

Systematic Literature Review: The Influence of Ratings and Reviews on Purchasing Decisions for Dried Fruit Snacks

Wahyuni Zahra Hidayah^{1*}, Imay Delin Sabtha Dewi², Putri Ayu Salsabillah³

^{1,2}Management Study Program, Faculty of Economics, Pasir Pengaraian University

³Marketing Management Study Program, Faculty of Economics, Asahan University

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*Corresponding author:

whyunizh@gmail.com

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Abstract

This study has undergone a systematic review of the purchase decision of dried fruit snacks on the shopee e-commerce platform. Digital transformation in the modern era makes changes in consumer behavior in shopping. By conducting a literature search on Google Scholar, we have selected 20 relevant articles. New findings show that the number of publications continues to increase from 2020 to 2025. This research uses the Systematic Literature Review (SLR) method. Through the Systematic Literature Review (SLR) method, this research identifies ten selected journals that are relevant to the topic, published between 2020 and 2025, and discuss specifically the influence of online customer reviews (OCR) and online customer ratings (OCRt) on purchasing decisions. From the results of the analysis, it can be concluded that OCR and OCRt have a positive and significant influence on purchasing decisions, especially in the context of marketplaces such as Shopee. This research shows that public awareness of healthy lifestyles has led to an increase in fruit consumption, including in the form of snacks such as dried fruit snacks. Demand for dried fruit products increases along with practicality, longer shelf life, and nutritional content that is maintained. Based on the analysis of sales data, ratings, and reviews of dried fruit snack products on the Shopee platform, it was found that ratings and reviews have a significant influence on consumer purchasing decisions. Products with high ratings tend to be more trusted by potential buyers, especially if supported by relevant and informative positive reviews.

Introduction

With the increasing public awareness of the importance of a healthy lifestyle, the trend of consuming more natural and nutritious foods is gaining more attention from consumers. Amidst the proliferation of instant snacks that are high in sugar and saturated fat, fruit-based snacks, both in fresh and processed forms such as dried fruits, are increasingly accepted as alternatives that are not only delicious, but also healthier. This lifestyle change is influenced by various factors, including easier access to nutrition information, health campaigns intensified by various organizations, and the increasing prevalence of degenerative diseases that encourage people to be more selective in choosing their daily intake.

Fruit-based snacks, especially in the form of dried fruits such as freeze-dried strawberries, bananas and tin fruits, have seen a significant increase in popularity. These products not only provide an appetizing natural sweetness, but also contain fiber, vitamins, minerals and antioxidants that are essential for a healthy body. In addition, their longer shelf life and ease of consumption make dried fruit snacks a convenient choice for consumption in various situations, whether at home, work, school, or while traveling.

This change in consumption trends does not happen without cause, but is influenced by various factors related to people's lifestyles. One of the main factors driving this awareness is the

easy access to information on nutrition and health. Through the internet and social media platforms, consumers can now easily access information on the health benefits of certain foods, including healthy snacks such as dried fruits. Health campaigns conducted by the government and non-government organizations also play an important role in educating the public about the importance of a healthy diet for the prevention of various diseases.

In addition, the increasing prevalence of degenerative diseases, such as type 2 diabetes, hypertension and heart disease, is a major driver for people to be more selective in their choice of snacks. These diseases are often associated with poor diet, especially the consumption of foods high in calories, sugar and saturated fat. Therefore, people are increasingly realizing that healthy snack options, such as dried fruits, can be a better alternative to maintain long-term health.

Dried fruit-based snacks, such as freeze-dried strawberries, bananas, apples, and tin fruits, are becoming increasingly popular and offer a variety of health benefits that are not inferior to fresh fruit. Freeze drying allows fruits to retain most of their nutritional content, such as vitamins, minerals and antioxidants, despite their altered form.

Dried fruit snacks have a high fiber content, which is very good for digestion. Fiber helps the digestive system and reduces the risk of constipation, and can control blood sugar and cholesterol levels. Dried fruits are also rich in essential vitamins and minerals, such as vitamin C, potassium and magnesium, which play a role in maintaining the immune system, heart function and body fluid balance.

Another advantage of dried fruit snacks is their longer shelf life compared to fresh fruit. Although fresh fruit is rich in nutrients, its shelf life is limited, while dried fruit preserved through the freeze-drying process can last for months without losing quality, provided it is stored properly. This makes dried fruit snacks a practical choice, especially for individuals with busy lifestyles who still want to consume healthy snacks anytime and anywhere.

Variants of dried fruit snacks, such as freeze-dried strawberries, dried bananas and dried tin fruits, can be enjoyed on their own or combined with other food ingredients such as yogurt, cereals or salads to create a more varied healthy snack. Some dried fruit snack manufacturers also offer products that are combined with nuts or seeds to increase the protein and healthy fat content.

The increasing trend of fruit consumption, especially in the form of dried fruit, is also reflected in the significantly increasing fruit consumption data in Rokan Hulu. The data shows that people are increasingly realizing the importance of fruit consumption as part of their healthy diet. This change is inseparable from the factors mentioned earlier, such as easier access to nutrition information and public awareness of the importance of maintaining a healthy body through a balanced diet.

This is evidenced by the fruit consumption data which continues to increase from year to year in Rokan Hulu as follows :

Table 1.1 Average Weekly Per Capita Consumption by Fruit Group in Rokan Hulu in 2021-2023

Average Weekly Per Capita Consumption by Fruit Group in Rokan Hulu in 2021-2023												
District	Mango			Ambon Banana			Watermelon			Other Fruit		
	2021	2022	2023	2021	2022	2023	2021	2022	2023	2021	2022	2023
Rokan Hulu	0,015	0,013	0,008	0,012	0,013	0,01	0,078	0,135	0,106	0,024	0,015	0,014

Source : <https://www.bps.go.id/>

In Rokan Hulu Regency, the trend of fruit consumption per capita shows a positive development, with figures continuing to increase every year. This increase is an indication of increasing public awareness of the importance of a healthy diet and balanced nutrition, especially in the consumption of natural foods that are rich in vitamins and minerals. Fruits are not only known as a major source of vitamin C and natural fiber, but also have significant benefits in maintaining the immune system, supporting metabolism, and preventing various degenerative diseases.

