

The influence of promotion and online customer reviews on purchase decisions at Shopee in Bogor City

Furi Indriyani

Department of Management Economic and Business, Bina Sarana Informatika University, Indonesia

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ABSTRACT

This study aims to determine the influence of Promotion and Online customer reviews on Purchase Decisions at Shopee in Bogor City. This research is based on quantitative with explanatory method approaches. The sampling technique used non-probability sampling through purposive sampling with 100 respondents. The data analysis technique used multiple regression analysis. Based on the results of multiple linear regression analysis, the Simultaneous test result (F-test) shows that $F_{count} 87,738 > F_{table}$ of 3,090, meaning that Promotion and Online Customer Review simultaneously significantly influence Purchase Decision at Shopee in Bogor City. Partial Test Results (t-test) indicate that the variable Promotion (X1) $t_{count} 4,783 > t_{table} 1,661$, which means that the Promotion variable partially has a significant influence on Purchase Decision (Y), Online Customer Review variable (X2) shows $t_{count} 9,007 > t_{table} 1,661$. This result shows that Online customer Review partially significantly influences Purchase Decision (Y). From the regression analysis, the coefficient of determination (R^2) is obtained to be 0,644 or 64,4%. This value indicates that the contribution of promotion and Online Customer review variables On Purchase Decisions reaches 64,4%.

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Corresponding Author:

Furi Indriyani,
Department of Management Economic and Business,
Bina Sarana Informatika University,
Kramat Raya Road, No.98 Kwitang Senan, Central Jakarta 10450, Indonesia.
Email: furi.fin@bsi.ac.id

1. INTRODUCTION

The rapid development of technology and information in the era of globalization has had an impact on changes in people's behavior, including in terms of shopping. From previously shopping conventionally, where the seller and buyer meet each other directly. Moving to online shopping, where buyers can make transactions from home using a smartphone and internet connection. They can buy the necessities they need easily.

Online purchasing activity has been increasing in recent years. One of the platforms that is widely used in online purchasing activity is the marketplace. Marketplace is a website that facilitates sellers and buyers in doing online shopping so that the marketplace is also directly involved in the ordering, delivery, and payment processes (Hariyanto & Trisunarno, 2021).

Marketplace sites act as a third party in online transactions by providing a place to sell and payment facilities, in other words, it can also be called online-based department stores. The five most popular marketplaces in Indonesia are Tokopedia, Shopee, Bukalapak, Lazada, and Blibli (Elviera, 2022)

Based on databoks.katadata.co.id (2023), Shopee is the e-commerce marketplace category with the highest number of visitors in Indonesia in the third quarter of 2023. Shopee

achieved an average of 216 million visits per month during the third quarter of 2023. This achievement increased by around 30% compared to the average visits in the second quarter of 2023 which recorded 166,9 million visits.

Meanwhile, Tokopedia was in second place with an average monthly visitors of 97,1 million visits per month during the third quarter of 2023. Tokopedia visitors decreased by around 9% from the second quarter of 2023 which recorded 107.2 million visits. In the same period, average visits to the Blibli site rose 5%, Lazada fell 30%, and Bukalapak fell 21% from the second quarter of 2023. From the data above, we can assume from the second and third quarters of 2023, shopee leads online sales in Indonesia.

Shopee is a company engaged in the online marketplace or what can be called e-commerce. Shopee is an e-commerce platform that offers all consumer needs, from clothing, electronics, children's toys, and household appliances. Shopee started to enter the Indonesian market at the end of May 2015 and Shopee only started operating at the end of June 2015 in Indonesia. (Prasetyono et al., 2021)

Promotion. Some of the advantages that make Shopee much visited are because of the online promotions and the large number of consumers who review the products they have purchased. According to (Siahaan & Christiani, 2021), Shopee has an advantage in its promotions because it is through social media and advertisements on television, promoting advertisements on television. With the COD (Cash On Delivery) system, promos or discounts, and relatively low prices, higher sales through the Shopee application. Shopee has a slogan for free shipping throughout Indonesia. This mainstay promotion program has its charm for users because they buy an item through the Online Shop.

