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The Influence of User generated Content and Price Perception on Shopee Marketplace Users' Purchase Decisions in Cengkareng District, West Jakarta

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Abstract

The rapid growth of e-commerce in Indonesia has changed consumer behavior in online shopping. User-Generated Content and price perception are considered important factors influencing consumers' purchase decisions on the Shopee marketplace. This study aims to examine the influence of User-Generated Content and price perception on the purchase decisions of Shopee marketplace users in Cengkareng District, West Jakarta. This study employed a quantitative research method, with data collected through questionnaires. The study involved 100 respondents selected using a purposive sampling technique. The data were analyzed using multiple linear regression with IBM SPSS Statistics version 26. The results indicate that User-Generated Content has a positive and significant effect on purchase decisions. Price perception also has a positive and significant effect on purchase decisions. Furthermore, both variables simultaneously have a positive and significant effect on purchase decisions. The coefficient of determination (R^2) was 0.736 (73.6%), indicating that purchase decisions can be explained by User-Generated Content and price perception, while the remaining 26.4% is explained by other factors outside the scope of this study. These findings suggest that User-Generated Content and price perception play important roles in influencing consumers' purchase decisions on the Shopee marketplace.

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1. Introduction

Current developments in the technology and information sector in Indonesia have the ability to change consumer habits. According to the latest research by APJII in 2025, the total number of individuals using the internet has exceeded 229 million people, which accounts for 80.66% of the total population (KEMP, 2025). The growth of internet users in Indonesia is influenced by the increasing number of people who use mobile devices to be able to access digital information anytime and anywhere. The internet has now become a crucial element in daily routines, ranging from communication, having fun, as well as economic activities such as shopping online and promoting business advertisements. The shift from traditional transactions to digital platforms or e-commerce. Developments in digital technology have affected the way people shop, especially through online shopping in E-commerce. Online shopping is a simple method of goods providers and customers do not need to meet face-to-face. Changes in the way of life can be seen from purchasing decisions that are influenced by continuous trends and content flows, which encourage purchase decisions that reflect today's lifestyle. This phenomenon can be seen from the continued increase in the nominal amount of spending in Indonesian e-commerce. According to estimated data released by Bank Indonesia, the total calculation of funds turnover in national e-commerce will reach Rp120-150 trillion every quarter in 2025 (Bank Indonesia, 2026).

Shopee's position remains the most visited site in Indonesia. According to a 2025 survey by the Association of Internet Service Providers (APJII), Shopee is ranked at the top in the list of the most frequently accessed e-commerce platforms (KEMP, 2025). The high level of Shopee usage shows that the platform has a role in meeting consumer needs while creating competition, this condition requires

business actors to analyze the aspects that drive people's preferences in making purchases. One of the things that influences purchasing decisions in the marketplace is User generated content (UGC). This type of content is basically created on the willingness of the customer itself without coercion, but the existence of UGC can provide buyers with a more neutral insight into a particular product, which can ultimately influence their choices when buying. In addition, another factor that can influence purchasing choices is the view of price. Price is often seen as an indicator of the quality of goods; the view of price is related to the evaluation of consumers of how much they spend in accordance with the profits they get.

A study found that User-Generated Content (UGC) on the Shopee platform has been proven to be able to positively stimulate customer purchase actions (Riyanti et al., 2025). In contrast to research that noted that UGC has a negative effect on purchase choices due to unpleasant experiences, for example, there is a mismatch between the products received and UGC reviews (Wafiyah & Wusko, 2023). The study proves that the buyer's perspective on price has a positive influence on purchase decisions on *the* Shopee marketplace (Putri & Purbaningrum, 2025). Meanwhile, the study found that understanding price does not have an important impact on consumers' final decision to buy Afrizal & Nugroho, 2022).

The development of digital marketing has made consumers increasingly dependent on information available through various digital content before making purchasing choices. Informative and relevant content can shape consumers' perception of a brand and strengthen their confidence in evaluating the products offered (Nurbaiska et al., 2024). In a marketplace environment, marketing communication also plays a role in building consumer awareness, trust, and perception, which can further influence purchasing decisions. This condition shows that the information received by consumers through digital platforms, including content and user reviews, is an important part of the evaluation process before making a purchase (Jufry, 2025). In addition to content, the development of digital marketing technology allows companies to better understand consumer behavior and preferences so that product offerings can be adjusted to market needs. The ability of consumers to obtain and compare various information digitally also makes consideration of product benefits and prices increasingly important in the purchase decision-making process (Syam, 2025).

The importance of consumer-generated information in digital purchasing decisions is also reflected in recent studies examining online customer reviews. Online customer reviews represent a form of User-Generated Content because the information is created and shared by consumers based on their experiences after interacting with or purchasing a product. Such reviews can provide potential buyers with practical information regarding product quality, suitability, and previous consumer experiences. Online customer reviews, together with live streaming and content marketing, have been shown to significantly influence purchase decisions among TikTok Shop consumers (Dewi & Thalib 2026; Rahmawati & Pratita, 2026). These findings indicate that information produced by other consumers can function as an important reference in reducing uncertainty and supporting consumers during the evaluation of alternatives before making a purchase decision (Dewi & Thalib 2026; Rahmawati & Pratita, 2026).

