

THE INFLUENCE OF *ONLINE CUSTOMER REVIEW*, PRICE AND SERVICE QUALITY ON WIZZMIE CONSUMER PURCHASE DECISIONS IN MADIUN

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *online customer review*, harga dan kualitas pelayanan terhadap keputusan pembelian konsumen wizzmie di madiun (studi kasus pada masyarakat di kota madiun). Penelitian ini merupakan penelitian kuantitatif dengan jumlah sampel sebanyak 384 orang. Metode pengambilan sampel yaitu menggunakan sampel *lemeshow*. Pengambilan data menggunakan kuesioner dengan penyebaran melalui google form. Teknik analisis data menggunakan alat uji berupa *Structual Equation Modeling* (SEM) dengan SmartPLS Versi 3.0. Hasil penelitian ini menunjukkan bahwa 1) *Online Customer Review* berpengaruh positif dan signifikan terhadap Keputusan Pembelian Pada Konsumen Wizzmie di Kota Madiun. 2) Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian Pada Konsumen Wizzmie di Kota Madiun. 3) Kualitas Pelayanan tidak berpengaruh terhadap Keputusan Pembelian Pada Konsumen Wizzmie di Kota Madiun

Kata Kunci: *Online Customer Review*, Harga, Kualitas Pelayanan dan Keputusan Pembelian.

Abstract

This study aims to determine the influence of online customer reviews, price, and service quality on purchasing decisions among Wizzmie consumers in Madiun (a case study of the community in Madiun City). This quantitative study involved 384 people. The sampling method used was the Lemeshow sampling method. Data collection used a questionnaire distributed via Google Form. The data analysis technique used a Structural Equation Modeling (SEM) test tool with SmartPLS Version 3.0. The results of this study indicate that 1) Online customer reviews have a positive and significant effect on purchasing decisions among Wizzmie consumers in Madiun City. 2) Price has a positive and significant effect on purchasing decisions among Wizzmie consumers in Madiun City. 3) Service quality has no effect on purchasing decisions among Wizzmie consumers in Madiun City.

Keywords: *Online Customer Reviews, Price, Service Quality, and Purchasing Decisions.*

A. INTRODUCTION

The culinary industry in Indonesia is experiencing rapid growth in line with changing lifestyles, a growing population, and advances in digital technology that influence consumer behavior (Central Bureau of Statistics, 2024). The presence of social media and digital platforms has made marketing culinary products increasingly easier, while also presenting new challenges for businesses. In this context, online customer reviews, pricing strategies, and service quality have become important factors that can influence consumer purchasing decisions (Listia & Fatimah, 2025; Sholikhah & Hadita, 2023).

This phenomenon is evident in the competition between Mie Gacoan and Wizzmie in Madiun City. Wizzmie, as a local brand, has successfully attracted consumer interest through a more innovative menu variety and a strong digital marketing strategy. Pre-survey data from 30 respondents showed that the majority of consumers consider online reviews, price, and service quality before deciding to purchase Wizzmie products. These findings suggest that these three variables are relevant for further research because they reflect consumer satisfaction, loyalty, and perceptions of a culinary brand (Azaria & Loqman, 2025; Emilia & Ida, 2024).

Theoretically, this study is grounded in the Theory of Planned Behavior (Ajzen, 1991), which posits that individual behavior is shaped by attitudes, subjective norms, and perceived behavioral control. Online consumer reviews can influence potential buyers' attitudes, appropriate pricing strategies contribute to forming subjective norms related to perceived value, while service quality offers perceived behavioral control during the purchasing process (Werner, 2004; Kotler & Armstrong, 2024). Hence, this theory is pertinent for explaining the relationship between online customer reviews, price, service quality, and consumer purchasing decisions.

