

The Effect of Product Innovation, Product Quality, and Online Customer Reviews on Purchase Decisions (A Study of Spicypedia MSMEs)

Silvia Chusnul Eka Astrianti^{1*}, Siti Saroh², Karina Utami Anastuti³

¹⁻³Business Administration Program, Faculty of Administrative Sciences, Universitas Islam Malang, Indonesia

E-mail: ¹⁾ 22201092005@unisma.ac.id

ARTICLE INFO

Article History

Received : 10.08.2025
Revised : 02.09.2025
Accepted : 05.09.2025

Article Type :
Research Article



ABSTRACT

Spicypedia's competitive standing has been augmented by burgeoning digitalization and omnichannel stratagems, whereby consumers are furnished with an amplified array of alternatives. Accordingly, product innovation, product quality, and online customer reviews are posited as determinants exerting influence upon purchasing decisions. This inquiry was undertaken to ascertain the extent to which purchasing decisions are shaped by product innovation, product quality, and online customer reviews. A quantitative methodology, grounded in an associative approach, was employed. Data were amassed via questionnaires disseminated to 100 Spicypedia consumers, who were ascertained through purposive sampling. Data were subsequently analyzed using multiple linear regression, facilitated by IBM SPSS Statistics 25. The findings show that Spicypedia consumers' purchasing decisions are partially influenced by product innovation, with a significance level of 0.004 and a t-value of 2.959 obtained. Likewise, it was determined that purchasing decisions are partially affected by product quality, with a significance level of 0.000 and a t-value of 11.166. Purchasing decisions were similarly found to be partially influenced by online customer reviews, substantiated by a significance level of 0.000 and a t-value of 11.202. Furthermore, it was demonstrated that purchasing decisions are simultaneously affected by product innovation, product quality, and online customer reviews collectively, with a significance level of 0.000 and a t-value of 78.742. An R^2 value of 0.702 was obtained, signifying that 70.2% of the variance in purchasing decisions can be accounted for by these three independent variables, whereas the residual 29.8% is attributable to extraneous factors left unexamined in this inquiry.

Keywords: MSMEs, Online Customer Reviews, Product Innovation, Product Quality, Purchasing Decisions

1. INTRODUCTION

A pivotal constituent of the Indonesian economy is constituted by MSMEs, an acronym denoting micro, small, and medium-sized enterprises. MSMEs are delineated, under Government Regulation No. 7 of 2021, as encompassing micro, small, and medium-sized enterprises, which are stratified according to particular criteria, notwithstanding that all such enterprises are characterized as productive undertakings conducted autonomously. It has been asserted by the Coordinating Ministry for Economic Affairs of the Republic of Indonesia that approximately 97 per cent of national employment is furnished by the MSME sector, by which upwards of 60 per cent of Indonesia's aggregate GDP is likewise contributed (Limanseto, 2025). Furthermore, Indonesia has approximately 64.2 million MSMEs, of which about 17.5 million (around 27%) have entered the digital ecosystem by utilizing e-commerce platforms. This growth is supported by rising digital literacy and expanded internet access, which are driving digital transactions among MSMEs (LinkUMKM, 2025).

Digital transformation has shifted MSME marketing patterns from conventional systems to omnichannel marketing, which integrates online and offline sales. This strategy enables businesses to provide consumers with a more convenient and consistent shopping experience without relying on a single sales channel (Razak, 2023). Changes in consumer behaviour also reflect this trend. Data from Gadjah Mada University (2025) shows that only around 7 per cent of consumers shop exclusively via online channels and 20 per cent via physical

shops, whilst the majority (73 percent) use a combination of both channels. This situation is driving more and more SMEs to adopt omnichannel strategies, thereby intensifying competition.

This intensifying competition is further driven by the rapid growth of digital commerce in Indonesia. According to an Ipsos Indonesia survey, approximately 70% of business owners use online marketplaces as their primary sales channel. In addition, around 25 million MSMEs have joined the e-commerce ecosystem (Miftahudin, 2025). The Ministry of Trade of the Republic of Indonesia also reported that Bank Indonesia recorded a 20.5% year-on-year increase in e-commerce transactions in the third quarter of 2025, with the number of users reaching 73.06 million. These developments indicate the increasing adoption of digital platforms by both businesses and consumers, creating a more competitive online marketplace. As more MSMEs offer similar products through digital channels, consumers are presented with a wider range of alternatives, making purchasing decisions increasingly influenced by factors such as product innovation, product quality, and online customer reviews.

