



The Influence Of Online Customer Reviews, Product Quality, And Promotions On Purchasing Decisions The Jisulife Handheld Fan On Tokopedia E-Commerce

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Abstract: This study aims to analyze the influence of online customer reviews, product quality, and promotional strategies on purchasing decisions for the Jisulife Handheld Fan on the Tokopedia e-commerce platform. The research employs a quantitative approach using multiple linear regression analysis. Data were collected through online questionnaires distributed to 120 Tokopedia users who have purchased Jisulife Handheld Fans. The findings show that online customer reviews, product quality, and promotions each have a positive and significant influence on purchasing decisions. Product quality is found to be the most dominant factor affecting consumer purchase intentions. The results of this research emphasize the importance of maintaining positive customer feedback, ensuring high-quality standards, and implementing attractive promotional strategies to strengthen consumer trust and stimulate buying behavior on e-commerce platforms. This study contributes to understanding the dynamics of online purchasing behavior and provides insights for marketers to optimize their digital strategies in competitive online marketplaces.

Keywords: Online Customer Reviews, Product Quality, Promotion, Purchasing Decision, Tokopedia; E-Commerce

INTRODUCTION

The rapid development of digital technology in Industry 4.0 era has significantly transformed patterns of human interaction, consumption, and commerce. In Indonesia, digital connectivity has become a structural driver of economic behavior. The Indonesian Internet Service Providers Association (APJII, 2024) reported that the number of Internet users reached 221.56 million people in mid-2024, representing a penetration rate of 79.5 percent—an increase of 1.4 percent from the previous year. This expansion of Internet access has directly stimulated the growth of e-commerce, enabling consumers to purchase products and services seamlessly across spatial boundaries.

Electronic commerce (e-commerce) refers to the buying and selling of goods or services via Internet-based electronic systems (Ahnaf Balhmar, 2021). The digital retail ecosystem now functions as an integral part of daily life for Generation Z and millennials, who together account for over 65 percent of Indonesia's Internet users (APJII, 2024). Among numerous online platforms, Tokopedia has emerged as one of the most trusted and widely used marketplaces in Indonesia.



According to a national survey by Telkomsel and tSurvey.id (2022), 76 percent of SME respondents expressed satisfaction with Tokopedia's platform services, citing complete sales features, reliable logistics, and a user-friendly interface. In the first quarter of 2023, Tokopedia recorded 117 million monthly visitors, ranking second among Indonesia's most-visited e-commerce platforms (Databoks, 2023).

Nevertheless, several practical issues remain. Observations of Tokopedia's product pages reveal inconsistencies between positive online customer reviews and consumers' actual post-purchase experiences. Some reviews indicate mismatches between product descriptions and delivered goods, short battery durability, and the absence of seller responses to complaints. Such gaps potentially undermine consumer trust and influence purchasing decisions. Product quality is another determinant; as emphasized by Hasbullah and Muchtar (2022), quality reflects the degree to which a product's attributes align with its intended purpose, performance, and durability. Furthermore, promotion strategies through digital advertising, discount vouchers, and flash-sale programs remain central in shaping consumer purchase intention (Kinski et al., 2023). Yet excessive reliance on discounts may induce consumer dependency, delaying purchases until promotional incentives reappear.

Empirical studies have increasingly examined these interrelated variables. Laila, Febriansah, and Sukomono (2025) confirmed that online customer review, promotion, and product quality significantly and positively influence purchasing decisions among Generation Z consumers. Similarly, Harnovinsah and Permana (2024) found that online customer review, service quality, and promotion jointly exert a positive impact on purchase decisions within the Shopee marketplace. Conversely, Murti and Santosa (2025) reported that on Tokopedia, promotion and product quality significantly affect purchasing behavior, whereas online customer review shows an insignificant effect. These mixed results highlight the need for further investigation focused on product-specific contexts.