Similar evidence can also be found in the broader e-commerce environment. Consumers commonly evaluate products by considering reviews and experiences shared by previous buyers because direct physical examination of products is limited in online transactions. Online reviews therefore contribute not only to the availability of product information but also to the formation of consumer confidence during the purchasing process. Online reviews have been found to have a significant effect on purchase decisions for Muslim fashion products on e-commerce platforms and to contribute positively to consumers' shopping experiences (Rahmawati & Pratita, 2026). This finding reinforces the argument that consumer-generated evaluations can become an important source of information in digital marketplaces and may influence consumers' willingness to proceed with a purchase (Rahmawati & Pratita, 2026). The relevance of consumer-generated information is particularly evident on Shopee.

Electronic word of mouth (e-WOM), which is closely related to User-Generated Content because it originates from consumers' opinions, recommendations, and experiences communicated through digital platforms, can

influence how prospective buyers perceive products before purchasing them. Electronic word of mouth has been found to significantly influence purchase decisions for Wardah products among Shopee consumers in Surakarta (Rahmawati & Pratita, 2026). Digital marketing, e-WOM, and brand image were also found to collectively explain 49.1% of the variation in purchase decisions (Rahmawati & Pratita, 2026). These results provide empirical support for the assumption that information exchanged among consumers through digital platforms can play an important role in strengthening product evaluation and purchase decisions on Shopee (Rahmawati & Pratita, 2026).

Besides information obtained from other consumers, price considerations remain an important component of consumer evaluation. Consumers generally assess whether the amount of money that must be paid is comparable to product quality, usefulness, and the benefits expected from the purchase. Therefore, price does not merely represent a monetary value but can also become a reference for evaluating the overall value offered by a product. Price has been demonstrated to have a significant influence on consumer purchase decisions, indicating that consumers tend to consider the balance between product quality and the price paid before completing a transaction (Fara & Aditama, 2026; Sari & Rahadhini, 2026). When this consideration is combined with credible User-Generated Content, consumers may obtain both social information from previous buyers and economic information regarding product value. Nevertheless, studies that simultaneously examine User-Generated Content and price perception in explaining purchase decisions among Shopee users, particularly in Cengkareng District, West Jakarta, remain limited. This condition provides a relevant empirical basis for examining both variables simultaneously in the present study (Fara & Aditama, 2026; Sari & Rahadhini, 2026).

Based on the presentation that has been conveyed in the background section, there are differences in research results based on previous studies, the author is encouraged to conduct research on "The Influence of *User* Generated Content and Price Perception on Purchase Decisions of Shopee Marketplace Users in Cengkareng District, West Jakarta" as the focus of this research.

In online marketplaces, the credibility and usefulness of consumer-generated information are particularly important because consumers have limited opportunities to physically examine products before completing a transaction. Reviews written by previous buyers can provide information about product quality, performance, and actual user experiences that may not be fully represented in seller-generated descriptions. Consumers therefore tend to use online reviews as an additional source of evidence when comparing available alternatives and reducing perceived uncertainty. Empirical evidence demonstrates that online reviews influence consumers' information-processing behavior and purchasing decisions, confirming that consumer-generated evaluations play an important role during the online decision-making process (Chen et al., 2022).

In addition to information quality, consumers' evaluation of price fairness can strengthen or weaken their confidence in making purchases through digital platforms. Consumers are more likely to perceive an offer positively when the price is considered proportional to the expected quality, usefulness, and benefits of the product. Perceived price fairness may also interact with consumer trust because a reasonable price can reinforce consumers' belief that the transaction provides acceptable value. Research in the social-commerce context indicates that perceived price fairness plays an important role in strengthening the relationship between consumer trust and purchase intention, demonstrating that price evaluation extends beyond the nominal amount paid and involves consumers' overall assessment of value and fairness (Senali et al., 2024).

The simultaneous consideration of consumer-generated information and price evaluation is especially relevant to the Shopee marketplace because consumers can easily access reviews, recommendations, seller information, and price comparisons within the same digital purchasing environment. Previous research conducted among Shopee users found that price perception and electronic word of mouth both positively and significantly influenced purchase decisions, individually and simultaneously, indicating that purchasing behavior may be formed through a combination of informational and economic evaluations (Kartawinata et al., 2025). Nevertheless, User-Generated Content

represents a broader form of consumer-created information than electronic word of mouth because it may include ratings, photographs, videos, reviews, and other forms of user experience. Therefore, examining User-Generated Content together with price perception provides a more specific basis for understanding purchase decisions among Shopee users in Cengkareng District, West Jakarta, and strengthens the empirical contribution of the present study (Kartawinata et al., 2025).

The interaction between User-Generated Content and price perception becomes increasingly important in the process of making purchase decisions on the Shopee marketplace. Consumers are not only concerned with the availability of products but also consider information from other users and whether the price paid is appropriate to the benefits they expect to receive. Reviews, ratings, photos, videos, and personal experiences shared by previous buyers can reduce uncertainty and provide consumers with additional references when evaluating a product. At the same time, consumers compare product prices with similar products, perceived quality, and the benefits offered before deciding whether to make a purchase. Therefore, positive and credible User-Generated Content combined with a favorable price perception may strengthen consumers' confidence and encourage purchase decisions. This relationship is particularly relevant in Cengkareng District, West Jakarta, where consumers can access various products and sellers through Shopee and are exposed to diverse forms of user-generated information and price offerings. Examining these factors simultaneously is therefore important to understand how digital consumer information and price evaluation contribute to Shopee users' purchase decisions.

