



## THE EFFECT OF SMM, ONLINE CUSTOMER REVIEW, AND RATING ON PURCHASING DECISIONS FOR DAPOER INTAN ON MARKETPLACES IN THE JABODETABEK

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### Abstract

The purpose of this study is to analyze the influence of social media marketing, online customer reviews, and online customer ratings on purchasing decisions. This study is classified as associative quantitative research. A questionnaire was used as a data collection tool, with 165 respondents selected through purposive sampling based on the criteria of Dapoer Intan consumers in Jabodetabek who purchased products in marketplace. The novelty of this study lies in its object and the combination of independent variables on purchasing decisions. Multiple linear regression analysis was used as an analysis technique. The results show that social media marketing, online reviews, and online ratings from consumers simultaneously have a significant positive effect on purchasing decisions. Social media marketing and online reviews from consumers partially has a significant positive influence on purchasing decisions, while online ratings has an insignificant positive influence on purchasing decisions. This study found that social media marketing, online reviews and ratings had a 50.2% influence on purchasing decisions, with the remainder being influenced by other factors. This research is useful for establishing appropriate business strategies for companies and serving as a reference for further research.

Keywords: purchasing decisions, social media marketing, online reviews, online ratings

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### INTRODUCTION

The impact of globalization in the current era has entered the business sphere, one of which is the development of marketing that utilizes digitalization. Data shows that as of February 2025, Indonesia's population was 285 million, including a total of 356 million smartphone users (one person may own multiple smartphones), 212 million internet users,

and 143 million social media users (Haryanto, 2025). Based on the above data, it can be seen that the development of digital marketing is accompanied by the development of a society that is tech-savvy. Marketing focused on the Internet of Things or AI drives online purchasing decisions and makes it easier for sellers or consumers to conduct business transactions, one of which is through marketplaces. A marketplace is an online buying and selling platform that facilitates sellers in having online stores and facilitates consumers in being able to easily select product categories or brand types. (Kadja & Irawan, 2025). According to a survey by APJII (in Lestari, 2025), the most frequently accessed marketplaces are Shopee, TikTok, Tokopedia, Lazada, Blibli, Facebook Marketplace, and finally other e-commerce platforms. There are several factors that can influence online purchasing decisions, especially on marketplaces. Consumers tend to be more interested in products that have branding value on social media and also have a variety of reviews and ratings from other consumers (Sulaksono & Zakariya, 2020).

In practice, many businesses are unable to optimize their digital marketing strategies, which in turn affects purchasing decisions. One example of a business experiencing fluctuations in turnover on the marketplace is Dapoer Intan. Dapoer Intan is an MSME brand under PT Handaru Nusantara. It was founded in South Tangerang by a married couple and its main products are soft-boned milkfish pepes, milkfish presto, soft-boned chicken, etc. Dapoer Intan products tend to be well-known in the Jabodetabek area. Dapoer Intan has quite active social media accounts on Instagram, Facebook, TikTok, and WhatsApp, as well as several marketplace platforms such as Shoppe, Tokopedia, Blibli, and TikTik Shop. In sales across several marketplaces, Dapoer Intan experienced revenue fluctuations throughout March-April 2025. As shown in the table, revenue in August (2,787,096) saw a significant decline compared to revenue in March (5,491,315).



**Figure 1.**

**Dapoer Intan Product**

Source : Profil Dapoer Intan, 2026

Based on research conducted by previous researchers, there is a gap in research results. In Syahrani & Nirawati (2025), Lahus et al (2023), Pertiwi & Sulistyowati (2021) stated that social media marketing has a positive and significant effect on purchasing decisions. Additionally, in the study by Prastiwi & Utomo (2024), slightly different results were found, stating that social media marketing has a positive but insignificant effect on purchasing decisions. In Almayani & Graciafernandy (2023), Lumansik & Kusuma (2025), and Xu et al (2024), online reviews and ratings from consumers are stated to have a significant positive effect on purchasing decisions. Additionally, Ariyani et al. (2024) showed different results, where online reviews and ratings from consumers had a negative but insignificant effect on purchasing decisions. Based on these differences, researchers are interested in combining the influence of social media marketing, reviews, and ratings on purchasing decisions. Based on existing phenomena and issues, it can be seen that the purpose of this study is to analyze the influence of social media marketing, online customer

reviews, and online customer ratings on purchasing decisions for Dapoer Intan products on marketplaces in the Jabodetabek Area.

