on Purchasing Decisions. The T test shows the calculated t value (3.362) > t table (1.984) with a significant value of 0.001 < 0.05, so that the Price variable (X1) is proven to have a significant influence on Purchasing Decisions (Y). Hasil ini sejalan dengan penelitian sebelumnya oleh (Faradita & Widjajanti, 2023) dan (Wibowo & Wijastuti, 2022) which concludes that price has a partial positive and significant effect on purchasing decisions.

### The Influence of Online Customer Reviews on Purchasing Decisions

Based on data analysis, the Online Customer Review variable has a positive and significant influence on Purchasing Decisions. This is proven through the T Test (partial) with a calculated t value (2.535) > t table (1.984) and Sig 0.013 < 0.05, which indicates a significant influence. This study reveals that customer reviews on the Pretties Online Store are relevant to customer needs, as evidenced by positive assessments. This finding is in line with previous research by (Perilaku et al., 2023) dan (Arif Ananto., 2023) which also states that Online Customer Reviews have a partial positive and significant influence on purchasing decisions.

### The Influence of Product Quality on Purchasing Decisions

The results of the analysis show that the Product Quality variable has a positive and significant effect on Purchasing Decisions, as evidenced by the results of the T-test (partial) which shows a calculated t value (8.071) > t table (1.984) and a significant value (0.000 < 0.05). This study reveals that the Product Quality provided by the Pretties Online Store is in accordance with customer needs, as reflected in their positive assessments. This finding is in line with previous research by (Faradita &

Widjajanti, 2023), (Perilaku et al., 2023), dan (Wibowo & Wijastuti, 2022) which also states that Product Quality has a positive and significant influence on Purchasing Decisions.

#### **The Influence of Price, Online Customer Reviews, and Product Quality on Purchasing Decisions**

The results of the data analysis show that the variables Price, Online Customer Review, and Product Quality have a positive effect on Purchasing Decisions. This is proven through the F Test, where the calculated F (165.685) > F table (2.70) with a significance level of 0.000 (less than 0.05), so that the three independent variables (X1, X2, X3) simultaneously affect the dependent variable (Y).

#### **4. CONCLUSION**

Based on the results of the study on the variables Price, Online Customer Review, and Product Quality on Purchasing Decisions at the Pretties Sukoharjo Online Store, it can be summarized that the results of the t-test show that Price has a positive and significant influence on Purchasing Decisions (Y). Competitive prices are an important factor in influencing consumer decisions. Then online consumer reviews have a positive and significant influence on Purchasing Decisions. Information from other users is very helpful for consumers in the decision-making process. While good product quality, such as the use of quality materials, neat stitching, and trendy designs, also have a positive and significant influence on Purchasing Decisions.

#### **REFERENCES**

- Adhitya, F. (2022). Pengaruh Content Marketing, Online Consumer Review Dan Beauty Vlogger Terhadap Keputusan Pembelian Online Produk Hijab Rabbani Pada Generasi Z Di Kota Semarang. *EKOBIS: Jurnal Ilmu Manajemen Dan Akuntansi*, 10(2), 223–238.
- Adiyani, R., Muzakki, M. H. N., Widodo, Z. D., & Putra, A. R. (2021). *JBTI: Jurnal Bisnis: Teori dan Implementasi*.
- Alfianda, D. (2022). Pengaruh Job Insecurity dan Kepuasan Kerja Terhadap Turnover Intention Karyawan Milenial di Era Revolusi Industri 4.0.
- Ananto, A., Adiyani, R., Sumarto., L. (2023). Pengaruh Kualitas Produk, Review Pelanggan, dan Rating Terhadap Keputusan Pembelian di Shopee (Studi Kasus Mahasiswa Universitas Tunas Pembangunan Surakarta). Universitas Tunas Pembangunan Surakarta.
- Ardianti, A. N., & Widiartanto, W. (2019). Pengaruh online customer review dan online customer rating terhadap keputusan pembelian melalui marketplace Shopee.(Studi pada mahasiswa aktif FISIP Undip). *Jurnal Ilmu Administrasi Bisnis*, 8(2), 55–66
- DANANG, T. R. I. C. (2023). *PENGARUH HARGA, KEPERCAYAAN, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PENGGUNA E-COMMERCE TOKOPEDIA DALAM PERSPEKTIF ETIKA BISNIS ISLAM (Studi Pada Mahasiswa FEBI UIN Raden Intan Lampung Tahun 2020-2022)*. UIN RADEN INTAN LAMPUNG.
- Dzulqarnain, I. (2019). Pengaruh Fitur Online Customer Review Terhadap Keputusan Pembelian Produk Pada Marketplace Shopee.
- Ernawati, D. (2019). Pengaruh kualitas produk, inovasi produk dan promosi terhadap keputusan pembelian produk Hi Jack sandals Bandung. *JWM (Jurnal Wawasan Manajemen)*, 7(1), 17–32.
- Faradita, P. A., & Widjajanti, K. (2023). PENGARUH ONLINE CUSTOMER REVIEW, HARGA DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN TOKOPEDIA. *Solusi*, 21(2), 130. <https://doi.org/10.26623/slsi.v21i2.6333>
- Hariyanto, H. T., & Trisunarno, L. (2021). Analisis pengaruh online customer review, online customer rating, dan star seller terhadap kepercayaan pelanggan hingga keputusan pembelian pada toko online di Shopee. *Jurnal Teknik ITS*, 9(2), A234–A239.
- Lenaini, I. (2021). Teknik pengambilan sampel purposive dan snowball sampling. *Historis: Jurnal Kajian, Penelitian Dan Pengembangan Pendidikan Sejarah*, 6(1), 33–39.
- Lestari, N. A., & Iriani, S. S. (2018). Pengaruh kepercayaan dan kemudahan transaksi terhadap keputusan pembelian secara online pada situs mataharimall. com. *Jurnal Ilmu Manajemen*, 6(1), 1–8.
- Levrini, G. R. D., & Jeffman dos Santos, M. (2021). The influence of price on purchase intentions: Comparative study between cognitive, sensory, and neurophysiological experiments. *Behavioral Sciences*, 11(2), 16.
- Martini, L. K. B., Sembiring, E., & Paulus, F. (2022). Customer Online Customer Rating Dan Online Customer Review Terhadap Keputusan Pembelian Di Toko Modeliafashion Pada Marketplace Tokopedia Jakarta. *Journal of Applied Management and Accounting Science*, 4(1), 15–24.
- Nasution, S. L., Limbong, C. H., & Ramadhan, D. A. (2020). Pengaruh kualitas produk, citra merek, kepercayaan, kemudahan, dan harga terhadap keputusan pembelian pada e-commerce shopee (Survei Pada Mahasiswa S1 Fakultas Ekonomi Jurusan Manajemen Universitas Labuhan Batu). *Ecobisma*