Based on the above explanation, this research aims to empirically examine the impact of online customer reviews, price, and service quality on the purchasing decisions of Wizzmie consumers in Madiun City. Theoretically, this study is expected to enrich the literature on consumer behavior within the culinary industry, particularly in the context of the local market. Practically, the findings are anticipated to assist culinary entrepreneurs in developing more effective marketing strategies.

Theoretical Review

1. Theory of Planned Behavior

Ajzen (1991) explains that human behavior is primarily shaped by intentions, which are driven by three key components: individual attitudes, social norms, and perceived control over behavior. In the context of this research, online customer reviews are associated with shaping attitudes, price is linked to the influence of subjective norms, and service quality reflects consumers' perception of their ability to make informed choices.

2. Marketing Management

According to Panjaitan (2019), marketing management involves organizing, executing, and monitoring marketing strategies to efficiently accomplish organizational objectives. Its core aim is to deliver customer value through strategic use of the marketing mix, which includes decisions about product, pricing, promotion, and distribution channels.

3. Online Customer Review

Online reviews represent a digital form of word-of-mouth communication that strongly affects consumer behavior. These reviews tend to be trusted more than promotional messages directly from businesses, making them a crucial factor in shaping purchase decisions (Widiarta et al., 2024).

4. Price

Price is not only a reflection of cost but also a signal of perceived value in the eyes of consumers. Key aspects that define price perception include affordability, alignment with product quality, competitiveness in the market, and the overall benefits offered (Kotler, 2024).

5. Service Quality

Service quality is assessed by comparing customer expectations with the actual service experience (Karina & Sari, 2023). The concept is commonly evaluated using five dimensions: physical evidence (tangibles), dependability (reliability), responsiveness, assurance, and empathy, as outlined by Tjiptono (2015).

6. Purchase Decision

A purchase decision is the outcome of a consumer's evaluation process, where they decide whether or not to buy a product based on the information gathered (Alma, 2014). This decision is influenced by multiple factors, including cultural background, social environment, personal preferences, and psychological motivations (Kotler & Keller, 2024).

Hypothesis:

H1: Online customer reviews have a positive influence on Wizzmie consumers' purchasing decisions in Madiun City.

H2: Price has a positive influence on Wizzmie consumers' purchasing decisions in Madiun City.

H3: Service quality has a positive influence on Wizzmie consumers' purchasing decisions in Madiun City.

B. METHOD

This research employed a quantitative methodology utilizing a survey technique to examine the relationships between variables through numerical data analysis. The study was carried out in Madiun City, concentrating on Wizzmie consumers, during the period from July to August 2025. The population consisted of all individuals who had purchased Wizzmie products, with the sample size calculated using the Lemeshow formula, resulting in 384 participants. A purposive sampling method was used, selecting only those consumers with prior experience buying Wizzmie products.

The independent variables in this study were online customer reviews (X1), price (X2), and service quality (X3), while the dependent variable was the purchase decision (Y).

Measurement indicators were derived from established theoretical frameworks: perceived usefulness, enjoyment, and control for online reviews; affordability, quality-to-price ratio, competitiveness, and benefits for price; tangibles, reliability, responsiveness, assurance, and empathy for service quality; and product choice, brand, seller, timing of purchase, quantity, and payment method for purchase decisions.

Data collection was conducted via a Google Forms questionnaire employing a five-point Likert scale, which had been previously validated for reliability and validity. The data analysis was performed using Structural Equation Modeling (SEM) with SmartPLS version 3.0. The analytical procedure encompassed tests for validity and reliability, evaluation of the measurement model (outer model), assessment of the structural model (inner model), and hypothesis testing. The research process involved several phases, including a preliminary survey, development of research instruments, questionnaire distribution, data processing, and drawing conclusions about the impact of online customer reviews, price, and service quality on consumer purchase decisions for Wizzmie in Madiun City.

