CRACKING THE CODE TO SHOPEE PURCHASES: ANALYZING THE INFLUENCE OF REVIEW CONTENT AND E-SERVICE QUALITY ON USER PURCHASE DECISION IN MANADO CITY

MEMECAHKAN KODE PEMBELIAN SHOPEE: MENGANALISIS PENGARUH KONTEN ULASAN DAN KUALITAS LAYANAN ELEKTRONIK TERHADAP KEPUTUSAN PEMBELIAN PENGGUNA DI KOTA MANADO

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Abstract: This study explores how review content and e-service quality influence Shopee user purchase decisions. Previous research highlighted factors like product quality, price, trust, and website usability affecting online purchases. Reviews offer social proof of a product's worth, but their impact depends on content, volume, and sentiment. E-service quality includes website design, responsiveness, security, and support, shaping the online experience. The results of this study are in accordance with Ichsan (2018) view that the better someone's Review Content, the better the store's Purchase Decision. This study found that Review Content and E-Service Quality have a positive influence on Purchase Decision in the Shopee application, with a magnitude of 0.914. The percentage of Review Content and E-Service Quality can explain Purchase Decision in the Shopee application by 91.4%, while the remaining 8.6% is influenced by other variables.

Keyword*:* purchase decision, e-service quality, review content

Abstrak: *Studi ini mengeksplorasi bagaimana konten ulasan dan kualitas layanan elektronik mempengaruhi keputusan pembelian pengguna Shopee. Penelitian sebelumnya menyoroti faktor-faktor seperti kualitas produk, harga, kepercayaan, dan kegunaan situs web yang memengaruhi pembelian online. Ulasan menawarkan bukti sosial tentang nilai suatu produk, namun dampaknya bergantung pada konten, volume, dan sentimen. Kualitas layanan elektronik mencakup desain situs web, daya tanggap, keamanan, dan dukungan, yang membentuk pengalaman online. Hasil penelitian ini sesuai dengan pandangan Ichsan (2018) yang menyatakan bahwa semakin baik Review Content seseorang, maka semakin baik pula Purchase Decision toko tersebut. Penelitian ini menemukan bahwa Review Content dan E-Service Quality mempunyai pengaruh positif terhadap Keputusan Pembelian pada aplikasi Shopee dengan besaran sebesar 0,914. Persentase Konten Ulasan dan Kualitas Layanan E dapat menjelaskan Keputusan Pembelian pada aplikasi Shopee sebesar 91,4%, sedangkan sisanya sebesar 8,6% dipengaruhi oleh variabel lain.*

Kata Kunci: *minat beli, kualitas e-servis, konten ulasan*

INTRODUCTION

Research Background

E-commerce, facilitated by rapid technological advancements, enables online buying shaping consumer behaviour amidst competitive markets. The COVID-19 pandemic further accelerated e-commerce growth, compelling businesses, especially micro, small, and medium enterprises, to embrace online platforms. In recent years, online shopping has become increasingly popular in Indonesia, driven by the growing penetration of smartphones and the internet, as well as the convenience and affordability of online platforms. As a result, these

online purchasing apps have been investing heavily in their infrastructure and services to cater to the growing demand from consumers. For instance, these apps have been expanding their logistics and delivery networks to ensure fast and reliable delivery of products to customers in different regions. They have also been partnering with local businesses and sellers to offer a diverse range of products and services, including groceries, fashion, electronics, and travel.

Shopee, as one of the major players in Indonesia's E-commerce companies is designed in such a way to make it easier for their users sell and buy products by simply uploading photos that are accompanied by product descriptions. Buyers are facilitated by the many categories in search, Shopee also provides information about the reputation of the seller so that buyers can compare and choose. The phenomenon of online shopping will grow rapidly and become an option for most people because shopping through cyberspace can save time without the need to visit shopping locations. Shopee has its own way on getting consumer to be able to promote their products by providing many conveniences in its application. In one of them, Shopee has a live chat feature so that buyers can directly communicate with sellers. The seller simply uploads the product accompanied by a description of the product. System support that makes it easy and profitable for sellers, Shopee provides many guides for sellers that can be accessed directly on the official Shopee website to answer all kinds of questions related to promos, and buying and selling features. Shopee is more focused on platforms mobile so that it is easier for people to search, shop, and selling directly on their cellphones. Shopee is also focusing on their app performance so the app user will get comfortable while buying products through Shopee applications.