Building upon this theoretical and empirical foundation, the present study investigates the simultaneous and partial influence of online customer review, product quality, and promotion on consumer purchase decisions for the Jisulife Handheld Fan sold on Tokopedia. Employing a quantitative causal-associative design, this research seeks to fill methodological gaps identified in



prior studies by examining consumer trust and decision-making processes within a single-platform setting.

This study offers three main contributions. First, it provides empirical evidence on how consumer information sources, perceived product value, and promotional stimuli interact in shaping online purchasing behavior in Indonesia's e-commerce environment. Second, it extends consumer behavior theory by contextualizing these relationships in a digital marketplace dominated by Generation Z and millennial users. Third, it generates actionable insights for practitioners particularly Tokopedia sellers and platform managers to enhance review transparency, product consistency, and sustainable promotion design.

METHOD

The study applies a causal-associative quantitative design, as suggested by Sugiyono (2022), to examine cause-effect relationships among variables. The research is explanatory, aiming to validate theoretical assumptions through empirical data obtained from Tokopedia consumers. Data were collected using a structured online questionnaire distributed to respondents who had purchased Jisulife handheld fan products on Tokopedia between September 2025 and January 2026.

Data collection employed a survey method using a Likert-scale questionnaire (1–5). The population consisted of Tokopedia users who had purchased electronic products, while the sample was determined through purposive sampling to ensure that respondents met specific criteria (have purchased and reviewed a product on Tokopedia). The questionnaire comprised four variable groups with indicators adapted from previous studies

Algorithm/Pseudocode

Algorithm 1. Determining the Influence of Online Customer Reviews, Product Quality, and Promotions on Purchasing Decisions

INPUT: Online Customer Reviews (OCR), Product Quality (PQ), Promotions (PR)

OUTPUT: Purchasing Decision (PD)

1. Collect data from respondents regarding OCR, PQ, PR, and PD through questionnaires.
2. Perform data cleaning to remove incomplete or invalid responses.
3. Code each variable according to Likert scale values (1–5).



4. Calculate descriptive statistics for OCR, PQ, PR, and PD.
5. Conduct validity and reliability tests for each variable.
6. Apply multiple linear regression using PD as the dependent variable and OCR, PQ, PR as independent variables.
7. Analyze the significance of each independent variable ($p\text{-value} < 0.05$).
8. Interpret regression coefficients to identify the most influential factor.
9. Conclude whether OCR, PQ, and PR have a significant effect on PD. Writing algorithms or pseudocode can be an alternative for explaining scientific paper content. The algorithm must be cited in the main text. Below is an example of writing an Algorithm. You need to use "Algorithm_head_FAITH" and "algorithm_step_FAITH" styles.

Formatting of Mathematical Components

Mathematical equations are used to model the relationships among variables in this study. For example, the regression equation used to test the influence of independent variables on purchasing decisions is formulated as:

$$PD = \beta_0 + \beta_1(OCR) + \beta_2(PQ) + \beta_3(PR) + \epsilon$$

where:

- PD = Purchasing Decision
- OCR = Online Customer Reviews
- PQ = Product Quality
- PR = Promotions
- β_0 = Constant term
- $\beta_1, \beta_2, \beta_3$ = Regression coefficients
- ϵ = Error term

This equation explains that purchasing decisions are influenced simultaneously by online customer reviews, product quality, and promotions.

Theorem-type Environments

Theorem-type environments (including propositions, lemmas, corollaries etc.) can be formatted as follows:



Theorem 1. Online Customer Reviews, Product Quality, and Promotions significantly influence purchasing decisions for the Jisulife Handheld Fan on Tokopedia E-Commerce.

Theorems, propositions, lemmas, etc. should be numbered sequentially (i.e., *Proposition 2* follows *Theorem 1*). Examples or Remarks use the same formatting, but should be numbered separately, so a document may contain *Theorem 1*, *Remark 1*, and *Example 1*.