C. RESULTS AND DISCUSSIONS

In this research, the hypothesis testing was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, implemented through the SmartPLS version 3.0 software. Below is a diagram illustrating the model tested with SmartPLS version 3.0

1. SEM Model Development

The following is a schematic model of the causal relationship between variables in this study:

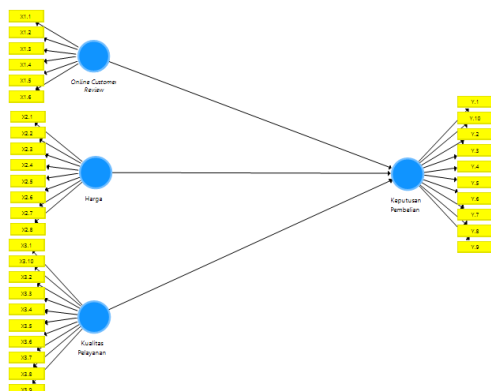


Figure 1. Causal Relationship Model Between Variables

In this diagram, arrows represent the connections between constructs. Straight arrows specifically denote a direct causal link among the constructs (Ghozali, 2018).

2. Outer Model Testing

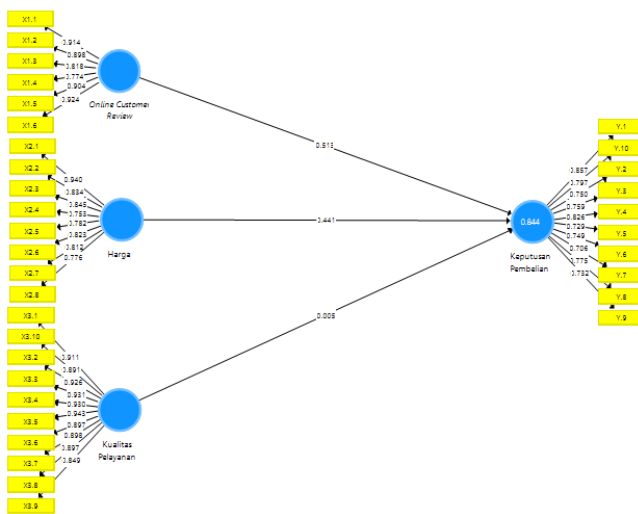


Figure 2: Path diagram with factor loadings

Figure 2: The path diagram displaying factor loadings prior to any elimination is presented. For the diagram to be considered valid according to the criteria outlined earlier, the factor loading values need to exceed 0.70, signifying that all indicators are deemed valid.

Reliability Test (Composite Reliability and Cronbach's Alpha) and (AVE) Test

1. Reliability Test

Reliability tests are used to measure stable or constant measurement results, as well as to ensure they are reliable.

Tabel 1 Reliability Test

| Variabel | <i>Cronbach's alpha</i> | <i>Composite Reliability</i> | Explanation |
|------------------------------------|-------------------------|------------------------------|-------------|
| <i>Online customer review (X1)</i> | 0,937 | 0,951 | Reliable |
| Price (X2) | 0,931 | 0,934 | Reliable |
| Service Quality (X3) | 0,978 | 0,960 | Reliable |
| Purchase Decision (Y) | 0,923 | 0,926 | Reliable |

Source: SmartPLS Data Processing(2025)

The conclusions from the data processing above show satisfactory results, with all variables above the 0.70 threshold, indicating high consistency and stability of the instruments used.2. **Uji discriminant validity (Uji discriminant validity)**

The Average Variance Extracted (AVE) metric indicates the proportion of variance in the observed variables that is accounted for by the latent construct. A commonly accepted threshold of 0.5 signifies satisfactory convergent validity, implying that the latent construct explains more variance than the measurement error on average.

Tabel 2 Discriminant Validity Test

| Variable | <i>Average variance extracted (AVE)</i> |
|------------------------------------|---|
| <i>Online customer review (X1)</i> | 0,764 |
| Price (X2) | 0,676 |
| Service Quality (X3) | 0,824 |
| Purchase Decision (Y) | 0,592 |

Source: SmartPLS Data Processing(2025)

The findings presented in Table 4.13 demonstrate that the Average Variance Extracted (AVE) values for the variables Online Customer Review, Price, Service Quality, and Purchase Decision all exceed 0.5. This suggests that each variable in the study possesses strong discriminant validity.