This phenomenon has also been experienced by Spicypedia, an SME in the food and beverage sector established in 2021. Initially, Spicypedia only marketed its spicy snacks via WhatsApp and word-of-mouth promotion. As demand grew, Spicypedia expanded its business by increasing its range of food products, opening physical outlets, and joining food delivery services such as GoFood and ShopeeFood. According to an interview with the business owner, this strategy successfully boosted turnover. However, this growth has also been accompanied by an increasing number of competitors offering similar products through nearly identical sales channels, giving consumers even more options when making purchases.

In this competitive environment, consumers' purchasing decisions are thought to be influenced by several key factors, such as product innovation, product quality, and online customer reviews. Product innovation represents the company's efforts to introduce a variety of products, flavours, and presentation styles capable of attracting consumer interest. Meanwhile, product quality plays a role in building consumer satisfaction and trust through flavour, hygiene, texture, and the consistency of the products produced. On the other hand, digital developments have made online customer reviews a widely used source of information for consumers prior to making a purchase, as customer reviews are considered more objective than promotions carried out by sellers.

Inconsistencies continue to be exhibited by prior research findings pertaining to each variable. It was underscored by Slamet and Perwira (2022) that consumer decisions are shaped, in part, by product innovation, whereas it was asserted by Nurina (2022) that no considerable influence could be discerned. With respect to the product quality variable, a positive influence upon purchasing decisions was evinced by Juli et al. (2021), whereas divergent outcomes were obtained by Amalia et al. (2024). Correspondingly, concerning the variable of online customer reviews, a significant influence upon purchasing decisions was demonstrated by the study conducted by Agustiningsih and Hartati (2023), whereas no significant effect was uncovered by the study undertaken by Lestari and Lubis (2025). A research gap warranting further scrutiny is signaled by these disparate findings. In consideration of this, the present study is intended to discern the influence exerted by product innovation, product quality, and online customer reviews upon the purchasing decisions of Spicypedia MSME consumers.

The influence of product innovation, product quality, and online customer reviews upon the purchasing decisions of Spicypedia consumers is sought to be examined by this research. In particular, whether a partial effect upon purchasing decisions is exerted by each of product innovation, product quality, and online customer reviews is investigated. Additionally, whether the purchasing decisions of Spicypedia consumers are simultaneously influenced by these three independent variables is examined by the study.

2. LITERATURE REVIEW

2.1. Marketing Management

According to Kotler et al. (2024), marketing management can be understood as a blend of art and science relating to the process of identifying target markets, and efforts to acquire, retain and increase the customer base through better product development, presentation and communication.

2.2. Product Innovation

According to Darsana et al. (2024), product innovation is the activity of developing and introducing new products that have a direct impact on the target market. According to Sari and Sanjayawati (2025), the characteristics of product innovation comprise several aspects: relative advantage, compatibility, complexity, trialability and observability.

2.3. Product Quality

Referring to Kotler and Armstrong (2010), who explain that product quality is a crucial aspect in determining a product's positioning, relating to the product's ability to deliver performance, value and satisfaction. According to Kotler and Armstrong (2010), product quality has two main dimensions: level and consistency.

2.4. Online Customer Reviews

Online reviews are characterized, according to Arianto (2024), as appraisals encompassing users' sentiments and viewpoints regarding a product, disseminated through digital media. Indicators by which online customer reviews may be gauged are enumerated by Zhao et al. (2015) as follows: the utility of online reviews, the proficiency of the reviewer, the promptness with which online reviews are furnished, the sheer volume of online reviews, the valence exhibited by online reviews, and the thoroughness of online reviews.

2.5. Purchase Decision

A consumer's purchase decision is described, according to Kotler and Armstrong (2010), as entailing the selection and acquisition of their favored brand. The factors by which a consumer's purchase decision is influenced are identified by Wardhana (2024), as comprising: product selection, brand selection, distributor selection, timing of purchase, quantity purchased, and method of payment.

