

# THE INFLUENCE OF E-SERVICE QUALITY, BRAND IMAGE, AND ONLINE REVIEWS ON THE PURCHASE DECISION OF PLAIN T-SHIRTS

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## Abstract

*This study aims to determine the influence of E-Service Quality, Brand Image, and Online Customer Review on Online Purchase Decisions at Artjuna Studio Ponorogo T-Shirt Screen Printing Company. The sampling method used in this study is a non-probability sampling approach with the Accidental Sampling That is, the technique of determining samples based on chance, that is, anyone who happens to meet the researcher can be used as a sample if it is seen that the person who happened to be met is suitable as a data source. So the researcher took a total of 96 people who will be used as respondents in this study. The data in this study was processed using the SPSS application. Which obtained partial results that e-service quality has a positive and significant effect on online purchase decisions. These results mean that the e-service quality variable has an influence on online purchase decisions at artjuna studio Ponorogo t-shirt printing companies. Brand image has a positive and significant effect on online purchase decisions. These results mean that the Brand image variable has an influence on online purchase decisions at artjuna studio Ponorogo t-shirt printing companies. Online customer reviews have a positive and significant effect on online purchase decisions. These results mean that the online customer review variable has an influence on online purchase decisions at artjuna studio Ponorogo t-shirt printing company. E-service quality, brand image, and online customer reviews together have a positive and significant effect on purchase decisions. This means that the variables of E-service quality, brand image, and online customer reviews simultaneously affect online purchase decisions at artjuna studio Ponorogo t-shirt printing companies.*

**Keywords:** E-service Quality, Brand Image, Online Customer Review, Online Purchase Decision.

## INTRODUCTION

The rapid development of technology today has a significant impact on the behavior patterns of human life. Technological advances colored by various innovations are increasingly pampering every user and have entered a stage where technology has played a significant role in life. Data released by the Internet Service Providers Association in 2022, the development of the number of internet users in Indonesia has experienced significant growth from year to year, even 77% of the Indonesian population is already connected to the internet. Based on this data, it is not surprising that this also results in changes in people's behavior patterns, simple examples in fulfilling daily needs in shopping, simply by using a *smartphone* and the internet network, a person can order the desired goods/services without having to meet face-to-face with the seller. All transactions are carried out online (Tampubolon, 2026).

Tampubolon (2026), stated that the growth of internet users in Indonesia now has very significant progress, so it is not surprising that Indonesia is one of the countries that has great opportunities for business people, especially *e-commerce*. Laudon and Traver 2016, stated that *electronic commerce* or *e-commerce* is the activity of conducting business transactions *online* through internet media and devices that are integrated with the internet. Business people,

especially *e-commerce* (*electronic commerce*)) has undergone rapid development in recent years. This phenomenon is driven by advances in information and communication technology that enable electronic business transactions over the internet. *E-commerce* has changed the way companies interact with customers, provide products, and manage their operations.

In Indonesia, *e-commerce* has also become a very significant economic sector. Many local and international companies are competing for market share here. In this context, research on *e-commerce* is important to understand market dynamics, consumer trends, and their impact on businesses and the economy as a whole. With the convenience offered by *e-commerce*, it also has a significant impact on purchase decisions for the public or consumers (Tampubolon, 2026). Buying yourself physically can be done by consumers, but it can also be the choice of others. Peter and Olson (2016), *States that purchasing decisions are the stages of combining knowledge in selecting two or more alternatives and ending with choosing one of them*. This means that the purchase decision is a stage of combining knowledge in selecting two or more alternatives and ending by choosing one of them. Consumers in making purchases will consider what they need, when, how and where the purchase or consumption process will occur.

Putri (2021), stated that consumers in choosing a product will choose based on what is most needed and what suits them best, there are several factors that can influence consumers in making purchasing decisions, namely *e-service quality*, *brand image*, and *online customer reviews*. According to (Kotler and Armstrong, 2018), *that the online service quality is the overall characteristics and nature of a product or service that affects its ability to satisfy expressed or implied needs*. This means that the quality of an online service is the overall characteristics and nature of a product or service that affects its ability to satisfy stated or implied needs.

