

THE INFLUENCE OF PRICE AND ONLINE REVIEWS ON SHARIA PRODUCT PURCHASING DECISIONS IN THE SHOPEE MARKETPLACE: A CASE STUDY IN MEDAN CITY

Eva Mawarni Putri^{1*}, Melani Rusli², Moniqa Astrid³, Salsabila Rahman⁴, Shely Nurlela⁵

¹²³⁴⁵Program Studi Ekonomi Islam, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sumatera Utara, Medan, Indonesia

*Correspondence Email: evamawarniputri1@gmail.com

ABSTRACT

The fast growth of digital technology has changed how people buy things, especially on online shopping platforms like Shopee. When it comes to sharia products, people don't just look at price or quality—they also care about whether the product follows Islamic rules. This study looks at how price and online reviews affect people's choices when buying sharia products on Shopee, using Medan City as an example. The research uses a quantitative method with an associative design. Information was gathered through surveys given to 100 Shopee users in Medan who had bought sharia products before. The sample was chosen on purpose, and the data was analyzed using multiple linear regression with SPSS. The results show that both price and online reviews have a positive and important effect on purchasing decisions. This means that having good prices and positive reviews helps build trust and makes people more likely to buy sharia products. The study adds to the understanding of consumer behavior in sharia-based online markets and helps sellers create better pricing plans and manage customer feedback effectively.

Keywords: price; online review; purchasing decision; sharia products; Shopee.

INTRODUCTION

The growth of digital technology has changed how people behave when buying and selling things online. Marketplaces like Shopee have become a key way for people in Indonesia to do electronic transactions because they are easy to use, offer a wide range of products, and help sellers and buyers connect. This change has affected how businesses do digital marketing and how people decide what to buy, especially when it comes to products that follow Islamic rules, which are becoming more popular among Muslims. These products are not just chosen for their usefulness and benefits, but also because they meet halal and ethical standards based on Islamic economic ideas (Inayati & Wijayanti, 2023).

When shopping online, especially on marketplaces, people can't see or test products in person like they can in physical stores. So they depend on the information provided on the platform to decide whether to buy something. Two important factors that are studied a lot in online buying behavior are price and customer reviews. Price shows how much money a customer needs to pay and affects how they see the product's value, quality, and usefulness (Inayati & Wijayanti, 2023). On the other hand, customer reviews are comments left by people who have already bought and used the product. These reviews help other buyers learn about the product through shared experiences. They cover things like how good the product is, how easy it was to use, and how happy previous customers were with it, which can greatly influence how trustworthy a product seems to someone thinking about buying it (Dwitya et al., 2024).

In the context of sharia-compliant products, it's becoming more important for consumers to think about both the price and what others say online. This is because people are not just looking at the cost or product features, but also whether the product meets sharia values like halal certification and fair business practices. When products are priced reasonably and have good online reviews, it helps build trust, lowers the feeling of risk, and makes people more likely to buy. This shows that how people see price and online reviews isn't just about money it also depends on their beliefs and the social rules that Muslim consumers follow.

Research shows that price and online reviews have a big effect on what people choose to buy in marketplaces. Studies have found that how people see the price and what other customers say both partly and together influence their buying choices on the Shopee platform. International studies also back this up, showing that product reviews, ratings, and how people see the price all play a big role in shaping what people decide to buy on Shopee. However, there's not much research that looks at how price and online reviews affect buying choices specifically for sharia-compliant products, especially in areas like Medan City, which has a large Muslim population.

Because of this, this study aims to fill the gap by looking at how prices and online reviews affect purchasing decisions for sharia-compliant products on Shopee, with a focus on consumers in Medan City. This research is expected to contribute to the understanding of consumer behavior in marketplaces, especially in the area of sharia-compliant products. It also aims to help businesses and digital marketers create better pricing strategies and manage customer reviews to improve buying decisions. This study is useful both in an academic sense and in helping develop a stronger sharia-compliant digital economy in Indonesia.