According to (Alma, 2018) promotion is communication that provides an explanation that convinces potential customers about goods and services. Promotion has a positive and significant influence on purchasing decisions. The higher the level of promotion, the higher the purchase decision. Attractive promotions will encourage many consumers to buy the products. Because attractive advertisements in the consumers's minds make consumers decide to buy a product.

Previous research by (Prasetyono et al., 2021) entitled "The Impact of Promotion and Price on Purchase Decision Consumers at Marketplace Shopee". The study focused on two independent variables; promotion and price and one dependent variable Purchase Decisions. The results of this study indicate that the Promotion and Price variables partially and simultaneously have a significant positive effect on the purchase decision variables. The study concludes that a good promotion strategy can impact purchase decisions. This is evidenced for example by the free shipping strategy, which can be one of the main factors in consumer purchasing decisions at Shopee.

Subsequently, research by (Maedia & Muhiban, 2023) did research on The Influence of Online Prices and Promotions on Purchase Decisions at the Shopee Marketplace and also concluded that online promotion partially has a significant effect on purchasing decisions on the Shopee marketplace. If the information conveyed through digital media is trusted by consumers, then consumer purchasing decisions will increase to shop online at Shopee. Similarly, research by (Tulanggow et al., 2019) focused on The Influence of Promotion and Price on purchase Decisions at PT Shopee In Manado City. The result proved that Promotion partially has a significant effect on purchasing decisions.

Online Customer Reviews. According to Filieri & McLeay in (Sianipar & Yoestini, 2021) defines online customer reviews are a form of electronic word of mouth (eWOM) communication in online sales, where potential buyers get information divided into analyzes or comments posted about products from consumers who have benefited from the product. Online Consumer Review is a variable that can influence purchasing decisions (Rahmawati, 2021).

According to (Welsa et al., 2022), Customer reviews are an important thing to pay attention to in online sales. Every review, whether positive or negative, will help buyers decide whether to buy something or not. According to (Mo et al., 2015) Online Customer reviews evaluate information about the different aspects of consumer products. With this information, consumers can infer the quality of goods according to the reviews and experience, to reduce personal time and the risk of purchase. Online reviews provide consumers with a real shopping experience, and a reference to understand the products.

Reviews provided by previous buyers add information about the products and services seller. The assessment feature on the Shopee application consists of three aspects, namely: 1) Product Quality, 2) Seller Service, and 3) Speed of Delivery Service. Forms of assessment that consumers can give are a form of ratings and comments that can be completed with photos and videos (Nur & Dahliana, 2023).

Previous research by (Suryawan et al., 2022), focused on The Impact of Online Reviews and Ratings toward Shopee's Customer Purchase Intention in Gianyar Regency. From this research can be concluded that online customer reviews have a positive and partially significant effect on consumer purchase intention. Furthermore, research by (Ramadhani & Sanjaya, 2021) proves that Online consumer reviews of buying interest through the Shopee marketplace, can be interpreted that the online consumer review variable has a positive and significant influence on the purchase interest variable and it can be concluded that online consumer reviews have a more dominant influence on the purchase interest variable.

Purchase Decisions. Schiffman (Kusuma & Shiratina, 2022) defines a decision as a form of selecting two or more choices. The decision relates to the intention. The intention is assumed to capture the motivational factors that influence behavior. The intention to take any action can include the intention to give a positive statement, make recommendations, and buy goods or services and businesses (Nurhayat & Shiratina, 2021). According to (Kotler & Keller, 2016) Explaining purchasing decisions is an aspect of consumer behavior, which is the study of how people, groups, and organizations pick, purchase, utilize, and how goods, services, ideas, or experiences meet their needs and aspirations.

