

The Influence of Brand Image and Online Customer Reviews on Online Fashion Product Purchase Decisions on Shopee among Students of the Faculty of Economics, Santo Thomas Catholic University, Medan

Hezron Apriadi Situmorang¹, Riza Fanny Meutia², Adelina Lubis³, Fitriani Tobing⁴

^{1,2}Faculty of Economics and Business, Medan Area University

e-mail: hezronsitumorang67171@gmail.com¹, Rizafanny@staff.uma.ac.id²,
adelinalubis@uma.ac.id³, tobingfitri@gmail.com⁴

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ABSTRACT

This study aims to determine the effect of Brand Image and Online Customer Reviews on Online Fashion Product Purchase Decisions on Shopee. The type of research used is associative research with a quantitative approach. The population in this study was 380 people, determined by a purposive sampling technique, with a sample size of 79 people using the Slovin formula. Data collection was carried out through questionnaires and data processing using SPSS software. From partial testing, the T test showed that t count (2.644) > t table (2.011), with a significance level of 0.000 > 0.05, proving that brand image has a positive and significant effect on purchasing decisions. And in the online customer review variable, the t count value (4.441) > t table (2.011) with a significance level of 0.000 > 0.05, proving that online customer reviews have a positive and significant effect on purchasing decisions. F test shows that F count is 67.177 > 3.11 (F table), so it can be concluded that simultaneously brand image and online customer review variables have a positive and significant effect on purchasing decisions. From the discussion of multiple linear regression, $Y = 9.005 + 0.448X_1 + 0.495X_2$. It can be concluded that brand image and online customer reviews have a positive and significant effect on purchasing decisions for fashion products among students of the Faculty of Economics, Santo Thomas Catholic University, Medan. The coefficient of determination (R²) of 0.799 means that purchasing decisions can be explained by brand image and online customer reviews by 63.9% while another 36.1% can be explained by other factors not examined in this study.

Keywords: Brand Image, Online Customer Reviews, Purchase Decisions

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INTRODUCTION

Research Phenomenon

Information technology has fundamentally changed the global trade landscape, with the digital era bringing significant transformations to consumer shopping behavior. According to Hidayat and Utami (2022), the digital era has shifted the purchasing process from offline to online shopping. Initially, people were only interested in offline shopping through store visits. However, with online shopping, buyers gain conveniences such as more flexible and efficient time. This phenomenon is reinforced by research by Patel (2024), which shows that digitalization has fundamentally changed the consumer decision-making process, where consumers are now more empowered by easily comparing products, reading reviews, and seeking recommendations from peers through online platforms. Helmi et al. (2025) also emphasize that advances in digital technology have transformed business-consumer interactions through platforms such as websites, social media, and mobile applications, ultimately influencing customer experience and impacting loyalty.

The development of e-commerce in Indonesia shows a very encouraging trend, especially with the dominance of platforms such as Shopee, which has become a market leader. Based on Snapcart data (2023), Shopee dominates the Indonesian e-commerce market with 61% of respondents choosing it as the most frequently used brand, followed by Tokopedia (22%), TikTok Shop (9%), and Lazada (7%). Shopee also excels in the Top of Mind indicator with 70%, share of orders with 51%, and share of transaction value with 46% of the total market. This phenomenon is in line with the findings of Murdiana et al. (2023), who revealed that the shopping culture of Indonesian society has shifted from conventional shopping to online shopping as a result of advances in information technology, where the internet generation uses efficiency of time, location, and advertising as important factors in their shopping behavior. However, although price is the most important factor, internet generation consumers are also influenced by reviews or testimonials from relatives and Key Opinion Leaders (KOLs), which significantly influence their online shopping behavior.

