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The Effect of Product Quality, Price, and Product Reviews on Purchase Decisions for Sportswear Products Through Shopee

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Abstract: The development of e-commerce has transformed consumer purchasing behavior, including the purchase of sportswear products. In online transactions, consumers cannot directly inspect products, making product quality, price, and consumer reviews important considerations before making a purchase. This study aims to analyze the influence of product quality, price, and product reviews or electronic word of mouth (E-WOM) on purchase decisions for sportswear products on Shopee. This study employed a quantitative approach involving 100 respondents selected using purposive sampling. The respondents were consumers aged 17–40 years who had a Shopee account and had purchased sportswear products through Shopee within the previous two months in the Greater Jakarta area. Data were collected using questionnaires and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0. The results indicate that product quality, price, and E-WOM have positive and significant effects on purchase decisions. E-WOM had the strongest effect, with a coefficient of 0.365, followed by price at 0.328 and product quality at 0.231. Together, the three variables explained 61.6% of the variance in purchase decisions. These findings indicate that information derived from other consumers' experiences is an important factor in the evaluation process for purchasing sportswear products online.

Keyword: Product Quality, Price, Product Reviews, Electronic Word of Mouth, Purchase Decision, Shopee, SEM-PLS

INTRODUCTION

The rapid development of digital technology has changed consumer behavior, particularly in the way people search for product information and make purchasing decisions.

E-commerce has become an important channel for consumer transactions in Indonesia. Internet penetration has reached 80.66%, representing approximately 229.4 million users, while the value of e-commerce transactions in the third quarter of 2025 reached IDR 134.67 trillion, an increase of 20.5% compared with the same period of the previous year (Kementerian Perdagangan, 2025; Bank Indonesia, 2025). Shopee is one of the major e-commerce platforms in Indonesia and recorded 191.4 million visits in March 2026 (Semrush, 2026). This development is also relevant to the fashion industry, including sportswear. Increasing public interest in healthy lifestyles has contributed to the growing use of sportswear, which is no longer limited to sports activities but has also become part of consumers' everyday lifestyle (McKinsey & Company & The Business of Fashion, 2025).

Online purchasing differs from conventional purchasing because consumers cannot directly examine, touch, or try a product before completing a transaction. Consequently, consumers depend heavily on the information available on the e-commerce platform when evaluating products. Product quality, price, and product reviews or electronic word of mouth (E-WOM) therefore become relevant considerations in the purchasing process. Product quality describes the extent to which a product is able to perform according to consumer expectations. Kotler and Keller (2016) explain that product quality is related to a product's ability to perform its functions, including durability and reliability, while Schiffman and Wisenblit (2015) identify quality as one of the attributes considered by consumers when evaluating alternatives. In the context of sportswear, perceived quality may include product performance, comfort, durability, conformity with specifications, and aesthetic characteristics. These aspects are relevant because consumers need sufficient information to assess whether the product is appropriate for their needs before purchasing it online.

Product quality can be evaluated through several dimensions. This study refers to Garvin's (1987) dimensions, as cited in Pahmi (2024), which include performance, reliability, durability, conformance, and aesthetics. These dimensions describe the extent to which sportswear can provide the expected functional and physical characteristics. A product that performs according to expectations, has adequate durability, conforms to the information provided by the seller, and possesses an appealing appearance may be perceived as having better quality. Therefore, product quality is theoretically relevant to the purchase decision because consumers tend to evaluate the characteristics and expected performance of a product before selecting it from competing alternatives.

In addition to quality, price represents another important consideration in the consumer decision-making process. Schiffman and Wisenblit (2015) explain that consumers consider price when choosing among alternatives because purchasing involves an economic sacrifice. Kotler, Armstrong, and Balasubramanian (2024) similarly explain price in relation to the amount consumers give up to obtain the benefits offered by a product. In an e-commerce environment, consumers can easily compare the prices of similar products offered by different sellers. Wardhana (2024) notes that digital purchasing environments provide consumers with greater access to price information, allowing comparisons to be conducted more easily. In this study, price is viewed through affordability, suitability with product quality, suitability with perceived benefits, and price competitiveness (Kotler et al., 2024). Thus, consumers' consideration of price is not limited to whether a product is inexpensive but also concerns whether the price is reasonable relative to the quality and benefits received.