The advantage of this study compared to previous studies is that it focuses on the purchase of Dapoer Intan products on the marketplace, so that the factors that can encourage consumers to make online purchases can be identified. Another advantage is that it integrates the influence of social media marketing, online reviews, and online ratings from consumers on purchasing decisions, which previous studies have not combined these three variables. This study is expected to add insight into marketing management theory as it correlates with variables that influence purchasing decisions, as well as help many parties, such as companies, to create appropriate business strategies, help consumers to be wiser in choosing products, and increase reference sources for future researchers.

## **THEORITICAL REVIEW AND HYPOTHESIS DEVELOPMENT**

This study discusses purchasing decisions related to marketing management, which is defined as activities or actions in planning, managing, implementing, or controlling marketing or promotional activities for a product, whether in the form of goods or services, so that they are in line with the company's objectives and targets (Rahmayanti et al., 2022). In implementing marketing management, business actors need to pay attention to the various resources they have in order to determine the right strategy.

In marketing management theory, there are several elements that need to be considered by business actors, especially at Dapoer Intan. The marketing mix consists of several elements, including product, price, place, and promotion (Agesti et al., 2021). Business actors who sell products in the form of goods or physical objects need to pay attention to these four elements in order to determine the right marketing strategy.

The theory of planned behavior is the grand theory in this study, which is part of marketing management theory. The Theory of Planned Behavior is defined as a theory that explains individual behavior, which is always based on behavioral intentions that are usually manifested by several factors, including attitudes toward behavior, subjective norms, and perceived behavioral control (Ajzen in Purwanto et al., 2022). This theory is part of marketing management theory to understand consumer behavior so that appropriate marketing strategies can be formulated.

### **Theory and Concept of Purchase Decision**

A purchase decision is defined as the result of a consumer's decision to choose or use a product that is needed or desired, made after considering several factors. (Prastiwi et al., 2024). According to Martini et al. (2025) purchase decisions is part of consumer behavior, which consists of considering products and then deciding to buy them. Businesses need to establish the right strategies to encourage purchase decisions.

### **Theory and Concept of Social Media Marketing**

Social media marketing defined as a strategy of promoting or marketing by utilizing social media platforms to share brand information, enhance brand image, and build relationships with customers (Hanaysha, 2022). Its relationship with purchasing decisions is that through social media marketing, sellers can shape the brand image and positive image of a product and build closeness with customers, thereby increasing their interest in purchasing a product. Understanding copywriting, content analysis, SEO, and SEM can support successful promotion on social media.

### **Theory and Concept of Online Customer Review**

Defined as reviews or testimonials from consumers found on online platforms that can be supportive or not and become evaluation material for sellers or reference material for other potential consumers (Pratama et al., 2024). Reviews tend to be in written form and can

be accompanied by photos or videos. Businesses can encourage consumers to give positive reviews, especially on marketplaces, by ensuring that the condition of the product matches what is advertised and corresponds to the written product description. Offering regular discounts or cashback also encourages consumers to give good reviews because they will get a cheaper price.

### **Theory and Concept of Online Customer Rating**

Online customer rating defined as a form of online assessment by consumers that can be accessed through an online platform in the form of a numerical scale or stars that illustrate consumer satisfaction and the quality of the products sold (Komariyah, 2022). Ratings serve as a supplement or alternative to reviews if consumers want to provide practical feedback because in marketplace ratings, consumers only provide a star rating without providing detailed information. Rating on marketplaces can encourage improved performance of online stores, making it easier for consumers to find products when searching on marketplaces.

### **The Impact of Social Media Marketing, Online Customer Review on Purchasing Decision.**

The combination of social media marketing, online customer reviews, and ratings complement each other to encourage consumers to buy products. The purchasing decision consists of five steps, namely recognizing needs, searching for information, evaluating alternatives, making purchasing decisions, and post-purchase behavior (Riyanti et al., 2022). Consumers in the stage of recognizing needs and searching for information need social media marketing through informative content about products or content in collaboration with influencers. During the alternative evaluation stage, consumers need honest online reviews and ratings to compare product quality. From the purchase decision stage through to post-purchase behavior, consumers require consistency across all three factors—social media marketing, online customer reviews, and ratings—as maintaining brand and product image necessitates the implementation of appropriate strategies.