Research Problems

Although e-commerce offers incredible convenience, consumers who shop online face various challenges due to the inability to see and inspect products directly. As stated by Sugiharto and Nurhayati (2021), a potential consumer when shopping online faces various risks that can lead to losses. This situation is exacerbated by Rakuten's findings (in Dwijayanti, 2022), which show that 78% of consumers are disappointed with products purchased online. This problem becomes more complex in the fashion product category, which, according to data from Statistik.kominfo.go.id (2024), is a product frequently sought and purchased by consumers, with a percentage of 73.80% on the Shopee platform. Kurniawan et al. (2025) strengthen this finding by identifying that product risk, privacy risk, and convenience risk perceived by consumers have a significant influence on online shopping behavior, especially among Generation Z, who shop for fashion products on e-commerce platforms.

In the context of online purchasing decision-making, two critical factors influencing consumers are brand image and online customer reviews. Puspita et al. (2022) identified that brand image and online customer reviews are factors that can influence online purchasing decisions. Brand image is the perception that consumers have when considering a particular brand, so e-commerce sites like Shopee must be able to position their brands well in consumers' minds. This is supported by research by Setiarini (2025), which shows that brand image and brand visual appeal have a positive and significant influence on online purchasing decisions, where positive perceptions of brand image and attractive visual appearance can increase consumer interest in making a purchase. Meanwhile, Maulidya et al. (2025) found that brand image, e-WOM, and customer ratings all have a positive and significant contribution to purchasing decisions on Shopee, highlighting the crucial role of brand perception, online consumer reviews, and ratings in shaping purchasing behavior in e-commerce.

Online customer reviews also play a significant role in influencing online consumer purchasing decisions. Martini et al. (2022) stated that online customer reviews can be utilized by consumers to search for and obtain information that will later influence purchasing decisions. Research by Chen et al. (2022) revealed that 93% of consumers acknowledged that online reviews would influence their shopping choices, indicating that most consumers have a habit of regularly reading online reviews and relying on these comments for their purchasing decisions. Furthermore, the study found that consumers pay significantly more attention to negative comments than positive comments, especially for female consumers. This finding is reinforced by a recent study on the perceived credibility of online reviews conducted among Indonesian fashion consumers in Surabaya, which revealed a significant positive correlation between perceived credibility of online reviews and intention to use online reviews, and the importance of online reviews also positively influences consumers' intention to engage with online reviews when making purchasing decisions (JMBI UNSRAT, 2025).

Generation Z, as the dominant consumer segment in e-commerce, exhibits unique and interesting shopping behavior patterns worth studying. Research by Helmi et al. (2025) found that Indonesian Millennials and Generation Z have three distinct online shopping styles: fashionable and

smart, premium product orientation, and impulsive. Generation Z exhibits a lower spending pattern per transaction but with a higher purchase frequency, in contrast to Generation X and Millennials, who tend to shop less frequently but spend more per transaction (GLI, 2025). Eriyani and Amalia (2025) specifically examined Generation Z's purchasing behavior on Shopee and found that digital marketing and online reviews have a positive and significant impact on purchase intention, while pricing shows a significant negative effect, indicating that Generation Z is highly price-sensitive and more influenced by perceived value and peer reviews. Anggapratama (2025) also confirmed that the four dominant factors influencing Generation Z's retail shopping behavior are technology adoption, social media engagement, influencer impact, and social environment, where product discovery often begins through platforms like TikTok and Instagram, but decisions are finalized after in-store visits, indicating a hybrid shopping pattern.

Purpose, Urgency, and Novelty of the Research

Based on the phenomena and problems that have been identified, this study aims to determine the influence of Brand Image and Online Customer Reviews on Online Fashion Product Purchase Decisions on Shopee among college students as representatives of Generation Z. The urgency of this research is driven by Shopee's dominance in the Indonesian e-commerce market and the high transactions of fashion products, as well as the still low level of student purchases as reflected in consumer complaints regarding brand image and online customer reviews based on the pre-survey conducted. The novelty of this research lies in its focus on students of the Faculty of Economics, Santo Thomas Catholic University, Medan, as representatives of Generation Z who, according to Databoks data (2024), are the generation that makes the most online purchases on Shopee e-commerce. This research also provides an academic contribution by integrating the psychological perspective of consumers in the context of Indonesian e-commerce, where as expressed by Mulyadi and Efawati (2024), psychological factors such as motivation, perception, learning, and trust and attitudes have a significant and positive influence on consumer purchasing decisions on e-commerce platforms, with motivation emerging as the strongest predictor in encouraging consumers to shop online because of the convenience, comfort, and personal experience offered by e-commerce platforms.

