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Online Customers Reviews, Viral Marketing, and Consumers' Purchase Intention: Evidence from Shopee Users in Banda Aceh, Indonesia

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Abstract

This study aims to analyze the influence of online customers review and viral marketing on consumer's purchase intention on Shopee as a digital marketplace platform. A model of quantitative research approach was employed by using a non-probability sampling technique with purposive sampling employed as the sampling technique. The study involved 97 respondents who were users of digital marketplace Shopee in Banda Aceh, Indonesia. Data were collected through distribution of questionnaires to consumers who had experience in using Shopee. The research instruments were tested for validity and reliability to ensure data quality. Data analysis was conducted using multiple linier regression, the coefficient of determination (R2), t-test, and F-test. Statistical analysis was performed using SPSS for Windows. The findings reveal that, partially, both online customer reviews and viral marketing have a positive and significant effect on consumers' purchase intention toward Shopee in Banda Aceh. Furthermore, the simultaneous test indicates that online customer reviews and viral marketing together have a positive and significant influence on consumers' purchase intention toward Shopee in Banda Aceh. Among the two independent variables, viral marketing demonstrates a dominant effect on consumers' purchase intention. These results suggest that positive customer-generated reviews and effective viral marketing strategies can enhance consumer interest in purchasing products throughs e-commerce platforms like Shopee in Banda Aceh. Therefore, businesses and online sellers should focus on encouraging favorable customer reviews and implementing engaging viral marketing campaigns to strengthen consumers' purchase intention and improve their competitive advantage in the digital marketplace.

Keywords: Online Customer Review; Viral Marketing; Purchase Intention; E-Commerce.

1. INTRODUCTION

The rapid development of technology and internet has transformed consumer shopping behavior from conventional purchasing methods to online shopping, which is more practical, efficient, and accessible anytime and anywhere. This transformation has accelerated the growth of e-commerce in Indonesia, supported by the increasing of internet penetration and digital transactions. Indonesia is among the countries with a high level of online shopping activity, and the e-commerce sector is projected to become a major drive of the country's digital economy. Amid this rapid growth, various marketplace compete to attract cobsumers, with Shopee emerging as the leading platforms in terms of website traffic due to its attractive features and services, such as free shipping, cash on delivery, vouchers, cashback program, and ShopeePay.

The increasing competition among the marketplace highlights the importance of undestanding the factors that influence consumers' purchase intention. A preliminary survey conducted among Shopee users in Banda Aceh revealed that online customer reviews and viral marketing are the two primary factors

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motivating consumers to shop on the platform. Online customer reviews serve as an important source of information and reference for potential buyers, as they provide insights into the experiences of previous customers regarding products and services.

In addition, viral marketing through social media and Shopee's digital promotional campaigns has significantly enhanced the platform's visibility and popularity. The ability of viral marketing to disseminate information rapidly, reach a broad audience, and generate substansial influence at relatively low cost makes it an effective strategy for stimulating consumers' purchase intention. Therefore, this study aims to examine the influence of online customer reviews and viral marketing on consumers' purchasing intention toward shopping through Shopee in Banda Aceh City.

2. LITERATURE REVIEW AND RESEARCH FRAMEWORK

2.1 Theoretical Background

According to Kotler and Keller (2012), purchase intention can be defined as a consumer's response when exposed to a product and stimulated to amke a purchase. This response increases the desire to buy and own the product. Consumers often develop an automatic intention to purchase when they are attracted to or positively respond to a seller's offer. Essentially, purchase intention is the result of a consumer's evaluation of a particular brand or product.

Online customer reviews can serve as a powerful tool for pomotion and marketing communication. This medium has been widely utilized by marketers because it provides an affordable and effective channel for reacing consumers. Marketers are known to leverage networks of consumer influence to encourage potential buyers to make purchasing decisions. According to Lee and Shin (2014), reviews are a component of electronic Word of Mouth (e-WOM), representing direct opinions expressed by individuals rather than messages delivered through advertising. They further argue that direct opinions from other consumers are among the factors that influence an individual's purchase decision. A review reflects the popularity and perceived value of a product, which can influence consumers' purchase intention.

According to Hamdani (2018), viral marketing is a marketing strategy that utilizes networks to promote products through a chain-like dissemination process. This concept is analogous to the nature of a virus, which can spread rapidly and easily from one person to another. Furthermore, Hasan (2010) as cited in Luqman (2021), defines viral marketing as a marketing method that involves the dissemination of word-of-mouth messages thorugh the internet. This approach focuses on creating engaging and compelling content that motivates consumers to share information with their friends and social networks. Based on the definions, it can be concluded that viral marketing is a marketing technique that utilizes the internet to achieve specific marketing objectives and disseminates messages through a self-replicating, chain-like process. The advantages of viral marketing include preferential exposure, lower costs, broader reach, greater effectiveness, and opportunities for continuous promotion, enabling consumers to recognize products or brands more easily and rapidly (Luqman, 2021).