Furthermore, the interaction between User-Generated Content (UGC) and price perception becomes increasingly relevant in the context of Shopee, where consumers can access product information, reviews, ratings, photos, videos, and price comparisons before making a purchase decision. UGC provides consumers with experiences and opinions from other users, while price perception reflects how consumers assess whether the price of a product is reasonable, affordable, and consistent with the benefits they expect to receive. These two factors may work together in shaping consumers' evaluations of products because positive user experiences may strengthen confidence in a product, whereas an attractive or perceived-fair price may increase consumers' willingness to purchase. Therefore, examining UGC and price perception simultaneously is important to understand how consumers make purchasing decisions in the Shopee marketplace, particularly among users in Cengkareng District, West Jakarta, where online shopping activities are part of the broader development of digital consumer behavior.

2. Literature Review

2.2 User Generated Content

According to Christodoulides, user-generated content is information or material generated by ordinary people or customers, then placed on various digital sites that can be viewed by anyone (Triono et al., 2021). This content can be in the form of images, video views, ratings, blog posts, or other information shared on social media such as Facebook, Instagram, TikTok, and Twitter. According to MIR and Rehman, "User generated content is unbiased content that provides information about products or services, making it easier for consumers to think logically and honestly and make the right decisions" (Anisa & Marlena, 2022).

Furthermore, it explains that "user-generated content consists of various materials that are created and shared independently by consumers, such as reviews, videos of product use, or recommendations, and are considered more honest and convincing because they are based on their real experiences (Riyanti et al., 2025). In addition, explaining that "User generated content functions as a source of information that provides knowledge about products, thus assisting consumers in evaluating choices" (Sang et al., 2024).

The existence of user-generated content in the marketplace can help reduce consumer uncertainty when assessing a product. Information derived from other users' experiences is often considered closer to real conditions because it displays the experience after using the product directly. Reviews accompanied by photos, videos, and explanations of the advantages and disadvantages of the product can provide a more complete picture so that consumers have

a stronger basis before making a purchase decision (Riyanti et al., 2025).

The effectiveness of user-generated content is also influenced by the level of relevance, clarity, and credibility of the information conveyed. The more informative and in accordance with the needs of potential consumers, the more likely it is that the content is used as a consideration in evaluating products. Thus, UGC not only functions as a medium for sharing experiences, but also as a form of communication between consumers that can build trust and influence consumer confidence in products offered through marketplaces (Sang et al., 2024).

The role of user-generated content in digital marketplaces can also be understood through consumer-generated communication such as electronic word of mouth, in which consumers share opinions, evaluations, and experiences regarding products through digital platforms. Such information may serve as an additional reference for prospective consumers because it provides perspectives derived from previous consumers rather than information produced solely by sellers. Empirical evidence from Shopee shows that electronic word of mouth has a significant influence on purchase decisions, indicating that information and experiences communicated by other consumers can contribute to the evaluation process before consumers decide to purchase a product (Rahmawati & Pratita, 2026).

2.3 Price Perception

Perception refers to the process by which people select, organize, and interpret the information they receive to create a complete picture (Kotler & Armstrong, 2018). According to Schiffman and Kanuk, consumers consider the price of a product to be high, low, or reasonable, known as price perception (TSchiffman & Wisenblit, 2019). These judgments have a great influence on purchases.

The perception of the price of a product is said to be cheap, expensive, and suitable can be different from each individual. Because it is influenced by various factors depending on individual perception which is influenced by the background, experience, and environmental conditions of each consumer. In addition, Aditia and Suhaji explained that price perception is related to how customers perceive a product as valuable (Setyaningsih et al., 2025). Because price is often a reference as an indicator of quality, if the price of the product offered is relatively low, it can lead to the assumption that the product is not good in the eyes of consumers.

Price perception is formed when consumers compare the price offered with the benefits, quality, and expected experience of a product. Consumers tend to judge prices as reasonable if the sacrifices made are proportional to the benefits received. Conversely, when the price is considered too high compared to the quality or benefits of the product, consumers may delay purchasing or choose alternative products that are considered to provide better value (Kotler & Armstrong, 2018).

In the marketplace, the process of forming price perception is becoming increasingly important because consumers can easily compare prices from various sellers for the same or similar products. The existence of discounts, vouchers, free shipping, and other promotions can also affect the way consumers assess the affordability and fairness of the price of a product. Therefore, price perception is not only determined by the nominal price, but also by the consumer's assessment of the suitability between the price, quality, benefits, and profits obtained from the purchase (Setyaningsih et al., 2025).

The importance of price evaluation in consumer behavior is also supported by empirical evidence showing that price can become an important consideration when consumers determine whether a product provides acceptable value. Consumers may consider not only the nominal amount that must be paid but also whether the price is proportional to the quality and benefits expected from the product. Research conducted on consumer purchasing behavior found that price had a significant influence on purchase decisions, thereby supporting the view that consumers' evaluation of the value received in relation to the price paid can contribute to the formation of purchase decisions (Fara & Aditama, 2026; Sari & Rahadhini, 2026).

2.4 Purchase Decision

Purchasing decisions are the stage in the decision-making process where consumers actually buy (Kotler & Armstrong, 2018). Regarding the process of selecting, procuring, using, and evaluating goods, services, ideas, or experiences by individuals, groups, and organizations to meet their needs and desires.