2.6. Hypothesis Framework

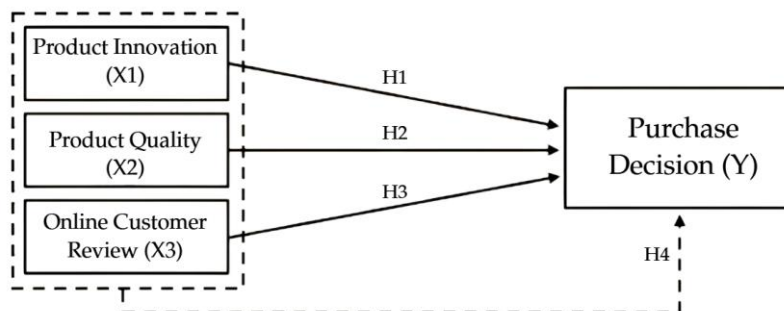


Figure 1. Hypothesis Framework
Source: Compiled by the researcher (2025)

2.7. Research Hypothesis

1. H1 = The Effect of Product Innovation on Purchasing Decisions

- H_0 : It is suspected that product innovation (X1) has no partial effect on the purchase decision (Y)
- H_a : It is suspected that product innovation (X1) has a partial effect on purchasing decisions (Y)

2. H2 = The Influence of Product Quality on Purchasing Decisions

- H_0 : It is suspected that product quality (X2) has no partial effect on the purchase decision (Y)
- H_a : It is suspected that product quality (X2) has a partial effect on purchasing decisions (Y)

3. H3 = The Influence of Online Customer Reviews on Purchasing Decisions

- H_0 : It is suspected that online customer reviews (X3) have no partial effect on purchasing decisions (Y)
- H_a : It is suspected that online customer reviews (X3) have a partial influence on purchasing decisions (Y)

4. H4 = The Influence of Product Innovation, Product Quality and Online Customer Reviews on Purchasing Decisions

- a. H_0 : It is suspected that product innovation (X1), product quality (X2) and online customer reviews (X3) do not simultaneously influence purchasing decisions (Y)
- b. H_a : It is hypothesised that product innovation (X1), product quality (X2) and online customer reviews (X3) have a simultaneous effect on purchasing decisions (Y)

3. RESEARCH METHODS

3.1. Research Design

The research was conducted at UMKM Spicypedia, located at Jl. Taman Safari II, RT.01/RW.01, Palang, Glagahsari, Sukorejo Sub-district, Pasuruan Regency, East Java. In this quantitative research, an associative approach was employed. Sugiyono (2013) explains that a study of a specific population or sample, grounded in positivism, is referred to as a quantitative method applied to that specific population or sample.

3.2. Population and Sample

Consumers who had previously procured Spicypedia products, whether in-store or online, are comprised by the study population, the precise magnitude of which remains indeterminable. Cochran's formula was employed to ascertain the sample size, a result of 96.04 having been yielded thereby; the sample was subsequently augmented to 100 respondents so as to forestall potential errors. Purposive sampling was utilized in the selection of respondents, with the stipulated criteria being that prior purchases from Spicypedia had been made, reviews had been perused, and an age of 13 years or above had been attained.

3.3. Data Sources and Collection Methods

Primary data was obtained through the distribution of questionnaires, whilst secondary data was obtained from relevant documentation. Data collection in this study was carried out using two complementary approaches, namely questionnaires and documentation. Sugiyono (2013) explains that a data collection method involving the provision of a list of statements for respondents to answer is known as a questionnaire. This uses a Likert scale with scores ranging from 1 to 5. In addition, Siyoto and Sodik (2015) explain that the examination of various written sources relating to the research variables or topic is known as documentation. This involves the use of books, reports and relevant images.

3.4. Instrument Testing

The instrument will be tested for validity and reliability. These two tests are carried out to ensure that the instrument used is not only accurate in measuring the variables but also consistent in providing measurement results.