Online reviews are one of the most important areas you need to pay attention to when running a business. In fact, major consumers read online reviews prior to visiting a business. Furthermore, most consumers will trust online reviews as much as a referral or recommendation from a trusted friend, family member, or co-worker. Online reviews are just one element that pretty critical to ensure that the business are meeting customer expectations, and maintaining a positive reputation in your industry. Shopee, as an E-commerce has already provide their application with review options in all of the things listed in shopee app. Reviews are usually written by the buyer after they received their package. Buyer usually will write their own reviews based on the package conditions, price sustainability, and the customer service quality where buyer communicates with the seller through live chat. Shopee is giving out Shopee Coins if the consumer is willing to fill the review of the received product. Shopee Coins can be used for any price off in products, shipping, and also can be traded with many options available in Shopee.

In this context, understanding the factors that influence consumer purchase decisions on Shopee has become crucial. Previous research has identified several factors that affect online purchase decisions, including product quality, price, trust, and website usability. However, the role of review content and e-service quality in shaping consumer purchase decisions on Shopee remains underexplored.

Review content is a crucial source of information for online shoppers, as it provides social proof of a product's quality, usefulness, and suitability. However, the impact of review content on consumer purchase decisions is not straightforward, as the influence of reviews can vary depending on their content, volume, and valence. Moreover, the credibility and authenticity of reviews can be compromised by factors such as fake reviews, biased reviews, and spam.

E-service quality, on the other hand, refers to the quality of the online service experience, including website design, navigation, responsiveness, security, and customer support. E-service quality has been shown to influence consumer satisfaction, trust, and loyalty, and is therefore a key factor in online purchase decisions. However, e-service quality can be difficult to measure and improve, as it involves multiple dimensions that are interdependent and context-specific.

Research Objective

In general, the purpose of this research is to obtain scientific answers from the formulation of the problem above, including the following:
1. To determine the influence of Review Content on Purchase Decision of Shopee users in Manado City.
2. To find out the influence of E-Service Quality on Purchase Decision of Shopee users in Manado City.
3. To determine the influence of Review Content and E-Service Quality on Purchase Decision of Shopee users in Manado City.

THEORETICAL FRAMEWORK

Marketing

Marketing holds a crucial role in today's competitive business landscape, serving as a vital component for companies aiming to thrive. It is integral to a company's strategy, focusing on understanding and fulfilling consumer needs and wants through value exchange. According to Kotler and Armstrong (2014), marketing is a social process where individuals and organizations obtain what they need by creating and exchanging value. The American Marketing Association (2017) defines Marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Moreover, as highlighted by Moorman and Rust (1999), marketing effectively translates customer needs into technical specifications for new products and services, showcasing its pivotal role in modern business operations.

E-Marketing

E-Marketing, also known as web marketing or internet marketing, employs electronic communication technologies like the Internet and mobile phones to achieve marketing goals. It involves informing and engaging buyers, and promoting products and services online. Digital marketing, defined by Kleindl and Burrow (2005), encompasses the design and implementation of ideas related to product model, pricing, promotion, and distribution. It essentially focuses on establishing and maintaining beneficial connections between businesses and customers. Internet Marketing, a subset of digital marketing, is a strategy wherein companies exclusively promote their business online. This approach utilizes various online advertisements, such as banners, pay-per-click, and targeted emails, to drive traffic to a website. The rise of internet usage has contributed to the growth of Internet Marketing, making it a popular choice for advertisers. Practitioners, website owners, and marketers leverage online platforms like Google and Yahoo to effectively reach their target audience and promote goods and services over the internet.