Research by (Aji et al., 2019) focused on The Influence Of Products And Promotions On Purchasing Decisions Mediated In Purchase Motivation. The results of the study can be seen that promotions have a significant effect on purchasing decisions. The previous research by (Yulmaniar et al., 2022) was about The Effect of Online Customer Rating and Online Customer Reviews on Consumer Purchase Decisions Online at Handmadeshoes Surabaya. From this research, it can be seen that concluded that Customer Reviews have a significant effect on Purchase Decisions at Handmadeshoes Onlinestore Surabaya.

This research supports two previous studies by (Nur & Dahliana, 2023). The study stated that Customer review have a significant influence on purchase decisions. This significant influence shows that customer reviews play an important role in convincing buyers in the city of Banjarmasin on purchase decision through the Shopee marketplace. The second study by (Maedia & Muhiban, 2023) concluded that promotions partially have a significant effect on purchase decisions on the Shopee marketplace for Shopee consumers at PT. Gucci Ratu Textile Cimahi City. If the information conveyed through digital media is trusted by consumers, then consumer purchasing decisions will increase to shop online at Shopee. The difference between this research and previous research is the research combines two factors. It is determine "The influence of promotion and online customer reviews on purchase decision at Shopee in Bogor City." This research focuses on consumers who already have the Shopee application, make purchases through the Shopee application, and reside in Bogor.

2. RESEARCH METHOD

The research method used in the study is quantitative with explanatory method approaches. According to (Sugiyono, 2017), the explanatory research method is a research method that aims to explain the position of the variables being studied and the influence between one variable and another. The researcher selected this explanatory method to test the proposed hypothesis to explain the influence of the independent variables (promotion and online customer reviews) on a dependent variable (purchase decisions) either partially or simultaneously. The population in this study are consumers who live in Bogor and use the Shopee application for online shopping. The total population of the research cannot be known with certainty. Thus, the sample was taken using non-probability sampling with a purposive sampling technique. Purposive sampling is a way of determining a sample based on certain considerations (Sugiyono, 2017). The criteria for respondents in this study are 1.) Respondents reside in Bogor. 2.) Respondents who have used the Shopee application for online shopping. 3.) Respondents have purchased a product on Shopee

at least twice. 4.) Respondents' ages ranged from 15 years and above. The researcher took a sample of 100 respondents who answered the questionnaires thus providing data for this research.

The data collection technique in this study used Google form questionnaire links through social media such as WhatsApp and Instagram which were distributed to shopee consumers. The measurement scale used in this research is the Likert scale of 1 to 5, which indicates (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, and (5) strongly agree. The data in the research were processed using the Statistical Package for Social Science (SPSS) 26.0 for Windows program. The data analysis used multiple linear regression analysis. The operational definitions of variables and indicators can be seen in Table 1:

Table 1. Variable Operational Definitions

No.	Variable	Indicator	Reference
1	Promotion (X1) promotion is communication that provides an explanation that convinces potential customers about goods and services (Alma, 2018).	1) Promotional messages 2) Promotional Media 3) Promotion Time 4) Promotion effectiveness 5) Sales Promotion	(Angeline et al., 2023),(Siahaan & Christiani, 2021) and (Maulana et al., 2021),
2	Online Customer Reviews (X2) Online Customer reviews are evaluation information about the different aspects of consumer products. With this information, consumers can infer the quality of goods according to the reviews and experience, to reduce personal time and the risk of purchase (Mo et al., 2015).	1) Perceived Usefulness 2) Source Credibility 3) Argument Quality 4) Valance 5) Volume of review	(Suryawan et al., 2022),
3	Purchase Decisions (X3) purchasing decisions is an aspect of consumer behavior, which is the study of how people, groups, and organizations pick, purchase, utilize, and how goods, services, ideas, or experiences meet their needs and aspirations (Kotler & Keller, 2016).	1) Product selection 2) Brand choice 3) Seller Selection 4) Purchase Time 5) Purchase amount 6) Payment Method	(Kotler & Keller, 2016), (Angeline et al., 2023)