Purchasing decisions arise after a person thinks about various product options on the market.

Purchasing decisions are a series of stages when an individual is aware of the obstacles faced, collects data related to specific commodities or brand lines, and measures the effectiveness of each option in resolving these obstacles until finally the transaction action (Solomon, 2020; Kotler et al., 2022). Furthermore, according to Alma, consumer actions in transacting are stimulated by various aspects, ranging from financial conditions, technological developments, political situations, cultural values, to marketing mixes such as commodities, tariffs, promotional strategies, physical facilities, and processes (Bagida et al., 2021). These factors will affect the way consumers manage information until finally determining the product to be purchased.

Purchase decisions are the final result of a series of evaluation processes carried out by consumers before determining the product to be purchased. Consumers in general first recognize their needs, seek information, compare various alternatives, and then determine the choice that is considered most likely to provide benefits according to their needs and abilities. This process shows that purchase decisions do not occur spontaneously, but can be influenced by various information received by consumers during the process of searching and evaluating products (Solomon, 2020; Kotler et al., 2022).

In the context of marketplace*s*, purchase decisions can be influenced by a combination of various factors, such as product information, consumer reviews, prices, promotions, ease of transactions, and the level of trust in the seller. Consumers tend to choose products when the available information is able to reduce doubts and provide confidence that the product suits their needs. Thus, user generated content and price perception can be two factors that play a role in shaping consumer judgments before finally making a decision to make a purchase.

In digital purchasing environments, purchase decisions are increasingly influenced by information that consumers obtain during the product evaluation process. Information generated through online reviews can provide additional evidence regarding previous consumer experiences and help prospective buyers assess whether a product is suitable for their expectations before completing a transaction. Empirical research on e-commerce consumers has demonstrated that online reviews significantly influence purchase decisions, suggesting that consumer-generated information is an important component of the evaluation process that precedes the final purchasing decision (Rahmawati & Pratita, 2026).

3. Research Methods

This study uses a quantitative approach with an associative research design to analyze the influence of User generated content (UGC) and price perception on the purchase decision of Shopee marketplace users. The independent variables in this study consist of User generated content (X_1) and price perception (X_2), while the dependent variable is the purchase decision (Y). The quantitative approach is used because the research focuses on objectively measuring the relationship between variables and testing hypotheses through statistical analysis.

The research population is Shopee marketplace users who are domiciled in Cengkareng District, West Jakarta. Sampling was carried out using *a non-probability sampling* technique with a purposive sampling *approach*. Respondents were determined based on criteria of being domiciled in Cengkareng District and having made purchase transactions through Shopee in the last six months. The number of samples used was 100 respondents. Primary data was obtained through the distribution of questionnaires compiled based on the indicators of each research variable.

The research instrument was first tested using a validity test to determine the ability of each statement item to measure the research variables and a reliability test to determine the consistency of the instrument. Data that met the quality criteria of the instrument were then analyzed through a classical assumption test which included normality, multicollinearity, and heteroscedasticity tests. Multiple linear regression analysis was used to test the influence of User generated content and price perception on purchase decisions.

Hypothesis testing was carried out through the t-test to determine the influence of each partially independent variable on the purchase decision and the F-test to determine the influence of independent variables simultaneously. The determination coefficient (R^2) was used to determine the ability of User

generated content and price perception to explain variations in purchasing decisions. Statistical decision-making was carried out based on a significance level of 5% (α = 0.05).

The selection of a quantitative associative design is appropriate for this study because the research seeks to identify and measure the statistical relationship between User Generated Content, price perception, and purchase decisions. An associative design enables researchers to determine whether changes in independent variables are related to changes in the dependent variable through empirical data obtained from respondents. A similar quantitative associative approach has been applied in consumer behavior research to examine relationships among product-related factors and purchase decisions using measurable variables and statistical analysis (Dianty & Aditam, 2026).

The use of purposive sampling allows respondents to be selected according to specific characteristics that are directly related to the objectives of the study. In this research, the criteria requiring respondents to reside in Cengkareng District and to have conducted a transaction through Shopee within the previous six months are intended to ensure that participants have relevant and relatively recent experience with the marketplace being investigated. Similar research on Shopee consumers has employed purposive sampling and questionnaire-based primary data involving 100 respondents to examine factors affecting consumer purchase decisions (Rahmawati & Pratita, 2026). The application of purposive sampling with predetermined consumer criteria has also been used in quantitative studies examining price perception and other consumer-related variables (Sari & Rahadhini, 2026).

Before regression analysis is conducted, instrument and classical assumption testing are necessary to ensure that the data used in the analysis meet the required statistical criteria. Validity testing determines whether questionnaire items adequately represent the variables being measured, while reliability testing evaluates the consistency of responses across measurement items. Furthermore, normality, multicollinearity, and heteroscedasticity tests are conducted to assess whether the regression model satisfies the assumptions required for reliable interpretation. The application of validity and reliability testing, classical assumption testing, and multiple linear regression has also been used in quantitative research examining determinants of consumer purchase decisions (Dianty & Aditam, 2026).