Purchase Decision

The purchasing decision is a complex process that consumers go through when considering buying a product or service. This process involves several stages, including identifying a need or want, researching available options, evaluating alternatives, and ultimately making a decision to purchase. According to Tjiptono (2016), consumer behavior is an action that is directly involved in obtaining, determining products and services, including the decision-making process that precedes and follows these actions. Consumers weigh various factors like product characteristics, price, quality, brand reputation, social and cultural influences, as well as personal preferences. External factors such as marketing campaigns, recommendations, and online reviews also play a significant role. Understanding this decision-making process is crucial for businesses and marketers, as it allows them to influence consumer behaviour effectively. By comprehending the factors that impact purchase decisions, companies can develop targeted marketing strategies and tailor their offerings to meet the specific needs and preferences of their target audience. According to Kotler and Armstrong (2014), the purchasing decision often revolves around choosing the most preferred brand, with the key factors being problem recognition, product information, evaluation, and problem solution leading to the final decision to purchase.

Review Content

Review content, comprising evaluations of products and services by customers, has gained immense significance in the digital age of commerce. Mudambi, Schuff, and Zhang (2014) define Review Content as evaluation information of past products and services on websites and retail, which are created by customers. Review content has become increasingly important in the modern era of online commerce, with a significant proportion of consumers using online reviews to inform their purchasing decisions. Consumers heavily rely on online reviews, ranging from star ratings to detailed descriptions, to inform their purchase decisions. Perceived credibility is a pivotal aspect, with genuine and trustworthy reviews being highly valued by consumers. To enhance authenticity, businesses solicit reviews from verified purchasers and employ algorithms to detect fake reviews. Higher-quality reviews, characterized by informativeness and persuasiveness, positively impact purchase decisions, indicating the value of encouraging such content. Detailed reviews providing specific product information are deemed more helpful, especially when tailored for specific audiences. Interestingly, a mix of positive and negative reviews can influence consumers more effectively than uniformly positive ones, offering valuable feedback for businesses to improve. Online retailers utilize review ratings, and the usefulness of reviews

significantly impacts consumers' actions, particularly for less popular products where consumers heavily rely on helpful reviews due to limited information sources.

E-Service Quality

E-service quality in the context of online shopping apps, defined as the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery, is a crucial aspect of customer satisfaction and loyalty (Parasuraman, Zeithaml, and Malhotra, 2005). This concept encompasses dimensions like usability, reliability, responsiveness, assurance, and empathy. Researchers have highlighted key indicators of e-service quality in online shopping apps, including website design and functionality, service reliability, responsiveness, security, privacy, and customer service. A well-designed and user-friendly website, accurate product information, responsive customer support, and secure transactions are essential factors contributing to a positive customer experience. Studies indicate that e-service quality significantly influences customer satisfaction, repeat purchase decisions, and online loyalty, emphasizing the importance of enhancing these aspects for businesses aiming to succeed in the competitive online market.

Consumer Behaviour

Consumer behavior on online shopping apps encompasses the actions, attitudes, and decisions made by consumers when using e-commerce platforms to buy products or services. Consumer behavior according to Abdullah and Tantri (2012) is the behavior of consumers, where they can illustrate the search to buy, use, evaluate and improve a product and service. Various studies have delved into this area, revealing key influencing factors. Perceived usefulness, ease of use, and enjoyment have been identified as crucial determinants, with consumers more inclined to engage in online shopping when they find apps useful and user-friendly. Social influences, such as peer recommendations and online reviews, significantly impact consumer behavior, especially for high-involvement products. Additionally, personal characteristics like age, gender, and income play a role; younger consumers tend to prefer mobile shopping apps, while older ones favor traditional online shopping websites. Higher-income consumers are more likely to engage in online shopping and spend more on e-commerce platforms. These findings underscore the intricate nature of consumer behavior on online shopping apps, emphasizing the importance for businesses to understand and leverage these factors to enhance customer experience and develop effective strategies for customer attraction and retention in the competitive e-commerce landscape.