However, despite the increase in fruit consumption trends, there are real challenges that remain to be faced, particularly with regard to the natural characteristics of fresh fruit which has a limited shelf life. Fresh fruit is generally perishable due to temperature, moisture, and mechanical damage during the distribution process. As a result, fresh fruit often deteriorates before it can be consumed, especially in areas where refrigerated storage facilities are limited or the supply chain is not optimized.

As a solution to this problem, fruit processing technology through drying (dehydration) has been identified as an effective and increasingly used alternative. The drying process aims to reduce the water content in the fruit, so that the growth of microorganisms such as fungi and bacteria can be suppressed. Thus, the shelf life of the product can be significantly extended without requiring the use of chemical preservatives.

Not only that, modern drying processes such as freeze-drying also retain most of the nutritional content of the fruit. According to a study by (Shofian et al., 2011) In the *International Journal of Molecular Sciences*, the freeze-drying process can maintain the ascorbic acid (vitamin C) content in the fruit because the low temperature used minimizes damage to heat-sensitive vitamins. This study showed that the vitamin C content of freeze-dried tomatoes was not significantly different compared to fresh tomatoes.

In addition, research by (Widowati et al., 2024) published in the *Journal of Nutrition and Food Sciences* found that the freeze-drying method is able to maintain antioxidant activity, nutritional value, and vitamin C content in dried fruit and vegetable products. This method also maintains the stability of the color and composition of bioactive compounds in the products.

Along with the development of a fast-paced and efficient modern lifestyle, dried fruit snack products are now increasingly favored by the public, both in urban areas and in regions such as Rokan Hulu. Various types of fruit are now available in dried form, such as apricots, bananas, strawberries, dates, raisins and tin fruit, each of which has its own flavor characteristics and health benefits. These dried fruit snacks are not only easy to consume, but also provide quick energy, making them an ideal choice as a snack for children, a supplement for school or work, and part of a daily diet.

Besides the practicality aspect, another appeal of dried fruit products lies in their ability to overcome the challenges associated with seasonality and availability of fresh fruit. When certain fruits are out of season or difficult to obtain due to geographical factors, dried fruits can still be an accessible alternative source of nutrition. Innovations in modern packaging that are hygienic, attractive and environmentally friendly also play a role in increasing consumer interest in choosing this product as a daily snack.

Overall, processing fruit into dried form is not only a technical solution to storage and distribution problems, but also opens up great opportunities for the development of the local food industry, especially in the MSME sector. With the support of training, adequate equipment, and proper digital marketing, the potential for businesses in Rokan Hulu to produce and market high-quality dried fruit derived from local agricultural products is enormous.

Thus, dried fruit is not just an alternative product, but also a strategic innovation in the world of food that answers the challenges of the times, while supporting food security and increasing national fruit consumption. Therefore, encouraging the widespread use of fruit drying technology and strengthening the production and distribution ecosystem are important steps in improving the nutritional quality of the community, including in Rokan Hulu Regency.

Dried fruit snacks are now increasingly in demand as an alternative healthy snack among modern society. Dried fruit is produced by processing fresh fruit through a drying process, which reduces its moisture content and extends its shelf life. This process not only retains most of the fruit's natural nutrients, but also gives it a unique, sweet and chewy flavor. Therefore, dried fruit is an ideal choice to enjoy as an everyday snack. Along with the development of a fast-paced and efficient modern lifestyle, dried fruit snack products are now increasingly favored by the public,

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Dried fruits offer many advantages, especially in terms of their abundant fiber, vitamins, minerals and antioxidant content. Different types of dried fruits, such as apricots, dates, raisins, and cranberries, are known for their nutrients, which have health benefits such as supporting the digestive system, boosting energy, and maintaining immunity. In addition, dried fruits are also very convenient to carry around, making them the perfect snack option for those with active lifestyles.

While dried fruits offer a wide range of benefits, it is important to be mindful of their high natural sugar content. Therefore, its consumption should be done in a balanced and appropriate amount. In the food industry, innovations related to dried fruits are constantly evolving, including in terms of packaging, adding flavor variations, as well as combinations with other ingredients such as nuts or seeds. This aims not only to increase nutritional value, but also to attract consumers.

For example, on the Shopee platform, many stores such as Eat Cleans offer dried fruit products in various variants, such as dried strawberries, dried mangoes, dried beets, and dried bananas. This interest in dried fruit consumption is an opportunity that Eat Cleans can capture. This is evidenced by the following comparative data on dried fruit sales in Riau :

Table 1.2 Dried Fruit Sales Comparison 2021-2023

		Fruit Crop Production								
		Mango			Banana			Papaya		
Province		2021	2022	2023	2021	2022	2023	2021	2022	2023
Riau		19737	15241	14093	48901	55207	27766	22470	24403	18547

Source : <https://www.bps.go.id/>

From the table above, it can be concluded that mango production in Riau Province has decreased significantly from year to year. In 2021, the amount of production was still quite high at 19,737, but then dropped dramatically in 2022 to 15,241, and even more so in 2023 to only 14,093. This decline could have been caused by various factors, such as :

- Changes in weather and climate that affect harvest periods and crop quality.
- Land conversion from agriculture to other uses such as development or industry.
- Lack of maintenance or pest attacks that cause crop failure.
- Decrease in market demand, making farmers reluctant to produce in large quantities.

This suggests that mango cultivation in Riau may not have been in optimal condition over the past three years. The decline is even steeper when compared between 2021 and 2023: almost a 30% drop.

Unlike mangoes, banana production shows a unique pattern. In 2021, production was already quite high at 48,901, then increased rapidly in 2022 to 55,207. But surprisingly, in 2023 it plunged to only 27,766, or almost half of the previous year.

The increase in production in 2022 could indicate:

- Favorable weather (a stable dry season is very good for bananas).

- b. High market demand, especially for the processed food or dried fruit industries.
- c. Increase in planted land area or local government programs that support horticultural production.