### **Hypothesis**

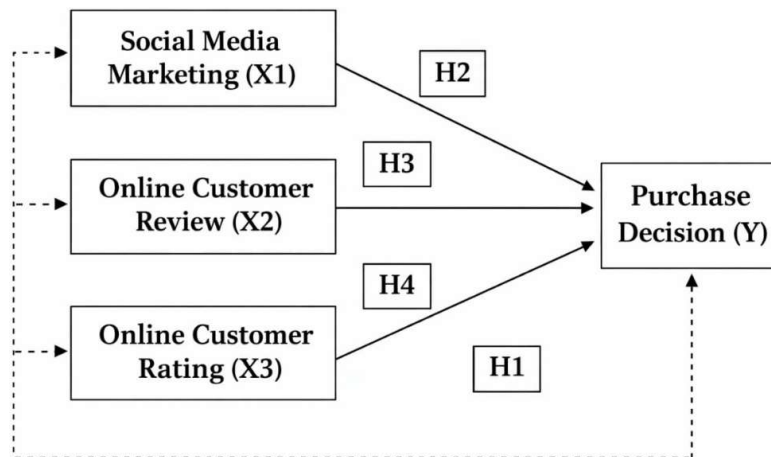
The hypothesis in this study is based on the theory of planned behavior, which is manifested in the factors of attitude toward behavior, perceived control, and subjective norms. Social media marketing can create a positive image of products and brands, increase consumer confidence in informative content, and subjective norms also increase through the influence of influencer collaboration with brands, thereby creating a closer relationship with consumers and leading to purchasing decisions. Consumer online reviews and ratings also create positive consumer attitudes from good reviews and ratings, increase confidence from comprehensive reviews and ratings, and increase subjective norms from informative reviews and ratings. Purchase decisions are behaviors that result after consideration and purchase intentions are realized in existing factors. Therefore, the hypotheses formulated include:

H1: Simultaneously, social media marketing, online customer reviews, and online customer ratings have a positive and significant effect on the decision to purchase Dapoer Intan products in the Jabodetabek area.

H2: In terms of partial influence, social media marketing has a positive and significant effect on the decision to purchase Dapoer Intan products in the Jabodetabek area.

H3: In terms of partial influence, online customer reviews have a positive and significant effect on the decision to purchase Dapoer Intan products in the Jabodetabek area.

H4: In terms of partial influence, Online customer ratings have a positive and significant effect on the decision to purchase Dapoer Intan products in the Jabodetabek area.



**Figure 2.**  
**Conceptual Framework**  
 Source : Profil Dapoer Intan, 2026

**RESEARCH METHODS**

This study is a quantitative study using an associative research design because its purpose is to determine the effect of social media marketing, reviews, and online ratings on purchasing decisions. The population in this study were consumers of Dapoer Intan who were familiar with and had made transactions on the Dapoer Intan marketplace. The sample size was determined using the Slovin formula, which yielded a minimum of approximately 156.24. To enhance the credibility and validity of the data, 165 samples were used. The sampling technique employed purposive sampling with the criteria of individuals aged 17-50 years old, residing in the Greater Jakarta area, and purchasing Dapoer Intan products on the marketplace.

**RESULTS AND DISCUSSION**

**Instrument Testing**

1. Validity Test

This test is used to assess the extent to which each question or statement in the research instrument represents the respondents' circumstances so that all variables can be considered valid (Sugiyono, 2023). Data is considered valid if it meets several requirements, including a calculated r greater than the table r and a Sig value less than 0.05.