Discriminant Validity Test

Discriminant validity can be said to be met if the correlation between the variables is greater than the correlation value of all other variables (Ghozali, 2018).

Tabel 3 Discriminant Test

| Variable | Price | Purchase Decision | Service Quality | Online customer review |
|------------------------|--------|-------------------|-----------------|------------------------|
| Price | 0,822 | | | |
| Purchase Decision | 0,879 | 0,769 | | |
| Service Quality | -0,053 | -0,042 | 0,908 | |
| Online customer review | 0,854 | 0,890 | -0,046 | 0,874 |

Source: SmartPLS Data Processing(2025)

The results of the discriminant validity test in Table 4.14 show that each variable has the highest correlation with its own indicator, such as price (0.879), online customer reviews (0.874), service quality (0.908), and purchasing decisions (0.890). This finding proves that all variables meet the criteria for discriminant validity (Ghozali, 2018), thus declaring the research instrument valid.

Measurement Model Evaluation Analysis (Inner Model)

1 R-Square (R²)

This analysis is to determine the percentage of endogenous construct variability that can be explained by exogenous construct variability. This analysis is also to determine the goodness of fit of the structural equation model.

Tabel 4 R-Square (R²)

| Variabel | R Square | R Square Adjusted |
|-------------------|----------|-------------------|
| Purchase Decision | 0,844 | 0,843 |

Source: SmartPLS Data Processing(2025)

The R-square value for purchasing decisions is 0.844, which is included in the strong category (Ghozali, 2018), meaning that 84% of purchasing decisions are influenced by online reviews, price, and service quality.

2. Q-Square (Q²)

The Q-Square value has the same meaning as the coefficient of determination (R-Square) in regression analysis, where the higher the Q-Square, the better the model can be said to fit the data (Ghozali, 2018). The results of the Q-Square value calculation are as follows:

Tabel 5 Q-Square

| Variabel | Q ² predict |
|-----------------------------|------------------------|
| Online customer review (X1) | 0,661 |
| Price (X2) | 0,567 |
| Service Quality (X3) | 0,752 |
| Purchase Decision (Y) | 0,485 |

Source: SmartPLS Data Processing (2025)

The Q-Square test results show that online customer review scores (0.661), price (0.567), service quality (0.752), and purchasing decisions (0.485) are all greater than 0, indicating that the model has predictive relevance (Ghozali, 2018).

Hypothesis Testing

Hypothesis testing is performed by comparing the t-statistic values, which must be greater than the one-tailed t-table, which is 1.96 (Ghozali, 2018). The following are the results of the research model:

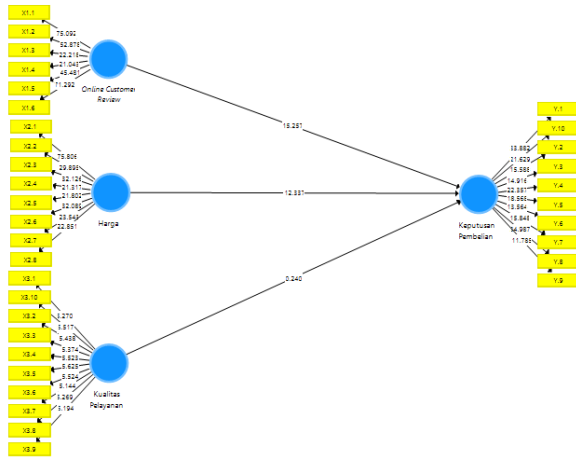


Figure 3 Hypothesis Testing Scheme

Source: SmartPLS Data Processing (2025)

In this hypothesis test, the standard error is 5%. The research hypothesis can be declared accepted if the t-statistics value is > 1.96 and the P-value is < 0.05 (Ghozali, 2018). The following are the results of the hypothesis test.