METHOD

Types and Methods of Research

This study uses an associative research type with a quantitative approach that aims to analyze the causal relationship between independent variables and dependent variables. According to Sugiyono (2021), causal associative research is a research problem formulation that questions the relationship between two or more variables, where in this research there are independent variables (which influence) and dependent variables (which are influenced) that are causal. The quantitative approach was chosen because it is in accordance with the research objective, namely, to test the influence of brand image and online customer reviews on purchasing decisions for online fashion products on Shopee. Sudaryono (2021) states that quantitative research is a research method based on the philosophy of positivism, used to study certain populations or samples, data collection using research instruments, and data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses. Creswell and Creswell (2023) add that quantitative research is a way to test objective theories by examining the relationship between variables, where these variables can be measured, usually with instruments, so that numerical data can be analyzed using statistical procedures.

Population and Sample

The population in this study was approximately 380 students of the Faculty of Economics, Santo Thomas Catholic University, Medan, from the 2021 and 2022 academic years. According to Sugiyono (2021), a population is a generalized area consisting of objects or subjects that have certain quantities and characteristics determined by the researcher to be studied and then conclusions drawn. This population selection was based on the characteristics of students as representatives of Generation Z, which is the dominant consumer segment in e-commerce. The sampling technique used was purposive sampling, a non-probability sampling technique where sample selection is based

on specific considerations so that not all elements of the population have an equal chance of being selected. Campbell et al. (2020) explain that purposive sampling is a non-probability sampling technique where units are selected for inclusion in the sample because their characteristics match the research needs. The determination of the sample size used the Slovin formula with a 10% error tolerance level, resulting in a sample of 79 respondents. Memon et al. (2025) emphasized that criterion sampling, as a type of purposive sampling, involves selecting participants who meet specific criteria that have been previously determined and are directly related to the research objectives.

Data Analysis Instruments and Techniques

The research instrument used was a questionnaire with a Likert scale to measure three main variables: brand image (X1), online customer reviews (X2), and purchasing decisions (Y). Sugiyono (2021) stated that a questionnaire is a data collection technique carried out by providing a set of written questions or statements to respondents to answer. Questionnaires were chosen because they can provide structured quantitative data and are easy to analyze statistically. Before being used for primary data collection, the research instrument was first tested for validity and reliability to ensure the quality of the collected data. Sudaryono (2021) explained that instrument validity indicates the extent to which the instrument can measure what should be measured, while reliability indicates the consistency of measurement results when repeated. Data analysis techniques used included classical assumption tests (normality tests, multicollinearity tests, and heteroscedasticity tests), multiple linear regression analysis, partial hypothesis testing (t-test), simultaneous hypothesis testing (F-test), and coefficient of determination (R^2) tests using SPSS software. Gaur and Gaur (2009) stated that SPSS is statistical software designed to help managers and researchers solve statistical problems and understand how they can use various statistical methods in data analysis.