Prof of theorem 1. Based on the results of multiple linear regression analysis, the significance values for Online Customer Reviews (OCR), Product Quality (PQ), and Promotions (PR) are less than 0.05. This indicates that all independent variables have a statistically significant influence on Purchasing Decision (PD). Furthermore, the coefficient of determination (R^2) value of 0.78 demonstrates that 78% of the variation in purchasing decisions can be explained by the three independent variables. Therefore, the theorem is proven that Online Customer Reviews, Product Quality, and Promotions have a significant positive influence on purchasing decisions for the Jisulife Handheld Fan on Tokopedia E-Commerce.

RESULTS AND DISCUSSION

Influence of Online Customer Reviews on Purchasing Decisions

The findings of this study demonstrate that online customer reviews have a positive and statistically significant influence on purchasing decisions for the Jisulife Handheld Fan on the Tokopedia e-commerce platform ($\beta = 0.312$, $p < 0.05$). This result confirms that consumer-generated evaluations play a crucial role in shaping purchasing behavior in digital marketplaces. In online shopping environments, where physical inspection of products is not possible, online customer reviews function as a primary source of external information that helps consumers reduce uncertainty and perceived risk. As a result, reviews become an essential reference point in the evaluation and selection of products, particularly for electronic items that require assurance regarding functionality and performance.

Online customer reviews contribute to purchasing decisions by increasing informational transparency and enhancing the credibility of product-related claims. Reviews that contain detailed descriptions of product features, performance quality, battery durability, and usability enable prospective buyers to form more accurate expectations prior to purchase. Such reviews help bridge the information gap between sellers and consumers, thereby supporting more informed decision-



making. Chevalier and Mayzlin (2006) emphasize that positive electronic word-of-mouth significantly influences sales performance by strengthening consumer trust and perceived value. In line with this argument, the present study indicates that consumers are more inclined to purchase products that have received favorable evaluations from previous buyers, especially when those evaluations are perceived as authentic and informative.

The perceived usefulness and diagnostic value of online customer reviews play an important role in determining their persuasive effect. Filieri (2015) explains that reviews are more influential when consumers perceive them as relevant, detailed, and experience-based rather than promotional in nature. In the case of the Jisulife Handheld Fan, consumers tend to rely on reviews that describe actual usage experiences, such as cooling efficiency, noise levels, charging speed, and battery endurance. These experiential insights allow potential buyers to assess product suitability more accurately and reduce the likelihood of post-purchase dissatisfaction. Consequently, online customer reviews function not only as a marketing communication tool but also as a mechanism for building trust and managing consumer expectations.

Within the Tokopedia platform, the significance of online customer reviews indicates that Indonesian consumers actively seek peer opinions when evaluating electronic products. This behavior reflects a broader trend in digital consumption, where consumers increasingly rely on collective intelligence rather than solely on seller-provided information. The Jisulife Handheld Fan, as a functional and experience-based product, requires credible feedback to support purchasing decisions. This finding supports the argument of Park and Lee (2009), who assert that online reviews exert a stronger influence on products whose quality can only be fully assessed after use. In such cases, experiential reviews reduce ambiguity and provide reassurance regarding product performance.

However, although online customer reviews have a significant impact, their influence is relatively weaker than that of product quality, as reflected in the lower regression coefficient. This suggests that while online reviews are effective in attracting consumer attention and shaping initial purchase intentions, the final purchasing decision is more strongly determined by consumers' expectations of actual product performance. Reviews may encourage consumers to consider a product, but they do not fully replace intrinsic product attributes. This finding is consistent with Murti and Santosa (2025), who reported that on Tokopedia, online customer reviews do not always



outweigh product-related considerations, particularly when consumers have prior knowledge of the brand or similar products.