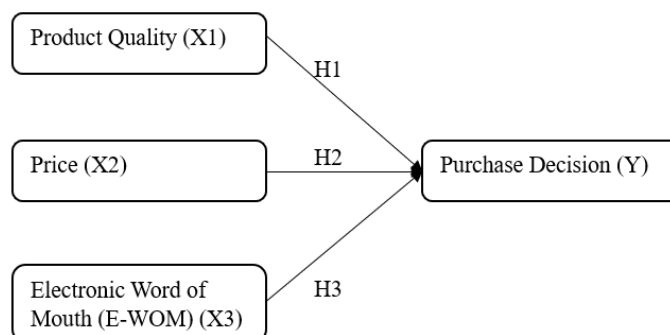
Product reviews constitute another source of information that may influence consumers' decisions in an online environment. Word of mouth refers to communication concerning consumer experiences, opinions, and recommendations about products or services (Kotler, Keller, & Chernev, 2022). Through digital platforms, this communication develops into electronic word of mouth (E-WOM), which enables consumer opinions and experiences to be shared with a wider audience. In e-commerce, E-WOM may appear in the form of written

reviews, ratings, photographs, and other forms of consumer-generated information (Wardhana, 2022). In this research, product reviews are positioned as a form of E-WOM available on Shopee. Such information can assist potential buyers in evaluating products based on the experiences of previous consumers. E-WOM is measured using intensity, valence of opinion, and content (Goyette et al., 2010, as cited in Wardhana, 2022). These dimensions reflect the frequency of consumer interaction with reviews, the positive or negative nature of opinions, and the substance of information related to products, including quality, variety, and price.

The three variables are closely related to the concept of purchase decision. Schiffman and Wisenblit (2015) describe a purchase decision as a consumer's choice among available alternatives to satisfy particular needs or wants. Tjiptono (2015) explains that the purchasing process includes need recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation. In the context of e-commerce, these stages are supported by information available on the platform because consumers cannot physically assess products before purchasing them. Purchase decisions in this study are measured through need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior, referring to Kotler, Keller, and Chernev (2021, in Wardhana, 2024). For sportswear products on Shopee, product quality, price, and consumer reviews can therefore become information sources that consumers use when evaluating available alternatives.

The relationship between product quality and purchase decisions is supported by the argument that consumers use product attributes to assess whether a product can satisfy their needs. When consumers perceive a product as reliable, durable, suitable for its intended use, and consistent with the information provided, their confidence in selecting the product may increase. Previous research by Rahmawati et al. (2025) and Zachra et al. (2024) found that product quality has a positive relationship with purchase decisions. Similar findings were reported by Sari and Silitonga (2025) and Parasari et al. (2024). These findings indicate that product quality is an important consideration in the consumer evaluation process. Based on the theoretical perspectives and previous empirical findings, product quality, price, and product reviews or electronic word of mouth (E-WOM) are considered relevant factors that may influence consumers' purchase decisions for sportswear products on Shopee. Product quality represents consumers' assessment of the characteristics and performance of a product, price reflects the economic consideration associated with the purchase, while product reviews or E-WOM provide information based on the experiences and opinions of previous consumers. The conceptual relationships among the variables examined in this study are presented in

Conceptual Framework And Hypothesis



Source: Primary data, processed in 2026

Figure 1. Conceptual Framework

Product quality is an important consideration in consumers' evaluation of product alternatives. When consumers perceive a product as having good performance, reliability, durability, conformity, and aesthetic characteristics, they are more likely to consider the product capable of meeting their needs and expectations. This consideration becomes particularly important when purchasing sportswear through Shopee, where consumers cannot directly inspect the product before completing a transaction. Previous studies have found that product quality is associated with purchase decisions (Rahmawati et al., 2025; Zachra et al., 2024). Therefore, product quality is expected to influence consumers' purchasing decisions.