Sari (2020), stated that *e-service quality* is any action or action given by one party to another party that is basically intangible and does not result in any transfer of ownership is referred to as *e-commerce* service quality. However, these services should provide shopping convenience and make customers feel cared for, so they become more loyal to *e-commerce*. Ulum and Muchtar (2018), stated that *e-service quality* is how a company is able to provide a wider range of electronic services through internet media that connects sellers and buyers to fulfill effective and efficient shopping activities. Good quality of electronic services will make consumers happy and feel helped by the services provided.

*Brand image* is another factor that can influence purchasing decisions. Santoso (2019), stated that *brand image* is a collection of common words such as names, terms, symbols and others that are used to distinguish products or services sold by sellers from products or services sold by competitors. According (Peter & Olson 2016), *Defines brand image as consumer perception and preference for a brand, as reflected by various brand associations that exist in consumers' memories*. Brand image as consumer perception and preference for a brand, as reflected in various brand associations that exist in consumers' memories.

Rachmawati (2020), stated that *brand image* is a description of consumer association and trust in the brand of a product. Consumers can usually conclude that their choice of a brand will be stronger if they gain a lot of information and experience. Janah and Suswardji (2021), stated that *brand image* is one of the important things that a company has, a good reputation will have an impact on customer perception and leave positive memories. Thus, a good brand image allows

the company to survive in the midst of increasing competition. The better the brand image, the more consumers will be interested in buying goods or services.

*Online customer reviews* are the next factor that can influence purchasing decisions. Nugrahani Ardianti (2019), stated that *online customer reviews* are reviews written by other consumers on company products and services. There are several types of *online customer reviews* from consumers who have bought by making a brief review of the buying experience which can be in the form of pictures, text or videos. According to Holleschovsky (2016), *Online consumer reviews are subjective opinions and summarize experiences, attitudes, and opinions, expressed by consumers*. This means that *online customer reviews* are subjective opinions and summarize experiences, attitudes, and opinions expressed by consumers. Setyani and Azhari (2021), stated that *online customer reviews* usually contain positive reviews and negative reviews about a product, service or seller (company) and are made by consumers using the internet network and describing the condition of the product purchased. Online reviews focus on building the presence and trust of consumers who want to transact online, as well as learning what visitors think about a particular product or service or even the store or *the Web* as a whole.

The object of this research is Artjuna Studio located in the city of Ponorogo, precisely on Jl. Raya Sumoroto - Ngumpul Duduh Krajan, Nongkodono, Kauman District, Ponorogo Regency, East Java 63451. Artjuna Studio is one of the companies engaged in screen printing services that serve orders for various kinds of t-shirts and their designs in large and small quantities. Artjuna Studio also provides various types of clothing, ranging from *t-shirts, hoodies, crewnecks, raglans*, polo and other clothing, with quality, strong and neat stitching quality which is also supported by a variety of color choices that can be adjusted to consumer tastes. Based on the growth of internet users in Indonesia and the rise of business people, especially *e-commerce* at this time, Artjuna Studio does not want to be left behind in developing its business.

Artjuna Studio utilizes one of the *e-commerce platforms*, namely the TikTok Application as a means of marketing as well as selling products at Artjuna Studio. The TikTok account managed by Artjuna Studio itself has an account name, namely @AtjunaStudio with the number of followers currently 10.9 thousand followers. With the help of this *TikTok e-commerce platform*, it really helps Artjuna Studio in marketing its goods, one of which is by uploading product photos or *doing live streaming*.

Based on the results of observations at Artjuna Studio, it was found that indications of problems that caused the purchase decision at Artjuna Studio were still not optimal. This can be seen from the situation where a *server* or shopping system is often inaccessible to consumers and sellers. Sellers are constrained to provide maximum service quality to consumers, besides that with the *online customer review feature*, of course, consumers will give positive and negative assessments, negative assessments on *online customer reviews* of stores or products make it a problem for new consumers who will buy Artjuna Studio products. These problems will certainly result in the difficulty of forming a *brand image* that will be embedded in the minds of consumers, which will interfere with the process of making consumer purchase decisions.

The phenomenon of the problem described in this background, and strengthened by the existence of *gap* research related to the controversy of previous research results where research by (Salsabila 2022), stated that *e-service quality* has a positive and significant influence on

purchase decisions. However, in contrast to research by (Herdiyani 2023), it states that *e-service quality* does not have a significant effect on purchase decisions. Research by (Andono 2022), states that *brand image* has a positive and significant effect on purchase decisions, but in contrast to the results of research by (Putra 2023), it states that *brand image* has no effect on purchase decisions. Research by (Garaldine 2022), states that there is a significant influence of *online customer reviews* on purchase decisions, but in contrast to research by (Ghoni 2022), states that *online customer reviews* have no effect on purchase decisions.