Multiple linear regression enables the simultaneous estimation of the contribution of User Generated Content and price perception to purchase decisions while also allowing the individual contribution of each independent variable to be evaluated. The t-test is used to assess the partial effect of each independent variable, whereas the F-test evaluates whether the independent variables collectively contribute significantly to the dependent variable. In addition, the coefficient of determination (R^2) indicates the proportion of variation in purchase decisions that can be explained by the independent variables included in the research model, while the remaining variation may be associated with factors outside the model. The use of multiple linear regression, t-tests, F-tests, and the coefficient of determination is consistent with quantitative consumer research published in JSS that evaluates both partial and simultaneous relationships among research variables (Rahmawati & Pratita, 2026; Sari & Rahadhini, 2026).

The questionnaire used in this study was structured to obtain respondents' assessments of each research variable in a standardized manner. Each statement was developed based on indicators representing User Generated Content, price perception, and purchase decisions. Respondents were asked to indicate the extent to which they agreed with each statement using a Likert scale, allowing qualitative perceptions to be converted into quantitative scores that could be statistically analyzed. The use of structured questionnaires also helps ensure that all respondents receive the same statements and response alternatives, thereby improving consistency during the data collection process.

Data collection was conducted by distributing questionnaires to respondents who met the predetermined sampling criteria. Before completing the questionnaire, respondents were informed about the purpose of the research and the criteria required for participation. Responses that did not meet the research criteria or contained incomplete information were excluded from further analysis. This procedure was intended to ensure that the data analyzed represented Shopee users who had relevant purchasing

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experience and were therefore capable of providing appropriate assessments regarding User Generated Content, price perception, and purchase decisions.

After the questionnaires were collected, the data were coded, tabulated, and processed using IBM SPSS Statistics version 26. Each response was converted into a numerical value according to the measurement scale used and subsequently organized according to the respective research variables. Descriptive statistics were initially used to provide an overview of the characteristics and distribution of the data before inferential statistical analysis was conducted. This stage was important for identifying the general pattern of respondents' answers and ensuring that the dataset was suitable for further statistical testing.

The analytical procedure was carried out sequentially, beginning with instrument quality testing, followed by classical assumption testing, multiple linear regression analysis, and hypothesis testing. This sequence was applied to ensure that the regression model was supported by valid and reliable measurement instruments and that the statistical assumptions required for regression analysis were adequately satisfied. The interpretation of the results focused on the direction and magnitude of the regression coefficients, the statistical significance of the partial and simultaneous effects, and the explanatory power of the model as reflected by the coefficient of determination. Through this analytical procedure, the study was able to evaluate both the individual and combined contributions of User Generated Content and price perception to the purchase decisions of Shopee marketplace users in Cengkareng District, West Jakarta.

4. Results and Discussion

4.1 Research Results

4.1.1 Validity Test

Table 1. Validity Test Results

Variabel	Results	Remarks
User generated content (X_1)	r hitung > 0,1966	Valid
Price Perception (X_2)	r hitung > 0,1966	Valid
Purchase Decision (Y)	r hitung > 0,1966	Valid

Source: SPSS data processing results, 2026.

Based on Table 1, all statement items in the *variables* User generated Content, price perception, and purchase decision have a calculated r value greater than the table r of 0.1966. The results show that all statement items are declared valid so that they are able to measure the variables studied and can be used at the next stage of analysis.

4.2 Reliability Test

Table 2. Reliability Test Results

Variabel	*Cronbach's Alpha*	Remarks
User generated content (X_1)	0,783	Reliabel
Price Perception (X_2)	0,755	Reliabel
Purchase Decision (Y)	0,790	Reliabel

Source: SPSS data processing results, 2026.

Table 2 shows that *Cronbach's Alpha* value on all variables is above 0.70, namely 0.783 on User generated Content, 0.755 on price perception, and 0.790 on purchase decisions. Thus, the research instrument has good internal consistency and is declared reliable in measuring each variable.

4.3 Classic Assumption Test

4.3.1 Normality Test

Table 3. Normality Test Results

Components	*Unstandardized Residual*
N	100
Mean	0,0000000
Std. Deviation	3,56514856
Absolute	0,069
Positive	0,069
Negative	-0,051
Test Statistic	0,069
Asymp. Sig. (2-tailed)	0,200

Source: SPSS data processing results, 2026.

Based on Table 3, the results of *the One-*Sample Kolmogorov-Smirnov Test obtained an Asymp. Sig. value of 0.200 which is greater than 0.05. These results show that the residual in the regression model is normally distributed so that the assumption of normality has been met.

4.3.2 Heteroscedasticity Test

Table 4. Heteroscedasticity Test Results

Variabel	B	Std. Error	Beta	t	Sig.
Konstanta	2,202	1,308	–	1,684	0,095
User Generated Content	- 0,029	0,072	- 0,073	- 0,399	0,691
Price Perception	0,043	0,070	0,113	0,620	0,537

Dependent variables: ABS_RES.

Source: SPSS data processing results, 2026.

Table 4 shows that the significance value of User generated content is 0.691 and the price perception is 0.537. Both values are greater than 0.05 so that no symptoms of

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heteroscedasticity are found in the regression model and residual variance can be considered relatively constant.

4.3.3 Multicollinearity Test

Table 5. Multicollinearity Test Results

Variabel	Tolerance	VIF	Remarks
User generated content (X_1)	0,308	3,246	Multicollinearity does not occur
Price Perception (X_2)	0,308	3,246	Multicollinearity does not occur

Source: SPSS data processing results, 2026.

