

Pengaruh Rating Penjualan di Shopee terhadap Minat Beli Mahasiswa Program Studi Manajemen Bisnis Syariah

The Effect of Sales Ratings in Shopee on the Buying Interest of Students of the Syariah Business Management Study Program

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ABSTRAK

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Penelitian ini bertujuan untuk menganalisis pengaruh rating penjualan di Shopee terhadap minat beli mahasiswa Program Studi Manajemen Bisnis Syariah (MBS). Dengan pendekatan kuantitatif, data dikumpulkan melalui kuesioner tertutup yang disebarakan secara online kepada mahasiswa yang aktif menggunakan Shopee. Teknik purposive sampling digunakan, dan data dianalisis menggunakan regresi linier sederhana setelah melewati uji asumsi klasik. Hasil penelitian menunjukkan bahwa rating penjualan, yang meliputi skor rata-rata, jumlah ulasan, dan konsistensi rating, memiliki pengaruh signifikan terhadap minat beli mahasiswa. Koefisien regresi yang menunjukkan bahwa setiap peningkatan satu unit pada rating penjualan meningkatkan minat beli unit. Rating yang tinggi berfungsi sebagai indikator kualitas produk, meningkatkan kepercayaan, dan meminimalkan risiko dalam pengambilan keputusan pembelian. Implikasi dari penelitian ini mencakup pentingnya transparansi dan kejujuran dalam sistem rating Shopee, yang sejalan dengan prinsip bisnis syariah. Penjual disarankan untuk meningkatkan kualitas produk dan layanan, sementara pengelola platform e-commerce perlu menjaga kepercayaan konsumen dengan sistem yang transparan. Penelitian ini memberikan kontribusi orisinal dengan menjelaskan hubungan spesifik antara rating penjualan di Shopee dan minat beli mahasiswa dalam konteks e-commerce berbasis syariah. Temuan ini relevan dalam membantu mahasiswa memahami peran rating dalam keputusan pembelian serta mendukung pengembangan strategi pemasaran yang sesuai dengan nilai-nilai syariah.

Kata Kunci: Rating Shopee, Minat Beli Mahasiswa, Bisnis Syariah

ABSTRACT

This study aims to analyze the effect of sales ratings on Shopee on the purchase intention of students of the Sharia Business Management (MBS) Study Program. With a quantitative approach, data were collected through a closed questionnaire distributed online to students who actively use Shopee. The purposive sampling technique was used, and the data were analyzed using simple linear regression after passing the classical assumption test. The results showed that sales ratings, which include the average score, number of reviews, and rating consistency, have a significant effect on students' purchase intention. The regression coefficient indicates that every one-unit increase in sales ratings increases unit purchase intention. High ratings serve as indicators of product quality, increase trust, and minimize risk in making purchasing decisions. The implications of this study include the importance of transparency and honesty in the Shopee rating system, which is in line with sharia business principles. Sellers are advised to improve the quality of products and services, while e-commerce platform managers need to maintain consumer trust with a transparent system.

This study provides an original contribution by explaining the specific relationship between sales ratings on Shopee and students' purchase intention in the context of sharia-based e-commerce. These findings are relevant in helping students understand the role of ratings in purchasing decisions and supporting the development of marketing strategies that are in accordance with sharia values.

Keywords: *Shopee Rating, Student Purchase Interest, Sharia Business*

1. INTRODUCTION

Online reviews have a significant positive impact on consumers' purchase intentions. These results indicate that online reviews are an important factor influencing the purchase interest of students in the MBS study program (Iqbal, 2024). Review quality, reviewer expertise, and product/service ratings have a complex correlation with purchase intention. Consumer trust also acts as a moderator in this relationship, emphasizing the importance of trust in influencing buying interest. Corporate social responsibility (CSR) also significantly affects consumers' intentions toward clothing products. This finding can provide valuable insights for students in the MBS study program to better understand consumer preferences toward products.