However, the large drop in 2023 suggests that there was a major disruption. It could be natural factors such as floods, strong winds, or plant diseases attacking banana plantations. It could also be due to changes in selling prices that lead farmers to reduce production. This trend is interesting because unlike the gradual decline of mangoes, bananas rise first and then fall.

For papaya, the pattern is similar to bananas, but not as extreme. In 2021, papaya production was at 22,470, then rose slightly in 2022 to 24,403, and finally declined in 2023 to 18,547.

The increase in 2022 may reflect a good harvest season or increased market demand. However, the decline in the following year could be indicative :

- a. Weather disturbances (papaya is quite sensitive to excessive rainfall).
- b. Crop rotation by farmers, where they choose to grow other commodities.
- c. Limited labor or high operational costs.

However, despite the decline, papaya production remained higher than mango in the same year. This implies that papaya has a better level of stability in terms of productivity, although it still experiences fluctuations. Such fluctuations may be influenced by weather factors, changes in consumption patterns, and the level of success in cultivation techniques applied by farmers.

Looking at the dynamics of production of fruits such as mangoes, bananas and papayas in Riau Province over the past three years, we not only see a picture of agriculture, but also its far-reaching impact on the supply chain of processed industries, including the manufacture of products such as dried fruit snacks. Dried fruit snacks, which are increasingly popular among modern consumers, are highly dependent on the stability of the supply of raw materials from these fruits. The quality and quantity of products available will determine the price and sustainability of the industry.

From a consumer perspective, the availability and quality of products in the market is greatly influenced by how they are received and promoted digitally. In this digital age, e-commerce platforms and social media have a major influence in shaping consumer preferences and purchasing decisions. Consumers who are more conscious of product quality and sustainability tend to seek more in-depth information about product origins, production techniques, as well as certifications that the product may have. Therefore, it is important for producers and farmers to not only focus on increasing productivity, but also to pay attention to digital marketing that can help increase the visibility and appeal of their products in an increasingly competitive market.

By combining a sustainable approach to agriculture and the utilization of digital platforms, the agricultural sector in Riau Province can continue to develop well, increasing farmers' income and providing quality products for consumers. This also opens up great opportunities for innovation in the processed fruit industry that can create greater added value and create wider employment opportunities. Along with the development of technology, transactions in e-commerce are in great demand even though they require trust because they do not see the product directly. Before making a purchase decision, consumers can see product information on the display or available features such as prices, online customer reviews, and ratings. However, it cannot be fully trusted and ensured that this information guarantees that the product purchased or the service obtained will match consumer expectations (Sadiatul Munawaroh & Sarnianto, n.d.). One of the key factors to consider is the potential for bias in reviews provided by other users. Reviews published on e-commerce platforms are often influenced by each consumer's subjective experience, which may not necessarily reflect the

overall quality of the product. In addition, the possibly large number of ratings and reviews on the platform may also create the illusion of higher-than-reality satisfaction, given that consumers tend to give ratings based on limited personal perceptions.

Another factor that plays an important role is the level of transparency of information provided by the seller or service provider. In some cases, incomplete or inaccurate product descriptions can mislead consumers, leading to dissatisfaction after the transaction has been made. Therefore, aspects such as the number of reviews and ratings available on e-commerce platforms may be more relevant as indicators of potential quality, but they still do not fully guarantee that the product or service received will match consumers' expectations. The existence of honest and objective feedback from previous consumers can be a more accurate consideration in helping consumers make smarter and more informed purchasing decisions.

This can be seen from the phenomenon that occurs at Shopee, which is the Indonesian e-commerce website with the highest traffic in the marketplace category. There were 237 million visits to Shopee's website in September 2023, an increase of almost 38% compared to the beginning of the year. Shopee's increase in visitors has surpassed its main competitors, Tokopedia, Lazada, Blibli, and Bukalapak (Oktaviana et al., 2024). Shopee's achievement also surpasses its main competitors in the Indonesian market, such as Tokopedia, Lazada, Blibli, and Bukalapak. This rapid increase in visitor traffic highlights how influential Shopee is in affecting the behavior of Indonesian consumers, both in terms of online shopping habits and preferences for the various products offered. As a platform known for its aggressive marketing strategy and use of advanced technology, Shopee has managed to attract consumers from all walks of life, from young people to families.

This phenomenon also reflects a major shift in the way Indonesians shop. E-commerce is now an integral part of everyday life, with more and more consumers switching from traditional shopping to online shopping. With platforms like Shopee becoming more dominant, producers and business players, including those in the MSME sector, are required to be more creative in marketing their products through digitalization.

With this development, Shopee has also introduced various innovations, including attractive promotions and easier payment systems, which further increase consumer convenience and trust. This shows that Shopee's success is not only due to the high number of visitors, but also to its ability to create a more personalized and enjoyable shopping experience for consumers. The increase in Shopee's visitor traffic reflects a major shift in consumer behavior that increasingly relies on digital platforms to conduct transactions. This phenomenon illustrates how important the online interaction factor is in influencing consumer purchasing decisions. This is in line with the findings of several researchers who emphasize the significant influence of consumer interactions on purchasing decisions for processed fruit products.

Researchers found that the more or bigger ratings a product or store gets from customers means that the product or store has better credibility (Lackermair et al., 2013). Rating itself is another form of buyer opinion and then becomes an average evaluation. So the better and better the rating a product has, it will increase consumer confidence (Indra et al., 2022a). For the review itself, the more positive reviews from consumers, the more interested other consumers will be and their level of trust in the product they want to buy will increase. Therefore, the high and low value of online customer reviews will affect the magnitude of the impact on purchasing decisions. Therefore, we can conclude that the higher the value of online customer reviews, the greater the impact on purchasing decisions.

This is supported by previous research (Fajar Bahari1 et al., 2022) said that online customer rating has a significant and positive direct influence on purchasing decisions. That is because rating is one way for people looking for products or services to obtain data about sellers, so the existence of ratings in online buying and selling will be a logical element if customers remember that rating is quality. Whereas Online Customer Review is one of several factors that

determine a person's purchasing decision, it shows that people can take the number of reviews as an indicator of product popularity or the value of a product which will affect the willingness to buy a product. A person can take the largest number of reviews given to a product to make their reason for buying the item (Zed et al., 2023).