Theoretical Review

Sharia Product Purchase Decision

The purchase decision is the process of selecting one of several alternative options, spanning the stages of need recognition and post-purchase behavior (Shofwa & Furqon, 2024). In the context of Islamic economics, this decision is heavily influenced by consumer awareness of the importance of halal labels and product compliance with sharia principles (Shofwa & Furqon, 2024). Muslim consumers tend to seek products that not only have material utility but also provide spiritual peace or *maslahah* (Shofwa & Furqon, 2024). Therefore, halal assurance and manufacturer honesty are fundamental factors determining the buyer's final preference (Shofwa & Furqon, 2024).

Price Perception

Price is the amount of financial compensation a consumer must sacrifice to obtain the benefits of a product or service (Gunawan & Harti, 2023). A positive price perception will emerge when consumers feel the value received is equal to or even exceeds the costs incurred (Gunawan & Harti, 2023). In the Shopee marketplace, competitive and transparent pricing strategies have been shown to significantly influence consumer decisions in making transactions (Gunawan & Harti, 2023). From

a Sharia economic perspective, fair pricing is a form of implementing business ethics that prohibits exploitative and fraudulent practices (Gunawan & Harti, 2023).

Online Customer Reviews

Online reviews are information in the form of testimonials or evaluations provided by previous consumers regarding the quality of products purchased through e-commerce platforms (Ramadhan & Santoso, 2024). This information serves as a validation tool for potential buyers to reduce the risk of uncertainty when shopping online (Ramadhan & Santoso, 2024). The availability of honest reviews and the inclusion of visual evidence are highly effective in increasing consumer trust in an online store (Ramadhan & Santoso, 2024). According to Sharia law, providing truthful reviews is a form of trust and mutual assistance to prevent harm to others (Ramadhan & Santoso, 2024).

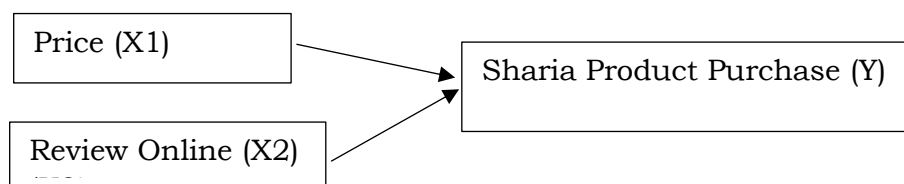
Consumer Behavior in the Shopee Marketplace

Shopee has become a dominant digital ecosystem due to its various interactive features that facilitate the buying and selling process in Indonesia (Hidayat & Mahendra, 2024). Current consumer behavior relies heavily on fast information access and the ease of comparing various sharia-compliant products (Hidayat & Mahendra, 2024). The presence of halal market segmentation on this platform helps consumers adopt a halal lifestyle more practically and efficiently (Hidayat & Mahendra, 2024). The synergy between attractive price promotions and quality interactions through the review section is a key driver of repetitive purchasing decisions (Hidayat & Mahendra, 2024).

RESEARCH METHODS

This study uses a quantitative method with an associative design to look at how price and online reviews affect buying choices for sharia-compliant products on Shopee. The study focuses on the buying decisions of people who purchase sharia-compliant products, and the participants are Shopee users in Medan. All Shopee users in Medan are considered the population for this study. To select participants, a purposive sampling method was used, which means people were chosen based on specific criteria: they must live in Medan, have bought sharia-compliant products on Shopee, and be at least 17 years old. A total of 50 people were selected as participants. The data used in this study is primary data collected through questionnaires. The questions were designed using a five-point Likert scale. The main factors being studied are price (X_1) and online reviews (X_2), and the outcome being measured is purchasing decisions (Y). To analyze the data, several steps were taken, including checking the validity and reliability of the questions, testing for classical assumptions, and using multiple linear regression analysis. To test the hypotheses, t-tests, F-tests, and the coefficient of determination (R^2) were used, and all these analyses were done using SPSS software