## METHOD

The type of research used in this study is the quantitative research method, because in this study the researcher processes numbers or research data in the form of numbers and analysis using statistics. The quantitative research method is carried out based on the philosophy of positivism to conduct a research. This research was conducted at the T-shirt screen printing company Artjuna Studio Ponorogo, where several consumers who shop at the store will be the object of this research to be asked for information based on a questionnaire related to the free variable (X) to the bound variable (Y).

According to Sugiyono (2017), it states that population is the totality of each element to be researched, which has the same characteristics, it can be an individual from a group, an event or something to be researched. The population in this study is Artjuna Studio consumers in Ponorogo. However, in this study it is not known exactly the number of populations (*infinite*), due to the absence of data that can be seen to determine the research population.

Sugiyono, (2017), stated that a sample is defined as a part of the number of individuals from the population whose characteristics are to be studied, or a small part of the population members who are taken according to certain procedures so that they can represent the population. This study has an unknown number of populations, so the determination of the sample is determined using the Cochran formula (Sugiyono, 2017) as follows:

$$n = \frac{Z^2 pq}{e^2}$$

Where:

n = Number of samples

Z<sub>2</sub> = Confidence level in the determination of the sample (95% = 1.96)

p = True chance 50% = 0.5

q = Wrong chance 50% = 0.5

$$n = \frac{1,96^2 (0,5)(0,5)}{(0,1)^2}$$

e = *Sampling error*, in this study 10% of the sample that will be used in this study is:

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04 = 96$$

Based on the calculation of Cochran's formula (Sugiyono, 2017) that has been described above, the researcher took a total of 96 people who would be used as respondents in this study. The sampling method used in this study uses a non-probability sampling approach with the Accidental Sampling technique, which is a sample determination technique based on chance, that is, anyone who happens to meet the researcher can be used as a sample if it is seen that the person who happened to be met is suitable as a data source.

The data collection method uses primary and secondary data. Sugiyono (2017) states that primary data is "original or pseudo-source that provides direct data to researchers". In this study, the primary data source was obtained from Artjuna Studio Ponorogo consumers. This study is related to respondents' responses to research variables. These variables include e-service *quality*, *brand image*, and *online customer reviews* and purchase decisions. The primary data is also original data or new data that has an *up to date* nature. To obtain primary data, researchers must collect it directly. In this study, data was obtained directly through the distribution of questionnaires.

Sugiyono (2017), stated that questionnaires are "data collection techniques that are carried out by giving questions about research to respondents to obtain data related to research activities". This study uses measurements with the *Likert scale*. Sugiyono (2017), stated that *Likert scale* It is used to measure attitudes, opinions, and perceptions towards individuals or groups related to social phenomena that are the object of research. *Likert scale* It can be applied to measure a very positive to very negative scale, such as strongly agree and strongly disagree. The data analysis method uses several data instrument tests. Sugiyono (2017), stated that the "validity test" is "a measuring tool used to measure whether a questionnaire is valid or not. Questionnaire can be said *Valid* or valid if the question in the questionnaire is able to explain what is being measured and it is said not to be *Valid* or invalid if the questions in the questionnaire are not able to explain what is being measured". Sugiyono (2017), stated that the "reliability test" is "a measure of consistency in the use of questionnaires, meaning that if the measurement is repeated or retested the results are reliable or not, it can be said to be reliable if the results remain the same". The reliability level of a data in this study can be calculated using the formula *Cronbach Alpha* (a measuring tool to determine the level of reliability) to determine whether the instrument we use is reliable or not, this study uses a limit of 0.6. The questionnaire is said to be reliable if the *Cronbach Alpha*  $> 0.6$ .

The data analysis technique used multiple linear regression analysis. Sugiyono (2017), stated that "multiple linear regression analysis" is "an analysis used to determine how much the value of several independent variables (independent variables) affects dependent variables (bound variables)". Slamet Santoso (2015), stated that the "determination coefficient ( $R^2$ )" is "a tool used

to determine the size of an independent variable (X)". In explaining the dependent variable (Y) in determining the value ( $R^2$ ), it can be through the following formula:

$$R^2 = \frac{b_1 \sum x_1 y + b_2 \sum x_2 y + b_3 \sum x_3 y + b_4 \sum x_4 y}{\sum y^2}, \text{ where } 0 \leq R^2 \leq 1$$

The t-test test is carried out to designate independent variables to dependent variables. Sugiyono (2017), stated that the "t test (partial test)" is "a test used to determine the influence of individual independent variables on dependent variables with a significant level of 5%". Provided that if  $t$  calculates  $> t$  of the table and the significance value  $< 0.05$ , then the independent variable partially has a significant effect on the dependent variable, and vice versa.

