



# From Scroll to Checkout: A Study of the Effect of Reviews, Price Discounts, and Shopping Experience on Digital Consumer Buying Behavior

Sukma Irdiana<sup>1\*</sup>, Tri Palupi Robustin<sup>2</sup>, Nur Latifa Isnaini Putri<sup>3</sup>

<sup>1,2,3</sup> Economics and Business, Institut Teknologi dan Bisnis Widya Gama Lumajang, Indonesia

Corresponding Author: sukmapasah@gmail.com

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## Abstract

The growth of the internet in Indonesia has had a significant impact on various disciplines, particularly in the economic sector. Consumer habits have shifted from offline purchases to online purchases, or e-commerce, which is the practice of buying and selling goods via the internet. Before making an online purchase, consumers seek information through various means because online transactions increase the level of risk and uncertainty. The research method used was quantitative, with a sample of 100 respondents selected using a purposive sampling technique with the specified criteria: adolescents, both male and female, using the Shopee marketplace, and domiciled in Surabaya. Data were obtained through questionnaires and analyzed using multiple linear regression analysis with the help of the SPSS program. The results of the hypothesis test indicate that online customer reviews and price discounts have a positive and significant effect on purchasing decisions. Meanwhile, shopping experience indicates that these two factors play a significant role in influencing consumer purchasing decisions among adolescents in Purbalingga. Thus, these two factors can be the main factors in marketing strategies to attract consumers on e-commerce platforms.

**Keywords:** Online Customer Reviews, Price Discounts, Shopping Experience, Purchase Decisions

## 1. Introduction

The development of digital technology has driven a significant transformation in consumer behavior, particularly in purchasing activities. The shift from traditional to online shopping patterns offers various conveniences, such as unlimited access to time and location, a wider selection of products, and faster transaction processes. This phenomenon is further amplified by the increasing use of e-commerce and social media as primary platforms for marketing and purchasing activities. According to We Are Social (2023), more than 76% of internet users in Indonesia have made an online purchase at least once a month.

However, online purchasing decisions don't solely depend on product availability or ease of access. Consumers also consider a number of other factors that influence their confidence in a product or seller. One important factor is online customer reviews, which are reviews or testimonials from previous buyers that serve as a secondary source of information. Positive reviews can enhance consumer perceptions of quality and trust, while negative reviews can raise doubts and hinder the decision-making process. Research by Erkan and Evans (2016) shows that electronic word-of-mouth (eWOM), including online reviews, has a significant influence on consumer purchasing decisions in e-commerce. Similar findings were also revealed by Putri and Hidayat (2021), who stated that customer reviews have a positive influence on trust and online purchasing intention.

Another factor influencing purchasing decisions is Price & Discounts. Affordable prices and strategically offered discounts can be powerful incentives to encourage both impulsive and planned purchases. Consumers often compare prices across platforms before making a final decision, making pricing strategy a crucial element in creating a competitive advantage. According to Kotler and Keller (2016), price perception is one of the most sensitive elements influencing purchasing decisions. Research by Ariyanti and Oktaviani (2020) demonstrates that price and promotions significantly influence online purchasing decisions, particularly among millennial consumers.

Furthermore, the shopping experience is also an important aspect. Ease of navigating the site/app, speed of service, clarity of product information, and convenience of the payment system

contribute to consumer perceptions of service quality. The more positive the experience, the more likely consumers are to continue with the purchase. Research by Bilgihan (2016) states that digital user experience has a strong correlation with customer satisfaction and loyalty in the context of online shopping. This is reinforced by the results of a study by Sulistyo and Puspaningtyas (2022), which found that shopping experience significantly influences consumer purchasing decisions on local e-commerce platforms.

Considering the crucial role of these three variables, it is important to empirically examine how online customer reviews, price & discounts, and shopping experience influence consumer purchasing decisions in the context of online shopping. The findings of this study are expected to provide theoretical contributions to the development of digital marketing literature and provide strategic input for e-commerce businesses in increasing consumer purchase conversions.