Tabel 6 Hypothesis test

| Hipotesis | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (OSTDEV) | P values |
|-----------|---------------------|-----------------|----------------------------|-----------------------|----------|
| H1 | 0.513 | 0.513 | 0.034 | 15.257 | 0.000 |
| H2 | 0.441 | 0.441 | 0.036 | 12.337 | 0.000 |
| H3 | 0.004 | 0.004 | 0.020 | 0.240 | 0.811 |

Sumber : SmartPLS Data Processing (2025)

The results of the hypothesis test in Table 4.17 show that of the three hypotheses proposed, two are accepted and one is rejected. The first hypothesis (H1) states that online customer reviews have a positive and significant effect on purchasing decisions with an original sample value of 0.513, a t-statistic of $15.257 > 1.96$, and a p-value of $0.000 < 0.05$. The second hypothesis (H2) is also accepted, where price has a positive and significant effect on purchasing decisions with an original sample value of 0.441, a t-statistic of $12.337 > 1.96$, and a p-value of $0.000 < 0.05$. Meanwhile, the third hypothesis (H3) is rejected because service quality does

not have a significant effect on purchasing decisions, indicated by an original sample value of 0.004, a t-statistic of $0.240 < 1.96$, and a p-value of $0.811 > 0.05$.

Hypothesis Discussion

The Influence of Online Customer Reviews on Purchasing Decisions

Test results indicate that online customer reviews have a positive and significant effect on purchasing decisions (t-statistic $15.257 > 1.96$; p-value $0.000 < 0.05$). This confirms that online consumer reviews provide consumers with information, confidence, and control in their decision-making. Wizzmie consumers in Madiun utilize reviews to compare products, especially the younger generation who actively use digital media. This finding aligns with research by Suryani et al. (2022), Novita & Soeparto (2023), and Istinawati & Nurlinda (2024).

The Influence of Price on Purchasing Decisions

Price has a positive and significant effect on purchasing decisions (t-statistic $12.337 > 1.96$; p-value $0.000 < 0.05$). Consumers consider Wizzmie's prices to be affordable, appropriate for the quality, competitive, and commensurate with the benefits received. An appropriate pricing strategy has been shown to increase purchase intention and encourage repeat purchases. These results support research by Gimnastiar (2024), Septadiana & Suprihhadi (2023), and Suryani et al. (2022).

The Influence of Service Quality on Purchasing Decisions

Service quality did not significantly influence purchasing decisions (t-statistic $0.240 < 1.96$; p-value $0.811 > 0.05$). Several service aspects, such as employee appearance, responsiveness, and empathy, were deemed suboptimal. However, these factors were not the primary determinants of purchase, as consumers considered price and online reviews more. Nevertheless, improving service quality remains important for long-term satisfaction and loyalty.

C. CONCLUSIONS

The results of the study show that Wizzmie consumers' purchasing decisions in Madiun City are significantly influenced by online customer reviews and price, while service quality

has no significant impact. Online customer reviews have been shown to increase trust and are an important consideration for consumers, while affordable prices and appropriate quality drive purchase intention. Conversely, although service remains important for long-term satisfaction, in this context, consumers prioritize price and online reviews in determining purchasing decisions.

D. SUGGESTIONS

Wizzmie management is recommended to continue focusing on improving service quality, even if it hasn't proven to be significant, as good service can strengthen customer loyalty. Price and menu variety, which have significant impacts, need to be maintained to maintain competitiveness. For further research, it is recommended to add other variables, expand the scope of the study, and compare with different objects for more comprehensive results. Furthermore, this study can be used as an academic reference for students and researchers studying consumer behavior and marketing.

The recommendations section contains the researcher's suggestions for future scientific research that will be conducted with the same or different variables and objects.

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