Research Procedures

This research procedure was carried out through several systematic stages to ensure the validity and reliability of the research results. The first stage was the preparation of a research instrument in the form of a questionnaire based on indicators for each predetermined variable. Creswell and Creswell (2023) emphasized the importance of the instrument preparation stage in quantitative research because a good instrument will produce accurate and reliable data. The second stage was conducting a pilot test on 30 respondents to test the validity and reliability of the questionnaire before it was used in primary data collection. The third stage was the collection of primary data from 79 student respondents from the Faculty of Economics, Santo Thomas Catholic University, Medan who met the predetermined sampling criteria. Ahmad (2025) explained that in implementing purposive sampling, researchers need to ensure that the selected participants have characteristics relevant to the research objectives. The fourth stage was data processing using SPSS software, which included data input, data cleaning, and statistical analysis. Kotronoulas et al. (2023) stated that data management and analysis are crucial stages in quantitative research, involving sequential processes in processing quantitative research data. The final stage is the interpretation of the analysis results and drawing conclusions based on the statistical findings obtained to answer the problem formulation and research hypothesis.

FINDING AND DISCUSSION

The results of the questionnaire data collection in this study were 79 respondents, namely, students of the Faculty of Economics, St. Thomas Catholic University. The results of the percentage of respondents based on gender, with 42 female respondents (53.2%), followed by 37 male respondents (46.8%). The results of the percentage of respondents based on age, with 40 respondents aged 20 years (50.7%), followed by 37 respondents aged 21 years (46.9%), and 2 respondents aged 22 years (2.4%). Results of the percentage of respondents based on study program, with 45 respondents from the Management study program (57%), and 34 respondents from the Accounting study program (43%). Results of the percentage of respondents based on the student's status, with 31 respondents from the 2021 student's status (39.3%), and 48 respondents from the 2022 student's status (60.7%).

Validity Test

Data validity testing is used to measure the validity of a questionnaire. Validity means that the instrument used can measure what is being measured. Validity checking is done using the SPSS program. A survey is considered valid if the questions in the questionnaire can measure what is measured by the questionnaire. Based on the results of respondents' answers obtained through the questionnaire related to brand image, online customer reviews and purchasing decisions that have been obtained by researchers, the data is processed using SPSS by conducting a validity test. If $r_{hitung} > r_{tabel}$, then it is considered valid. The results of the validity test on the variables of brand image, online customer reviews, and purchasing decisions can be seen in the following table:

Table 2. Validity Test Results

Variables	Indicator	Correlation Coefficient (r)	r _{table}	Conclusion
Brand Image (X1)	BI1	0.749	0.361	Valid
	BI2	0.743	0.361	Valid
	BI3	0.794	0.361	Valid
Online Customer Review (X2)	1 OCR	0.402	0.361	Valid
	2 OCR	0.699	0.361	Valid
	3 OCR	0.566	0.361	Valid
Purchase Decision(Y)	KP1	0.639	0.361	Valid
	KP2	0.690	0.361	Valid
	KP3	0.668	0.361	Valid

Source: data processed with SPSS

In the data in Table 2, the calculated r value can be seen, which will be compared with the r table value. The r table is obtained with a significance of 0.05 and the number of data (n) = 30 or df (nk) = 30-2 = 28, where k is the number of independent variables, so that the r table value is 0.361. It can be concluded that all questionnaire statements covering the brand image, online customer review, and purchasing decision variables are valid because each statement in the questionnaire has a calculated r value > r table and a significance level < 0.1.

Reliability Test

Reliability testing is used to measure the extent to which measurement results are reliable and free from measurement error. The decision-making criteria are: if the Cronbach's alpha value is > 0.6, the instrument is considered reliable.

Table 3. Reliability Test Results

Instrument	Cronbach's Alpha	Information
Brand Image(X1)	0.739	Reliable

Online Review (X2)	Customer	0.825	Reliable
Purchase Decision (X3)		0.790	Reliable

In Table 3, the Cronbach's Alpha value for brand image is 0.739, the Cronbach's Alpha value for online customer reviews is 0.825, and the purchasing decision is 0.790. It is concluded that the reliability test results for the three variables can be said to be reliable (trustworthy) because the Cronbach's Alpha value is > 0.6 .