In addition, the credibility of online customer reviews remains a critical issue. Consumers are increasingly aware of the possibility of biased or manipulated reviews, which may reduce their overall impact on decision-making. When discrepancies arise between online reviews and actual product performance, consumer trust may be weakened, leading to negative post-purchase evaluations. Therefore, while online customer reviews play an important role in influencing purchasing decisions, their effectiveness depends on consistency between review content and real product quality. This reinforces the importance of integrating review management with quality assurance strategies to ensure sustainable consumer trust and long-term competitiveness in e-commerce platforms.

Influence of Product Quality on Purchasing Decisions

Product quality emerges as the most dominant factor influencing purchasing decisions for the Jisulife Handheld Fan on the Tokopedia platform, as indicated by the highest regression coefficient among the examined variables ($\beta = 0.458$, $p < 0.01$). This finding demonstrates that consumers assign primary importance to the functional performance, durability, and reliability of the product when making purchasing decisions in an online environment. In digital marketplaces, where direct physical evaluation is not possible, perceived product quality becomes a critical indicator of value and utility. As a result, consumers tend to prioritize products that are expected to deliver consistent performance and long-term usability over those that merely offer attractive pricing or promotional incentives.

High product quality enhances consumer confidence by reducing perceived risk and strengthening expectations of post-purchase satisfaction. According to Hasbullah and Muchtar (2022), product quality reflects the extent to which a product fulfills its intended functions and aligns with consumer needs and expectations. In this study, product quality is perceived through several key indicators, including cooling effectiveness, battery endurance, material durability, and overall ease of use. These attributes are particularly relevant for electronic products, where performance reliability plays a decisive role in shaping consumer satisfaction and influencing subsequent purchasing behavior. When consumers believe that a product will perform as promised, they are more likely to proceed with the purchase despite the absence of physical inspection.



The strong influence of product quality also suggests a shift in consumer behavior toward more rational and value-oriented decision-making. Indonesian consumers, particularly those who are familiar with e-commerce platforms such as Tokopedia, appear to increasingly evaluate products based on long-term benefits rather than short-term promotional advantages. Instead of relying solely on discounts or persuasive marketing messages, consumers assess whether the product offers reliable functionality and durable performance. This finding supports the argument of Chinomona (2013), who found that perceived product quality directly strengthens purchase intention by fostering brand trust and reducing uncertainty. Trust in product quality encourages consumers to commit to purchases with greater confidence and reduces hesitation in online transactions.

The dominance of product quality indicates that promotional strategies and positive online customer reviews have limited effectiveness if the actual product fails to meet consumer expectations. While promotions and reviews may influence initial interest and purchase intention, they cannot compensate for deficiencies in product performance. Negative post-purchase experiences, such as insufficient cooling capacity, short battery life, or product defects, can quickly erode consumer trust and result in unfavorable online reviews. Such negative feedback not only affects future purchasing decisions but also damages seller credibility and brand reputation within the platform. Consequently, product quality plays a crucial role in sustaining positive electronic word-of-mouth and long-term customer loyalty.

In addition, product quality functions as an integrative factor that reinforces the influence of other marketing variables. High-quality products are more likely to generate positive reviews, reduce customer complaints, and enhance the effectiveness of promotional campaigns. Conversely, low-quality products may undermine the impact of marketing efforts and increase return rates or negative evaluations. Therefore, product quality should be regarded as a strategic foundation for sustainable competitiveness in e-commerce marketplaces. For sellers on Tokopedia, maintaining consistent quality standards and ensuring product performance that aligns with consumer expectations are essential to building trust, encouraging repeat purchases, and achieving long-term success in an increasingly competitive digital retail environment.

Influence of Promotions on Purchasing Decisions



Promotional activities are found to have a positive and statistically significant influence on purchasing decisions for the Jisulife Handheld Fan on the Tokopedia platform ($\beta = 0.279$, $p < 0.05$). This finding indicates that price-related incentives remain an important driver of consumer behavior in e-commerce environments. Promotions such as price discounts, cashback programs, free shipping offers, and flash sales increase consumers' perceived value and reduce the perceived cost of purchase, thereby encouraging buying decisions. In online marketplaces characterized by intense competition and price transparency, promotional strategies serve as effective tools to capture consumer attention and stimulate purchase intention.

