

The Influence of Product Quality, Online Reviews, and Discounts on Purchase Intention Shopee: A Case Study of Noribet

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ABSTRACT

The rapid growth of e-commerce in Indonesia has intensified competition among MSMEs, necessitating data-driven strategies to enhance online sales performance. Noribet, an Indonesian MSME specializing in seaweed-based products like crispy nori, faces challenges in optimizing its Shopee presence despite strong offline sales. This study aims to investigate the impact of product quality, online customer reviews, and price discounts on consumer purchase intention for Noribet on Shopee, providing actionable insights to improve its e-commerce marketing strategies. Employing a quantitative approach, this research targets Shopee users in Indonesia, with a sample of 342 respondents who have purchased or shown interest in seaweed-based products. Data were analyzed using Structural Equation Modeling (SEM) via SmartPLS, revealing that product quality, online reviews, and price discounts significantly influence purchase intention, with the regression model explaining 88.8% of the variance ($R^2 = 0.888$). The findings underscore the importance of these factors in driving digital sales and offer empirically supported recommendations for Noribet to prioritize quality, leverage positive reviews, and implement strategic discounts. This study contributes to the practical advancement of MSMEs by bridging academic research and real-world e-commerce applications, serving as a valuable reference for other SMEs seeking to optimize their Shopee marketing strategies.

Keywords: Online Customer Reviews, Price Discounts, Product Quality, Purchase Intention.

1. INTRODUCTION

The rapid increase in internet penetration and smartphone usage has significantly driven digital transformation in Indonesia. In 2024, internet penetration reached 79.5%, representing around 221.56 million users, with most accessing the internet via mobile devices (Haryanto, 2024). Smartphone usage is also projected to reach 194.26 million users, emphasizing their vital role in daily life—from work and education to entertainment and transactions (Andalas, 2024).

This transformation is evident in the growing ease of online transactions on platforms like Shopee, Tokopedia, and Amazon. With a smartphone and internet connection, consumers can browse products, compare prices, and shop anytime, anywhere. As one of the largest marketplace markets in Southeast Asia, Indonesia's expanding digital population continues to reshape traditional commerce and drive the growth of its digital economy (Kemendagri, 2024).

The number of marketplace users in Indonesia has grown significantly, rising from 38.72 million in 2020 to 73.06 million in 2025, with projections reaching 99.1 million by 2029 (Statista, 2025). This growth reflects the expanding role of digital marketplaces in connecting consumers to a wide range of products and services, underscoring the vast potential of

Indonesia's digital economy. Among these platforms, Shopee—launched in 2015—has emerged as the market leader. In 2023, it recorded 2.35 billion visits, making it the most visited marketplace in Indonesia. Shopee outpaced competitors such as Tokopedia (1.25 billion visits), Lazada (762.4 million), Blibli (337.4 million), and Bukalapak (168.2 million), highlighting its dominant position in the sector (Ahdiat, 2024).

Shopee dominates e-commerce by offering attractive features like flash sales, free shipping, cashback, and simplified digital payments. The platform actively supports sellers with aggressive marketing and large-scale promotional events, solidifying its market position (Tim Kontan, 2021). Shopee's success stems from its adaptability to local markets, technological innovation, and loyalty programs that boost user engagement and satisfaction (Amalia et al., 2024). Ultimately, Shopee not only expands consumer product access but also provides opportunities for MSMEs to effectively reach broader markets (Kemenkopukm, 2022).

However, while marketplaces are widely used, this does not automatically guarantee MSME sales success on platforms like Shopee. In a highly competitive environment, effective digital marketing strategies are essential to attract consumer interest. Key success factors include superior product quality that meets expectations, supported by positive reviews from customers (Sambo et al., 2022). These reviews serve as tangible evidence of product reliability and are crucial for building trust among potential buyers (Rachmiani et al., 2024).

Noribet is a Micro, Small, and Medium Enterprise (MSME) engaged in the production of seaweed-based snacks, established in 2013. Initially, Noribet marketed its products through Facebook, but in 2020, the company shifted to the Shopee marketplace to adapt to changing consumer behavior, which increasingly favors online shopping. Noribet offers a variety of seaweed-based products, including nori chips, nori sheets, and nori flakes, available in three flavors: original, spicy, and barbecue. Although the company has expanded its sales reach through digital platforms, Noribet's sales have not shown significant growth. This is due to the emergence of foreign competitors and a lack of consumer awareness about Noribet's products.