## **2. Methods**

This research is an associative quantitative study, aimed at determining the relationship and influence between independent and dependent variables. The population comprised consumers who had previously purchased products online through e-commerce platforms (such as Tokopedia, Shopee, or Lazada). The sampling technique used was purposive sampling, with the following criteria:

- a. Have shopped online in the last 6 months,
- b. Are 28-43 years old (millennials),
- c. Have read reviews before purchasing.

The sample size used the Hair et al. (2020) technique, at least 5-10 times the number of indicators, so the sample size in this study was 100 respondents. Data were collected using an online questionnaire (Google Form) with a Likert scale of 1–5 to measure respondents' perceptions of each variable. Data analysis techniques in this study included: instrument validity and reliability testing, multiple linear regression analysis, partial (t-test) and simultaneous (F-test) tests, coefficient of determination ( $R^2$ ), and data processing using SPSS 21.

## **3. Results and Discussion**

### **Result**

#### **Respondent Characteristics**

The number of respondents was 100 people and it was found that based on gender, there were 38 male respondents, more than the female respondents, which were 58 people. This shows that in this study, the majority of respondents were female.

The number of respondents was 100 people who filled out the questionnaire with 79 people aged 28-30, 29 people aged 31-40 and 13 people aged 41-43.

The jobs are as follows: with 51 people as employees, 37 as self-employed, and 12 as civil servants.

#### **Descriptive Statistics**

Based on the descriptive statistics table above, the following can be explained:

- a. The Online Customer Reviews variable (X1) has an average value of 26.35 with a standard deviation of 2.904.
- b. The Price & Discounts variable (X2) has an average value of 23.46 with a standard deviation of 2.027.
- c. The Shopping Experience variable (Z) has an average value of 25.77 with a standard deviation of 3.234.
- d. The Purchase Decision variable (Y) has an average value of 23.57 with a standard deviation of 1.855.

#### **Classical Assumption Test**

This test is used to see the normality of the data used in the study. Data is said to be normal if the data points are spread along a diagonal line (Santoso, 2018). The normality test tested based on the p-plot diagram can be declared normal because the data is spread along a diagonal line.

The multicollinearity test aims to see whether the data used does not contain multicollinearity problems or excessive correlation. This can be seen from the VIF and Tolerance values. If the VIF value is <10 and tolerance >0.1, it is said that there are no symptoms of multicollinearity in the data (Sujianto, 2018). Based on the test carried out, it can be concluded that there are no symptoms of multicollinearity in the data. Because the VIF and tolerance values of each variable are within the requirements for the multicollinearity test.

The heteroscedasticity test is used to determine whether the data used exhibits any variance differences in each observed residual. A good test should not exhibit any heteroscedasticity symptoms. Testing for heteroscedasticity symptoms can be performed using a scatter plot test, which examines the distribution of the data. If the data is spread between 0 and does not form any pattern, then there is no problem with the data (Perdana, 2016). Based on the scatter plot image above, it can be concluded that the data is suitable for use because it is randomly distributed without forming any pattern.

### Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine the magnitude and direction of the influence of the independent variable on the dependent variable (Ghozali, 2018).

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Information
	B	Std. Error	Beta			
(Constant)	1.285	1.234		1.041	0.300	
OCR	0.448	0.110	0.428	4.064	0.000	Significant
PD	0.291	0.115	0.288	2.541	0.013	Significant
SE	0.173	0.091	0.179	1.908	0.059	Not Significant
Uji F			73.676		0.000	Significant
R Square						0.697

**Table 1.** Multiple Linear Regression

Source: Data processing 2025

Based on the data above, the following regression model can be created:

$$Y = 1.285 + 0,448OCR + 0,291PD + 0,173SE$$

### t-Test (Partial)

This test is used to determine the influence of each variable used. Therefore, this test is assessed individually or partially. To see the influence of each variable, the significance level must be less than the alpha value (sig < 0.05) or the calculated t value > the table t value (Sujarweni, 2014).