Previous Research

Rita, Oliveira, and Farisa (2021) developed new knowledge to better understand the most important dimensions of e-service quality that have impact on customer satisfaction, customer trust, and customer behavior, building on existing literature on e-service quality in online shopping. This study focused on the four-dimensions of e-service quality model that better predict customer behavior. It not only tests the impact of customer satisfaction on customer behavior such as repurchase intention, word of mouth, and site revisit, but also the impact of customer trust. The result is expected to extend the knowledge about different country culture vis-á-vis different relevance of e-service quality attributes. Data from an online survey of 355 Indonesian online consumers was used to test the research model using structural equation modelling. The analytical results showed that three dimensions of e-service quality, namely website design, security/privacy and fulfilment affect overall e-service quality. Meanwhile, customer service is not significantly related to overall e-service quality. Overall e-service quality is statistically significantly related to customer behavior.

Hana and Miranti (2021) aimed to see if OCR (Online Consumer Review), E-Service Quality, and Content Marketing influence purchasing decisions, and if so, whether implementing OCR, E-Service Quality, and Content Marketing with Islamic business ethics strengthens or weakens the influence of purchasing decisions. The quantitative technique was employed in this investigation. Students from IAIN Kudus, UMK, and UMKU who utilize the shopee marketplace are the focus of this study. Because the population in this study was unlimited, researchers utilized the lemeshow method to determine the sample size and acquired 96 research samples. This study employs nonprobability sampling methods using purposive sampling. The data gathering approach is done through disseminating questionnaires. SPSS version 2.3 is used to process the data obtained. Validity tests, reliability tests, statistical tests, and traditional assumption tests are all used in data analysis techniques. The findings of this study revealed that online consumer reviews, e-service quality, and content marketing all influenced purchase decisions on shopee seller marketplaces and MRA tests, indicating that Islamic business ethics is a pure moderator variable that has a positive impact on online consumer reviews, e-service quality, and content marketing.

Sinurat and Ali (2020) determined the analysis of the influence of e-service quality and information quality on trust and its impact on consumer purchasing decisions on Tokopedia (a study of Tokopedia customers in Tangerang) by measuring indicators that affect the variable E-Service Quality, Information Quality, Trust and Consumer Purchasing Decisions. This study applies the explanatory research design using survey methods. Sampling using the technique of accidental sampling with the criteria of respondents had been shopping at least one time in Tokopedia. This study was tested using a structural equation modeling to test the influence of the significance of the overall model and predetermined pathway. The findings show that the E-Service Quality variable has a positive and significant effect on Trust, Information Quality has a positive and significant effect on Trust, E-Service Quality has a positive and significant effect on Purchasing Decisions, Information Quality has a positive and significant effect on Purchasing Decisions and trust has a positive and significant effect to the Purchasing Decision.
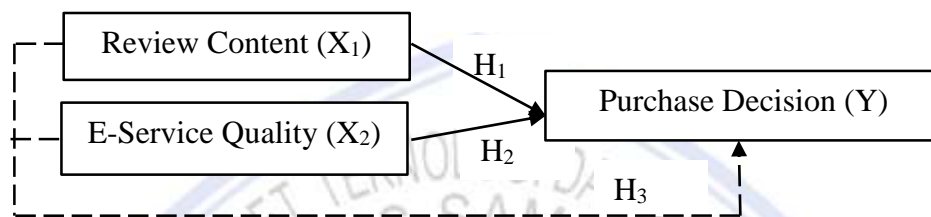
Conceptual Framework

Figure 1. Conceptual Framework
Source: Theoretical Review, 2023

Research Hypothesis
H_1 = Review Content has significant effect on Purchase Decision.
H_2 = E-Service Quality has significant influence on Purchase Decision.
H_3 = Review Content and E-Service Quality have significant influence on Purchase Decision.

RESEARCH METHOD

Research Approach
This study is a quantitative method. Where, this method can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses (Sugiyono, 2015) .

Population, Sample and Sampling Techniques
The population in this study are users of the Shopee application and service, especially in the city of Manado, North Sulawesi Province. The method of sample collection in this study used the type of Non-Probabilistic Sampling with Purposive Sampling as the technique and in total of 80 respondents.
Researchers determine the minimum requirements to be a sample in this study as follows:
1. Shopee user who lives in Manado City
2. Have made a transaction at least once in Shopee

Data Collection Method
Data used in this research are primary and secondary data. Primary data were taken from the distributed questionnaire of all respondents who has fulfilled the requirements and Secondary data are taken from other written source, such as books, journals, articles.