Normality Test

The normality test is used to determine whether the independent and dependent variables are normally distributed. An effective regression model is expected to have normally distributed variables. If Asymp. Sig. (2-tailed) > 0.05 , then H_0 is rejected and H_1 is accepted, meaning the residual variables are normally distributed. The reliability test is used to measure the extent to which the measurement results are reliable and free from measurement errors.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		79
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	3.33139900
Most Extreme Differences	Absolute	.099
	Positive	.060
	Negative	-.099
Test Statistics		.099
Asymp. Sig. (2-tailed)		.055 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on Table 4, it is known that the normality results show a significance value of 0.55, which is more than the α value of 0.05, so it can be concluded that the research data is normally distributed.

Multicollinearity Test

The multicollinearity test is used to determine whether there is a high correlation between independent variables. A good regression model should not correlate with independent variables. The decision to conduct a multicollinearity test is made if the Variance Inflation Factor (VIF) value is < 10 and the Tolerance value is > 0.10 ; then multicollinearity does not occur.

Table 5. Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9,005	2,928		3,076	.003		
	Brand_Image(X1)	.448	.169	.312	2,644	.010	.341	2,935
	Online Customer Review (X2)	.495	.111	.525	4,441	.000	.341	2,935

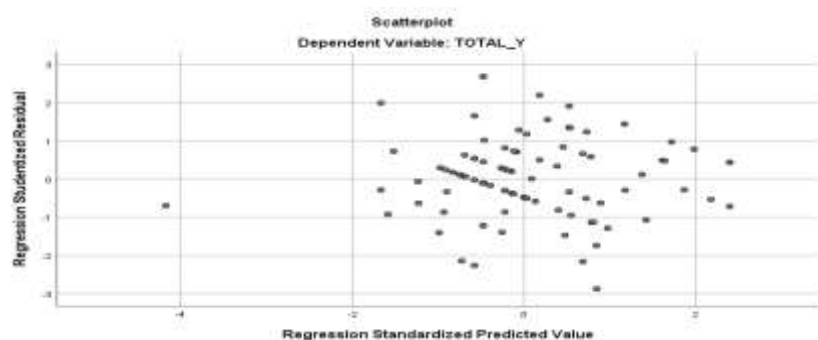
a. Dependent Variable: Purchase Decision (Y)

Based on the output results, it can be seen that all variables have a Tolerance value > 0.1 and a Variance Inflation Factor (VIF) < 10 , which means that the data is not affected by multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether or not there is inequality in variance and residuals in the regression model used. The results of this test can be determined by determining the significance value. If it is greater than 0.05, it can be concluded that heteroscedasticity does not occur. The following table shows the results of the heteroscedasticity test.

Table 6. Results of Heteroscedasticity Test



In the Scatterplot graph, the points are randomly distributed and do not form a clear pattern, and are distributed both above and below the value 0 on the Y axis. This means that there is no indication of heteroscedasticity in this regression.

Multiple Linear Regression Test

A multiple linear regression test was conducted to determine the effect of the independent variables on the dependent variable. Based on the processed data, the relationship model from the multiple linear regression analysis can be seen in the following table:

Table 7. Results of Multiple Linear Regression Analysis Test

Coefficients ^a				
Model	Unstandardized	Standardized	t	Sig.

		Coefficients		Coefficients	
		B	Std. Error	Beta	
1	(Constant)	9,005	2,928		3,076 .003
	Brand image (X1)	.448	.169	.312	2,644 .010
	Online Customer Review (X2)	.495	.111	.525	4,441 .000

a. Dependent Variable: Purchase decision (X3)

Based on the test results in the table above, the multiple linear regression model can be formulated as follows:

$$Y = 9.005 + 0.448X1 + 0.495X2$$

1. The constant value of 9.005 means that if Brand Image and Online Customer Review have a value of 0, then the purchasing decision value is 90.05%.
2. *Brand Image* has a positive effect on purchasing decisions of 0.448, as indicated by the regression coefficient value. This means that if the brand image variable increases by 1 unit, the purchasing decision will increase by 0.448 units, and if the brand image variable decreases by 1 unit, the purchasing decision will decrease by 0.448 units.
3. *Online customer reviews* have a positive effect on purchasing decisions of 0.495, as indicated by the regression coefficient value. This means that if online customer reviews increase by 1 unit, repurchase intention will increase by 0.495, and if the price decreases by 1 unit, purchasing decisions will decrease by 0.495.