The research revealed that reviews and ratings posted online by customers have a significant impact on shaping consumers' desire to purchase halal cosmetic products in Indonesia. The findings were then extended to understand the purchase intentions of students in the MBS study program in relation to products with halal certification (Li, 2023). The study's results support recent industrial research indicating a lifestyle shift toward sustainability during the COVID-19 pandemic, which was subsequently used to explore the buying interest of MBS students through a comprehensive analysis of factors influencing their consumer behavior on e-commerce platforms (Gil, 2023). The study revealed that consumer cosmopolitanism affects sustainable clothing consumption behavior. Research by Yanuarti et al. shows that a well-designed e-commerce model can help expand product marketing and increase consumer interaction, ultimately contributing to higher sales ratings (Yanuarti, Romadiana, & Kiswanto, 2022).

The findings of this study contribute to a deeper understanding of various aspects that can influence the interest of MBS students in purchasing products that adopt sustainable concepts. Overall, the synthesis of the above references shows that the purchase intention of MBS students is influenced by various factors, including online reviews, product ratings, corporate social responsibility practices, pro-sustainability behavioral norms, shopping lifestyles, social influence, consumer trust, and other factors related to halal, sustainable, and culture-related products. A comprehensive understanding of these factors can help increase the buying interest of MBS students. Accordingly, sales ratings serve as a quality signal that can influence consumer trust. Furthermore, Anggraini emphasizes that online customer reviews, including ratings, play a key role in online purchasing decisions. The relevance of this research to MBS students is crucial for understanding the dynamics and challenges faced in the context of Islamic education and business practices.

Existing research provides profound insights into various aspects that influence the development of students' character, skills, and knowledge in this field. It is important to understand that product ratings on e-commerce platforms such as Shopee serve as indicators of quality and trust. According to Sa'diyah, product ratings and customer reviews significantly influence consumers' purchase intentions on Shopee (Sa'diyah, 2024). This indicates that students shopping on this platform tend to pay attention to product ratings before making purchase decisions. This study seeks to explore the impact of sales ratings on the Shopee platform on the purchasing motivation of students in the Sharia Business Management Program, with a primary focus on analyzing how sales ratings and reviews can influence consumer decisions when considering a product.

When consumers feel confident that they are transacting in a fair and transparent environment, they tend to be more loyal and committed to specific brands or companies. In addition, digital marketing also plays an important role in MBS (Sari, 2024). Marketing aligned with Sharia principles emphasizing values of fairness and integrity can attract consumers seeking products and services that not only meet their needs but also align with their moral and ethical values. Thus, effective marketing can build stronger relationships between companies and consumers.

Electronic commerce (e-commerce) has emerged as a significant force in Indonesia's economic landscape, especially after the COVID-19 pandemic. The rapid growth of this sector can be attributed to various factors, including changes in consumer behavior, technological advancements, and supportive government policies. The definition of e-commerce encompasses a wide range of online business activities,

including the buying and selling of goods and services, as well as the transfer of funds and data over the Internet. Thus, e-commerce serves as an essential component of Indonesia's digital economy, facilitating transactions that were previously constrained by geographical and temporal boundaries (Heliyani, 2023). The development of e-commerce in Indonesia has been remarkably prominent since the early 2000s, gaining significant traction around 2014. This growth has been driven by increasing Internet penetration and mobile device usage, which have made online shopping more accessible to a broader segment of the population.

In 2023, the number of e-commerce users in Indonesia was estimated to reach around 212.2 million, reflecting a substantial increase compared to previous years. This demographic advantage, combined with a growing middle class and urbanization, has positioned Indonesia as a key player in the Southeast Asian e-commerce market (Zakaria, 2024). The COVID-19 pandemic acted as a catalyst for the acceleration of e-commerce in Indonesia as consumers shifted to online shopping due to health concerns and lockdown measures. This shift not only increased the volume of transactions but also diversified the types of products and services available online. For instance, Indonesia's e-commerce economy experienced an extraordinary growth of 136% between 2019 and 2022, amounting to approximately USD 25 billion.