Based on Table 5, the two independent variables have a tolerance value of 0.308 which is greater than 0.10 and a VIF value of 3.246 which is smaller than 10. These results show that there is no multicollinearity problem between User generated content and price perception so that both variables can be used simultaneously in the regression model.

4.4 Multiple Linear Regression Analysis

Table 6. Results of *Multiple Linear Regression Analysis*

Variabel	B	Std. Error	Beta	t	Sig.
Konstanta	6,826	2,084	–	3,276	0,001
User generated content (X_1)	0,567	0,115	0,464	4,936	< 0.001
Price Perception (X_2)	0,513	0,111	0,433	4,603	< 0.001

Dependent variable: Purchase decision.
Source: SPSS data processing results, 2026.

Based on Table 6, the two independent variables have a positive regression coefficient, namely 0.567 for user-generated content and 0.513 for price perception. This shows that the increase in UGC and increasingly positive price perception is followed by an increase in Shopee users' purchasing decisions. The multiple linear regression equation obtained is:

$$\mathbf{Y = 6{,}826 + 0{,}567X_1 + 0{,}513X_2}$$

A constant value of 6.826 indicates the predicted value of purchasing decisions when user-generated content and price perception are zero. The X_1 coefficient of 0.567 indicates that every one unit increase in user-generated content is predicted to increase the purchase decision by 0.567 units assuming constant price perception. Meanwhile, the X_2 coefficient of 0.513 indicates that every one unit increase in price perception is predicted to increase the purchase decision by 0.513 units assuming constant user-generated content.

4.5 Partial Test (t-test)

Table 7. Partial Test Results (t-test)

Variabel	t count	T table	Sig.	Verdict
User generated content (X_1)	4,936	1,985	< 0.001	H_1 Accepted
Price Perception (X_2)	4,603	1,985	< 0.001	H_2 Accepted

Source: SPSS data processing results, 2026.

Table 7 shows that the value of t-calculated User generated content is 4.936 and price perception is 4.603, both of which are greater than t-table of 1.985 with a significance value of < 0.001. Thus, H_1 and H_2 are accepted, which means that User generated content and price perception partially have a positive and significant effect on purchase decisions.

4.6 Simultaneous Test (F Test)

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3509,242	2	1754,621	135,259	< 0,001
Residual	1258,318	97	12,972	–	–
Total	4767,560	99	–	–	–

Dependent variable: Purchase Decision.
Predictors: Price Perception and User Generated Content.
Source: SPSS data processing results, 2026.

Based on Table 8, the calculated F value of 135.259 is greater than the F of the table of 3.09 with a significance value of < 0.001. Thus, H_3 is received which shows that User generated content and price perception simultaneously have a significant effect on the purchase decision of Shopee marketplace users in Cengkareng District.

4.7 Coefficient of Determination

4.7.1 Model Determination Coefficient$_1$

Table 9. Determination Coefficient of User generated Content *Model*

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,824	0,678	0,675	3,955

Predictor: User Generated Content.
Source: SPSS data processing results, 2026.

Table 9 shows the R Square value of 0.678. This means that in a model that only includes user-generated content as a predictor, the variable is able to explain 67.8% of the variation in purchasing decisions, while the rest is related to other factors outside the model.

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4.7.2 Model Determination Coefficient$_2$

Table 10. Coefficient of *Determination* of *Price Perception Model*

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,818	0,670	0,666	4,008

Predictor: Price Perception.
Source: SPSS data processing results, 2026.

Based on Table 10, the R-Square value of 0.670 indicates that in a model that only includes price perception as a predictor, the variable is able to explain 67.0% of the variation in purchasing decisions. This value shows a strong explanatory relationship between price perception and purchase decisions when analyzed separately.

4.7.3 Simultaneous Determination Coefficient

Table 11. Coefficient of *Simultaneous Determination*

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,858	0,736	0,731	3,602

Source: SPSS data processing results, 2026.

Table 11 shows an R Square value of 0.736 which means that User generated content and price perception together are able to explain 73.6% of the variation in purchase decisions. Meanwhile, 26.4% of the variation in purchasing decisions is explained by other factors not included in the research model. The *Adjusted R Square value* of 0.731 indicates that after considering the number of predictors, the model's ability to explain the variation in purchasing decisions remains high. Predictors: Price Perception and User Generated Content. Dependent variables: Purchase decisions.

4.8 Discussion

4.8.1 The Influence of User generated Content on Purchase Decisions

Partial analysis resulted in a calculated t-value of 4,936 (above the table's t-value of 1,985) for the User generated content variable (X1), with a significance level of 0.000 (≤ 0.05). These results show that User generated content (X1) has a positive and significant influence on purchase decisions (Y). Therefore, H0 is rejected and Ha is accepted, which shows that User generated content has a partial influence on the purchase decision of Shopee marketplace users in Cengkareng District, West Jakarta.

The results of the study show that the higher the quality of user-generated content, the more likely they are to make a purchase (Ningrum & Hasmarini, 2024). This is influenced by reviews, photo documentation, and videos from previous buyers who are considered more objective, relevant, and able to represent the condition of the product in real terms (Ishak et al., 2025). Thus, these elements are effective in building credibility and helping potential consumers when evaluating products before making transactions (Abdullah et al., 2025).