From this explanation, it can be concluded that the independent variables (brand image and online customer reviews) have a positive coefficient on the dependent variable (purchase decisions).

Partial Test (t-Test)

A partial test is conducted to determine the effect of each independent variable on the dependent variable using a significance level of 0.05 ($\alpha = 5\%$). If the calculated t value > t table and the significance value < 0.05, then H0 is rejected and H1 is accepted. The hypothesis is accepted, meaning each independent variable has a significant influence on the dependent variable.

Table 8. Results of Partial Significance Test (t-Test)

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,005	2,928		3,076	.003
	Brand_Image(X1)	.448	.169	.312	2,644 .010
	Online Customer Review (X2)	.495	.111	.525	4,441 .000

a. Dependent Variable: Purchase Decision (Y)

In Table 8, the t-value is 2.664 > t-table 2.011 and the Sig. Value is 0.01 < 0.05, so H0 is rejected and H1 is accepted, meaning that brand image partially influences purchasing decisions. The t-value is 4.441 > t-table 2.011 and the Sig. Value is 0.000 < 0.05, so H0 is rejected and H2 is accepted, meaning that online customer reviews partially influence purchasing decisions. It can be concluded that both independent variables have a partial effect on the dependent variable.

Simultaneous Test (F-Test)

This test is used to determine the effect of independent variables simultaneously on the dependent variable using a significance level of 0.05 ($\alpha = 5\%$). If the calculated F value > F table and if the significance value < 0.05, then H0 is rejected and H1 is accepted. The hypothesis is

accepted, meaning that simultaneously (together) the independent variables have a significant influence on the dependent variable.

Table 9. Simultaneous Test Results (F Test)

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1215.008	2	607,504	67,177	.000b
	Residual	687,296	76	9,043		
	Total	1902.304	78			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Online_Customer_Review(X2), Brand_Image(X1)

Based on Table 9, it is known that simultaneously there is a positive and significant influence between the independent variables, namely brand image and online customer reviews, on the dependent variable, namely purchasing decisions. This influence is shown by the calculated F value of $67.177 > 3.11$ (F table) with a significance level of $0.000 < 0.05$, so H_0 is rejected and H_1 is accepted. Therefore, simultaneously, the brand image and online customer reviews variables have a positive and significant influence on purchasing decisions.

Coefficient of Determination Test (R²)

The coefficient of determination (R²) is used to measure how far the independent variable contributes to the dependent variable. If the value of the coefficient of determination (R Square) is 1, then this indicates that all variations in the dependent variable are entirely caused by the independent variable, and the magnitude of the influence of the independent variable on the dependent variable is in accordance with the independent variable, while the rest is influenced by other factors.

Table 10. Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.799a	.639	.629	3,007

a. Predictors: (Constant), Online_Customer_Review(X2), Brand_Image(X1)

Based on the analysis results in the table, the R-square correlation coefficient was 0.639, equivalent to 63.9%. Therefore, brand image and online customer reviews influence consumer purchasing decisions by 63.9%. The remaining 36.1% of purchasing decisions are influenced by other variables not examined in this study.

Discussion

The discussion in this study examines the influence of brand image and online customer reviews on purchasing decisions. Based on the research conducted, the following hypotheses can be drawn:

1. Hypothesis 1: Brand image influences purchasing decisions. Based on the results of the t-test for brand image, the t-value is $2.664 > 2.011$ and the significance value is $0.01 < 0.05$, so H_0 is rejected and H_1 is accepted, meaning that there is a positive influence of brand image

on purchasing decisions for online fashion products on Shopee among students of the Faculty of Economics, Santo Thomas Catholic University, Medan. The results of this study are in line with previous research conducted by Rini Ardah Putri, Noor Ellyawati, Indah Permatasari (2023) "The Influence of Brand Image and Brand Trust on Shopee Customer Purchasing Decisions (Study in the Economics Education Study Program, Mulawarman University)" which states that after calculating the independent variable, namely Brand Image, against the dependent variable, namely purchasing decisions, which shows that there is a relationship between brand image and purchasing decisions on the Shopee marketplace.