2.2 Literature Review

Previous studies have consistently demonstrated the importance of online customer reviews and viral marketing in influencing consumers' purchase intentions in digital marketplaces. Damayanti (2019) found that online customer reviews and ratings, along with e-service quality and price, positively influenced purchase intention among Shopee users. Similarly, Harli et al. (2021) reported that online consumer reviews and ratings had a positive and significant effect on consumers' intention to purchase health products on Shopee during the COVID-19 pandemic, with ratings exerting a stronger influence than reviews. These findings suggest that user-generated information serves as an important source of trust and product evaluation, thereby increasing consumers' willingness to make purchases.

Research examining viral marketing has also produced largely consistent findings. Sabillah et al. (2022) revealed that both viral marketing and online customer reviews significantly affected consumers' purchase intention, explaining 71.2% of the variance in purchase intention among Mie Gacoan consumers on TikTok. Likewise, Ika and Ardan (2023) found that viral marketing positively influenced purchase intention among Shopee users in Sidoarjo. Furthermore, Andriyanti and Farida (2022) demonstrated that viral marketing through the Shopee Affiliate program significantly enhanced purchase intention among Generation Z TikTok users. Collectively, these studies indicate that viral marketing effectively increases product awareness and consumer engagement, which subsequently stimulates purchase intention.

Although prior studies generally agree on the positive effects of online customer reviews and viral marketing, several limitations remain. First, most studies have been conducted in specific contexts, such as university students, Generation Z users, TikTok followers, health-product consumers, or residents of regions such as Sidoarjo and Jabodetabek. Second, many studies have examined either online customer reviews or viral marketing alongside other variables such as price, product quality, ratings, e-service quality, or word of mouth. Limited research has specifically investigated the combined influence of online customer reviews and

viral marketing on Shopee consumers in Banda Aceh. Third, differences in research settings, consumer characteristics, and geographical locations may lead to variations in consumer behavior and purchase intention. Therefore, a research gap exists regarding the simultaneous effect of online customer reviews and viral marketing on purchase intention among Shopee users in Banda Aceh. This study seeks to address this gap by providing empirical evidence from a different demographic and geographical context, thereby extending the understanding of consumer purchase intention in Indonesia's e-commerce sector.

Based on the literature review, the proposed research framework posits that online customer reviews and viral marketing function as independent variables that positively influence consumers' purchase intention toward shopping on Shopee. The framework assumes that credible consumer reviews and effective viral marketing activities enhance consumer confidence, product awareness, and interest, ultimately leading to stronger purchase intentions.

2.3 Hypotheses, Research Questions, or Propositions

Based on the literature review, theoretical framework, and findings from previous studies, the following hypotheses are proposed:

H1: Online customer reviews have a significant positive effect on consumers' purchase intention toward Shopee as online shopping platform in Banda Aceh.

H2: Viral marketing has a significant positive effect on consumers' purchase intention toward Shopee as online shopping platform in Banda Aceh.

H3: Online customer reviews and viral marketing simultaneously have a significant positive effect on consumers' purchase intention toward Shopee as online shopping platform in Banda Aceh.

3. METHODS

3.1 Research Design

This study employed a quantitative research approach, which is based on the positivist paradigm and emphasizes the use of objective and measurable data. The data used in this study consisted of numerical data that were analyzed using statistical techniques as analytical tools to determine the relationships among the variables under investigation and to test the proposed research hypotheses.

3.2 Research Context and Setting

This study investigates the effects of online customer reviews and viral marketing on consumers' purchase intention toward products offered through Shopee as online shopping platform in Banda Aceh, Indonesia.

3.3 Population, Sample, and Data Sources

The population of this study consisted of consumers in Banda Aceh who had previously used Shopee as online shopping platform. However, the exact population size was unknown. Given that the population size was unknown, a purposive sampling technique was adopted in this study to identify and select respondents who met the predetermined research criteria. This technique enabled the researcher to select respondents who met the spesific criteria relevant to the research objectives. The sample size was determined using Cochran's formula for an unknown population, resulting in a minimum sample of 97 respondents after rounding up the calculated value in accordance with Sugiyono (2019). The respondents were required to meet two cirteria:

(1) they had prviously made purchases through Shopee platform, and

(2) they were residents of Banda Aceh City, Indonesia.