Indicators of Research Variables
1. Review Content indicators: Product Quality and Performance, Reliability and Customer Service, Value for Money, Product Consistency, Authenticity and Trust, and Decision Confidence.
2. E-Service Quality indicators: Reliability, Efficiency, Fulfillment, Individualized attention, and

Privacy/security.

3. Purchase Decision indicator: Product Choice, Brand Choice, Dealer Choice, Purchase Timing, and Purchase Amount.

Testing of each Instruments
Validity and Reliability Test

Questionnaire is said to be valid if the written questions are able to reveal results than can be measured. The results of validity test are said to be valid if the probability value is less than 0.05 and if it goes greater than 0.05 then it can be indicated as invalid. For reliable test, it is said that the questionnaire is reliable if respondent's answer are consistent or stable over time. The Cronbach Alpha coefficient is a reliable indicator of the degree of correlation between the elements of an asset. If the Cronbach's Alpha value is greater than 0.60, the questionnaire is considered reliable and vice versa if it is less than 0.60.

Data Technical Analysis

Collected data will be analyzed by multiple linear regression analysis, as a tool to draw meaningful conclusions from the study. Multiple linear regression analysis was used to measure the effects of independent and dependent variables.

Descriptive Statistics

Descriptive statistics provide a useful strategy for summarizing data and providing descriptions of samples, but cannot inform causal analysis. Data analysis allows us to generalize from a sample to a larger population that requires the use of inferential statistics.

RESULT AND DISCUSSION

Result
Validity and Reliability Tests

The results of the reliability test carried out on all variable statements can be seen through the Cronbach's Alpha value of Review Content (X_1) = 0.882, the Cronbach's alpha value of E-Service Quality (X_2) = 0.943, and the Cronbach's Alpha value of Purchase Decision (Y) = 0.929. By looking at the categorization of reliability values, the E-Service Quality (X_2) variable, and Purchase Decision (Y) can be said to be instruments that have high reliability.
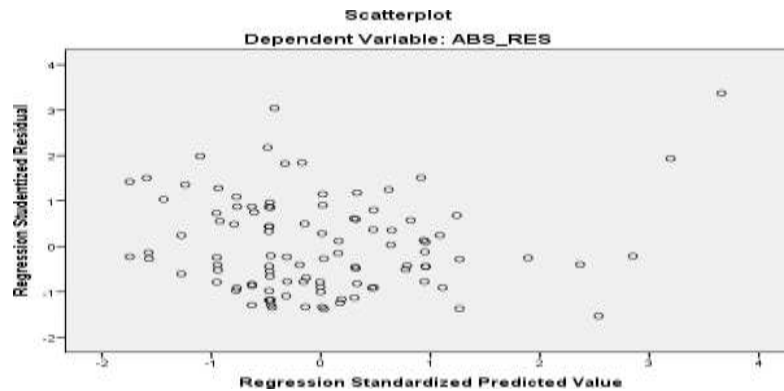
Classical Assumption Test
Normality Test

Figure 2. Normaliy Test
Source: Data Processed, 2023

The graphing data (points) are spread along the diagonal line in Figure 2, and the spread follows the diagonal line. This demonstrates that the regression model fits the normality requirement.

Heteroscedascity Test

Figure 3. Heteroscedascity Test
Source: Data Processed, 2023

It can be seen from the scatterplot image above that it can be seen the points spread randomly and spread both above and below the number 0 on the Y axis, so it can be concluded that in this regression model there is no heteroscedascity.

Multicollinearity Test
Table 1. The Result of Multicollinearity Test

Model	Tolerance	VIF
1 (Constant)		
Review Content (X_1)	.253	3.946
E-Service Quality (X_2)	.253	3.946

Source: Data Processed, 2023

The regression model is said to be free from multicollinearity if it has a VIF value that is less than 10 and has a tolerance number exceeding 0.1. Based on Table 1 above, the Tolerance value is greater than 0.1 and the VIF value is less than 10. Thus it can be concluded that there is no multicollinearity problem in the three independent variables used.