The f-test test was carried out to assess the influence of independent variables or the influence of the same family on the dependent variable. Sugiyono (2017), stated that the "F test (simultaneous test)" is used to test the degree of influence of independent variables included by the regression model on dependent variables simultaneously. The condition used is that if the significance probability value of  $< 0.05$  can be interpreted as an independent variable (X) simultaneously affecting the dependent variable (Y). To draw conclusions about the simultaneous influence of the independent variable (X) on the bound variable (Y) is to compare the  $F_{\text{calculation}}$  and  $F_{\text{tables}}$

## RESULTS AND DISCUSSION

The characteristics of the respondents in this study were categorized based on gender, age and intensity of purchase. The following is a table of respondent characteristics:

Table 1. Frequency Distribution of Respondents by Gender

| No. | Gender   | Quantity | Presentase (%) |
|-----|----------|----------|----------------|
| 1.  | Male     | 57       | 59.4%          |
| 2.  | Women    | 39       | 40,6%          |
|     | Quantity | 96       | 100%           |

Source : Primary Data processed with SPSS 25.00, 2026

Table 2. Frequency Distribution of Respondents by Age

| No. | Age           | Quantity | Presentase |
|-----|---------------|----------|------------|
| 1.  | < 20 Years    | 35       | 36,5%      |
| 2.  | 21 - 30 Years | 39       | 40,6%      |
| 3.  | 31 - 40 Years | 16       | 16,7%      |
| 4.  | 41 - 50 Years | 4        | 4,2%       |
| 5.  | > 50 Years    | 2        | 2,1%       |
|     | Quantity      | 96       | 100%       |

Source : Primary Data processed with SPSS 25.00, 2026

Table 3. Distribution of Respondent Frequency Based on Purchase Intensity

| No. | Jobs        | Quantity | Presentase |
|-----|-------------|----------|------------|
| 1.  | 1 time      | 23       | 24,0%      |
| 2.  | 2 - 4 times | 47       | 49,0%      |
| 3.  | > 4 times   | 26       | 27,0%      |
|     | Quantity    | 96       | 100%       |

Source : Primary Data processed with SPSS 25.00, 2026

The data of the Validity Test Results is displayed in the following table 4:

Table 4. Validity Test Results

| Variabel                           | Item | r count | R table | Remarks      |
|------------------------------------|------|---------|---------|--------------|
| <i>E-Service Quality (X1)</i>      | 1    | 0,722   | 0,2006  | <i>Valid</i> |
|                                    | 2    | 0,661   | 0,2006  | <i>Valid</i> |
|                                    | 3    | 0,623   | 0,2006  | <i>Valid</i> |
|                                    | 4    | 0,600   | 0,2006  | <i>Valid</i> |
|                                    | 5    | 0,548   | 0,2006  | <i>Valid</i> |
| <i>Brand Image (X2)</i>            | 1    | 0,648   | 0,2006  | <i>Valid</i> |
|                                    | 2    | 0,712   | 0,2006  | <i>Valid</i> |
|                                    | 3    | 0,603   | 0,2006  | <i>Valid</i> |
| <i>Online Customer Review (X3)</i> | 4    | 0,681   | 0,2006  | <i>Valid</i> |
|                                    | 5    | 0,619   | 0,2006  | <i>Valid</i> |
|                                    | 1    | 0,798   | 0,2006  | <i>Valid</i> |
|                                    | 2    | 0,491   | 0,2006  | <i>Valid</i> |
|                                    | 3    | 0,611   | 0,2006  | <i>Valid</i> |
| Verdict (Y)                        | 4    | 0,648   | 0,2006  | <i>Valid</i> |
|                                    | 5    | 0,592   | 0,2006  | <i>Valid</i> |
|                                    | 1    | 0,683   | 0,2006  | <i>Valid</i> |
|                                    | 2    | 0,669   | 0,2006  | <i>Valid</i> |
|                                    | 3    | 0,653   | 0,2006  | <i>Valid</i> |
| Purchase                           | 4    | 0,616   | 0,2006  | <i>Valid</i> |
|                                    | 5    | 0,617   | 0,2006  | <i>Valid</i> |

Source: Primary Data processed with SPSS 25.00, 2026

The table above is the result of the acquisition of r calculation of all items declared valid because all items of *e-service quality* variable statement (X1), *brand image* (X2), *online customer review* (X3) and purchase decision (Y) have a greater value or r calculation > r table, therefore all indicators are suitable for use in this study.