3.5. Data Analysis Methods

It is stipulated by Indartini and Mutmainah (2024) that the prerequisites for multiple linear regression entail the satisfaction of classical assumptions, the fulfillment of which is requisite so that unbiased and efficient estimates may be ensured. These assumptions are constituted by the normality test, the multicollinearity test, and the heteroscedasticity test. A linear relationship between two or more independent variables and a single dependent variable is discerned through the multiple linear regression approach (Indartini and Mutmainah, 2024). For three independent variables, the regression equation is formulated thus:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Hypothesis testing was conducted in this study by means of t-tests and F-tests. The effect exerted by each independent variable individually, insofar as changes observed in the dependent variable are thereby explained, was examined through the t-test (Ghozali, 2021). The overall relationship subsisting between the dependent variable and the independent variables, meanwhile, was examined through the F-test (Ghozali, 2021). The extent to which variation in the dependent variable is capable of being explained by the model is assessed by means of the coefficient of determination, or R^2 .

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Instrument Validation

a. Validity Test

A validity test, as delineated by Ghozali (2021), is employed to ascertain the extent to which the questionnaire is capable of accurately gauging that which it is intended to measure. It is stipulated as the test criterion that an item shall be deemed valid provided that the r value exceeds the r table. Given that $df = \text{sample size} - 2 = 98$, the r table value of 0.197 is thereby yielded.

Table 1. Validity Test Results

Item	r_{value}	r_{table}	Description
X1.1	0,851	0,197	Valid
X1.2	0,850	0,197	Valid
X1.3	0,794	0,197	Valid
X1.4	0,806	0,197	Valid
X1.5	0,774	0,197	Valid
X1.6	0,741	0,197	Valid
X2.1	0,847	0,197	Valid
X2.2	0,883	0,197	Valid
X2.3	0,894	0,197	Valid
X2.4	0,886	0,197	Valid
X3.1	0,774	0,197	Valid
X3.2	0,786	0,197	Valid
X3.3	0,765	0,197	Valid
X3.4	0,817	0,197	Valid
X3.5	0,727	0,197	Valid
X3.6	0,761	0,197	Valid
X3.7	0,707	0,197	Valid
X3.8	0,677	0,197	Valid
X3.9	0,829	0,197	Valid
Y.1	0,711	0,197	Valid
Y.2	0,774	0,197	Valid
Y.3	0,747	0,197	Valid
Y.4	0,700	0,197	Valid
Y.5	0,754	0,197	Valid
Y.6	0,584	0,197	Valid
Y.7	0,722	0,197	Valid
Y.8	0,740	0,197	Valid
Y.9	0,415	0,197	Valid

With reference to Table 1, it is evident that all the statement items used have been found to be valid.

b. Reliability Test

Reliability is characterized, according to Ghozali (2021), as a gauge of the degree to which consistent results are capable of being yielded by a questionnaire. It is deemed that the instrument shall be regarded as reliable, or internally consistent, provided that a Cronbach's Alpha of ≥ 0.70 is attained.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Description
Product Innovation (X1)	0.886	6	Reliable
Product Quality (X2)	0.900	4	Reliable
Online Customer Review (X3)	0.914	9	Reliable
Purchase Decision (Y)	0.859	9	Reliable

With reference to Table 2, it has been confirmed that the instrument as a whole is reliable.

4.1.2. Test of Classical Assumptions

a. Normality Test

A normality test, as delineated by Ghozali (2021), is administered so that it may be ascertained whether a normal distribution is adhered to by the residuals yielded by the regression model. Where a Sig. value of ≥ 0.05 is obtained, it is thereby signified that the data conform to a normal distribution.

Table 3. Results of the Reliability Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	2.00414120
Most Extreme Differences	Absolute	0.060
	Positive	0.055
	Negative	-0.060
Test Statistic		0.060
Asymp. Sig. (2-tailed)		0.200 _{c,d}

Notes:

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Referring to Table 3, the value of Asymp. Sig. is $0.200 > 0.05$, indicating that the data are normally distributed.

b. Multicollinearity Test

A multicollinearity test, as prescribed by Ghozali (2021), is administered so that the presence of correlation amongst the independent variables within a regression model may be ascertained. It is indicated, where a tolerance value exceeding 0.10 or a VIF value beneath 10 is obtained, that no multicollinearity has been detected.