Although growth slowed down at the end of 2022, projections indicate that the sector will continue to expand, with an anticipated annual growth rate of 20.45% in 2024. The role of e-commerce in regional economic development is also noteworthy. E-commerce platforms have enabled local businesses to reach broader markets, thereby contributing to economic growth across various regions in Indonesia. This phenomenon has been particularly beneficial for micro, small, and medium enterprises (MSMEs), which can leverage e-commerce to increase visibility and sales without the need for substantial capital investment in physical storefronts. The integration of e-commerce into MSME business strategies has proven to significantly enhance their financial performance, thereby promoting entrepreneurial prosperity (Putri, 2023).

The usability of e-commerce applications, along with factors such as product quality and consumer trust, significantly influences purchasing decisions. Therefore, businesses must prioritize customer satisfaction to encourage repeat purchases and maintain a competitive advantage in the market. E-commerce in Indonesia represents a dynamic and rapidly growing sector that plays a crucial role in the nation's economic development. The interaction among technological advancements, evolving consumer preferences, and a supportive regulatory framework has created an environment conducive to the growth of e-commerce. As the sector continues to expand, it is essential for stakeholders—including businesses, consumers, and policymakers—to navigate the challenges and opportunities presented by this digital transformation.

The history and development of Shopee as an online marketplace in Indonesia reflect a significant transformation within the e-commerce industry over the past several years. Launched in 2015, Shopee has successfully become one of the most popular marketplaces in Indonesia, thanks to its innovative marketing strategies and adaptability to the ever-changing needs of consumers. In this context, it is important to understand the factors contributing to Shopee's success, including the use of technology, digital marketing strategies, and its influence on consumer behavior. The development of e-commerce in Indonesia has been driven by increased Internet access and widespread smartphone usage. According to Alamin, the rise in Internet use has made a significant positive contribution to the growth of the e-commerce industry in Indonesia, with Shopee becoming one of the most widely used platforms by consumers (Alamin, 2023).

Consumer reviews and seller responses influence consumers' perceptions. The sales rating on Shopee can be viewed as one of the review indicators shaping students' purchase intentions (Biemans & Malshe, 2024).

2. RESEARCH METHOD

The research was conducted using a quantitative method aimed at investigating the correlation between sales ratings on the Shopee platform and the purchase intention of students in the Sharia Business Management Study Program. The population of the study consisted of all students enrolled in the program, with samples selected using the purposive sampling technique and determined based on the Slovin formula to ensure adequate respondent representation. The independent variable in this study is the sales rating on Shopee, measured through the average rating score (1–5 stars), the number of reviews, and rating consistency. Meanwhile, the dependent variable is students' purchase intention, which is measured through awareness, interest, trust, and purchase decision.

The study employed a closed-ended questionnaire using a Likert scale ranging from 1 to 5. The instrument underwent validity and reliability testing to ensure accurate data collection. Data were gathered through online questionnaires distributed to students who actively conduct transactions on the Shopee platform. The collected data were analyzed using classical assumption tests, including tests for normality, heteroscedasticity, and linearity, to verify the suitability of the regression model. Subsequently, a simple linear regression analysis was applied to examine the relationship and influence of sales ratings on students' purchase intentions. This approach enabled the research to produce accurate conclusions regarding the relationship between the two variables.

3. RESULT AND DISCUSSION

A. Research Result

The hypotheses used in this study are as follows:

H₀: There is no significant effect of sales ratings on Shopee on the purchase intention of students in the Sharia Business Management Study Program.

H₁: There is a significant effect of sales ratings on Shopee on the purchase intention of students in the Sharia Business Management Study Program.

Table 1. Normality Test

Uji Kolmogorov-Smirnov Satu Sampel		Residu Tak Terstandarisasi
N		55
Parameter Normala,b	Berarti	.0000000
	Deviasi Standar	Nomor telepon 1.89024211
Perbedaan Paling Ekstrem	Mutlak	.092
	Positif	.092
	Negatif	-.044
Statistik Uji		.092
Asimptomatik Sig. (2-ekor)		.200c,d

Source : SPSS

Table 2. Heterokedastisity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.990	2.227		1.343	.185
	Rating Penjualan Di-Shoope	-.156	.108	-.194	-1.443	.155