H1: Product quality influences purchasing decisions.

Price represents an important economic consideration in the purchasing process because consumers evaluate the financial sacrifice required to obtain a product against the benefits they expect to receive. On Shopee, consumers can easily compare prices among different sellers, allowing them to assess whether the price of a sportswear product is affordable, competitive, and appropriate to its perceived quality and benefits. Previous studies have shown that price influences consumers' purchase decisions (Rahmawati et al., 2025; Agita et al., 2025). Therefore, price is expected to influence consumers' purchasing decisions.

H2: Price influences purchasing decisions.

Electronic Word-of-Mouth (e-WOM) provides consumers with information based on the experiences and opinions of previous buyers. In an online shopping environment, product reviews can help consumers evaluate product quality, suitability, and purchasing experiences while reducing uncertainty caused by the inability to physically examine the product. Previous studies have demonstrated that e-WOM can influence purchase decisions (Agita et al., 2025; Maulidya et al., 2025; Sari & Silitonga, 2025). Therefore, e-WOM is expected to influence consumers' purchasing decisions.

H3: Electronic Word-of-Mouth (e-WOM) influences purchase decisions.

METHOD

This study employed a quantitative research approach. The population consisted of consumers who had purchased sportswear products through Shopee in the Greater Jakarta area. Respondents were selected using purposive sampling based on predetermined criteria. The respondents were required to be between 17 and 40 years old, have a Shopee account, and have purchased sportswear products through Shopee within the previous two months. A total of 100 respondents met these criteria and participated in the study.

Primary data were collected using a structured questionnaire with a four-point Likert scale, while secondary data were obtained through relevant literature. The variables consisted of product quality (X1), price (X2), product reviews/E-WOM (X3), and purchase decision (Y). Product quality was measured through performance, reliability, durability, conformance, and aesthetics; price was assessed based on affordability, price suitability with product quality, suitability with perceived benefits, and price competitiveness; E-WOM was measured through intensity, valence of opinion, and content; while purchase decisions were assessed through the stages of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0. The analysis consisted of evaluating the measurement model to determine the validity and reliability of the research instrument and evaluating the structural model to examine the relationships between the variables. Hypothesis testing was conducted by examining the path coefficients, *t*-statistics, and *p*-values obtained from the SEM-PLS analysis.