Thus, both online customer ratings and online customer reviews are proven to have a significant influence on consumer purchasing decisions. This shows that modern consumers increasingly rely on information based on other users' experiences before making product choices. Therefore, the need for accurate and relevant information is very important in the decision-making process.

In online shopping activities, consumers need to find more information about the products they will buy to minimize the negative impact obtained (Nugrahani Ardianti, 2019.) Information plays a key role in online shopping decisions, consumers gather useful information and compare it before making a purchase decision (Dwidienawati et al., 2020). An easy way to get this information is to look at reviews or online customer reviews and see ratings or ratings on a marketplace. Online customer reviews are reviews provided by consumers related to information from evaluating a product about various aspects, with this information consumers can get the quality of the product they are looking for from reviews and experiences written by consumers who have bought products from online sellers.

Today many potential buyers prefer to check reviews and review ratings before making an online purchase, because good consumer reviews and high ratings play a crucial role in shaping the decision to buy. Unlike conventional business, in online business, producers and consumers do not interact directly, therefore purchasing decisions through e-commerce platforms or systems can be influenced by brand image which has a central role in developing customer trust to make decisions (Neda Alifia Rahma & Ari Anggarani Winadi Prasetyoning Tyas, 2024). And this is evidenced by the following sales data for dried fruit snacks on the shopee platform :

Table 1.3 Comparison of Dried Fruit Snack Sales Data at Eat Cleans and Rosemary Nutrition Stores in 2025

No	Product Name	Eat Cleans Shop	Rosemary Nutrition Shop
1	Snack buah strawberry kering (Freeze Dried Strawberry)	8.100 Sold	1.200 Sold
2	Snack buah pisang kering (Freeze Dried Banana)	603 Sold	142 Sold
3	Snack buah tin kering (Freeze Dried Fig)	1.300 Sold	118 Sold

Source : Data processed

From the table, it is very clear that the Eat Cleans store is far ahead in the number of sales in all three types of products compared to the Rosemary Nutrition store. For example, in the freeze dried strawberry product, Eat Cleans managed to sell 8,100 units, while Rosemary Nutrition only sold 1,200 units. This means that Eat Cleans sold more than six times more than its competitor for the same product. The same goes for the other two products:

- a. Freeze dried banana : Eat Cleans sold 603 units, while Rosemary Nutrition sold only 142 units.
- b. Freeze dried fig : Eat Cleans recorded 1,300 sales, while Rosemary Nutrition only 118 units.

Not only in terms of taste and ingredient quality, Eat Cleans also excels in the aspect of product value provided to consumers. Although both stores (Eat Cleans and Rosemary Nutrition) use equally attractive and professional packaging, there is one glaring difference that is very likely to influence shoppers' preferences, which is the number of servings or contents in each package.

The jars used by both stores appear modern, hygienic, and in line with the visual standards of healthy food products. Both in terms of jar material, informative labels, and overall aesthetics, both are able to give a premium and high-quality impression. However, products from Toko Eat Cleans generally offer larger portions in each jar compared to Rosemary Nutrition.

This is certainly an important consideration for consumers, especially those looking for products with a balance between quality and quantity.

With prices that are not much different, consumers tend to choose products that provide more content, because they are considered more economical and profitable. This becomes one of the important considerations in the purchase decision-making process, especially when consumers face many product choices that offer various advantages. In this context, providing more contents to a product not only fulfills consumers' expectations for more value, but also creates the perception that they are getting more benefits for every money they spend. Hence, the strategy of giving more content to the product becomes highly relevant and effective in attracting consumers.

In a highly competitive market, especially in the healthy food and dried fruit snacks sector as practiced by Eat Cleans, this strategy is not only tactical but also serves as a differentiation tool. With more and more brands offering similar products, providing clear added value through larger sizes or quantities can help Eat Cleans' products stand out to consumers. This is crucial to winning the fierce competition in the market, where consumers are often faced with a choice between different brands offering similar benefits.

In addition, this strategy can strengthen the brand image as a provider of products that are not only healthy but also economical. Health-conscious consumers tend to look for products that provide more benefits, both in terms of nutrition and price. By offering larger sizes at a relatively affordable price, Eat Cleans not only fulfills consumers' need for healthy products, but also gives them the satisfaction of getting more for their money.

In the long run, this strategy can also increase consumer loyalty, as they feel valued and their needs are met. When consumers feel that they are getting more value from the products they buy, they are more likely to return and even recommend them to others. Therefore, offering products with more contents is one of the effective ways to increase Eat Cleans' competitiveness in the growing healthy food market.

The advantage of Eat Cleans stores also lies in the aspect of safe and professional product delivery. Products are packaged very well before being sent to the hands of buyers, using additional protective layers such as bubble wrap and sturdy cardboard boxes to keep the jars from breaking or being damaged during the shipping process. In many consumer reviews, this aspect of packaging and shipping often receives special praise, as the products arrive intact, clean and fresh. This adds to the consumer's level of trust, as they feel that the shopping process is not only practical, but also safe and transparent. Meanwhile, some reviews on competitor stores show minor complaints about late deliveries or packaging that is not secure enough, albeit in limited quantities.

Furthermore, the stark difference in sales figures is also attributable to the influence of store reviews and ratings on e-commerce platforms. Products from Toko Eat Cleans received high ratings and a much higher number of reviews than its competitors. The reviews generally highlight consumer satisfaction with the taste, quality, and portions that are considered "more worth it" compared to similar products. The real evidence of the Eat Cleans store's performance in this regard can be seen in the following data :

Data Rating

Table 1.4 Freeze Dried Strawberry

Freeze Dried Strawberry	
Eat Cleans Shop	Rosemary Nutrition Shop
<input type="radio"/> ★★★★★ 2,588 <input type="radio"/> ★★★★★ 310 <input type="radio"/> ★★★ 110 <input type="radio"/> ★★ 28 <input type="radio"/> ★ 43	<input type="radio"/> ★★★★★ 345 <input type="radio"/> ★★★★★ 35 <input type="radio"/> ★★★ 8 <input type="radio"/> ★★ 5 <input type="radio"/> ★ 4
<input type="button" value="Hapus"/> <input type="button" value="OK"/>	<input type="button" value="Hapus"/> <input type="button" value="OK"/>

The Eat Cleans store has the highest number of 5-star reviews, with 2,558. This figure shows that most consumers give maximum ratings, which means they are very satisfied with the product quality, delivery service, packaging, and probably also the price offered. In addition:

- a. 4-star ratings were given by 310 people
- b. 3-star rating as many as 110 reviews
- c. 2-star rating as many as 28 reviews
- d. 1-star rating of 43 reviews

The ratio of positive reviews (4 and 5 stars) is very dominant in this store, which reflects a very high level of customer satisfaction. Thus, the Eat Cleans store has a strong image as a provider of high-quality healthy fruit snacks, especially dried strawberry products.