Table 4. Results of the Multicollinearity Test

Variable	Tolerance	VIF
Product Innovation	0.997	1.003
Product Quality	0.989	1.011
Online Customer Review	0.990	1.010
Dependent Variable: Purchase Decision		

As indicated by reference to Table 4, a tolerance of 0.997 and a VIF of 1.003 are exhibited by Product Innovation; a tolerance of 0.989 and a VIF of 1.011 are exhibited by Product Quality; and a tolerance of 0.990 and a VIF of 1.010 are exhibited by Online Customer Reviews. A tolerance exceeding 0.1 and a VIF beneath 10 are possessed by all independent variables; no indication of multicollinearity was thereby found to be present.

c. Heteroscedasticity Test

A heteroscedasticity test, as prescribed by Ghozali (2021), is administered so that it may be discerned whether disparities in the residual variances of each observation within the regression model are present. It is indicated, where a significance value exceeding 0.05 is obtained, that no heteroscedasticity has been detected.

Table 5. Results of the Heteroscedasticity Test

Coefficients ^a		
Model		Sig.
1	(Constant)	0.000
	Product Innovation	0.103
	Product Quality	0.109
	Online Customer Review	0.511
Dependent Variable: Absolute Residual (Abs_RES)		

As indicated by reference to Table 5, a significance value of 0.103 is possessed by Product Innovation, a significance value of 0.109 is possessed by Product Quality, and a significance value of 0.511 is possessed by the Online Customer Review variable. A threshold of 0.05 is exceeded by all significance values obtained; no evidence of heteroscedasticity was thereby found to be present.

d. Multiple Linear Regression Analysis

Table 6. Results of the Multiple Linear Regression Analysis

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12.655	1.455	–	8.696	0.000
Product Innovation	0.117	0.039	0.163	2.959	0.004
Product Quality	0.522	0.047	0.616	11.166	0.000
Online Customer Review	0.293	0.026	0.618	11.202	0.000

Dependent Variable: Purchase Decision

Referring to Table 6, this yields the equation $Y = 12.655 + 0.117X_1 + 0.522X_2 + 0.293X_3$. The constant term of 12.655 indicates the magnitude of the purchase decision when all independent variables are held constant, whilst the regression coefficients of 0.117 for product innovation, 0.522 for product quality, and 0.293 for online customer reviews indicate that an increase in each of these variables will be followed by an increase in the purchase decision.

4.1.3. Hypothesis Testing

a. T-test

It is indicated, where the t-value is found to exceed the t-table value and a significance level beneath 0.05 is concurrently obtained, that a significant effect is exerted upon the dependent variable by the independent variable in question.

Table 7. Results of the T-test

Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	12.655	1.455	–	8.696	0.000
Product Innovation	0.117	0.039	0.163	2.959	0.004
Product Quality	0.522	0.047	0.616	11.166	0.000
Online Customer Review	0.293	0.026	0.618	11.202	0.000

Table 7 presents the outcomes of the t-test analysis, explained as follows.

a. t-test for Product Innovation (X1)

A t-value of 2.959, alongside a significance level of 0.004, was obtained, whereby it is indicated that the t-table is exceeded by the t-value ($2.959 > 1.985$) and that the threshold of 0.05 is fallen beneath by the significance level ($0.004 < 0.05$). It was thereby found that, in part, a significant and positive influence upon the purchasing decisions made by Spicypedia consumers is exerted by product innovation.

b. t-test for Product Quality (X2)

A t-value of 11.166, together with a significance level of 0.00, was obtained, whereby it is indicated that the t-table is exceeded by the t-value ($11.166 > 1.985$) and that the threshold of 0.05 is fallen beneath by the significance level ($0.000 < 0.05$). It was thereby found that, in part, a significant and positive influence upon the purchasing decisions made by Spicypedia consumers is exerted by product quality.

c. t-Test for Online Customer Reviews (X3)

A t-value of 11.202, together with a significance level of 0.000, was obtained, whereby it is indicated that the t-table is exceeded by the t-value ($11.202 > 1.985$) and that the threshold of 0.05 is fallen beneath by the significance level ($0.000 < 0.05$). It was thereby found that, in part, a significant and positive influence upon the purchasing decisions made by Spicypedia consumers is exerted by online customer reviews.

b. F-test

If $F_{\text{value}} < F_{\text{table}}$, then the independent variables have a significant combined effect on the dependent variable.