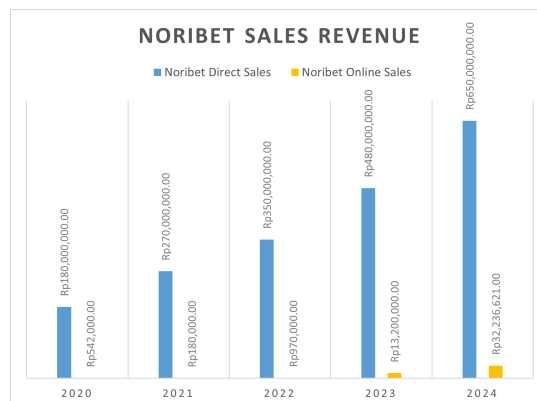


Figure 1. Noribet sales revenue

Source: Company data

Currently, Noribet is available in 700 Indomaret branches and 15 Lawson outlets across the Bandung area. In terms of direct in-store sales, Noribet has shown significant growth. In 2020, direct sales revenue reached IDR 180 million, which increased to IDR 650 million in 2024. In contrast, sales through the Shopee marketplace platform still lag far behind in comparison to direct sales. In 2020, online revenue was only IDR 542 thousand per year, which dropped to IDR 180 thousand in 2021. Starting in 2022, online sales began to increase, reaching IDR 970 thousand per year, and by 2025, Noribet's online revenue had grown to IDR 32 million. Although online sales show a positive growth trend, their contribution to total revenue remains very small compared to direct sales. This indicates the need for a more effective marketing strategy to maximize sales potential through the Shopee marketplace.

Given the competitive digital landscape, optimizing product management and digital marketing strategies is essential to increase consumer purchase intention on marketplace platforms. This involves consistently improving product quality to build customer satisfaction and trust. Product quality refers to a product's ability to meet customer expectations, both stated and implied (Rizki & Santosa, 2024), and has been shown to significantly influence purchasing decisions. Equally important are positive online reviews, which shape consumer perceptions, build trust, enhance brand reputation, and increase perceived value (Pocchiari & Proserpio, 2024). As key feedback tools in e-commerce, review can strongly impact purchase intention (Udayana & Indrya, 2025). Therefore, Noribet must not only focus on product quality but also actively manage and encourage positive online reviews to strengthen its digital marketing effectiveness.

Beyond reviews, strategic digital promotions are essential for increasing Noribet's product visibility and attracting potential customers on marketplace platforms. Price discounts are powerful triggers for purchase intention. Noribet, for instance, leverages the Shopee platform during events like PayDay Sales or other special occasions to offer these temporary price reductions (Mamiya et al., 2022). Research shows that price discounts have a significant 29% influence on purchase intention, indicating that more attractive discounts can substantially boost consumer purchases (Faritzal et al., 2023).

While previous studies have explored product quality, online reviews, and promotions separately, this study integrates all three factors to examine their combined influence on purchase intention within the MSME food sector on Shopee, using Noribet as a case study. Despite Noribet's strong offline presence, its online sales remain underdeveloped. To provide a stronger theoretical foundation, this research adopts the Theory of Planned Behavior (TPB), which posits that behavioral intention is influenced by three key elements: attitude toward the behavior (represented by product quality), subjective norms (captured through online customer reviews), and perceived behavioral control (reflected by price discounts). TPB is particularly suited for examining purchase behavior, as it emphasizes the psychological factors influencing consumer decisions.

Compared to models like TAM (Technology Acceptance Model), which focuses primarily on technology usage intentions, TPB offers a broader behavioral lens that aligns more closely

with the purchasing process on e-commerce platforms. By applying TPB, this study aims to offer insights into how optimizing these elements can collectively boost consumer interest and drive Noribet's digital sales growth. Based on this framework and previous research, the following hypotheses are proposed:

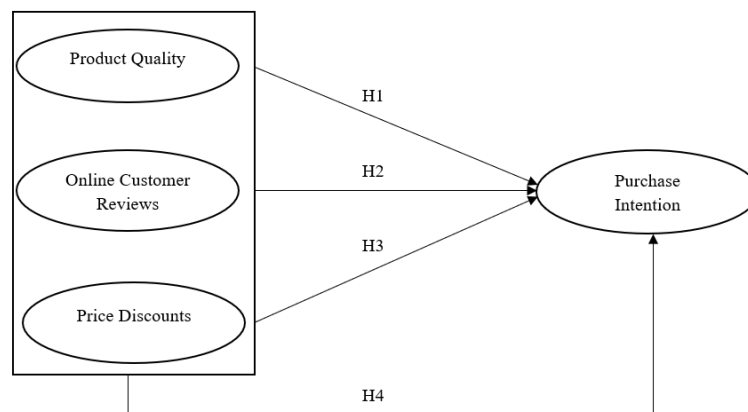


Figure 2. Research model

Source: Author's own creation/work

H₁: Product Quality has a significant effect on Purchase Intention.