3.4 Data Collection Procedures

This study utilized both primary and secondary data sources to support the research objectives. Primary data were collected directly from the original source by the researcher to support the objectives of this study through a questionnaire. In addition to primary data, secondary data were obtained from various sources, such as academic books, scientific journals, and relevant online resources, to provide supporting information and strengthen the analysis related to the research topic. The research was carried out over a five-month period, from June 2023 to October 2023.

3.5 Measurement of Variables or Data Instruments

This study employed three variables: purchase intention as the dependent variable, and online

customer review and viral marketing as the independent variables. All variables were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Purchase Intention (Y) was defined as the emergence of psychological stimulation and thoughts regarding a desired product or service (Schiffman S Kanuk, 2007). This variable was measured using five indicators: (1) interest in seeking information about the product, (2) desire to learn more about the product, (3) interest in trying the product, (4) consideration of purchasing the product, and (5) desire to own the product.

Online Customer Review (X1) was defined as the experiences and evaluations shared by consumers regarding products or services they have previously purchased (Lackermair S Kanmaz, 2013). This variable was measured through four indicators: (1) awareness, (2) frequency, (3) comparison, and (4) influence.

Viral Marketing (X2) was defined as a marketing strategy that relies on the rapid and natural dissemination of information about products or services from one individual to another (Wiludjeng SP S Nurlela, 2013). This variable was measured using three indicators: (1) product knowledge, (2) clarity of product information, and (3) discussion or sharing of product-related information.

3.6 Data Analysis Technique

To examine the effects of the independent variables on the dependent variable, multiple linear regression analysis was employed in accordance with the research objectives and hypotheses. The multiple linear regression model used in this study is expressed as follows: [Y = a + b1X1 + b2X2 + e],

where: (Y) = Purchase Intention; (a) = Constant (intercept); (b1, b2) = Regression coefficients of the independent variables; (X1) = Online Customer Review; (X2) = Viral Marketing; (e) = Error term. Hypothesis testing was performed using the t-test and F-test. The data were processed, analyzied, and statistically visualized using Statistical Package for the Social Science (SPSS).

3.7 Validity, Reliability, and Trustworthiness

Validity testing was conducted to determine whether the research instrument accurately measured the intended constructs in accordance with the study objectives. Construct validity was assessed by examining the correlation between individual item scores and the total score using correlation analysis. An item was considered valid when its calculated correlation coefficient exceeded the critical value of the product-moment correlation coefficient (Sugiyono (2019).

Reliability testing was performed to evaluate the consistency and stability of the questionnaire results. Reliability was assessed using Cronbach's Alpha coefficient for each variable. Following the criteria proposed by Ghozali (2016), a Cronbach's Alpha value of 0.60 or higher indicates acceptable reliability. Furthermore, based on Sekaran (2016), reliability coefficients ranging from 0.80 to 1.00 indicate good reliability, coefficients between 0.60 and 0.799 indicate acceptable reliability, and coefficients below 0.60 indicate poor reliability.

The validity of the research instrument was assessed using the Pearson product-moment correlation coefficient. An item was considered valid when its correlation coefficient exceeded the critical value of (r

= 0.202) (N = 97). The results indicated that all questionnaire items met this criterion, with correlation coefficients ranging from 0.637 to 0.778 for the Purchase Intention variable, 0.805 to 0.891 for Online Customer Review, and 0.926 to 0.932 for Viral Marketing. These findings demonstrate that all measurement items were valid and suitable for further analysis.

The reliability of the measurement instrument was evaluated using Cronbach's Alpha, with a minimum acceptable threshold of 0.60. All variables exceeded this threshold, indicating satisfactory internal consistency. The consumers' purchase intention variable achieved a Cronbach's Alpha value of 0.754, while online customer review and viral marketing recorded values of 0.861 and 0.919, respectively. These results confirm that all constructs were reliable and could be used as valid measurement instruments in the study.

Overall, the validity and reliability tests demonstrate that the questionnaire possessed adequate psychometric properties, indicating that the instrument was both valid and reliable for measuring purchase intention, online customer reviews, and viral marketing among Shopee consumers in Banda Aceh.

3.8 Ethical Considerations

This study was conducted in accordance with established ethical principles for social science research. Prior to data collection, all participants were informed about the purpose of the study, the voluntary nature of their participation, and their right to withdraw from the study at any time without any consequences. Informed consent was obtained from all respondents before they completed the questionnaire. To ensure confidentiality and privacy, no personally identifiable information was collected, and all responses were analyzed and reported in aggregate form. The data were used solely for academic and research purposes and were stored securely to prevent unauthorized access. As the study involved a voluntary questionnaire survey with minimal risk to participants and did not collect sensitive personal information, formal ethical approval

was not required under the institutional guidelines applicable to the researchers. Nevertheless, the research was conducted with due regard for participant rights, privacy, and data protection.