Based on table 1 of the multiple linear regression above, the t-test value can be seen in the t column, which will be explained as follows:

- Partially, online customer reviews have a positive and significant effect on online purchasing decisions. This is evidenced by a t-value of 4.064, positive with a significance level of 0.000 < 0.05.
- Partially, price discounts have a positive and significant effect on online purchasing decisions. This is evidenced by a t-value of 2.541, positive with a significance level of 0.013 < 0.05.

Partially, shopping experience has a positive but insignificant effect on online purchasing decisions. This is evidenced by a t-value of 1.908, positive with a significance level of 0.059 > 0.05.

## Discussion

### The Influence of Online Customer Reviews on Purchasing Decisions

Based on the results of the analysis that has been carried out, the first hypothesis (H1) is, "it is suspected that there is an influence between online customer reviews and online purchasing decisions", so it can be interpreted that online customer reviews have an influence on purchasing decisions.

Digital transformation has transformed consumer purchasing behavior, particularly in the context of online shopping. One increasingly important factor influencing these decisions is Online Customer Reviews (OCR). OCR is a form of communication between consumers that includes reviews, experiences, and ratings of products or services they have used, and is publicly accessible through various digital platforms.

According to Park and Lee (2008), OCR significantly influences consumer perceptions because it is considered more honest and objective than manufacturer-sourced information. OCR facilitates

consumers in gaining relevant insights before making purchasing decisions. In this context, customer reviews serve as an external source of information capable of influencing the purchasing decision-making process (Zhu & Zhang, 2010).

The purchase decision is a crucial stage in the consumer behavior process. According to Kotler and Keller (2016), the purchase decision consists of five stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. OCR plays a crucial role in the information search and alternative evaluation stages. Information from reviews can strengthen or even change consumers' initial perceptions of a product.

A previous study by Chevalier and Mayzlin (2006) showed that positive reviews can significantly increase product sales. Meanwhile, research by Mudambi and Schuff (2010) found that not only the content of a review is important, but also the depth and style of information delivery significantly influence consumer trust. Consumers tend to trust reviews that are in-depth, argumentative, and appear objective over reviews that are too brief or appear emotional.

In Indonesia, Setiawan and Suryani (2017) concluded in their research that OCR significantly influences consumer purchasing decisions on e-commerce platforms. Indonesian consumers demonstrate a high reliance on product reviews before making a purchase, particularly in the technology, cosmetics, and food product categories.

OCR is also closely related to the concept of electronic word of mouth (e-WOM), which refers to the electronic dissemination of information from one consumer to another (Hennig-Thurau et al., 2004). e-WOM, in the form of OCR, can accelerate the dissemination of information and increase product credibility because it comes from fellow users.

### **The Influence of Price Discounts on Purchasing Decisions**

Based on the results of the analysis that has been carried out, the first hypothesis (H2) is, "it is suspected that there is an influence between price discounts on online purchasing decisions", so it can be interpreted that price discounts have an influence on purchasing decisions.

In an era of increasingly competitive business climate, marketing strategies have become a crucial tool in attracting consumer attention and purchasing interest. One commonly used strategy is the price discount. A price discount is a form of price promotion offered by a seller by reducing the normal price of a product or service for a specific period. This strategy aims to encourage consumers to make purchases within a relatively short time and increase sales volume.

According to Kotler and Armstrong (2018), price discounts fall into the category of short-term sales promotions designed to stimulate consumer response to a product. Price discounts often create the perception of "added value" for consumers, thereby speeding up the purchasing decision-making process.

Consumer purchasing decisions are a process in which individuals identify needs, seek information, evaluate alternatives, make purchasing decisions, and evaluate post-purchase outcomes (Kotler & Keller, 2016). In this context, price discounts are particularly influential at the alternative evaluation and purchasing decision stages, where consumers assess price as an indicator of a product's value and quality.

Previous research has shown a significant relationship between price discounts and purchasing decisions. Rao and Monroe (1988) stated that price discounts influence consumers' perceptions of product value, which ultimately influences purchase intentions and decisions. When consumers perceive a discounted price, they tend to perceive a greater benefit compared to the regular price, especially if it is accompanied by a time limit or limited stock, creating a sense of urgency (the scarcity effect).