H₂: Online Customer Review has a significant effect on Purchase Intention.

H₃: Price Discount has a significant effect on Purchase Intention.

H₄: Product Quality, Online Customer Review, Price Discount has a significant effect on Purchase Intention.

2. METHODS

In this research, the discussion is focused on the results of observations obtained through a survey conducted on several respondents using questionnaires and a Likert scale as the measurement instrument.

This study targets all Shopee users in Indonesia as its population. This choice is driven by the research objective: to comprehensively understand the preferences, behavior, and characteristics of consumers concerning Noribet products within the Shopee marketplace.

For this research, the sample includes all individuals who have either purchased or expressed interest in seaweed-based products. The researchers opted to use the Cochran formula for sample size determination due to the very large and indeterminate size of the

population. This approach is consistent with the Cochran formula (Sugiyono, 2019), which is as follows:

n: Number of samples required

$$n = \frac{Z^2 pq}{e^2}$$

Z: The level of confidence required in the sample, namely 95%
p: Probability of Correct 50%

q: 50% chance of being wrong

Moe: Margin of Error or maximum tolerable error rate. The confidence level used is 95% where the Z value is 1.96 and the maximum error rate is 10%. The number of sample sizes in this study is as follows:

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,10)^2}$$

$$n = 96,04 = 97 \text{ people}$$

Based on these calculations, the minimum number of samples that must be used in this study is 97 respondents.

This study employs a 4-point Likert scale to measure four key variables: product quality, online customer reviews, and price discounts as independent variables, and purchase intention as the dependent variable. The product quality variable in this study is assessed based on nine dimensions, which are adapted from the framework presented by (Kotler & Keller, 2021). The online customer reviews variable consists of five dimensions adapted from the study by (Agesti et al., 2021). Furthermore, the price discounts variable is measured using three dimensions based on the reference by (Noor, 2020). The purchase intention variable includes four dimensions adopted from Ferdinand (2014), as cited in (Purbohastuti & Hidayah, 2020). The detailed dimensions of each variable are presented in Table 1 below:

Table 1. The details of each variable

Variables	Dimensions	Symbol	Sources	Scale
Product Quality (X_1)	Core Functionality	PQ1	(Kotler et al., 2021)	4-Point Likert Scale
	Feature	PQ2		
	Performance Quality	PQ3		
	Conformance Quality	PQ4		
	Durability	PQ5		

Variables	Dimensions	Symbol	Sources	Scale
	Reliability	PQ6		
	Form	PQ7		
	Style	PQ8		
	Customization	PQ9		
Online Customer Reviews (X ₂)	Perceived Usefulness	OCR1	(Agesti et al., 2021)	4-Point Likert Scale
	Source Credibility	OCR2		
	Argument Quality	OCR3		
	Volume of Online Reviews	OCR4		
	Valence of Online Customer Review	OCR5		
Price Discounts (X ₃)	Discount Amount	PD1	(Noor, 2020)	4-Point Likert Scale
	Discount Duration	PD2		
	Discounted Product Type	PD3		
Purchase Intention (Y ₁)	Transactional Interest	PI1	Ferdinand (2014), as cited in (Purbohastuti & Hidayah, 2020)	4-Point Likert Scale
	Exploratory Interest	PI2		
	Preferential Interest	PI3		
	Referential Interest	PI4		

This study employs the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS), using SmartPLS software as the primary analysis tool. SEM allows for the simultaneous examination of complex relationships between independent variables and latent dependent variables. PLS is well-suited for predictive and exploratory research, capable of analyzing causal relationships between latent constructs and their indicators, and accommodating both reflective and formative measurement models. Data were collected through an online survey using Google Forms, with 342 respondents selected based on predefined criteria. The analysis includes evaluation of the measurement model (outer model) for convergent validity, R-square, Discriminant validity (HTMT criterion), and Path Coefficient (Direct Hypothesis).