On the other hand, the Rosemary Nutrition store also received positive reviews, but in significantly fewer numbers than Eat Cleans. Noted:

- a. Only 345 5-star reviews
- b. 4-star with 35 reviews
- c. 3-star with 8 reviews
- d. 2-star with 5 reviews
- e. 1-star 4 reviews

While this store still gets the majority of positive reviews percentage-wise, the total number of shoppers leaving reviews is much lower, which could be an indication that their sales volume is also smaller or their exposure level is not as high as that of Eat Cleans stores.

Table 1.5 Freeze Dried Banana

Freeze Dried Banana	
Eat Cleans Shop	Rosemary Nutrition Shop
<input type="radio"/> ★★★★★ 291 <input type="radio"/> ★★★★★ 115 <input type="radio"/> ★★★ 15 <input type="radio"/> ★★ 0 <input type="radio"/> ★ 5	<input type="radio"/> ★★★★★ 39 <input type="radio"/> ★★★★★ 5 <input type="radio"/> ★★★ 1 <input type="radio"/> ★★ 0 <input type="radio"/> ★ 0
<input type="button" value="Hapus"/> <input type="button" value="OK"/>	<input type="button" value="Hapus"/> <input type="button" value="OK"/>

The Eat Cleans store has a much higher number of reviews, especially for the highest rating (5 stars). This indicates a high level of customer satisfaction and greater consumer confidence in the products from Toko Eat Cleans. In contrast, Rosemary Nutrition Store has fewer ratings and no negative reviews, but its scale and sales reach are still limited when compared to Eat Cleans Store.

Table 1.6 Freeze Dried Fig
Freeze Dried Fig

Eat Cleans Shop	Rosemary Nutrition Shop
825	41
233	2
19	2
2	1
11	1
<div style="display: flex; justify-content: space-around;"> Hapus OK </div>	<div style="display: flex; justify-content: space-around;"> Hapus OK </div>

The Eat Cleans store excels significantly in the number of positive reviews, especially in the 5-star (825 reviews) and 4-star (233 reviews) ratings. This indicates a very high level of customer trust and satisfaction with the products from the Eat Cleans store. The Rosemary Nutrition store has a much smaller number of reviews, with few 5-star reviews and a few low-rated reviews (1 and 2 stars). This indicates that the products from the Rosemary Nutrition store are not very popular or do not have much market reach, and there is potential for dissatisfaction from some customers.

From all the rating data above, we can conclude that the Eat Cleans store is far superior in terms of product ratings, both in terms of quantity and quality of consumer ratings. This indicates a higher trust from consumers towards freeze dried strawberry products from the store.

Meanwhile, Rosemary Nutrition Store, despite having a good rating, still needs to improve its marketing strategy, build stronger trust, and improve service and product quality if it wants to compete with big stores like Eat Cleans. But not only ratings, reviews also affect product sales, this can be proven as follows:



Data Review

Table 1.7 Freeze Dried Strawberry
Freeze Dried Strawberry

Eat Cleans Shop	Rosemary Nutrition Shop



The data shows that the reviews for dried strawberry products from Eat Cleans Store are better than those from Rosemary Nutrition Store. This indicates that consumers are more satisfied with the quality, taste, or other factors of dried strawberry products sold by Eat Cleans Store.

Table 1.8 Freeze Dried Banana
Freeze Dried Banana

Eat Cleans Shop	Rosemary Nutrition Shop
	

Reviews for the dried banana product showed that consumers were satisfied with the product from both stores. There was no significant difference in consumer satisfaction between Eat Cleans and Rosemary Nutrition stores for this product.

Table 1.9 Freeze Dried Fig
Freeze Dried Fig

Eat Cleans Shop	Rosemary Nutrition Shop
	

Reviews for dried tin products show that consumers are satisfied with the products from both stores. However, there is a difference, the rosemary store was criticized about the damaged packaging. This makes the store get a low rating.

Based on the reviews of the three products, the Eat Cleans store is superior for dried strawberry and dried tin, with higher consumer satisfaction. However, for dried bananas, both stores performed equally. Rosemary Nutrition Store needs to improve packaging, which is a frequent complaint, and improve the quality of dried strawberries to be competitive. Overall, Toko Eat Cleans is more recommendable due to its positive consistency across the majority of products.

However, although Toko Eat Cleans excels in these two product types, for dried banana products, the two stores, Toko Eat Cleans and Toko Rosemary Nutrition, perform almost equally. Consumers gave a fairly balanced assessment of these two dried banana products, with some consumers considering that the flavor of the dried bananas offered by both stores still had room for improvement. For the Eat Cleans store, although the product had a good texture, the sweetness of the dried bananas was not consistent, with some consumers finding it too sweet and others not sweet enough, which could be a point of concern for the store to improve the taste of their dried bananas. As for Rosemary Nutrition, although their dried banana products are more consistent in terms of flavor, some consumers still feel that the products are too hard and not crunchy enough, which reduces the enjoyment of eating them.

In addition, Rosemary Nutrition needs to pay attention to some important aspects, especially when it comes to the packaging of their products. There have been many complaints from consumers about the poor quality of the packaging. Some consumers report that the products they receive are sometimes damaged or destroyed due to inadequate packaging, which clearly affects their first impression and satisfaction with the products. Therefore, improvements

in packaging need to be a top priority for Rosemary Nutrition Store to ensure that the products received by consumers remain in good condition and quality.