The significance of promotional activities is particularly evident in Indonesia's dynamic and highly competitive e-commerce market. Consumers are frequently exposed to promotional campaigns across multiple platforms, which heightens price sensitivity and encourages comparison-based decision-making. Kinski et al. (2023) emphasize that discounts and limited-time offers are effective in triggering impulse buying behavior, especially among Generation Z and millennial consumers who dominate digital marketplaces. The present study supports this view, as promotional incentives continue to influence purchasing decisions even when other factors, such as product quality and online customer reviews, are considered simultaneously. This suggests that promotions play a strategic role in accelerating purchase decisions rather than solely shaping long-term consumer preferences.

Nevertheless, the relatively lower regression coefficient of promotions compared to product quality indicates that promotional incentives function primarily as complementary rather than dominant determinants of purchasing decisions. While promotions may encourage consumers to complete transactions more quickly, they are unlikely to compensate for deficiencies in product performance or quality. Consumers may be attracted by discounts or free shipping offers, but dissatisfaction with product quality can lead to negative post-purchase evaluations and reduce the likelihood of repeat purchases. This finding is consistent with Hafidz (2023), who notes that excessive reliance on price-based promotions may foster consumer dependency, whereby purchases are delayed until promotional periods reappear.

Overuse of promotional incentives may gradually diminish their effectiveness and weaken brand positioning. When consumers become accustomed to frequent discounts, they may perceive regular prices as less attractive, thereby reducing willingness to purchase outside promotional



periods. This behavior can negatively affect seller profitability and undermine long-term value creation. Therefore, promotional strategies should be implemented with careful consideration of their frequency, duration, and alignment with broader marketing objectives.

From a managerial perspective, these findings highlight the importance of designing promotional strategies that are both strategic and sustainable. Rather than focusing exclusively on price reductions, sellers are encouraged to integrate promotional activities with value-based communication that emphasizes product quality, functional benefits, and customer satisfaction. Promotions that highlight superior product attributes or offer added value, such as bundled accessories or extended warranties, may be more effective in supporting long-term consumer trust. Well-designed promotions can attract new customers and encourage trial purchases, while consistent product quality ensures customer retention, positive word-of-mouth, and sustainable competitiveness in e-commerce platforms such as Tokopedia.

CONCLUSION

This study concludes that online customer reviews, product quality, and promotional activities have a positive and statistically significant influence on purchasing decisions for the Jisulife Handheld Fan on the Tokopedia e-commerce platform. Among these factors, product quality emerges as the most dominant determinant, indicating that consumers prioritize functional performance, durability, and reliability when making online purchasing decisions. Online customer reviews play an important complementary role by reducing information asymmetry and increasing consumer trust through shared usage experiences, while promotional strategies contribute by enhancing perceived value and encouraging timely purchase decisions. The findings suggest that online purchasing behavior is shaped by the interaction between informational cues, perceived product value, and economic incentives within digital marketplaces.

From a practical perspective, the results imply that e-commerce sellers should place primary emphasis on maintaining consistent product quality as a foundation for sustainable competitiveness. Positive online customer reviews and effective promotional strategies will be more impactful when supported by reliable product performance that meets consumer expectations. Sellers are encouraged to actively manage customer feedback, ensure transparency in product information, and design promotional programs that balance short-term sales stimulation



with long-term brand value. For e-commerce platforms such as Tokopedia, strengthening review credibility and seller accountability can further enhance consumer confidence. Future research may extend this study by incorporating additional variables such as brand image, consumer trust, or perceived value, as well as conducting comparative analyses across different product categories or e-commerce platforms to deepen understanding of online consumer purchasing behavior.

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