Table 8. Results of the F-test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	978.468	3	326.156	78.742	0.000
Residual	397.642	96	4.142	–	–
Total	1376.110	99	–	–	–

Dependent Variable: Purchase Decision

Predictors: (Constant), Online Customer Review, Product Innovation, Product Quality

Referring to Table 8, the F_{value} is 78.742 with a significance level of 0.000, indicating that the F_{value} exceeds the F_{table} ($78.742 > 1.985$) and the significance level is below 0.05 ($0.000 < 0.05$). Taken together, the three independent variables were found to have a significant and positive influence on the purchasing decisions made by Spicypedia consumers.

c. Coefficient of Determination (R^2)

Table 9. Results of the Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.843	0.711	0.702	2.03522

Predictors: (Constant), Online Customer Review, Product Innovation, Product Quality

Dependent Variable: Purchase Decision

As indicated by reference to Table 9, a value of 0.702, or 70.2 per cent, is exhibited by the Adjusted R-squared. It is by the three variables, taken collectively, that 70.2 per cent of the variation in the Purchase Decision variable is accounted for, whereas the residual 29.8 per cent is attributable to variables left unincorporated within this research model.

4.2. Discussions

4.2.1. The Effect of Product Innovation on Purchase Decisions

The t-table is exceeded by the t-value ($2.959 > 1.985$), and the threshold of 0.05 is fallen beneath by the significance level ($0.004 < 0.05$), whereby it is indicated that H_0 is rejected and H_a is accepted; a significant and positive effect upon purchase decisions is thus exerted by product innovation. This outcome is engendered by the circumstance that young women aged 13–23, predominantly comprising school pupils or university students who tend toward a predilection for distinctive and fashionable products and who are conspicuously active on digital applications, constituted the majority of respondents.

Congruence is borne by these findings with the theory advanced by Darsana et al. (2024), whereby product innovation is characterized as the process through which new products are developed and introduced, a direct impact upon the target market being thereby exerted. Purchases are encouraged among consumers when superior and more appealing products are yielded through innovation. As corroborated by Damayanti et al. (2023) and Slamet and Perwira (2022), it is demonstrated by the results that purchasing decisions are influenced by product innovation.

4.2.2. The Influence of Product Quality on Purchasing Decisions

The t-table is exceeded by the t-value ($11.166 > 1.985$), and the threshold of 0.05 is fallen beneath by the significance level ($0.000 < 0.05$), whereby it is indicated that H_0 is rejected and H_1 is accepted; a significant and positive influence upon purchasing decisions is thus exerted by product quality. Given that female students possessing an income of Rp1,000,000–Rp2,500,000 constituted the majority of respondents, attention tended to be paid by them to product quality, whilst congruence between price and budgetary constraints was concurrently weighed.

Congruence is borne by these findings with the theory advanced by Kotler and Armstrong (2010), whereby product quality is characterized as the foremost instrument through which a product's positioning

is determined, product performance being thereby influenced and customer value and satisfaction being thereby linked. Purchasing decisions are enhanced when expectations are met or even surpassed by products. Corroborated by Nurwidianti and Gusti (2025) and Nurina (2022), it is confirmed by the results that purchasing decisions are influenced by product quality.

4.2.3. The Influence of Online Customer Reviews on Purchasing Decisions

The t-table is exceeded by the t-value ($11.202 > 1.985$), and the threshold of 0.05 is fallen beneath by the significance level ($0.000 < 0.05$), whereby it is indicated that H_0 is rejected and H_1 is accepted; a significant and positive influence upon purchasing decisions is thus exerted by online customer reviews. This outcome was engendered by the circumstance that reviews had been perused and Spicypedia products had been purchased by all respondents, firsthand experience in appraising online reviews being thereby afforded them, with an age range of 13–23 predominating amongst them—a cohort inclined toward the use of social media as a determinant in decision-making antecedent to purchase.

Congruence is borne by these findings with the theory advanced by Arianto (2024), by whom online reviews are characterized as appraisals and evaluations furnished by other purchasers regarding products offered for sale. A more veridical portrayal of the product is afforded by online reviews contributed by prior purchasers, thereby facilitating the determination of whether a purchase ought to be made. Corroborated by Wulandari et al. (2025) and Agustiningsih and Hartati (2023), it is shown by the results that purchasing decisions are significantly and positively influenced by online customer reviews.