**Regression model to find out how much the value of several independent variables affects the dependent variable. Here are the results of the analysis:**

Table 6. Multiple Linear Regression Analysis Results  
Coefficients<sup>a</sup>

| Model                       | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-----------------------------|-----------------------------|------------|---------------------------|-------|------|
|                             | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)                | .763                        | 1.408      |                           | .542  | .589 |
| E-Service Quality (X1)      | .431                        | .073       | .425                      | 5.883 | .000 |
| Brand Image (X2)            | .235                        | .086       | .225                      | 2.719 | .008 |
| Online Customer Review (X3) | .348                        | .081       | .338                      | 4.276 | .000 |

a. Dependent Variable: Purchase Decision (Y)

Source: Primary Data processed with SPSS 25.00, 2026

The regression results summarized in table 6 can be made regression equations as follows:

$$Y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + e$$

$$Y = 0.763 + 0.431 X_1 + 0.235 X_2 + 0.348 X_3 + e$$

The equation can be described in the analysis as follows:

- 1) Constantate value (a) = 0.763  
This value shows that when the variables of *e-service quality* (X1), *brand image* (X2), *online customer reviews* (X3) are equal to 0, then the magnitude of the purchase decision (Y) is 0.763 units or 76.3% and this value is the influence of other variables that are not included in the regression model.
- 2) The value of *the e-service quality* regression coefficient (X1) = 0.431  
The analysis of the data showed that the value of the regression coefficient for the *e-service quality* variable was 0.431. This value can be interpreted as that every 1 unit increase in *e-service quality* items, will affect an increase in purchase decisions by 0.431 units or by 43.1%. This assumes that the other variables in the study are zero.
- 3) Value of the regression coefficient of *the brand image* variable = 0.235  
The results of the analysis show that if the *brand image* variable increases by 1 unit, it will have an impact on increasing purchase decisions by 0.235 units or by 23.5%. With the note that other variables in the study are assumed to be zero.
- 4) The regression coefficient value of *the online customer review* variable (X3) = 0.348  
The results of the analysis show that if the *online customer review* variable increases by 1 unit, it will have an impact on increasing purchase decisions by 0.348 units or by 34.8%. With the note that other variables in the study are assumed to be zero.

Table 7. Coefficient of Determination (R<sup>2</sup>)

#### Model Summary

| Model | R     | R Square | Adjusted Square | Std. Error of the Estimate |
|-------|-------|----------|-----------------|----------------------------|
| 1     | .795a | .632     | .620            | 2.07590                    |

a. Predictors: (Constant), Online Customer Review (X3), E-Service Quality (X1), Brand Image (X2)

Source: Primary Data processed with SPSS 25.00, 2026

Based on table 7, the *R Square* value is 0.632. This value is the *percentage* of the contribution of independent variables to dependent variables. The value of *the R Square* when changed in the form of a percent is 63.2%. The percentage explained that *the variables of e-service quality, brand image, online customer reviews* were able to contribute to the purchase decision variable of 63.2% and the rest was influenced by other variables outside the study, which was 36.8%. That way, there are still opportunities for variables outside of the research that influence purchasing decisions.

#### CONCLUSION

Based on the results of research and analysis related to the influence of *e-service quality, brand image, and online customer reviews* on online purchase decisions at Arjuna Studio Ponorogo T-shirt screen printing company, the following conclusions can be drawn:

1. *E-service quality* affects online purchase decisions at Arjuna Studio Ponorogo T-shirt printing company.
2. *Brand image* affects online purchase decisions at Arjuna Studio Ponorogo T-shirt printing company.
3. *Online customer reviews* affect online purchase decisions at Arjuna Studio Ponorogo T-shirt printing company.

*E-service quality, brand image, and online customer reviews* affect online purchase decisions at the Arjuna Studio Ponorogo T-shirt printing company.

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