Multiple Linear Regression Analysis
Table 2. The Result of Multiple Linear Regression Analysis

Model	Unstandarized Coefficients		Standarized Coefficient	t	Sig.
	B	**Std Error**	**Beta**		
1 (Constant)	2.015	1.752		1.149	.253
Review Content (X_1)	.181	.089	.283	2.043	.044
E-Service Quality (X_2)	.204	.079	.356	2.567	.012

a: Dependant variable: Purchase Decision
Source: Data Processed, 2023

From the multiple linear regression equations it can be interpreted as follows:
$$Y = 2.015 + .181X_1 + .204X_2$$

1. The constant value is 2.015 which states that if the variable Review Content (X_1) and E-Service Quality (X_2) s equal to 0, then the Purchase Decision (Y) is 2.015
2. The value of the regression coefficient of the Review Content (X_1) has a positive value of 0.181. This shows that if the Review Content increases, the Purchase Decision will increase assuming the other independent variables are held constant. A positive sign means a unidirectional influence between the independent variable and the dependent variable.
3. The regression coefficient of the E-Service Quality (X_2) is 0.204. This shows positive effects between E-

Service Quality and Purchase Decision variables. If the E-Service Quality increases, the Purchase Decision will increase assuming the other independent variables are held constant

Coefficient of Determination (R^2)
Table 3, The Result of Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.956[a]	.914	.912	1.3221

Source: Data Processed, 2023

Table 3 above explains that the R2 value on the Review Content (X_1) and E-Service Quality (X_2) variables on Purchase Decision (Y) shows an influence with a determination value of 0.914 or equal to 91.4%. This figure means that Review Content (X_1) and E-Service Quality (X_2) have an influence on Purchase Decision (Y) in the Shopee application by 91.4% and the remaining 8.6% is influenced by other variables.

Hyphothesis Testing
Table 4. T-Test Result

	Model	Unstandarized Coefficients		Standarized Coefficient		
		B	Std Error	Beta	t	Sig.
1	(Constant)	2.015	1.752		1.149	.253
	Review Content (X_1)	.181	.089	.283	2.043	.044
	E-Service Quality (X_2)	.204	.079	.356	2.567	.012

a. Dependent variable: Purchase Decision (Y)
Source: Data Processed, 2023

It can be interpreted as follows. The results of hypothesis testing show that the Review Content variable has a significance value of 0.002 less than 0.05. This shows that Ha is accepted, which partially the Review Content variable (X_1) has a positive influence on Purchase Decision. The results of hypothesis testing show that the E-Service Quality variable has a significance value of 0.000 less than 0.05. This shows that Ha is accepted, which partially the E-Service Quality (X_2) variable has a positive influence on Purchase Decision.

F-Test
Table 5. F-Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1432.957	22	716.479	409.895	.000[b]
	Residual	134.593	77	1.748		
	Total	1567.550	79			

a. Dependent Variable: Y
Source: Data Processed, 2023

Based on Table 5, it can be interpreted as follows. The results of hypothesis testing show a significance value of 0.000 less than 0.05. This shows that Ha is accepted, which simultaneously the Review Content (X_1) and E-Service Quality (X_2) variables have a positive influence on Purchase Decision (Y). Thus the hypothesis is accepted.

Discussion
The Influence of Review Content on Purchase Decision on the Shopee Application

Based on the description of the data above, especially the hypothesis test, it can be concluded that Review Content has a positive influence on Purchase Decision, these results are obtained through testing with the help of the SPSS program and it is proven that the influence is significant through the p value. This means that there is an influence of Review Content on Purchase Decision on the Shopee Application. There are some indicators of Review Content, namely Product Quality and Performance, Reliability and Customer Service, Value for Money, Product Consistency, Authenticity and Trust, and Decision Confidence. These indicators are used in the questionnaire to find out what respondents think about how Review Content may affect their decision on purchasing a product. The questions asked in the questionnaire are given a rating scale, the higher the score, the