**Table 1. Validity Test**

Variable	Statement	r Value	r table	Sig (2-tailed)	Result
Purchase Decision (Y1)	Y.1	0,509	0,152	< 0,001	Valid
	Y.2	0,648	0,152	< 0,001	Valid
	Y.3	0,510	0,152	< 0,001	Valid
	Y.4	0,481	0,152	< 0,001	Valid
	Y.5	0,634	0,152	< 0,001	Valid
	Y.6	0,587	0,152	< 0,001	Valid
	Y.7	0,570	0,152	< 0,001	Valid
	Y.8	0,514	0,152	< 0,001	Valid
	Y.9	0,494	0,152	< 0,001	Valid
	Y.10	0,508	0,152	< 0,001	Valid
Social Media Marketing (X1)	X1.1	0,699	0,152	< 0,001	Valid

	X1.2	0,731	0,152	< 0,001	Valid
	X1.3	0,411	0,152	< 0,001	Valid
	X1.4	0,642	0,152	< 0,001	Valid
	X1.5	0,562	0,152	< 0,001	Valid
	X1.6	0,455	0,152	< 0,001	Valid
	X1.7	0,538	0,152	< 0,001	Valid
	X1.8	0,350	0,152	< 0,001	Valid
	X1.9	0,652	0,152	< 0,001	Valid
	X1.10	0,354	0,152	< 0,001	Valid
Online Customer Review (X2)	X2.1	0,447	0,152	< 0,001	Valid
	X2.2	0,667	0,152	< 0,001	Valid
	X2.3	0,689	0,152	< 0,001	Valid
	X2.4	0,680	0,152	< 0,001	Valid
	X2.5	0,703	0,152	< 0,001	Valid
	X2.6	0,646	0,152	< 0,001	Valid
	X2.7	0,660	0,152	< 0,001	Valid
	X2.8	0,599	0,152	< 0,001	Valid
	X2.9	0,488	0,152	< 0,001	Valid
	X2.10	0,651	0,152	< 0,001	Valid
Online Customer Rating (X3)	X3.1	0,589	0,152	< 0,001	Valid
	X3.2	0,620	0,152	< 0,001	Valid
	X3.3	0,604	0,152	< 0,001	Valid
	X3.4	0,630	0,152	< 0,001	Valid
	X3.5	0,674	0,152	< 0,001	Valid
	X3.6	0,571	0,152	< 0,001	Valid
	X3.7	0,580	0,152	< 0,001	Valid
	X3.8	0,576	0,152	< 0,001	Valid
	X3.9	0,564	0,152	< 0,001	Valid
	X3.10	0,501	0,152	< 0,001	Valid

Source : Analysis Results, SPSS Output, 2026

Based on the table above, it can be concluded that variable X1 (social media marketing), variable X2 (online customer review), and variable X3 (online customer rating) have a calculated r value > table r and a Sig. value of less than 0.05. The interpretation is that all independent and dependent variables in this study are valid. This means that all statements in the research instrument already describe all selected variables.

## 2. Reliability Test.

This test is used to examine how consistent the respondents' answers are even when tested repeatedly so that a research instrument can be trusted and reliable (Sugiyono, 2023). The requirement to pass this test is to ensure that the Cronbach's Alpha value is not below 0.70.

**Table 2. Reliability Test**

Variable	Cronbach's Alpha	Cronbach's Alpha Minimum	Result
Purchase Decision (Y)	0,729	0,70	Reliable
<i>Social Media Marketing (X1)</i>	0,721	0,70	Reliable
<i>Online Customer Review (X2)</i>	0,821	0,70	Reliable
<i>Online Customer Rating (X3)</i>	0,786	0,70	Reliable

Source : Analysis Results, SPSS Output, 2026\

Based on the table above, it can be concluded that each variable has a Cronbach's Alpha value above 0.70. The interpretation is that all variables in this study are declared reliable. Statements in research instruments can be stated consistently to provide the same results.

### Classical Assumption Test

#### 1. Normality Test

A requirement that must be met before performing multiple linear regression analysis is to ensure that the data in the study can be said to be normally distributed and the assessment can look at the residual values by ensuring that the One-Sample Kolmogorov-Smirnov Test table in SPSS has an Asymp. Sig. (2-tailed) value of not less than 0.05. (Indartani & Mutmainah, 2024).

**Table 3. Normality Test**

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			165
Normal Parameters <sup>a,b</sup>	Mean	0,0000000	
	Std. Deviation	3,42634170	
Most Extreme Differences	Absolute	0,047	
	Positive	0,044	
	Negative	-0,047	
Test Statistic			0,047
Asymp. Sig. (2-tailed) <sup>c</sup>			.200 <sup>d</sup>
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.	0,524	
	99% Confidence Interval	Lower Bound	0,511
		Upper Bound	0,536
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.			