RESULT AND DISCUSSION

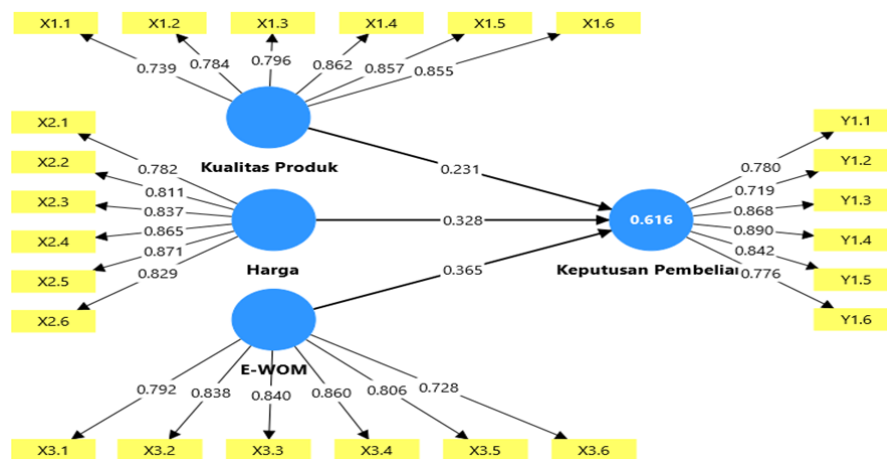
Respondent Profile Results

The study involved 100 respondents who met the predetermined sampling criteria. Female respondents represented the majority of the sample (56%), while male respondents accounted for 44%. In terms of age, respondents aged 17–25 years constituted the largest group (50%), followed by those aged 26–30 years (40%), 31–35 years (9%), and 36–40 years (1%). All respondents resided in Jabodetabek, had a Shopee account, and had purchased sportswear products through Shopee within the previous two months.

OUTER MODEL

It is used to measure the extent to which the research instrument is valid and reliable. The assessment encompasses three aspects: convergent validity, discriminant validity, and construct reliability.

Algorithm Model



Source: Primary data, processed in 2026.

Figure 2. Algorithm Model

The algorithm model provides the basis for evaluating the measurement model through convergent validity, discriminant validity, and reliability. The results of these assessments are presented in the following sections.

Convergent Validity

To satisfy the criterion for convergent validity, indicator statements must have a loading factor of ≥ 0.7 . Based on the analysis using SmartPLS 4.0 software, the following results were obtained.

Outer Loading

Table 1. Outer Loading

Item	Product Quality	Price	E-WOM	Purchase Decision
X1.1	0.739			
X1.2	0.784			
X1.3	0.796			
X1.4	0.862			
X1.5	0.857			
X1.6	0.855			

Item	Product Quality	Price	E-WOM	Purchase Decision
X2.1		0.782		
X2.2		0.811		
X2.3		0.837		
X2.4		0.865		
X2.5		0.871		
X2.6		0.829		
X3.1			0.792	
X3.2			0.838	
X3.3			0.840	
X3.4			0.860	
X3.5			0.806	
X3.6			0.728	
Y1.1				0.780
Y1.2				0.719
Y1.3				0.868
Y1.4				0.890
Y1.5				0.842
Y1.6				0.776

Source: Primary data, processed in 2026.

Table 1 above shows that all indicators for the variables of influencer, brand image, lifestyle, and purchase decision are valid. This is evidenced by the fact that all these indicators have loading values greater than 0.7.

Average Variance Extraced (AVE)

Tabel 2. Average Variance Extraced (AVE)

Variabel	Average Variance Extraced (AVE)
Kualitas Produk (X1)	0.659
Harga (X2)	0.694
E-WOM (X3)	0.664
Keputusan Pembelian (Y)	0.667

Source: Primary data, processed in 2026.

Table 2 above shows that the variables of influencer, brand image, lifestyle, and purchase decision have AVE values greater than 0.5 therefore, it can be concluded that the indicators used to measure these variables are valid.

Discriminant Validity

The next stage of validity testing is Discriminant Validity. This test is conducted because there are no issues regarding convergent validity. Discriminant Validity is assessed via cross-loadings by comparing the correlation of an indicator with other construct blocks; the value for the intended construct must be higher than those for the other constructs. The cross-loading data is presented below:

Cross Loading

Table 3. Cross Loading

Item	Product Quality	Price	E-WOM	Purchase Decision
X1.1	0.739	0.691	0.434	0.480
X1.2	0.784	0.397	0.352	0.402
X1.3	0.796	0.448	0.248	0.474
X1.4	0.862	0.575	0.435	0.544
X1.5	0.857	0.489	0.394	0.480
X1.6	0.855	0.594	0.339	0.579
X2.1	0.412	0.782	0.546	0.528
X2.2	0.613	0.811	0.462	0.545
X2.3	0.486	0.837	0.502	0.611
X2.4	0.474	0.865	0.610	0.700
X2.5	0.621	0.871	0.467	0.563
X2.6	0.711	0.829	0.485	0.548
X3.1	0.350	0.520	0.792	0.493
X3.2	0.347	0.492	0.838	0.532
X3.3	0.336	0.474	0.840	0.565
X3.4	0.321	0.520	0.860	0.535
X3.5	0.372	0.575	0.806	0.561
X3.6	0.456	0.426	0.728	0.568
Y1.1	0.499	0.553	0.595	0.780
Y1.2	0.356	0.529	0.451	0.719
Y1.3	0.482	0.575	0.587	0.868
Y1.4	0.535	0.550	0.653	0.890
Y1.5	0.531	0.621	0.552	0.842
Y1.6	0.563	0.620	0.420	0.776