3. RESULTS AND DISCUSSIONS

3.1 Respondent Summary

Table 2. Respondent summary

Item	Characteristics	Frequency	%
Gender	Male	126	36.84%
	Female	216	63.16%
Age	< 25	158	46.20%
	26 – 35	102	29.82%
	36 - 45	80	23.39%
	> 45	2	0.58%
Duration	Less than 1 year	0	0%
	1 – 3 years	115	33.63%
	More than 3 years	227	66.37%

Source: Author's own creation/work

Table 2 presents a summary of respondents based on gender, age, and duration of Shopee usage, indicating that most respondents (46.20%) are under the age of 25, predominantly female (63.16%), and most (66.37%) have been using Shopee for more than three years.

3.2 Structural Model

Evaluation of the measurement model (outer model) was conducted to assess the validity and reliability of all indicators related to each variable studied, namely product quality, online customer reviews, price discounts, and purchase interest. This assessment follows the criteria for evaluating the measurement model, including reliability and validity testing, discriminant validity using the HTMT criteria, and the coefficient of determination (R^2).

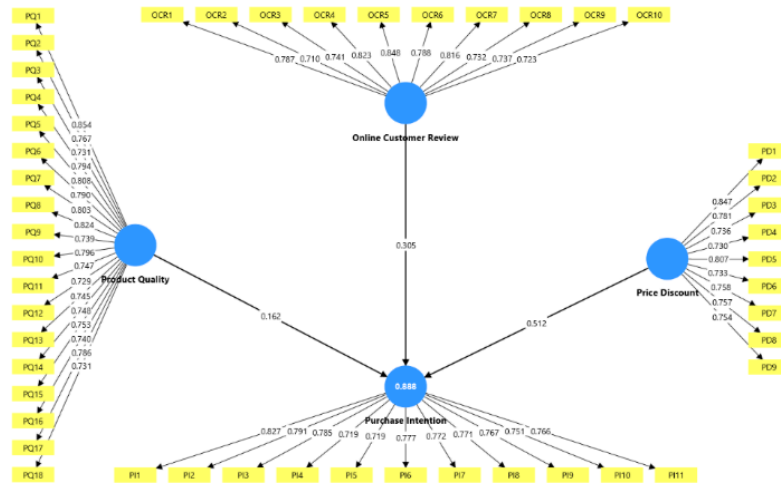


Figure 3. Outer Model Structural Equation Modelling

Source: Processed Data, 2025

Table 3. Result of Measurement Model Assessment (Reliability and Validity)

Construct	Items	Loading	Cronbach's Alpha	CR	AVE
Product Quality	PQ1	0.854	0.960	0.964	0.596
	PQ2	0.767			
	PQ3	0.731			
	PQ4	0.794			
	PQ5	0.808			
	PQ6	0.790			
	PQ7	0.803			
	PQ8	0.824			
	PQ9	0.739			
	PQ10	0.796			
	PQ11	0.747			
	PQ12	0.729			
	PQ13	0.745			

Construct	Items	Loading	Cronbach's Alpha	CR	AVE
	PQ14	0.748			
	PQ15	0.753			
	PQ16	0.740			
	PQ17	0.786			
	PQ18	0.731			
Online Customer Review	OCR1	0.787	0.924	0.936	0.596
	OCR2	0.710			
	OCR3	0.741			
	OCR4	0.823			
	OCR5	0.848			
	OCR6	0.788			
	OCR7	0.816			
	OCR8	0.732			
	OCR9	0.737			
	OCR10	0.723			
Price Discount	PD1	0.847	0.913	0.928	0.590
	PD2	0.781			
	PD3	0.736			
	PD4	0.730			
	PD5	0.807			
	PD6	0.733			
	PD7	0.758			
	PD8	0.757			

Construct	Items	Loading	Cronbach's Alpha	CR	AVE
	PD9	0.754			
Purchase Intention	PI1	0.827	0.930	0.941	0.590
	PI2	0.791			
	PI3	0.785			
	PI4	0.719			
	PI5	0.719			
	PI6	0.777			
	PI7	0.772			
	PI8	0.771			
	PI9	0.767			
	PI10	0.751			
	PI11	0.766			

Source: Processed Data, 2025

Based on Table 3, the Product Quality construct consists of 9 dimensions with a total of 18 items, Online Customer Reviews has 5 dimensions with 10 items, Price Discounts includes 3 dimensions with 9 items, and Purchase Intention comprises 4 dimensions with 11 items. All indicators in each dimension have outer loading values greater than 0.7, indicating a strong correlation between the indicators and their respective latent constructs (Hair et al., 2022). The Cronbach's Alpha values for all constructs are above 0.8, demonstrating high internal consistency (good reliability). Cronbach's alpha values above 0.70 generally indicate acceptable reliability, while values above 0.80 are considered good (Hair et al., 2022). In addition, Composite Reliability values exceed 0.7, indicating that the constructs have strong and stable reliability (Hair et al., 2022). The Average Variance Extracted (AVE) values are greater than 0.5, which means the constructs exhibit good convergent validity, where the latent constructs can explain a substantial portion of the variance in their indicators (Hair et al., 2022).