more agree the customer's opinion, and vice versa, the lower the score means disagreeing with the statement. The first indicator of Review Content is Product Quality and Performance, and the statement used within this indicator in questionnaire is "Reviews on the shopee app make it easier to shop online". It is shown that most of the respondents agree with this statement. The second indicator of Review Content is Reliability and Customer Service, and the statements used within this indicator in questionnaire are "Reviews on the Shopee application provide information about the advantages and disadvantages of the products being reviewed" and "I feel that reviews from consumers on the Shopee application are relevant". It is shown that most of the respondents agree and strongly agree with these statements. The third indicator of Review Content is Value for Money, and the statement used within this indicator in questionnaire is "Reviews on the shopee application help determine purchasing choices". It is shown that most of the respondents strongly agree with this statement. The fourth indicator of Review Content is Product Consistency, and the statement used within this indicator in questionnaire is "Many product reviews on the shopee app are positive". It is shown that most of the respondents agree with this statement. The fifth indicator of Review Content is Authenticity and Trust, and the statement used within this indicator in questionnaire is "I believe that Shopee app consumers give honest reviews". It is shown that most of the respondents agree with this statement. The sixth indicator of Review Content is Decision Confidence, and the statements used within this indicator in questionnaire are "I will buy online through the shopee application after I see the reviews given by previous consumers" and "I feel comfortable shopping at online stores with a large number of online customer reviews". It is shown that most of the respondents agree and strongly agree with these statements. The results of this study are in accordance with Ichsan, Jumhur, and Dharmoputra (2018) that Review Content is an opinion or experience given by consumers about the service or product purchased. Stores that have good reviews will have a higher value, shows that the store can be trusted. Therefore, Ichsan, Jumhur, and Dharmoputra (2018) view can be said to apply in this study: "The better someone's Review Content, the better the store's Purchase Decision". From the quantitative information and concepts / theories above, the authors conclude that Review Content has a significant influence on Purchase Decision on the Shopee Application. The results of this study are in line with previous studies such as Mahendra and Nugroho (2021) that Review Content has a positive relationship with Purchase Decision.

The Influence of E-Service Quality on Purchase Decision on the Shopee Application

Based on the description of the data above, especially the hypothesis test, it can be concluded that E-Service Quality has a positive influence on Purchase Decision, these results are obtained through testing with the help of the SPSS program and it is proven that the influence is significant through the p value. This means that there is an influence of E-Service Quality on Purchase Decision on the Shopee Application. The results of this study are in accordance with Nurlina and Chaira (2017) regarding E-Service Quality, E-Service Quality is an electronic tool used to facilitate from shopping, buying to delivering products efficiently and effectively. Therefore, Nurlina and Chaira (2017) view can be said to apply in this study. E-Service Quality that is owned will influence Purchase Decision, the better the E-Service Quality owned by the store, the better the customer's Purchase Decision. There are some indicators of E-Service Quality used by author in this research, namely Reliability, Efficiency, Fulfilment, Individualized attention, Privacy/Security. These indicators are used in the questionnaire to find out what respondents think about how E-Service Quality may affect their decision on purchasing a product on Shopee. The first indicator of E-Service Quality is Reliability, and the statements used within this indicator in questionnaire are "Shopee is easy to use" and "Shopee provides clear information and makes it easy for me to find the products I need". It is shown that most of the respondents agree and strongly agree with these statements. The second indicator of E-Service Quality is Efficiency, and the statements used within this indicator in questionnaire are " Shopee has fast loading times" and "Shopee makes it easy for me to log in and log out quickly". It is shown that most of the respondents agree with these statements. The third indicator of E-Service Quality is Fulfilment, and the statements used within this indicator in questionnaire are "Shopee sends notifications about order confirmations quickly", "Shopee provides items for delivery within the appropriate time frame", and "Shopee works well when I use it". It is shown that most of the respondents agree and strongly agree with these statements. The fourth indicator of E-Service Quality is Individualized Attention, and the statement used within this indicator in questionnaire is "If there is a response or question, the Shopee help center is able to answer quickly and according to customer needs". It is shown that most of the respondents agree with this statement. The fifth indicator of E-Service Quality is Privacy/Security, and the statements used within this indicator in questionnaire are "I feel that my privacy is protected while accessing the Shopee website or application" and "I feel safe transacting with the Shopee website or app". It is shown that most of the respondents agree and strongly agree with these statements. From the quantitative information and concepts / theories above,

the authors conclude that E-Service Quality has a significant effect on Purchase Decision on the Shopee Application. The results of this study are in line with previous studies such as Wicaksono and Darmo (2018) that the level of E-Service Quality has a positive relationship with Purchase Decision.