In addition, the quality of dried strawberries offered by Rosemary Nutrition Store also needs to be improved. Although the overall taste and texture of this product is quite good, some consumers feel that the strawberry flavor that is retained in the drying process is less than optimal and tends to be more sour than sweet. To be able to compete with the Eat Cleans Store which is superior in terms of dried strawberry products, Rosemary Nutrition Store needs to re-evaluate their strawberry processing and drying process in order to produce products with a more balanced taste and can satisfy consumer tastes.

Overall, based on the evaluation of the three products, the Eat Cleans store is more recommended by consumers due to its positive consistency in terms of product quality in the majority of the categories they offer. Although there are some aspects that need improvement in some products, such as dried bananas, Toko Eat Cleans still manages to show excellence in terms of taste and quality of other products. For Rosemary Nutrition Store, by improving the packaging and quality aspects of dried strawberries, they can increase their competitiveness and attract more consumers in the future. However, at the moment, Toko Eat Cleans remains the more recommended choice for consumers looking for high-quality dried products at competitive prices.

Literature Review and Hypotheses Development

1. Literature review

a. The Effect of Rating on Purchasing Decisions

Rating is part of a review that uses a star symbol to express customer satisfaction. The more stars given, the better the seller's rating (Kusumar, 2023). Online customer rating has a positive effect on purchasing decisions. Online customer rating is also one of the ways used by prospective buyers in getting information about products or stores, so the rating menu on this online buying and selling site is a benchmark for the quality of a product (Gloria Anggelina Liberty & Naiyun Untung Utama, 2024). Other research also shows that Online Customer Rating has a positive and significant influence on purchasing decisions in the Lazada marketplace for students in Bandung City (Priangga et al., 2021). Meanwhile, according to (Nurhayati et al., 2023) Rating Assessment has a significant effect on Consumer Trust. In addition, Online Customer Rating is proven to have a positive and significant effect on online purchasing decisions in e-commerce for Pelita Bangsa University Cikarang students (Zed et al., 2023). This is also supported by other previous researchers (Afifatul Mukarromah, 2023; Indra et al., 2022b; Jurnal et al., 2022).

b. The Effect of Reviews on Purchasing Decisions

Online customer reviews are used to view reviews from previous purchases. This can be a factor for a consumer to make a decision (Pade Sintia Damayanti et al., 2023). Online customer reviews are proven to have a positive influence on consumer purchasing decisions. The research shows that online customer reviews and ratings significantly influence purchasing decisions on the Tokopedia application in Tanjunganom District, Nganjuk Regency (Fajar Bahari et al., 2022). In addition, it was found that customer reviews have a greater impact than ratings in influencing purchasing decisions in the Tokopedia marketplace, where reviews and ratings together affect purchasing decisions by (Fajri, 2023). Other studies also prove that online customer reviews have a positive and significant effect on purchasing decisions for casual clothing in the marketplace. (Mahendra & Edastama, n.d.). Therefore, the existence of online customer reviews is expected to be able to provide good expectations for prospective buyers. On the other hand, online customer reviews are also recognized as credible and reliable information by companies in helping potential customers to decide which product to buy (Fauzi et al., n.d.). This is also supported by previous researchers (Cahyono & Wibawani, 2021).

c. The Effect of Ratings and Reviews on Purchasing Decisions

The existence of review and rating features has a good impact on consumers and sellers. Consumers can get more detailed information regarding the product to be purchased and sellers get useful feedback for future store evaluation purposes. In addition, the existence of online consumer reviews and ratings can generate stronger buying interest for customers (Harli et al., n.d.). So in this case, it is in accordance with the theory that purchasing decisions made by consumers can be influenced by various factors, especially in the online marketplace. These factors include online customer reviews and online customer ratings. (Haliza & Anasrulloh, 2023). This study also shows that online customer reviews and online customer ratings. As well as online customer reviews and online customer ratings have a significant effect (Novitasari & Maulana., 2022). This is also supported by previous researchers (Khowiyun et al., 2024; Novitasari et al., n.d.; Sarsono et al., 2024).

2. Hipotesis

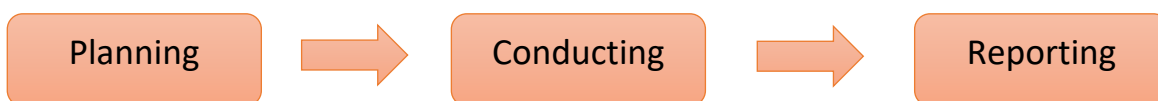
- a. (H1): There is a significant positive influence between product ratings on consumer purchasing decisions on e-commerce platforms.
- b. (H2): There is a significant positive influence between product reviews on consumer purchasing decisions on e-commerce platforms.
- c. (H3): There is a significant interaction between ratings and reviews that influence consumer purchasing decisions on e-commerce platforms.

With this hypothesis, the research is expected to provide deeper insight into the factors that influence consumer purchasing decisions in the context of e-commerce, especially in dried fruit snack products.

Research Methods

This research uses the Systematic Literature Review (SLR) method. The literature review method known as Systematic Literature Review, abbreviated as SLR, or often referred to as a systematic literature review, aims to identify, evaluate, and interpret all findings related to a research topic, with the aim of fulfilling predetermined research questions. The application of the SLR Method is carried out in an orderly and thorough manner to ensure that the synthesis of research results is not affected by the researcher's preconceived notions influenced by subjective opinions.

The method used in this research involves a flowing process, namely:



Picture 3.1. Stage Process

Picture 3.1 shows how the research was conducted, starting with the planning stage as the first step of the SLR, followed by the implementation stage called the conductor stage, and ending with the reporting stage.

Assessment quality

- Q.1 Are there any journals published from 2020 to 2025?
- Q.2 Does the journal discuss the influence of ratings and reviews in purchasing decisions?
- Q.3 Does the journal focus specifically on ratings and reviews in purchasing decisions?