Source : SPSS

Table 3. Linearity Test

Model		Model					
		Sum of Squares	df	Mean Square	F	Sig.	
1	Between Groups	(Combined)	284.680	13	21.898	7.868	.000
		Linearity	205.857	1	205.857	73.959	.000
		Deviation from Linearity	78.823	12	6.569	2.360	.020
	Within Groups	114.120	41	2.783			
	Total	398.800	54				

Source : SPSS

The results of the statistical analysis in this study indicate that the residual data are normally distributed (Asymp. Sig. = 0.200), thereby meeting the assumption of normality. The heteroscedasticity test using the Park Test produced a significance value of 0.155, indicating the absence of heteroscedasticity issues. The linearity test showed a significant linear relationship between the independent variable (Sales Rating) and the dependent variable (Students' Purchase Intention), with a Sig. Linearity value of 0.000. Although there was a slight deviation (Sig. Deviation from Linearity = 0.020), it remains within an acceptable range. These results indicate that the regression model is suitable for use.

Subsequently, hypothesis testing was conducted using the t-test. The following are the t-test results obtained from the data analysis using SPSS:

Table 4. Hypothesis Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.957	1.780		3.909	.000
	VariabelX	.649	.086	.718	7.520	.000

Source : SPSS

The t-test analysis revealed a significant effect of sales ratings on Shopee on the purchase intention of students in the Sharia Business Management (MBS) Study Program, with a t-value of 7.520 and a significance level of 0.000 ($p < 0.05$). The findings indicate a positive relationship between the two variables, where an increase in sales ratings directly correlates with a rise in students' purchase intentions. The regression coefficient of 0.649 suggests that every one-unit increase in sales ratings leads to a 0.649-unit increase in purchase intention, assuming other variables remain constant. These findings reinforce the hypothesis regarding the significant role of sales ratings in influencing consumer purchasing decisions, particularly within the context of Sharia-based e-commerce.

B. Discussion

Sales ratings on e-commerce platforms represent one of the key aspects that not only influence consumers' purchasing decisions but also contribute to the overall success of a business. In the context of e-commerce, a sales rating refers to the evaluations or reviews provided by consumers regarding the products or services they have purchased. This indicates that a high rating can enhance consumer trust, which in turn can drive further sales. This phenomenon occurs because consumers tend to seek information from the experiences of others before making a purchase decision; thus, ratings function as indicators of product and service quality. The importance of sales ratings is also evident in how they affect product visibility on e-commerce platforms. Products with higher ratings often occupy better positions in search results, making them more easily discoverable by potential buyers.

The theory of purchase intention is a vital concept in understanding consumer behavior, especially in the increasingly complex context of modern marketing. Consumers' purchase intentions can be influenced by various factors, including trust, product quality, price, and marketing strategies implemented by companies. In this context, recent research shows that elements such as online communities, electronic word of mouth (e-WOM), and brand trust play a significant role in shaping consumer purchase intentions. One particularly influential factor is consumers' trust in a brand. A study by Ardianto revealed that brand trust can serve as a mediator between the influence of online communities and e-WOM on the purchase intention of iPhone products in Indonesia (Ardianto, 2024).

In this study, sales ratings are understood as a primary indicator influencing students' trust and perception of product quality. Students, as a generation familiar with digital technology and e-commerce platforms, often utilize rating and review features to minimize purchasing risks and ensure satisfaction with purchased products. High ratings are perceived as reflections of previous consumers' positive experiences, which ultimately enhance students' trust in purchasing the product. Factors such as a large number of reviews, high average scores, and consistency between ratings and written reviews further strengthen their influence on purchase intention. Moreover, students tend to make use of product visualization features and exclusive promotions on Shopee to support their purchasing decisions. This study also highlights the importance of transparency in the rating and review system, aligning with the principles of honesty and fairness in Sharia-based business practices.