Source : Analysis Results, SPSS Output, 2026

Based on the table above, it can be concluded that the Asymp. Sig. (2-tailed) value is 0.200. The interpretation is that the data in this study is normally distributed because it is greater than 0.05.

#### 2. Multicollinearity Test

This test is used as a requirement to determine whether the independent variables have a strong correlation or not. Good data should be declared free of multicollinearity with several requirements, including a VIF value that is not greater than 10 and a tolerance value that is not less than 0.10 (Indartani & Mutmainah, 2024).

**Table 4. Multicollinearity Test**

Variable	VIF	Tolerance
<i>Social Media Marketing (X1)</i>	1.355	0,738
<i>Online Customer Review (X2)</i>	2.670	0,375

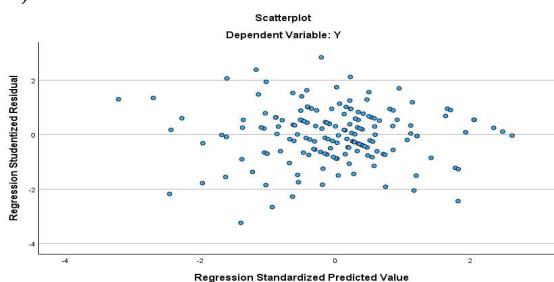
<i>Online Customer Rating (X3)</i>	2.591	0,386
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Source : Analysis Results, SPSS Output, 2026

Based on the table above, it can be concluded that both the independent and dependent variables have VIF values not greater than 10 and tolerance values not less than 0.10, so it can be stated that there is no multicollinearity in this study.

### 3. Heteroscedasticity Test

In this test, it must be ensured that the independent variable or free variable does not contain user variables, and the requirement for meeting the heteroscedasticity test is to look at the points on the scatterplot graph. Good data shows no signs of heteroscedasticity (Indartani & Mutmainah, 2024).



**Figure 3**  
**Scatterplot Grafic**

Source : Analysis Results, SPSS Output, 2026

Based on the image above, it can be seen from the scatterplot graph that the points are scattered randomly and do not form any patterns or shapes, so it can be stated that there are no signs of heteroscedasticity in this study.

### Multiple Linear Regression Analysis

The multiple linear regression analysis technique tends to be used in research that has two or more independent variables with the aim of analyzing and determining the individual or mutual influence between the independent and dependent variables (Sugiyono, 2023). In this test, it can also be concluded whether each variable has a positive or negative influence.

**Table 5. Multiple Linear Regression Analysis Test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,542	2,978		1,190	0,236
	X1	0,494	0,070	0,449	7,007	0,000
	X2	0,239	0,098	0,220	2,438	0,016
	X3	0,198	0,101	0,175	1,972	0,050

a. Dependent Variable: Y

Source : Analysis Results, SPSS Output, 2026

Based on the table above, several conclusions can be drawn, including:

- The Coefficients table shows an  $\alpha$  (constant) value of 3.542. The interpretation is that if social media marketing, reviews, or online ratings are ignored, the average purchase decision will be 3.542.
- The Coefficients table shows a  $b_1$  (regression coefficient) value of 0.494, which means that the effect is positive. This means that if social media marketing increases, purchasing decisions also increase by 0.494.

- c) The Coefficients table shows a b2 (regression coefficient) value of 0.239, which means that the effect is positive. The interpretation is that if online customer reviews increase, purchasing decisions also increase by 0.239.
- d) The Coefficients table shows a b3 value (regression coefficient) of 0.198, which means the effect is positive. The interpretation is that if online customer ratings increase, purchasing decisions also increase by 0.198.

### Hypothesis Testing

#### 1. F Test (Simultaneous)

The purpose of simultaneous testing is to determine the overall effect between the independent and dependent variables. The requirements that must be met to pass this test are to ensure that the SPSS Anova table has a Sig value of no more than 0.05 and has a calculated f value greater than the table f (Sugiyono, 2023).

**Table 6.F Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2014,937	3	671,646	56,164	<.001 <sup>b</sup>
	Residual	1925,330	161	11,959		
	Total	3940,267	164			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X1, X2						

Source : Analysis Results, SPSS Output, 2026

Based on the table above, it can be concluded that social media marketing, online reviews, and ratings have a significant positive effect on purchasing decisions because they have a Sig value of no more than 0.05 and a calculated f value of 56.154, which is greater than the table f value of 2.66. This means that combining social media marketing factors, online reviews, and ratings can strongly influence purchasing decisions, thus accepting hypothesis 1.