Source: Primary data, processed in 2026.

Based on Table 3 above, the overall results for each indicator in this study show outer loading values greater than 0.7. This indicates that each indicator possesses adequate capability to reflect the construct being measured. Thus, it can be concluded that all indicators in this study are valid and suitable for further analysis.

Furthermore, the outer loading value is assessed based on the AVE value for each research variable. A research variable is considered valid when the AVE value is greater than 0.5.

Reliability

Reliability testing is conducted to evaluate the precision, consistency, and accuracy of the measurement instruments used to collect data. The reliability of a construct can be assessed using two methods: composite reliability and Cronbach's alpha. A variable is considered reliable if the composite reliability and Cronbach's alpha values for each construct exceed 0.7.

Cronbach's Alpha dan Composite Reliability

Table 4. Cronbach's Alpha dan Composite Reliability

Variable	Cronbach's alpha	Composite reliability
Product Quality	0.900	0.923
Price	0.912	0.923
E-WOM	0.896	0.920
Purchase Decision	0.897	0.922

Source: Primary data, processed in 2026.

Table 4 above shows that the variables of influencer, brand image, lifestyle, and purchase decision have Cronbach's alpha and composite reliability values greater than 0.7 therefore, it can be concluded that these variables are reliable.

INNER MODEL

To test the relationships between variables in the study and to determine whether the independent variable influences the dependent variable.

R Square

Tabel 5. R Square

Variable	R-square
Purchase Decision	0,616

Source: Primary data, processed in 2026.

Based on Table 5, the R-square value for the Purchase Decision variable is 0.616, or 61.6%. This indicates that the variables of Product Quality, Price, and Electronic Word of Mouth (E-WOM) collectively explain 61.6% of the variation in the Purchase Decision variable, while the remaining 38.4% of the variation is influenced by other factors not included in this research model. These other factors such as consumer trust, promotion, brand image, or other relevant elements could be considered in future research.

Path Coefficient and Bootstrapping

Table 6. Path Coefficient and Bootstrapping

Relationships between Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
E-WOM → Purchase Decision	0.365	0.353	0.091	3.991	0.000
Price → Purchase Decision	0.328	0.321	0.097	3.362	0.001
Product Quality → Purchase Decision	0.231	0.251	0.110	2.093	0.036

Source: Primary data, processed in 2026.

Discussion

The Influence of Product Quality on Purchase Decisions

Based on Table 4.12, the Original Sample (O) value is 0.231, indicating a positive relationship. The T-statistic value of 2.093 exceeds 1.96, and the P-value of 0.036 is below 0.05; therefore, the first hypothesis (H1) is accepted.

These results align with studies by Wati, Indrawati, and Syabrus (2025), Zachra, Suhud, and Fawaiq (2024), Rahmawati and Saputro (2024), and Sherent and Husein (2026), which state that product quality influences purchase decisions. This implies that the better the product aligns with the information presented, the higher the likelihood of a consumer purchase decision. Product quality is paramount in meeting consumer needs in accordance with their expectations. Thus, these findings reinforce the notion that product quality serves as a key marketing management strategy for creating value that drives consumer purchase decisions.

The Influence of Price on Purchase Decisions

Based on Table 4.12, the Original Sample (O) value is 0.328, indicating a positive relationship. The T-statistic value of 3.362 exceeds 1.96, and the P-value of 0.001 is below 0.05; therefore, the second hypothesis (H2) is accepted.