RESULTS AND DISCUSSION



Respondents answered the researcher's questions about the research variables "Price" and "Online Reviews" with responses labeled as (X), while the variable "Sharia Product Purchase Decision" was labeled as (Y). The data collection results came from a questionnaire the researcher conducted about the influence of Price and Online Reviews on Sharia Product Purchase Decisions on the Shopee Marketplace, focusing on Medan City. Fifty responses were gathered, and these were analyzed using SPSS 50 with the regression method to examine the relationship between the three variables. The statistical findings from the data are as follows:

Validation Test

Variabel	Number Of Respondent	Lowest R-Calculated Value	Highest R-Calculated Value	R-Value Table	Information
Online Customer Review (X1)	50	8,285	10,923	0,279	Valid
Price Perception (X2)	50	13,203	16,149	0,279	Valid
Purchase Decision (Y)	50	11,840	14,957	0,279	Valid

The test results show that all the questions in this study are valid. The test was done with 50 people and had 48 degrees of freedom at a 5% significance level. The value from the table was 0.279. The calculated values for the Online Customer Review, Price Perception, and Purchase Decision were all higher than the table value. This means the tool used in the research is valid and can be used for more analysis.

Reliability Test

Reliability was checked using Cronbach's alpha with 50 participants. Usually, an instrument is reliable if its Cronbach's alpha is above 0.6. The reliability results are as follows:

Cronbach's Alpha	N of Items
,956	15

Reliability testing showed a Cronbach's Alpha score of 0.945, which means the different parts of the tool work together very well and are consistent. Because of this, the questionnaire was considered reliable and ready to use for collecting data in this study.

**Hypothesis Testing:
F-Test (Simultaneous)**

The F-test results show that both Price and Online Reviews together have a big impact on the decision to buy Sharia products. This is shown by the ANOVA results, which say the model is statistically significant at the 5% level. So, the idea that price and online reviews together influence the purchase decision for Sharia products is supported. This means that when people make buying choices, it's not just one thing that matters, but several connected factors that all play a role.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	553,347	2	276,673	.	. ^a
	Residual	,000	46	,000		
	Total	553,347	48			

a. Predictors: (Constant), Review Online, Harga

b. Dependent Variable: Keputusan Pembeli

T-Test (Partial)

The t-test results show that both Price and Online Reviews affect how consumers decide to buy Sharia products. A significance level below 0.05 means these two factors have a meaningful impact on purchasing decisions. This suggests that when people buy Sharia products, they take into account both logical factors like price and information sources like online reviews.

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	1,000 ^a	1,000	1,000	,000	1,000	.	2	46	.	^b

a. Predictors: (Constant), Review Online, Harga

b. Not computed because there is no residual variance.

c. Dependent Variable: Keputusan Pembeli

Coefficient of Determination (R²) Analysis

The analysis shows an R-square value of 1.000, which means that the Price and Online Reviews factors explain nearly all the differences in people's decisions to buy Sharia products. The Adjusted R-square is also 1.000, showing that the regression model fits the data very well.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	,000	,000		.	.	,000	,000
	Harga	1,000	,000	1,000	.	.	1,000	1,000
	Review Online	,000	,000	,000	.	.	,000	,000

a. Dependent Variable: Keputusan Pembeli

However, these results should be viewed carefully because the very high R² value might be affected by the data's features and the research situation. So, these findings show how much price and online reviews influence buying choices, but we should also remember the study's limits.