#### 2. T Test (Partial)

The purpose of the partial test is to determine the effect of each independent and dependent variable. The requirements that must be met to pass this test are to look at the Coefficients table in SPSS and ensure that the Sig value is not more than 0.05 and the t-value is greater than the t-table (Sugiyono, 2023). This means that if the Sig. value is equal to or greater than 0.05, then it is considered to have no significant effect (Sugiyono,2023).

**Table 7.  
T Test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,542	2,978		1,190	0,236
	X1	0,494	0,070	0,449	7,007	0,000
	X2	0,239	0,098	0,220	2,438	0,016
	X3	0,198	0,101	0,175	1,972	0,050
a. Dependent Variable: Y						

Source : Analysis Results, SPSS Output, 2026

Based on the table above, it can be concluded that social media marketing has a significant influence on purchasing decisions because it has a Sig value of no more than 0.05 and a calculated t value of  $7.007 > t\text{-table } 1.975$ , so hypothesis 2 is accepted. Furthermore, online customer reviews have a significant influence on purchasing decisions because they have a Sig value of no more than 0.05 and a calculated t value of  $2.438 > t\text{-table } 1.975$ , so hypothesis 3 is accepted. Online customer ratings have no significant influence on purchasing decisions because the Sig value is equal to 0.05 and the calculated t value of  $1.972 < t\text{-table } 1.975$ , so hypothesis 4 is rejected.

### Coefficient of Determination

The purpose of this test is to determine how strong or large the influence of independent variables is on dependent variables and how to analyze it by reviewing the Model Summary table in SPSS and checking the Adjusted R Square value (Sugiyono, 2023).

**Table 8. Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 <sup>a</sup>	0,511	0,502	3,45812
a. Predictors: (Constant), X3, X1, X2				

Source : Analysis Results, SPSS Output, 2026

Based on the table above, it can be concluded that social media marketing, online customer reviews, and online customer ratings have an influence or strength of 0.502 or 50.2% on purchasing decisions. The remainder may be influenced by factors not tested in this study.

### Discussion

1. The Influence of Social Media Marketing, Online Customer Reviews, and Online Customer Ratings on Purchasing Decisions for Dapoer Intan Products on Marketplaces in the Jabodetabek Area.

Based on the results of statistical analysis, social media marketing, reviews, and online ratings from consumers show a significant positive simultaneous effect on purchasing decisions. The statistic output have a Sig. value 0,001 no more than 0.05 and a calculated f value of 56.154, which is greater than the table f value of 2.66, so hypothesis 4 is accepted. This means that if businesses utilize social media promotions effectively and pay attention to or manage consumer reviews or ratings, this can lead to an increase in purchasing decisions on online platforms. The combination of the above factors proves that consumers in the current era of digitalization are more attracted to brands that have active social media accounts and a variety of honest reviews or ratings from consumers. Syam et al (2022) state that consumer preferences have a significant positive effect on purchasing decisions in marketplaces. Social media marketing can be tailored to consumer characteristics, while positive reviews and ratings can reinforce consumer choices for a product or brand in the marketplace. Research conducted by Lumansik & Kusuma (2024) supports the results of this study, stating that online reviews and ratings from consumers simultaneously have a positive and significant effect on purchasing decisions on TikTok Shop. Furthermore, research by Pratama et al (2024) also states that the simultaneous influence of social media content, influencer marketing, and online customer reviews has a significant positive effect on purchasing decisions.

2. The Effect of Social Media Marketing on Purchasing Decisions for Dapoer Intan Products on Marketplaces in the Jabodetabek Area.

Based on statistical analysis, it was found that social media marketing individually or collectively has a positive and significant effect on purchasing decisions for Dapoer Intan products on marketplaces in the Jabodetabek Area. The statistic output has a Sig value 0,000 no more than 0.05 and a t-value of 7.007 > t-table value of 1.975, so hypothesis 1 is accepted. This means that if businesses succeed in enhancing their brand and product image through social media promotions, this can increase purchase conversions, especially through online platforms. Social media marketing is a practical step for businesses because it does not require expensive costs to create a marketing strategy, provided that businesses have sufficient knowledge to conduct marketing through social media. The implementation of marketing strategies on social media can be done in several ways to encourage purchasing decisions, including buyer research, determining social media platforms, improving content, scheduling posts, and monitoring insights (Pratiwi & Utomo, 2024). The results of this study are supported by previous research, including that of Lahus et al (2023) and Syahrani and Nirawati (2025), who stated similarly that social media marketing has a significant positive effect on purchasing decisions.