2.1 Object of Research

This study focuses on the influence of ratings and reviews when consumers decide to buy dried fruit snacks on the Shopee platform. We examined that ratings and

reviews in purchasing decisions have an influence because many factors affect it, which can help shopee service providers to be more trusted by customers.

2.2 Search Process

Sourcing information is an important step to find materials that are relevant to the research question. The sourcing process was carried out on the website <https://scholar.google.co.id/>. During this phase, inclusion and exclusion criteria were used to evaluate whether the data found was suitable for the research. The criteria that data deemed suitable for research purposes had to fulfill were set, namely:

- 1) The data obtained covered the time span from 2020 to 2025.
- 2) The data was obtained specifically on the website <https://scholar.google.co.id/>.
- 3) Sufficient journal papers related to ratings and reviews in purchasing decisions on the shopee platform

2.3 Data Collection

At this stage, the necessary data will be collected to support the subsequent analysis. The data collection process involves the following steps:

- 1) Visiting the website <https://scholar.google.co.id/>.
- 2) Enter the keyword “Influence of Rating and Review in Purchasing Decision on Shopee Platform”.
- 3) Enter the year 2020 in the first box and the year 2025 in the second box in the section called “Special Range”. This confirms that the selected journal article should be published between 2020 and 2025.

2.4 Data Analysis

During this stage, the previously collected data will be analyzed to gain deeper insight. The results of the analysis are expected to provide the desired answers to the research questions that have been set.

Results and Discussion

This research explores the decision to buy products online on the Shopee e-commerce platform in the last four years. An analysis was conducted to find out the year that dominated more in the presentation :

Table 4.1 Year Count Analysis

No	Year	Amount
1.	2020	-
2.	2021	3
3.	2022	5
4.	2023	7
5.	2024	5
6.	2025	-

Source : Data Processed, 2025

Explanation of Table 4.1 Year Count Analysis based on the data presented The years 2020 and 2025 are noted with the symbol “-” which most likely indicates that there is no data or no relevant event occurred for the category “Count” in those years. The years 2021 to 2024 see fluctuations in numbers, which may reflect the number of specific events, activities, cases or entities depending on the context of the research or report. 2021 shows the beginning of an increase with 3 entities/events. 2022 increased to 5, meaning there was growth or addition compared to the previous year. 2023 saw a significant spike to 7, indicating the year with the

highest activity in this period. 2024 saw a drop back to 5, possibly signaling a decrease in activity or a shrinking number of entities compared to 2023.

The following are the results of the quality assessment written in table form :

Table 4.2 Results of the quality assessment

No	Author Name	Title	Q.1	Q.2	Q.3
1	Afifatul Mukarromah 2023	Pengaruh Online Customer Review, Dan Online Customer Rating Terhadap Keputusan Pembelian Pada Marketplace Shopee	✓		
2	Ilham Priangga , Fansuri Munawar 2021	Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Di Marketplace Lazada (Studi Pada Mahasiswa Di Kota Bandung)	✓	✓	✓
3.	Moh. Fajar Bahari, Rizky Dermawan 2022	Pengaruh Online Customer Review dan Online Customer Rating Terhadap Keputusan Pembelian Pada Aplikasi Tokopedia di Kecamatan Tanjunganom Kabupaten Nganjuk	✓	✓	✓
4.	Ratu Chaterine Fajri 2023	Pengaruh Review dan Rating Terhadap Keputusan Pembelian Melalui Marketplace Tokopedia	✓	✓	✓
5.	Hesti Nur Haliza, Muhammad Anasrulloh 2023	Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Online Melalui Marketplace Shopee Mahasiswa Pendidikan Ekonomi Universitas Bhinneka PGRI	✓	✓	✓
6.	Etty Zuliawati Zed, Yunita Ramadhani Ratnaningsih, Tri Mulyani Kartini 2023	Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Online di E-commerce pada Mahasiswa Universitas Pelita Bangsa Cikarang	✓	✓	✓
7.	Sonie Mahendraa, Primasatria Edastama 2022	Pengaruh Online Customer Review, Rating Dan Influencer Terhadap Keputusan Pembelian Pakaian Casual Pada Marketplace	✓	✓	✓
8.	Putu Pade Sintia Damayanti, Ni Putu Cempaka Dharmadewi Atmaja, Daniel Manek 2023	Pengaruh Online Customer Review, Online Customer Rating, Dan Persepsi Harga Terhadap Keputusan Pembelian Produk Make Over Pada Tiktok Shop	✓	✓	✓
9.	Novitasari, Asep Maulana 2022	Pengaruh Online Customer Review dan Online Customer Rating Terhadap Keputusan Pembelian Pada Marketplace Tokopedia	✓	✓	✓
10.	Siti Khoirun Nisa, Renny Dwijayanti 2022	Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Minat Beli Produk Fashion Di Marketplace Shopee (Studi Pada Mahasiswa Fakultas Ekonomika & Bisnis Universitas Negeri Surabaya)	✓	✓	✓
11.	Siti Nurhayati, Sarjita, Edi Cahyono, 2023	Pengaruh Rating Penilaian Dan Ulasan Online Terhadap Kepercayaan Konsumen Pada Penggunaan Toko Online Shopee	✓	✓	✓
12.	Michael Kusumar, 2023	Pengaruh Online Customer Review Dan Customer Rating Terhadap Keputusan Pembelian Sepatu Nike Pada Shopee	✓	✓	✓
13.	Yuli Tri Cahyono, Indah Dwi Wibawani, 2021	Pengaruh Harga, Online Customer Review, dan Online Customer Rating terhadap Keputusan Pembelian pada Marketplace Shopee	✓	✓	✓
14.	Donny Indra, Hamida Mushafa Zahra, Sulus Setiono, Dio Rinaldo Putrawan Pratama, 2022	Pengaruh E-Rating dan E-Review dengan E-Trust Sebagai Mediasi terhadap Keputusan Pembelian (Studi pada Pengguna Lazada di Dago, Bandung)	✓	✓	✓
15.	Izzatul Islami Harli, Ali Mutasowifin, M. Syaefudin Andrianto, 2021	Pengaruh Online Consumer Review dan Rating terhadap Minat Beli Produk Kesehatan pada E-Marketplace Shopee Selama Masa Pandemi COVID-19	✓	✓	✓
16.	Dela Novitasari, Rizki Maulana, Henik Hastuti, Norma Puspitasari, 2024	Pengaruh Ulasan Dan Penilaian Produk Terhadap Keputusan Pembelian Di E-Commerce Shopee	✓	✓	✓
17.	Ari Sarsono, Anna Wulandari, Anisa Indah Paramita, Rahayu Sulistyowati, Arief Teguh Nugroho, 2024	The role of trust in mediating the effect of online customer reviews and online customer ratings on GoFood purchase intention	✓	✓	✓
18.	Allya Dina Shafwah, Achmad Fauzi, Leo Andri Yulius Caesar, Aurelia Octavia, Bella Lorenza Indrajaya, Johana Iva Endraswari, Michely Noorma Yulia, 2024	Pengaruh Pemasaran Digital dan Online Customer Review terhadap Keputusan Pembelian pada Produk Skincare di E Commerce Shopee (Literature Review Manajemen Pemasaran)	✓	✓	✓
19.	Ahmad Khowiyun Nur Aziiz, Achmad Zaini, 2024	Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Produk Erigo Di Marketplace Shopee	✓	✓	✓
20.	Gloria Anggelina Liberty, Naiyun Untung Utama, 2024	Pengaruh Online Costumer Review, Dan Online Customer Rating Terhadap Keputusan Pembelian Melalui Marketplace Shopee pada Mahasiswa Prodi Manajemen Feb Universitas Panca Bhakti Pontianak	✓	✓	✓