CONCLUSIONS

Based on the findings of the research and analysis conducted, it can be concluded that price and online reviews have a positive and significant influence on consumer decisions to purchase Sharia-compliant products on the Shopee marketplace platform in Medan City. In a separate t-test, the results of the t-test indicated that price perception significantly influences purchasing choices. This means that consumers tend to consider affordability, the balance between price and quality, and price fairness in accordance with Sharia principles before ultimately deciding to purchase a product. Prices perceived as fair and transparent can increase purchase intention and consumer trust in Sharia-compliant products. Furthermore, online reviews have also been shown to significantly impact shopping choices. Positive, honest, and informative responses can reduce consumer hesitation when shopping online and increase trust and a sense of security in the product and seller. In the context of Sharia-compliant products, online reviews are a crucial source of information for consumers in assessing product quality and compliance with Sharia principles. Simultaneously, the F-test results indicate that price and online reviews significantly influence the decision to purchase Sharia-compliant products on Shopee. This confirms that purchasing decisions do not depend on a single factor, but rather on a combination of economic considerations and social information obtained by consumers through digital platforms. The very high coefficient of determination (R²) indicates that the variation in purchasing decisions in this study can be largely explained by price and online reviews. However, these results should be interpreted with caution due to potential limitations of the study, such as the number of participants and the area covered. Overall, this study suggests that Sharia-compliant product businesses on the Shopee platform should implement fair and competitive pricing strategies and handle customer reviews in a professional and transparent manner. These actions will not only improve purchasing decisions but also contribute to strengthening the Sharia-compliant digital economy ecosystem in Indonesia.

BIBLIOGRAPHY

- Dwitya, W., Natasya, P., Musa, M. I., & Maulana, M. I. (2024). Influence of Online Customer Review and Online Customer Rating On Purchasing Decision on Shopee E-Commerce (Study on Management Study Program Students , Faculty of Economics and Business , Makassar State University). *Nfluence of Online Customer Review and Online Customer Rating On Purchasing Decision on Shopee E-Commerce (Study on Management Study Program Students , Faculty of Economics and Business , Makassar State University)*, 2(02), 740–750.
- Inayati, K. A., & Wijayanti, R. F. (2023). PENGARUH PERSEPSI HARGA DAN ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN. *PENGARUH PERSEPSI HARGA DAN ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN*.
- Gunawan, R., & Harti. (2023). Pengaruh Persepsi Harga, Online Customer Review dan Resiko Terhadap Keputusan Pembelian pada Marketplace Shopee.
<https://journal.unesa.ac.id/index.php/jptm/article/view/23110>
- Hidayat, R., & Mahendra, A. (2024). Transformasi Perilaku Belanja Online: Studi Kasus Penggunaan Marketplace Shopee dalam Pemenuhan Gaya Hidup Halal. <https://ejournal.uin-suska.ac.id/index.php/ekonomi/article/view/25600>

- Ramadhan, A. F., & Santoso, B. (2024). Analisis Pengaruh Online Customer Review dan Rating terhadap Kepercayaan Konsumen dan Keputusan Pembelian di Shopee. <https://jurnal.unimus.ac.id/index.php/vadded/article/view/12450>
- Rizqullah, N. K., Haryanto, T., Septin, T., & Rahayu, M. (2025). The Influence of Online Customer Reviews , Online Customer Ratings , Brand Image , and Price Perceptions on the Decision to Purchase Ventela Shoes on Shopee Marketplace. *The Influence of Online Customer Reviews , Online Customer Ratings , Brand Image , and Price Perceptions on the Decision to Purchase Ventela Shoes on Shopee Marketplace*, 4(1), 203–220.
- Shofwa, A. N., & Furqon, I. K. (2024). Pengaruh Label Halal, Harga, dan Online Customer Review terhadap Keputusan Pembelian Produk Kosmetik Syariah di Shopee. <https://journal.uui.ac.id/selma/article/view/32415>
- Fadillah, D., Jumjuma, J., Hasibuan, A. S., & Simbolon, A. P. (2025) Pengaruh Online Customer Review dan Harga terhadap Keputusan Pembelian Pakaian pada Shopee di Kota Medan. <https://doi.org/10.30640/jmcbus.v2i4.3303>
- Mandala, I., Supeni, N., & Amin, S. (2024)The Influence of Service Quality, Product Quality, Price, Promotion, and Online Customer Review to Purchase Decision on E-Commerce Shopee. <https://doi.org/10.31967/jembar.v2i2.1264>
- Khaivi, P. D., & Sismanto, A. (2025). Pengaruh E-WOM, Price Discount, Online Customer Review, dan Online Customer Rating terhadap Keputusan Pembelian Online pada Shopee. *Jurnal Entrepreneur dan Manajemen Sains (JEMS)*. <https://doi.org/10.36085/jems.v5i2.6475>