A previous study found that user-generated content had a positive and significant impact on purchasing decisions on Shopee by economics education students from the 2019–2021 batch at the Faculty of Teacher Training and Education, UNS (Riyanti et al., 2025). Other research supports similar findings that user-generated content has a positive impact on consumers' decisions to buy local cosmetic products (Andari & Handrijaningsih, 2026).

These findings show that user-generated content has an important role in reducing consumer uncertainty when shopping online. Consumers cannot see or try products directly, so other users' experiences through reviews, photos, and videos can be an additional source of information to assess the quality and suitability of products before making a purchase. The more credible and relevant the information conveyed, the stronger the consumer's confidence in making purchase decisions (Ningrum & Hasmarini, 2024).

In addition, user-generated content can form consumer trust because information comes from the user's real experience and is not completely controlled by the seller. Positive content regarding product quality, the suitability of goods with descriptions, and a good user experience can strengthen consumer perception of the products offered. Thus, the existence of informative and trustworthy UGC is one of the factors that is able to accelerate the consumer evaluation process until they finally make a purchase (Riyanti et al., 2025; Andari & Handrijaningsih, 2026).

The positive influence found in this study is consistent with empirical evidence showing that consumer-generated information can become an important consideration in online purchasing decisions. Online customer reviews, which represent one form of consumer-generated content, provide potential buyers

with information based on the experiences of previous consumers and can therefore strengthen their evaluation of products before completing a transaction. Research on TikTok Shop consumers found that online customer reviews had a significant influence on purchase decisions, together with live streaming and content marketing, confirming that information generated by consumers contributes to digital purchase behavior (Dewi & Thalib 2026; Rahmawati & Pratita, 2026).

The influence of consumer-generated information can also be explained by its ability to reduce information asymmetry between sellers and potential buyers. In online transactions, consumers cannot directly examine the physical characteristics of products, making information from previous buyers an important external reference. A study involving young consumers demonstrated that online customer reviews had a significant influence on purchase decisions, with a significance value of 0.000 and a positive regression coefficient, indicating that favorable consumer evaluations can contribute to stronger purchase decisions (Rahmawati & Pratita, 2026).

These findings further indicate that the effectiveness of User Generated Content is not merely determined by the availability of reviews but also by the usefulness of the information provided to prospective consumers. Reviews that describe product performance, actual condition, suitability with the seller's description, and previous purchasing experiences can provide additional evidence that consumers use when comparing alternatives. Consequently, credible consumer-generated information can strengthen product confidence and reduce perceived uncertainty, thereby increasing the probability that consumers will proceed from product evaluation to an actual purchase decision (Rahmawati & Pratita, 2026; Dewi & Thalib 2026; Rahmawati & Pratita, 2026).

4.8.2 The Influence of Price Perception on Purchase Decisions

The results of the t-test show that the perception of price (X2) influences the purchase decision (Y) significantly and positively. This is shown by the t-calculated value of 4.603, which exceeds the t-table value of 1.985 at a significance level of 0.000 (≤ 0.05); thus, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. The results illustrate that a positive price perception in the minds of consumers will encourage the tendency of consumers to make transactions.

A good price perception is formed when consumers consider the prices offered to be in accordance with the quality, usefulness, and value they obtain. For users of *the* Shopee marketplace in Cengkareng District, West Jakarta, this favorable perception is influenced by various features such as price comparisons, discounts, vouchers, free shipping promos and providing benefits and conformity with the sacrifices made also form a positive price perception, thereby encouraging consumers to buy.

The results are in line with the research conducted which states that price perception has a positive and significant impact on consumers' decisions to buy Converse products through the Shopee e-commerce platform (Alfikri & Riyanto, 2023). These results are also supported by research that concludes that price perception has a positive and significant impact on purchasing decisions on Shopee (Aisyah & Rosyidi, 2023).

The research findings also show that consumers not only consider the amount of the price nominally, but pay more attention to the suitability of the price with the quality and benefits received. When the price is considered affordable and in accordance with the value of the product, consumers tend to have a higher confidence that the purchase provides a profit that is commensurate with the costs incurred. This condition then increases the likelihood of consumers choosing and buying products through the Shopee marketplace (Alfikri & Riyanto, 2023).

The ease of comparing prices between sellers on Shopee also strengthens the role of price perception in the decision-making process. Consumers can consider base prices, discounts, vouchers, shipping subsidies, and other promotions before choosing the products that are considered to provide the most favorable value. Therefore, the more positive the consumer's assessment of the fairness and affordability of prices, the greater their tendency to make purchase decisions (Aisyah & Rosyidi, 2023).

The positive effect of price perception obtained in this study is also supported by empirical findings concerning the role of price in consumer purchase decisions. Consumers generally evaluate whether the economic

sacrifice required to obtain a product is consistent with the quality and benefits expected from it. Research examining product quality and price reported that price had a significant effect on purchase decisions with a path coefficient of 0.483 and a significance value of 0.000, demonstrating that price evaluation can become an important determinant of consumer purchasing behavior (Fara & Aditama, 2026; Sari & Rahadhini, 2026).