### 3. The Influence of Online Customer Reviews on Purchasing Decisions for Dapoer Intan Products on Marketplaces in the Jabodetabek Area.

Based on the results of statistical analysis, it can be concluded that online reviews from individual consumers has a positive and significant influence on purchasing decisions. The statistic output has a Sig value 0,016 no more than 0.05 and a t-value of 2.438 > the t-table value of 1.975, so hypothesis 2 is accepted. This means that if the reviews of Dapoer Intan tend to be supportive and provide complete information or descriptions of the product, this can increase the frequency of purchasing decisions, especially on online platforms such as marketplaces. Feedback from consumers who have purchased the product before can also help sellers to describe the quality of the product or service, so sellers must ensure that the products they sell are of premium quality and in line with what is being promoted. Online reviews have several functions that can encourage purchasing decisions, including increasing consumer trust, providing consumers with more information about products, enabling sellers to evaluate themselves, and improving store performance in the marketplace (Agesti et al., 2021). Based on research by Mahendra and Edastama (2022) and Xu et al (2024), this is also supported by the fact that online reviews from consumers have a significant positive effect on purchasing decisions.

### 4. The Effect of Online Customer Ratings on Purchasing Decisions for Dapoer Intan Products on Marketplaces in the Jabodetabek Area.

Based on the statistical analysis conducted, it can be concluded that individual or separate online ratings from consumers has a positive but insignificant effect on purchasing decisions. The statistic output has a Sig value of 0.05 and a t-value of 1.972 < the t-table value of 1.975. This means that ratings in the form of numbers or star symbols can increase the frequency of purchasing decisions, but the effect is not strong enough and could be coincidental. Online ratings from consumers tend to only be in the form of numbers without any written, photo, or video descriptions, so they do not provide sufficient information about the products being offered. Based on research by Ariyani et al (2024) which supports the results of this study, it states that online ratings from consumers have no significant effect on purchasing decisions on E-Commerce Shoppe. Added in Banurea et al (2023) states that partially online customer ratings have no significant effect on purchasing decisions because some consumers tend to consider other factors such as text reviews, low prices, or fast delivery.

## CONCLUSION

Based on the results of statistical analysis, several conclusions can be drawn. First, the simultaneous effect of social media marketing, online customer reviews, and online customer ratings shows a significant positive effect on the decision to purchase Dapoer Intan products on the marketplace, thus accepting hypothesis 1. Second, the partial effect of

social media marketing shows a significant positive effect on the decision to purchase Dapoer Intan products on the marketplace in Jabodetabek area, thus accepting hypothesis 2. Third, the partial effect of online customers shows a significant positive effect on the decision to purchase Dapoer Intan products on the marketplace in Jabodetabek area, thus accepting hypothesis 3. Fourth, the partial effect of online customer rating shows a significant positive effect on the decision to purchase Dapoer Intan products on the marketplace in Jabodetabek area, thus accepting hypothesis 4.

This study is useful for developing knowledge related to variables that can influence purchasing decisions, such as social media marketing, online reviews, and consumer ratings. This study is useful for businesses, especially Dapoer Intan, in determining the right business decisions and strategies to encourage purchasing decisions. Dapoer Intan can manage content and consistently collaborate with influencers to build brand awareness and encourage consumers to leave reviews on the marketplace by maintaining product quality and offering discounts, cashback, or free shipping. This study is also useful for encourage consumers to be smarter in choosing products and can be used as a reference for further research.

This study is limited to examining the influence of only three variables on purchasing decisions, with a sample size of only 165 samples, and the context is limited to marketplace users in the Jabodetabek area. Suggestions for future researchers include analyzing other factors that can influence purchasing decisions, such as affiliate marketing, email marketing, viral marketing, or adding moderating variables, increasing the sample size, and using different methodologies.

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