Source: Data Processed

The data above shows that all studies raised the theme of the influence of customer reviews and customer ratings on consumer purchasing decisions on e-commerce platforms such as Shopee, Tokopedia, and others. All studies include OCR, OCRt, and purchase decision variables. Some also add other variables such as price, influencer, brand image, or consumer trust.

a. The Effect of Rating on Purchasing Decisions

From the literature reviewed, the majority concluded that ratings have a significant positive influence on consumer purchasing decisions. As stated by (Moh. Fajar Bahari, 2022) said that online customer ratings have a significant and positive direct influence on purchasing decisions. This is consistent with the findings at the Eat Cleans store, where all dried fruit snack products have ratings above 4.8 out of 5, higher than the Rosemary Nutrition store.

Concrete examples:

- a. Freeze Dried Strawberry at Eat Cleans received a rating of 4.9 with positive reviews, compared to Rosemary Nutrition which only received 4.3.
- b. The correlation between high rating and sales volume is clear, with Eat Cleans selling 8,100 units while Rosemary only 1,200 units.

b. The Effect of Reviews on Buyer Decisions

Online reviews have also proven to be a key factor in influencing purchasing decisions. Research by (Etty Zuliawati Zed, 2023) also shows that a large number of reviews can be an indicator of product popularity, which affects consumers' willingness to buy. Eat Cleans' products are not only highly rated, but also come with consistently positive reviews, which include:

- a. Taste quality (“naturally sweet”, “not overwhelming”)
- b. Packaging (“beautiful and practical packaging”)
- c. Condition of the product when it arrived (“not crushed”, “fresh despite being dry”)

In contrast, reviews at other stores showed some complaints, such as unattractive packaging or the texture of the fruit being too hard, which impacted the level of trust and sales.

c. Relationship between Rating, Review and Sales Volume

From the data analyzed, it can be seen that the sales rate is highly influenced by the combination of ratings and reviews. Products with high ratings but few reviews tend to be less attractive than products with many consistent positive reviews. The number of reviews itself is an indicator that the product is popular and widely trusted.

Table 4.3 Comparison Results of Dried Fruit Snack Products

Product	Shop	Rating	Number Of reviews	Sale
Strawberry	Eat Cleans	4,9	3.200+	8.100
Banana	Eat Cleans	4,8	800+	603
Fig	Eat Cleans	4,7	600+	1.300

Source: Data processed

Based on the analysis of sales data, ratings, and customer reviews of dried fruit snack products on the Shopee platform, it has been found that ratings and reviews significantly influence consumer purchasing decisions. Products with high ratings are more likely to be trusted by potential buyers, especially when accompanied by relevant and informative positive reviews. This trend is evident in the sales performance of Eat Cleans Store, which consistently demonstrates higher sales figures compared to competitors such as Rosemary Nutrition Store. A key factor contributing to Eat Cleans' dominance is its ability to optimize two critical aspects of digital marketing: ratings and reviews. The store maintains product

quality, ensuring that the dried fruits sold remain fresh, tasty, and attractively packaged, thereby providing a satisfying shopping experience for consumers. This positive experience encourages customers to leave favorable reviews, including comments, images, and high star ratings. Such a strategy creates a positive feedback loop, as an increasing number of high ratings and positive reviews enhance potential buyers' trust in the product.

Furthermore, marketing strategies that leverage user-generated content (UGC), such as customer reviews, have proven to be highly effective in boosting sales conversions. Consumers tend to place greater trust in the real experiences of other users compared to formal promotions from sellers. Therefore, stores that actively manage and utilize reviews, while encouraging customer feedback, have a greater opportunity to succeed in the digital marketplace. In this context, Eat Cleans serves as a successful example of such a strategy. By combining product quality, attractive packaging, and excellent customer service, the store has garnered a substantial number of high ratings and positive reviews, which ultimately contribute to the high sales volume of dried fruit snacks on the Shopee platform.

Implication and Conclusion

Based on the literature review presented, it can be concluded that online customer ratings and reviews significantly influence consumer purchasing decisions on e-commerce platforms. High ratings reflect a seller's positive reputation and serve as a primary reference for prospective buyers in assessing the credibility of both products and services. This encourages sellers to enhance service quality to maintain favorable ratings. Conversely, customer reviews provide valuable insights into previous consumer experiences, offering credible information that aids in decision-making. Several studies indicate that reviews may exert a stronger impact than ratings alone. Collectively, ratings and reviews function synergistically to build consumer trust and purchase intent. Therefore, these features not only benefit consumers but also serve as essential evaluation tools for sellers aiming to improve store performance on e-commerce platforms.

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