This result emphasizes that consumers do not necessarily respond only to the lowest available price, but rather to the value represented by the price. A price may be considered favorable when consumers perceive that the quality and benefits received are proportional to the amount paid. Previous empirical evidence also demonstrated that product quality and price were capable of explaining 68% of the variation in purchase decisions, reinforcing the importance of consumers' consideration of price together with the value attached to the product (Fara & Aditama, 2026; Sari & Rahadhini, 2026).

Nevertheless, the influence of price may vary according to product characteristics and consumer evaluation. Another study published in JSS found that price had a significant but negative influence on purchase decisions for motor vehicles, indicating that increases or unfavorable assessments of price may reduce consumers' tendency to purchase in certain product contexts (Sari & Rahadhini, 2026). This difference strengthens the relevance of using price perception in the present study because consumers' responses are not determined solely by the nominal price but also by whether the price is perceived as affordable, reasonable, and appropriate to the benefits obtained (Sari & Rahadhini, 2026).

4.8.3 The Influence of User generated Content and Price Perception on Purchase Decisions

Based on the hypothesis test carried out, User generated content and price perception have a simultaneous, positive, and significant influence on the purchase decision of Shopee marketplace users in Cengkareng District, West Jakarta. The results of the F-test showed that the F-calculation value of 135.259 exceeded the F-table value of 3.09 and the significance value of 0.000 (≤ 0.05), which indicates that the research hypothesis is accepted.

The analysis of the determination coefficient resulted in an R square (R^2) value of 0.736 (or 73.6%); this result shows that the variables of user generated content and price perception together explain the variation in the purchase decision of Shopee marketplace users in Cengkareng District, West Jakarta by 73.6% while the remaining 26.4% is influenced by other factors that were not studied in this study.

These results show that purchase decisions are influenced by the quality of user-generated content, because information conveyed based on consumer experience can strengthen the trust and confidence of potential consumers in evaluating a product before making a purchase (Jufry, 2025). On the other hand, consumer perception of prices with the assumption that the price given matches the quality and benefits of the product is one of the factors that encourage consumers to make a purchase decision (Nurbaiska et al., 2024). Thus, the higher the quality of user-generated content and the more positive consumer perception of price, the more likely they are to actually make a purchase (Syam, 2025).

The simultaneous influence of User Generated Content and price perception indicates that purchasing decisions in an online marketplace can be formed through both informational and economic evaluations. User Generated Content provides consumers with social information derived from previous users' experiences, whereas price perception allows consumers to assess whether the economic sacrifice required is reasonable in relation to the expected benefits. Empirical findings separately demonstrate that online customer reviews can significantly affect purchase decisions and that price can also significantly influence consumer purchasing behavior (Rahmawati & Pratita, 2026; Fara & Aditama, 2026; Sari & Rahadhini, 2026).

The R^2 value of 73.6% obtained in this study also indicates that the combination of User Generated Content and price perception has substantial explanatory power for the purchase decisions of Shopee users in Cengkareng District. This result can be contextualized with previous JSS findings in which live streaming, content marketing, and online customer reviews explained 67.3% of the variation in purchase decisions, while another study found that product quality and

price explained 68% of the variation in purchase decisions (Fara & Aditama, 2026; Sari & Rahadhini, 2026; Dewi & Thalib 2026; Rahmawati & Pratita, 2026). Although the variables and research objects in these studies are different, these findings collectively demonstrate that purchasing decisions can be strongly explained when consumers evaluate several relevant sources of information and product value simultaneously (Fara & Aditama, 2026; Sari & Rahadhini, 2026; Dewi & Thalib 2026; Rahmawati & Pratita, 2026).

From a practical perspective, the simultaneous findings imply that sellers on Shopee should not rely solely on competitive pricing or promotional incentives to encourage transactions. Sellers also need to maintain product quality and service performance that can generate credible positive reviews, photos, videos, and other forms of consumer-generated information because such information becomes a reference for subsequent buyers during product evaluation (Rahmawati & Pratita, 2026; Dewi & Thalib 2026; Rahmawati & Pratita, 2026). At the same time, maintaining prices that consumers perceive as reasonable and proportional to product quality can strengthen the positive information obtained from previous users, thereby creating a more convincing basis for consumers to complete their purchase decisions (Fara & Aditama, 2026; Sari & Rahadhini, 2026).

5. Closing

The results showed that User generated content (UGC) and price perception had a positive and significant effect on the purchase decisions of Shopee marketplace users in Cengkareng District, West Jakarta. Partially, UGC obtained a calculated t-value of 4.936 and a price perception of 4.603, both of which are greater than the t table of 1.985 with a significance value of < 0.05. Simultaneously, UGC and price perception also had a significant effect on purchase decisions with an F value of 135.259 which is greater than the F of the table of 3.09. The R-Square value of 0.736 indicates that both variables are able to explain 73.6% of the variation in purchasing decisions, while the remaining 26.4% are explained by factors outside the research model.

This finding implies that business actors at Shopee need to pay attention to the quality of reviews, photos, videos, and user experiences while setting prices that are considered reasonable and in accordance with the benefits of the product to encourage consumer purchase decisions. This study has limitations on the number of respondents which is only 100 people, the coverage of the area is limited to Cengkareng District, and the use of two independent variables so that the results of the study cannot be generalized widely. The next study is suggested to expand the area and number of respondents and add other variables, such as consumer trust, electronic word of mouth, product quality, promotion, brand image, or ease of use to gain a more comprehensive understanding of the factors that affect purchasing decisions on the marketplace.

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