2. Hypothesis 2: Online customer reviews influence purchasing decisions. Based on the results of the t-test for online customer reviews showing a value of $4.441 > t_{table} 2.011$ and a significance value of $0.000 < 0.05$, H_0 is rejected and H_2 is accepted, meaning that there is a positive influence of online customer reviews on purchasing decisions for online fashion products on Shopee among students of the Faculty of Economics, Santo Thomas Catholic University, Medan. This research is also supported by previous research conducted by Anteng Priyatin and Herdian Farisi (2023), "The Influence of Online Customer Reviews and Online Customer Ratings on Trust and Purchasing Decisions on the Shopee Marketplace," which states that after calculating the independent variable, Online customer reviews, on the dependent variable, namely purchasing decisions, there is a relationship between online customer reviews and purchasing decisions on the Shopee marketplace.
3. Hypothesis 3, brand image and online customer reviews influence consumer purchasing decisions. Based on the results of the F test, the F count value $> F_{table} (67.177 > 3.11)$ with a significance level of $0.000 < 0.05$, then H_0 is rejected and H_3 is accepted, meaning that brand image and online customer reviews influence simultaneously on purchasing decisions for online fashion products on Shopee among students of the Faculty of Economics, Santo Thomas Catholic University, Medan. The results of this study are in line with previous research conducted by Gravina Evelyn and Angelica Herly (2025) "The Influence of Online Customer Reviews and Brand Image on Purchasing Decisions for Skintific Products on Shopee" based on the results of the tests carried out there is a significant relationship between Brand Image, Online Customer Reviews and product assessments on purchasing decisions on the Shopee marketplace.

CONCLUSIONS

Based on the results of statistical analysis and discussion that have been conducted, this study produces several important findings related to the influence of brand image and online customer reviews on online fashion product purchasing decisions on Shopee among students of the Faculty of Economics, Santo Thomas Catholic University, Medan. The main findings show that brand image has a positive and significant effect on purchasing decisions with a calculated t-value of $2.644 > t_{table} 2.011$ and a significance level of $0.010 < 0.05$. Likewise, online customer reviews are proven to have a positive and significant effect on purchasing decisions with a calculated t-value of $4.441 > t_{table} 2.011$ and a significance level of $0.000 < 0.05$. Simultaneously, both independent variables have a positive and significant effect on purchasing decisions with an F-value of $67.177 > F_{table} 3.11$ and a significance level of $0.000 < 0.05$. The multiple linear regression model $Y = 9.005 + 0.448X_1 + 0.495X_2$ shows that online customer reviews have a stronger influence than brand image on purchasing decisions. The coefficient of determination (R^2) of 63.9% indicates that both variables can explain purchasing decisions, while the remaining 36.1% is influenced by other factors not examined.

Although this study has produced significant findings, there are several limitations that need to be acknowledged. This study only focused on two independent variables: brand image and online customer reviews. Therefore, there are 36.1% of other factors influencing purchasing decisions that were not examined. The study population was limited to students from the Faculty of Economics at one university, so the generalizability of the results may be limited. For future research, it is recommended to add other variables such as price, product quality, promotion, and trust as moderating or mediating variables. The study can also be expanded to a more diverse population

and use mixed methods to gain a deeper understanding. Practically, the results of this study provide important implications for the e-commerce platform Shopee and online fashion product sellers to improve their brand image through effective branding strategies and manage online customer reviews effectively by improving product quality and service to encourage positive reviews from consumers.

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