4.2.4. The Influence of Product Innovation, Product Quality, and Online Customer Reviews on Purchasing Decisions

The F-table is exceeded by the F-value ($78.742 > 1.985$), and the threshold of 0.05 is fallen beneath by the significance level ($0.000 < 0.05$), whereby it is indicated that H_0 is rejected and H_1 is accepted; a significant and positive simultaneous influence upon purchasing decisions is thus attributable to the three variables. A value of 0.702 is exhibited by the adjusted R-squared, signifying that 70.2% of the variation in purchasing decisions is explained by the combined contribution of the three independent variables, whilst the residual 29.8% is attributable to other variables left unincorporated within this study. Given that Spicypedia products had previously been purchased by all respondents, and that female students constituted the majority thereof, it is suggested that greater popularity is enjoyed by Spicypedia products amongst the younger generation, a predilection for spicy fare being exhibited by this demographic, and an influence being exerted upon them by culinary trends burgeoning amongst young people.

5. CONCLUSIONS

It is concluded by this study that a significant partial influence upon the purchasing decisions of Spicypedia consumers is exerted by each of product innovation, product quality, and online customer reviews. Furthermore, it is demonstrated by the findings that a significant simultaneous effect upon purchasing decisions is exerted by these three variables collectively, whereby it is indicated that purchases are more readily made by consumers when innovativeness, superior quality, and reinforcement through favorable online reviews are perceived to be embodied by products.

Based on the findings, Spicypedia is encouraged to continue diversifying its menu offerings, enhance product quality, and actively encourage customers to leave online reviews that can increase the confidence of prospective buyers. Similarly, other SMEs should continuously innovate, maintain consistent product quality, and strengthen customer engagement to generate credible reviews that foster consumer trust and support purchasing decisions. With respect to prospective research, it is recommended that supplementary variables, by which purchasing decisions may plausibly be influenced, be examined, and that inquiries encompassing disparate research settings and more expansive sample sizes be undertaken, so that the generalizability of the findings might thereby be enhanced.