- (Jurnal Ekonomi, Bisnis Dan Manajemen), 7(1), 43–53.
- Nurfauzi, Y., Taime, H., Hanafiah, H., Yusuf, M., & Asir, M. (2023). Literature Review: Analisis Faktor yang Mempengaruhi Keputusan Pembelian, Kualitas Produk dan Harga Kompetitif. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 183–188.
- Nurfauzi, Y., Taime, H., Hanafiah, H., Yusuf, M., & Asir, M. (2023). Literature Review: Analisis Faktor yang Mempengaruhi Keputusan Pembelian, Kualitas Produk dan Harga Kompetitif. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 183–188.
- Perilaku, J., Bisnis, S., & Amalia, A. (2023). *Pengaruh Online Customer Review, Citra Merek, dan Kualitas Produk Terhadap Minat Beli di Instagram* (Vol. 11, Issue 2).
- Puspita Sari Saputri, H. (2022). *PENGARUH ULASAN PELANGGAN ONLINE DAN RATING TERHADAP KEPUTUSAN PEMBELIAN PADA MARKETPLACE SHOPEE (Studi Pada Konsumen Shopee Di Bandar Lampung)*. Ardianti, A. N., & Widiartanto, W. (2019). Pengaruh online customer review dan online customer rating terhadap keputusan pembelian melalui marketplace Shopee. (Studi pada mahasiswa aktif FISIP Undip). *Jurnal Ilmu Administrasi Bisnis*, 8(2), 55–66.
- DANANG, T. R. I. C. (2023). *PENGARUH HARGA, KEPERCAYAAN, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PENGGUNA E-COMMERCE TOKOPEDIA DALAM PERSPEKTIF ETIKA BISNIS ISLAM (Studi Pada Mahasiswa FEBI UIN Raden Intan Lampung Tahun 2020-2022)*. UIN RADEN INTAN LAMPUNG.
- Faradita, P. A., & Widjajanti, K. (2023). PENGARUH ONLINE CUSTOMER REVIEW, HARGA DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN TOKOPEDIA. *Solusi*, 21(2), 130. <https://doi.org/10.26623/slsi.v21i2.6333>
- Hariyanto, H. T., & Trisunarno, L. (2021). Analisis pengaruh online customer review, online customer rating, dan star seller terhadap kepercayaan pelanggan hingga keputusan pembelian pada toko online di Shopee. *Jurnal Teknik ITS*, 9(2), A234–A239.
- Nurfauzi, Y., Taime, H., Hanafiah, H., Yusuf, M., & Asir, M. (2023). Literature Review: Analisis Faktor yang Mempengaruhi Keputusan Pembelian, Kualitas Produk dan Harga Kompetitif. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 183–188.
- Perilaku, J., Bisnis, S., & Amalia, A. (2023). *Pengaruh Online Customer Review, Citra Merek, dan Kualitas Produk Terhadap Minat Beli di Instagram* (Vol. 11, Issue 2).
- Puspita Sari Saputri, H. (2022). *PENGARUH ULASAN PELANGGAN ONLINE DAN RATING TERHADAP KEPUTUSAN PEMBELIAN PADA MARKETPLACE SHOPEE (Studi Pada Konsumen Shopee Di Bandar Lampung)*.
- Rianasari Bimanti Esthi, & Saur Panjaitan. (2023). The Effect of Work-Life Balance on Turnover Intention Mediated by Burnout. *ProBisnis : Jurnal Manajemen*, 14(1), 29–34.
- Wibowo, F. T., & Wijiastuti, S. (2022). PENGARUH KUALITAS PRODUK, HARGA DAN ULASAN PRODUK TERHADAP KEPUTUSAN PEMBELIAN DI SHOPEE (Studi Kasus Pada Brand Manly Cloth di Kota Sukoharjo). *Publik: Jurnal Manajemen Sumber Daya Manusia, Administrasi Dan Pelayanan Publik*, 9(4), 766–775. <https://doi.org/10.37606/publik.v9i4.467>