4. RESULTS

A total of 97 respondents participated in this study. The majority of respondents were female (66.0%), while male respondents accounted for 34.0% of the sample. In terms of age, most respondents were between 21 and 25 years old (58.8%), followed by those aged 26–30 years (22.7%). Regarding occupation, students constituted the largest group of respondents (45.4%), followed by private-sector employees (22.7%) and entrepreneurs (16.5%). In terms of monthly income, the largest proportion of respondents (32.0%) reported earning between IDR 2,500,000 and IDR 4,000,000 per month. Furthermore, the majority of respondents (75.3%) had made their most recent purchase on Shopee within the past one to three months. These findings indicate that the sample was predominantly composed of young female consumers, particularly students, who actively engaged in online shopping through the Shopee platform.

Descriptive statistical analysis was conducted to provide an overview of respondents' perceptions regarding the study variables, which is consumers' purchase intention, online customer review, and viral marketing. The results indicate that respondents generally expressed favorable perceptions toward all variables, as reflected by mean scores above 4.00 on a five-point Likert scale. The consumers' purchase intention variable recorded an overall mean score of 4.27, suggesting that respondents generally agreed with statements related to their intention to purchase through Shopee. Among the indicators, interest in seeking information about Shopee obtained the highest mean score (4.47), while intention to shop on Shopee recorded the lowest mean score (4.07), although it remained within the "agree" category. The online customer review variable achieved the highest overall mean score among all variables (M = 4.37), indicating that respondents highly valued customer reviews as a source of information when shopping on Shopee.

The highest-rated indicator was awareness of the review feature on Shopee (M = 4.48), followed by reading reviews as an information source (M = 4.43). Meanwhile, the viral marketing variable obtained an overall mean score of 4.18, demonstrating that respondents generally agreed that online advertisements and recommendations from others influenced their awareness and purchasing behavior on Shopee. The highest mean score within this variable was related to the clarity of information obtained through internet advertising (M = 4.22). Overall, the findings suggest that respondents perceived online customer reviews and viral marketing positively, and these factors were associated with relatively high levels of purchase intention toward Shopee.

Table 1. Summary of Descriptive Statistics

Variable	Number of Items	Mean Score
Consumers' Purchase Intention (Y)	5	4.27
Online Customer Reviews (X1)	4	4.37
Viral Marketing (X2)	3	4.18

Multiple linear regression analysis was employed to examine the influence of online customer review (X1) and viral marketing (X2) on consumers' purchase intention (Y). The results of the regression analysis are presented in Table 2.

Table 2. Effects of Independent Variables on Consumers' Purchase Intention

Variable	B	Std. Error	t-value	t-table	Sig.
Constant	0.964	0.267	3.615	1.986	0.000
Online Customer Reviews (X1)	0.258	0.065	3.992	1.986	0.000
Viral Marketing (X2)	0.521	0.056	9.275	1.986	0.000

Based on the SPSS output, the multiple linear regression equation can be formulated as follows:

$$Y = 0.964+0.258X1+0,521X2$$

The multiple linear regression analysis revealed that both online customer review and viral marketing significantly influence consumers' purchase intention toward Shopee in Banda Aceh. The findings show that online customer review ($\beta = 0.258$, $t = 3.992$, $p < 0.001$) and viral marketing ($\beta = 0.521$, $t = 9.275$, $p < 0.001$) positively and significantly affect purchase intention. Among the two predictors, viral marketing exhibited

the strongest effect, indicating that it plays a more substantial role in enhancing consumers' intention to purchase through the Shopee platform. These results suggest that effective viral marketing strategies, supported by positive customer reviews, can significantly increase consumers' purchase intention in the e-commerce context.

The coefficient determination and correlation analysis were conducted to assess the strength of the relationship between the independent variables and the dependent variable. A higher correlation coefficint indicates a stronger relationship between the variabels included in the model. The SPSS output is presented in Table 3.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0.811	0.657	0.650	0.26178

The model summary indicates a strong relationship between the independent variables and consumers' purchase intention, with a correlation coefficent of R = 0.811. This result suggests that online customer reviews and viral marketing are strongly associated with consumer's intention to purchase through Shopee in Banda Aceh. Additionally, the coefficient of determination (R2 = 0.657) reveals that 65,7% of the variance in consumer purchase intention is explained by the two predictor variables, while the remaining 34.3% is influenced by factors outside the scope of this study. These findings demonstrate that online customer reviews and viral marketing are important determinants of consumers' purchase intention in the e-commerce environment.