Furthermore, a study by Darke and Dahl (2003) showed that consumers are not only interested in the size of the discount, but also how it is presented. For example, clearly communicated discounts (e.g., "50% off + an additional 20% off") tend to be more effective than ambiguous discounts. Clarity of discount information plays a crucial role in building positive brand perceptions.

In Indonesia, research by Pratiwi and Wulandari (2020) showed that price discounts significantly influence consumer purchasing decisions, particularly for fashion products frequently offered at discounts on e-commerce platforms. Flash sales, Harbolnas (National Online Shopping Day), and other discount campaigns have been shown to increase purchase intentions quickly.

However, the effectiveness of price discounts is also influenced by consumer characteristics. Price-sensitive consumers are more responsive to discounts than consumers who prioritize brand or product quality. Therefore, it is important for marketers to understand market segments and tailor discount strategies to target consumer behavior.

### **The Influence of Shopping Experience on Purchasing Decisions**

Based on the results of the analysis that has been carried out, the first hypothesis (H3) is, "it is suspected that there is an influence between price discounts on online purchasing decisions", so it can be interpreted that price discounts have an influence on purchasing decisions.

Consumer behavior during the purchasing process is no longer solely influenced by product price and quality, but also by the shopping experience experienced during interactions with stores, both physically and digitally. The shopping experience is a crucial aspect in creating added emotional and psychological value for consumers, which can ultimately influence purchasing decisions.

According to Pine and Gilmore (1999), shopping experience is a series of consumer interactions with elements that shape their perception of a brand or store, which includes physical aspects (store environment), social (interactions with staff), and emotional (feelings of pleasure, comfort, or satisfaction while shopping). In the modern context, shopping experience also includes user experience on e-commerce platforms, such as ease of navigation, speed of service, product visualization, and other interactive features.

Consumer purchasing decisions are the result of a series of complex cognitive and affective processes. According to Kotler and Keller (2016), purchasing decisions involve five stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Shopping experience plays a crucial role in almost all of these stages, particularly in the alternative evaluation and purchase decision stages, where consumers compare not only products but also the experience provided by the seller.

A study by Verhoef et al. (2009) showed that a pleasant and integrated shopping experience significantly influences customer loyalty and the likelihood of repeat purchases. In a brick-and-mortar retail context, elements such as interior design, lighting, aroma, music, and staff friendliness play a crucial role in creating a positive in-store experience. Meanwhile, in online shopping, aspects such as website design, loading speed, transaction security, and product personalization also contribute to creating a satisfying online shopping experience (Rose et al., 2012).

In Indonesia, a study by Pertiwi and Nugroho (2020) showed that shopping experience significantly influences consumer purchasing decisions in modern retail stores, particularly among the millennial consumer segment. Consumers tend to choose stores or platforms that not only offer quality products but also provide comfort, convenience, and entertainment during the shopping process.

Furthermore, a positive shopping experience can also create emotional attachment and brand engagement, which in turn increases brand value and future purchase intentions. In this context, the shopping experience serves not only as a purchase trigger but also as a long-term customer differentiation and retention strategy.

## **4. Conclusion**

Based on the research results above, the following conclusions can be drawn: Online customer reviews influence purchasing decisions. Online customer reviews play a significant role in influencing consumer purchasing decisions. Consumers tend to consider online reviews as part of their evaluative process before making a transaction, so businesses must actively manage and respond to customer reviews. This strategy not only increases consumer trust but can also contribute to loyalty and increased sales.

Price discounts influence purchasing decisions. Price discounts have a strong influence on consumer purchasing decisions, both in increasing purchase intent, accelerating the decision-making process, and shaping product value perceptions. This strategy is even more effective when combined with compelling marketing communications, a clear timeframe, and tailored to the characteristics of target consumers.

Shopping experience does not influence purchasing decisions. Shopping experience plays a crucial role in influencing consumer purchasing decisions. Strategically designed experiences, both in physical stores and on digital platforms, can shape positive perceptions, increase convenience, and encourage purchasing decisions. Therefore, businesses need to focus on creating a shopping experience that is enjoyable, integrated, and relevant to consumers' needs.

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