These results align with studies by Rahmawati and Saputro (2024), Noviyanti, Sunarsi, and Wijoyo (2021), and Ilmiyah and Krishernawan (2020), which state that price influences purchase decisions. This implies that the more affordable and competitive the offered price—and the better it aligns with the product's quality and benefits—the higher the likelihood of a consumer purchase decision. Price is a primary consideration for consumers before purchasing a product. When consumers perceive the price paid as commensurate with the quality and benefits received, they become more confident in their decision to purchase. Sportswear products on Shopee offer a range of price points tailored to consumers' needs and financial capabilities, making price a key factor driving purchasing decisions.

This finding aligns with the marketing management concepts proposed by Kotler, Keller, and Chernev (2022), which identify price as a crucial element of the marketing mix that shapes consumers' perception of value. Consequently, prices that are affordable, competitive, and commensurate with product quality and benefits enhance perceived value, thereby encouraging purchasing decisions.

The Influence of Electronic Word of Mouth (E-WOM) on Purchase Decisions

Based on Table 4.12, the Original Sample (O) value is 0.365, indicating a positive relationship. The T-statistic value of 3.991 exceeds 1.96, and the P-value of 0.000 is less than 0.05; therefore, the third hypothesis (H3) is accepted.

These results align with studies by Rahmawati and Saputro (2024), Sherent and Husein (2026), and Maulidya, Oetarjo, and Yulianto (2025), which state that Electronic Word of Mouth (E-WOM) influences purchase decisions. This implies that a greater number of positive reviews, recommendations from other users, and clear, comprehensive product information leads to a higher likelihood of consumer purchase decisions. E-WOM serves as a trusted source of information for consumers when shopping online. Through the reviews and experiences of previous buyers, consumers can gain insight into product quality before making a purchase. Consequently, the more positive the reviews and recommendations provided by other buyers, the greater the consumer's confidence in deciding to purchase sportswear on the Shopee e-commerce platform.

The Original Sample value of 0.365 also indicates that E-WOM is the variable with the strongest influence on purchase decisions, compared to Price (0.328) and Product Quality (0.231). These findings demonstrate that information derived from the experiences of other

consumers is a crucial aspect of the consumer evaluation process prior to online purchasing. Therefore, from a marketing management perspective, sellers should strengthen E-WOM as part of their marketing communication strategy by delivering a positive product experience, providing clear and complete product information, and encouraging the generation of positive consumer reviews.

These findings also align with marketing management concepts proposed by Kotler, Keller, and Chernev (2022), which explain the necessity for companies to communicate value to consumers. In the context of e-commerce, Electronic Word of Mouth (e-WOM) serves as a form of value communication through consumer reviews and experiences, thereby fostering trust and driving purchasing decisions.

CONCLUSION

This study concludes that product quality, price, and product reviews or E-WOM have positive and significant effects on purchase decisions for sportswear products through Shopee. Product quality has a coefficient of 0.231, price has a coefficient of 0.328, and E-WOM has the strongest effect with a coefficient of 0.365. Collectively, the three variables explain 61.6% of the variance in purchase decisions. These findings answer the research objective by demonstrating that consumers' decisions to purchase sportswear through Shopee are influenced by their perceptions of product quality, the price paid relative to the expected value, and information obtained from other consumers.

The findings contribute to marketing research by strengthening the understanding of how product attributes, price, and E-WOM operate within an e-commerce purchasing environment. From a practical perspective, the results indicate that sellers should maintain product quality, establish prices that are appropriate to the perceived value of their products, and pay attention to consumer experiences reflected in product reviews. This study is limited to 100 respondents who purchased sportswear through Shopee in the Greater Jakarta area. Since 38.4% of the variance in purchase decisions remains unexplained by the variables examined, future research may consider other factors that were not included in this research model.

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