The partial hypothesis testing results demonstrate that both online customer reviews and viral marketing have postiive and significant effects on consumers' purchase intentions. Online customer reviews significantly influence purchase intention ($t = 3.992$, $p < 0.05$), indicating that favorable customer reviews increase consumers' willingness to purchase through Shopee. Likewise, viral marketing has a significant positive effect on purchase intentionb ($t = 9.275$, $p < 0.05$), suggesting that effective viral markting campaigns enhance consumers' purchasing intentions. Comparing the t-values, viral marketing exerts a stronger influence on purchase intention than online customer reviews, highlighting its importance in shaping consumer behavior in the e-commerce sector.

The simultaneous (F-test) analysis was conducted to examine wheteher the independent variabels together have a significant effect on consumers' purchase intentions. The results of the regfression analysis indicates that the model is statistically significant, with an F-value of 90.193, which exceeds the critical F-value of 3.093, and a significance level of 0.000 ($p < 0.05$). Therefore, it can concluced that both variables simultaneously have a significant positive influence on consumers' purchase intention toward products offered through Shopee.

Table 4. Results of the Simultaneous (F-Test) Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.362	2	6.181	90.193	0.000a
	Residual	6.442	94	.069		
	Total	18.803	96			

5. DISCUSSION

5.1 Theoretical Implications

The results of this study indicate that online customer reviews and viral marketing together influence consumers' purchase intention. These findings are consistent with previous studies conducted by Sabillah, Akbar, and Latianingsih (2022), as well as Damayanti (2019), which similarly found that the independent variables examined had a significant effect on consumer purchase intention. The implications of this study suggest that both online customer reviews and viral marketing can effectively enhance consumers' purchase intention. Online customer review has been shown to increase purchase intention because consumers are aware of and utilize the review features available on Shopee. Therefore, Shopee should place greater emphasis on promoting customer reviews across various digital media platforms to further strengthen consumers' purchase intention. Furthermore, viral marketing was found to have a stronger influence on purchase intention than online customer reviews. Consequently, Shopee should continue to improve product knowledge dissemination and provide more comprehensive and transparent product information online. By

doing so, consumers will be more likely to discuss and share information about products available on Shopee, which in turn can further increase consumers' purchase intention.

5.2 Managerial and Practical Implications

This study is expected to provide both theoretical and practical contributions. From a theoretical perspective, it contributes to the field of marketing management by enhancing the understanding of the relationships among online customer reviews, viral marketing, and consumers' purchase intention, as well as how these variables interact within the context of digital marketing strategies. From a practical perspective, the study broadens the researchers' knowledge of online customer reviews and viral marketing, serves as a valuable reference for future academic research, and provides useful insights for businesses and sellers. The findings can assist organizations in optimizing their marketing strategies by leveraging the influence of online customer reviews and viral marketing to enhance consumer purchase intention.

5.3 Limitations and Future Research

Based on the research background and problem formulation, the scope of this study is limited to consumers in Banda Aceh who shop through Shopee platform. Therefore, future research is recommended to expand the scope beyond Banda Aceh to include a broader geographical area and to incorporate additional variables that were not examined in the present study.

6. CONCLUSION

This study examined the influence of online customer reviews and viral marketing on consumers' purchase intention toward products offered through Shopee as online shopping platform in Banda Aceh. The findings demonstrate that both online customer reviews and viral marketing play significant roles in shaping consumers' purchase intentions. Furthermore, the combined effect of these two factors was found to contribute significantly to consumers' purchasing decisions. These results highlight the importance of leveraging customer-generated content and digital word-of-mouth strategies to enhance consumer engagement and strengthen purchase intention in the context of e-commerce. The study contributes to the growing body of knowledge on digital marketing by providing empirical evidence of the relevance of online customer reviews and viral marketing in influencing consumer behavior.

Author Contributions

Amri conseptualized the study, conducted the analysis, drafted the manuscript, data interpretation and revised the manuscript.

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Use of Artificial Intelligence (AI)

Artificial intelligence tools were used to assist with language editing, translation, writing improvement, and enhancing the clarity and coherence of the manuscript. Specifically, ChatGPT (GPT-5.5, OpenAI, San Francisco, CA, USA) was utilized to support the refinement of academic writing and the preparation of the manuscript for publication. All AI-assisted content was carefully reviewed, revised, and verified by the authors. The authors take full responsibility for the integrity, originality, and accuracy of the final manuscript, including all analyses, interpretations, and conclusions presented in this study.

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