Students in the Sharia Business Management (MBS) Program, as consumers oriented toward Sharia values, consider honest and non-manipulative reviews essential in fostering a healthy online shopping ecosystem. A good rating not only increases purchase intention but also strengthens trust in the Shopee platform and the seller's reputation. Sellers on Shopee are encouraged to promote informative customer reviews to enhance students' buying interest (Biemans, 2023). The implications of this research are valuable not only for consumers but also for sellers on Shopee. Sellers are expected to continuously improve product and service quality to maintain high ratings. This includes responding promptly to customer feedback, ensuring that product quality matches the description, and providing a satisfying shopping experience. In addition, Shopee, as an e-commerce platform, must ensure transparency in its rating and review system to preserve consumer trust. For students, this research provides a better understanding of the importance of ratings as a guide for making informed purchase decisions.

This study aims to analyze the influence of sales ratings on Shopee on the purchase intention of students in the MBS Study Program. Various statistical methods were employed to ensure the validity of the research results. The normality test was conducted to verify that the residual data were normally distributed, while the heteroscedasticity test examined whether there was inconsistent variability in the data used in the regression model. The linearity test was also carried out to confirm the existence of a linear relationship between the independent variable (sales rating) and the dependent variable (students' purchase intention). Furthermore, regression analysis was applied to measure and evaluate the extent to which sales ratings influence students' purchase intentions. This analysis included calculating the regression coefficient, statistical significance, and the direct effect of sales ratings on purchasing decisions. All these tests were designed to obtain accurate and reliable results, thereby providing comprehensive insights into the relationship between the two variables.

The research revealed a significant influence of sales ratings on Shopee on the purchase intention of students in the MBS Study Program. The t-test results showed a calculated t-value of 7.520 with a significance value of 0.000, which is lower than 0.05, thus supporting the alternative hypothesis (H_a) and rejecting the null hypothesis (H_0). These findings indicate that an increase in sales ratings directly correlates with an increase in students' purchase intentions. The simple linear regression analysis confirmed this relationship, with an R Square value of 0.516, meaning that 51.6% of the variation in students' purchase intention is explained by sales ratings, while the remaining 48.4% is influenced by external factors such as price, promotion, product quality, and consumer needs.

The study identifies sales ratings as a crucial factor influencing consumers' purchase intentions, particularly among students familiar with digital technology and e-commerce platforms like Shopee. Sales ratings, which include average scores, number of reviews, and the consistency of customer feedback, serve as the main indicators of product quality. For students, higher ratings reflect positive previous experiences, enhancing trust and reducing perceived risks in purchasing decisions. In this context, students utilize rating features to verify the alignment of products with their expectations, while also considering exclusive promotions and product visualizations. Using a quantitative methodology supported by a series of statistical tests to ensure the reliability of the regression model, the research demonstrates a significant effect of sales ratings on students' purchase intentions. The t-test results, with a significance value of 0.000 and a regression coefficient of 0.649, indicate that every one-unit increase in sales rating raises purchase intention by 0.649 units, confirming a positive relationship between the two variables.

This research also provides insights that transparency and honesty within Shopee's rating system are closely related to the principles of fairness in Sharia business ethics. Students, as Sharia-oriented consumers, emphasize the importance of non-manipulative reviews to create a healthy online shopping ecosystem. For sellers, this study suggests improving product and service quality to maintain high ratings. Shopee, as a platform, is also expected to uphold transparency in its rating system to sustain consumer trust. Overall, this study highlights the importance of sales ratings as a key element in shaping students' purchase intentions, particularly within the context of Sharia-based e-commerce. The findings not only offer implications for consumers but also for sellers and platform managers in enhancing the quality of the online shopping experience.

4. CONCLUSION AND RECOMMENDATIONS

Conclusion

The study examined the influence of sales ratings on Shopee on the purchase intention of students in the Sharia Business Management Study Program using a quantitative approach with simple linear regression analysis. The results revealed that sales ratings, which include average scores, the number of reviews, and review consistency, have a significant impact on students' purchase intentions. High ratings were proven to enhance trust and minimize perceived risks in the purchasing decision-making process. With a regression coefficient of 0.649, every one-unit increase in sales rating correlates with a 0.649-unit increase in purchase intention. The study also emphasizes the importance of transparency and honesty within the rating system, which aligns with Sharia business principles, and contributes valuable insights for consumers, sellers, and e-commerce platforms in improving service quality.

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