6. REFERENCES

- Agustiningih, L., & Hartati, R. (2023). Pengaruh Promosi, Online Customer Review, dan Online Customer Rating terhadap Keputusan Pembelian Produk Makanan pada Layanan Shopee Food di D.I Yogyakarta. *Cakrawangs Bisnis: Jurnal Ilmiah Mahasiswa*, 4(2), 13–30. <https://doi.org/10.35917/cb.v4i2.451>
- Amalia, D. L., Dahliani, Y., & Edi, B. Q. R. (2024). Pengaruh Online Customer Review, Online Customer Rating, Harga, Kualitas Produk, dan Promosi terhadap Keputusan Pembelian di Shopee. *JMBI : Jurnal Manajemen Bisnis Dan Informatika*, 5(1), 50–65. <https://doi.org/10.31967/prodimanajemen.v5i1.1105>
- Arianto, B. (2024). *Perilaku Konsumen Digital*. Borneo Novelty Publishing.
- Damayanti, S. R., Siregar, R., Nurminingsih, & Ahmadun. (2023). The Effect of Product Innovation and Promotion on Purchase Decisions at Consumers of Mc Donald's Margonda Depok. *Journal of Entrepreneur and Business*, 1(2), 169–180. <https://doi.org/10.52643/joeb.v2i1.7>
- Darsana, I. M., Mumu, S., Santoso, F. I., Harinie, L. T., Rahmat, Kaniawati, K., Herliana, S., Yudawisastra, H. G., Surianti, Ilham, B. U., Pahrudin, Rahmayanti, R., & Satria, F. (2024). *Kewirausahaan dan Inovasi*. CV. Intelektual Manifes Media.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26*. Badan Penerbit Universitas Diponegoro.
- Indartini, M., & Mutmainah, M. (2024). *Analisis Data Kuantitatif*. Lakeisha.
- Juli, P. R., Suardhika, I. N., & Hendrawan, G. Y. (2021). Pengaruh kualitas produk, inovasi produk dan digital marketing terhadap keputusan pembelian pada Angelo Store Ubud Bali. *Values*, 2(2). <https://e-journal.unmas.ac.id/index.php/value/article/view/2687>
- Kotler, P., & Armstrong, G. (2010). *Principles of marketing* (17th ed.). New Jersey: Pearson Pretice Hall Inc.
- Kotler, P., Keller, K. L., & Chernev, A. (2024). *Marketing Management, 17th edition*. Pearson.
- Lestari, W., & Lubis, N. W. (2025). Pengaruh Online Customer Review, Kualitas Produk, dan Brand Ambassador terhadap Keputusan Pembelian Scarlett Whitening pada Toko Supply Kosmetik di Desa Suka Makmur Kecamatan Deli Tua. *Jurnal Arastirma*, 5(1), 49–62. <https://doi.org/10.32493/jaras.v5i1.42432>
- Limanseto, H. (2025). *Pemerintah Dorong UMKM Naik Kelas, Tingkatkan Kontribusi terhadap Ekspor Indonesia*. Kementerian Koordinator Bidang Perekonomian Republik Indonesia. <https://www.ekon.go.id/publikasi/detail/6152/pemerintah-dorong-umkm-naik-kelas-tingkatkan-kontribusi-terhadap-ekspor-indonesia>
- LinkUMKM. (2025). *Dari Perjuangan Menjadi Lompatan: Tren Pertumbuhan UMKM Indonesia 2024 2025*. LinkUMKM. <https://linkumkm.id/news/detail/17165/dari-perjuangan-menjadi-lompatan-tren-pertumbuhan-umkm-indonesia-2024-2025>
- Miftahudin, H. (2025). *Perluas Akses Pasar Digital, 25 Juta UMKM Kini Sudah Masuk E-Commerce*. Metro TV News. <https://www.metrotvnews.com/read/kWDCn0LV-perluas-akses-pasar-digital-25-juta-umkm-kini-sudah-masuk-e-commerce>
- Nurina, N. (2022). Pengaruh Inovasi Produk, Harga, Kualitas Produk Terhadap Keputusan Pembelian Kuliner Di Pasar Lama Tangerang. *IKRAITH-EKONOMIKA*, 5(3), 295–303. <https://doi.org/10.37817/ikraith-ekonomika.v5i3.2626>
- Nurwidyanti, F., & Gusti, R. W. (2025). The Influence of Price and Product Quality on the Purchase Decision of iPhone Brand Smartphones Among Students. *International Journal of Law Policy and Governance*, 4(2), 141–152. <https://doi.org/10.54099/ijlpg.v4i2.1586>
- Razak, I. (2023). Omnichannel Marketing: Connecting Consumer Experiences from Online to Offline. *Jurnal Ilmiah Multidisiplin Indonesia (JIM-ID)*, 2(02), 89–95. <https://doi.org/10.58471/esaprom.v2i02.3999>
- Sari, M. R., & Sanjayawati, H. (2025). *Inovasi Bisnis dan Pemasaran*. CV. Gita Lentera.
- Siyoto, S., & Sodik, M. A. (2015). *Dasar metodologi penelitian*. Literasi Media Publishing.
- Slamet, S., & Perwira, I. (2022). Pengaruh Inovasi Produk dan Promosi Media Online Terhadap Keputusan

Pembelian Konsumen (Survei Pelanggan Online Cake Box). *Jurnal Mirai Management*, 7(3), 452–460.
<https://doi.org/10.37531/mirai.v7i3.3287>

Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.

Wardhana, A. (2024). Perilaku konsumen di era digital. *Eureka Media Aksara*.

Wulandari, A., Sukaesih, I., & Ratnasari, A. (2025). Pengaruh Inovasi Produk, Online Customer Review, dan Influencer Marketing Terhadap Keputusan Pembelian Sunscreen Facetology di E-Commerce Shopee Kota Tangerang. *ProBisnis: Jurnal Manajemen*, 16(4), 669–677.
<https://doi.org/10.62398/probisnis.v16i4.1088>

Zhao, X. (Roy), Wang, L., Guo, X., & Law, R. (2015). The influence of online reviews to online hotel booking intentions. *International Journal of Contemporary Hospitality Management*, 27(6), 1343–1364.
<https://doi.org/10.1108/ijchm-12-2013-0542>