Table 4. Result of R-square

	R-square	R-square adjusted
Purchase Intention	0.888	0.887

Source: Processed Data, 2025

Table 4 indicates a high explanatory power of the independent variables on Purchase Intention. The R-square value of 0.888 suggests that 88.8% of the variance in Purchase Intention can be explained by the independent variables included in the model. Furthermore, the Adjusted R-square of 0.887 confirms this strong explanatory capability, accounting for the number of predictors. This implies that the model is robust and effectively predicts consumer purchase intentions.

Table 5. Discriminant validity (HTMT criterion)

	Online Customer Review	Price Discount	Product Quality	Purchase Intention
Online Customer Review				
Price Discount	0.871			
Product Quality	0.857	0.814		
Purchase Intention	0.850	0.791	0.827	

Source: Processed Data, 2025

Table 5 presents the results for discriminant validity using the Heterotrait-Monotrait Ratio of Correlations (HTMT) criterion. For discriminant validity to be established, the HTMT values between constructs should ideally be below 0.90 (Henseler et al., 2015). As observed from the table, all HTMT values (ranging from 0.791 to 0.871) are below this threshold. This indicates that each construct in the model is distinct and not highly correlated with other constructs, confirming adequate discriminant validity.

Table 6. Path Coefficient (Direct Hypotesis)

	Original Sample (O)	Sample Mean (M)	Standar Deviation (STDEV)	T Statistics	P Values	Conclusion
Online Customer Review ->	0.305	0.307	0.056	5.430	0.000	Accepted

Purchase Intention						
Price Discounts -> Purchase Intention	0.512	0.509	0.057	9.017	0.000	Accepted
Product Quality -> Purchase Intention	0.162	0.162	0.052	2.840	0.005	Accepted

Based on the table above, it can be concluded that H1, which examines the relationship between product quality and purchase intention, shows a significant influence. This finding aligns with previous research (Parabi et al., 2024), which confirms that product quality has a significant effect on purchase intention. Similarly, a study by (Umam & Fikriah, 2024) found that a higher perception of product quality increases consumers' intention to purchase, which in turn positively impacts their final purchase decisions.

H2 also shows a positive relationship between online customer reviews and purchase intention. This is in line with findings from (Ananda et al., 2023), who emphasized the role of online reviews in shaping buyer interest, especially on Shopee. (Lestari & Maharani, 2023) also noted that positive reviews can trigger word-of-mouth, strengthening the effect of online feedback.

H3 reveals that price discounts have a significant influence on purchase intention, confirming research by (Dangi et al., 2021), which found that discounts can increase the chance of consumers making a purchase.

Lastly, H4 indicates that when product quality, online reviews, and price discounts are combined, they have a strong influence on purchase intention. This indicates that these three factors, when considered collectively, play a crucial role in shaping consumers' intention to purchase, reinforcing the importance of providing high product quality, encouraging positive online feedback, and offering attractive pricing strategies to enhance customer engagement and conversion.

4. CONCLUSION

This study confirms that product quality, online customer reviews, and price discounts significantly influence consumers' purchase intention toward the Noribet product on Shopee. Among these variables, price discounts exert the strongest impact, highlighting their critical role in boosting consumer interest and driving purchase decisions for Noribet products.

Despite these important findings, the study has certain limitations. It focuses solely on a single brand (Noribet), targets only respondents in Indonesia, and is restricted to the Shopee e-commerce platform, which may limit the generalizability of the results to broader contexts. Additionally, this study does not examine other potential factors that may influence purchase intention.

Future research is encouraged to broaden its scope by including multiple SME brands, engaging diverse regional populations, and exploring other relevant variables—such as the role of digital marketing strategies, brand trust, or consumer engagement—to provide a more comprehensive understanding of consumer behavior in the e-commerce landscape.

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