The Influence of Review Content and E-Service Quality Variables on Purchase Decision in the Shopee Application

In the realm of e-commerce, online marketplaces like Shopee provide customers with access to a wide range of products. One crucial aspect that significantly influences purchase decisions is the review content available on the Shopee application. In this discussion, we will explore and discuss the effect of review content on purchase decisions in the Shopee application. Based on the results of hypothesis testing which shows that the coefficient of determination is 91.4%, through p value testing with the SPSS application program it is proven that the coefficient of determination is significant. So it can be interpreted that there is an influence of Review Content and E-Service Quality together on Purchase Decision on the Shopee application. Multiple regression tests between variables resulted in a regression line equation $Y = 0.196 + 0.196 X1 + 0.549 X2$ The constant value = 0.196, indicates that Review Content and E-Service Quality have a value of 0, or have not entered into the calculation, then Purchase Decision has a value of 0.196, while the regression value of 0.196 and 0.549 indicates that there is a positive influence by Review Content and E-Service Quality together on Purchase Decision in the Shopee application. The simultaneous regression hypothesis test shows that the regression of of the Review Content and E-Service Quality variables coefficient is significant. The results of this study are in accordance with the results of Hana and Miranti (2021) that are not too much different from the results of this study. Hana and Miranti (2021) has the result that Review Content and E-Service Quality simultaneously influence Purchase Decision. Based on information from quantitative studies and the theory that has been explained, the researcher concludes that the Review Content and E-Service Quality variables have a significant influence on Purchase Decision in the Shopee application.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the results of research and discussion that has been done on How Review Content and E-Service Quality Influenced Purchase Decision, it can be concluded that:
1. The final result of this research has found that Review Content has a significant influence towards the Purchase Decision of Shopee user in Manado city.
2. The final result of this research has found that E-Service Quality has a significant influence towards the Purchase Decision of Shopee user in Manado city.
3. The final result of this research has found that E-Service Quality has a significant influence towards the Purchase Decision of Shopee user in Manado city.
4. The magnitude of the influence of Review Content and E-Service Quality on Purchase Decision is 0.914. This value indicates that the relationship between Review Content and E-Service Quality on Purchase Decision in the Shopee application is high, which has been elaborated through the theories used in this study.
5. The percentage of Review Content and E-Service Quality can explain Purchase Decision in the Shopee application by 91.4% while the remaining 8.6% is influenced by other variables that are not included in the study.

Recommendations

In this section, researcher is not only giving suggestions toward buyer who purchase products from Shopee or other Online Shopping App available. Furthermore, according to the conclusions that have been made, the suggestions that can be given by researcher in this study are:
1. Buyers should pay attention to reviews that provide specific details about the product's features, performance, and quality Reading a range of ratings can give a balanced perspective. Buyers should also pay attention to both positive and negative reviews to understand the strengths and weaknesses of the product. Keep in mind that individual preferences and expectations can vary and if their requirements align with the desire of the buyer, then the review may be more relevant to your decision-making process.
2. Key factors to consider the E-Service Quality how the app has user-friendly website, product information and descriptions, customer reviews and ratings, and prompt customer support. The most important details are to

know secure payment options, shipping and delivery, return and refund policies, social proof and reputation, and customer feedback to help buyer increase chances of finding the best product.

3. Buyers should assess Review Content and E-Service Quality in online shopping to find the best product. Use aggregated rating systems to understand individual reviews, and seek recommendations from trusted sources. Trust the judgment and make a decision that aligns with the specific requirements.

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