Source: Processed data, 2023

Hypotheses are an early prediction of a hypothetical instrument that could be a variable relationship between independent and dependent variables. Whereby, the objective of the hypothesis itself is to state things that can be tested and provide an overview of the object phenomenon study (Sanduo et al., 2023). Thus, the research hypotheses in this study are:

Ha1: Promotion has a positive significant influence on Purchase Decisions at Shopee in Bogor City

Ha2: Online customer Review has a positive significant influence on Purchase Decision at Shopee in Bogor City

Ha3: Promotion and customer review has a positive significant influence on Purchase Decision at Shopee in Bogor City simultaneously

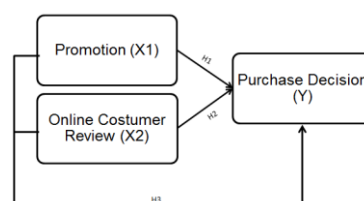


Figure 1. Conceptual Framework Promotion and Online Customer Reviews on Purchase Decisions

3. RESULTS AND DISCUSSIONS

3.1 Validity and Reliability Test

Validity test

The validity test is used to determine the validity or suitability of the questionnaire used to measure and obtain research data by correlating each questionnaire item score with the total score of the respondents' answers (Sugiyono, 2017). To look for the value of validity using Pearson Product Moment; valid if the $r_{\text{count}} > r_{\text{table}}$. The r_{table} for 100 samples is known as 0.197. Based on the result of SPSS, the two independent variables are X1 (Promotion) and X2 (Online Customer Reviews /OCR)). One dependent Variable Y (Purchase Decisions) proved valid. The results of SPSS are listed in Table 2, Table 3, and Table 4, below:

Table 2. Variable Validity Test of X2 (Promotion)

No.	Items	r_{count}	r_{table}	Sig.	Criteria
1	X1.1	0,720	0,197	0,000	VALID
2	X1.2	0,765	0,197	0,000	VALID
3	X1.3	0,651	0,197	0,000	VALID
4	X1.4	0,678	0,197	0,000	VALID
5	X1.5	0,839	0,197	0,000	VALID
6	X1.6	0,596	0,197	0,000	VALID

Source: Processed data SPSS 26, 2023

Table 2 shows the results of the variable Promotion (X1) Validity test with a total of 6 statements. The analysis results compare r_{count} and r_{table} . It shows that all these statements are valid because $r_{\text{count}} > r_{\text{table}}$ and the significant value is less than 0.05.

Table 3. Variable Validity Test of X2 (Online Customer Reviews/OCR)

No.	Items	r_{count}	r_{table}	Sig.	Criteria
1	X2.1	0,687	0,197	0,000	VALID
2	X2.2	0,768	0,197	0,000	VALID
3	X2.3	0,699	0,197	0,000	VALID
4	X2.4	0,563	0,197	0,000	VALID
5	X2.5	0,601	0,197	0,000	VALID
6	X2.6	0,753	0,197	0,000	VALID

Source: Processed data SPSS 26, 2023

Table 3 shows the results of the variable Online Customer Reviews/OCR (X2) Validity test with a total of 6 statements. The analysis results compare compare the r_{count} and r_{table} . It shows that all these statements are valid because $r_{\text{count}} > r_{\text{table}}$ and the significant value is less than 0.05.

Table 4. Variable Validity Test of Y (Purchase Decisions)

No.	Items	r_{count}	r_{table}	Sig.	Criteria
1	Y.1	0,663	0,197	0,000	VALID
2	Y.2	0,653	0,197	0,000	VALID
3	Y.3	0,665	0,197	0,000	VALID
4	Y.4	0,605	0,197	0,000	VALID
5	Y.5	0,718	0,197	0,000	VALID
6	Y.6	0,765	0,197	0,000	VALID
7	Y.7	0,696	0,197	0,000	VALID
8	Y.8	0,685	0,197	0,000	VALID
9	Y.9	0,684	0,197	0,000	VALID

Source: Processed data SPSS 26, 2023

Table 4 shows the results of the dependent variable Purchase Decisions (Y) Validity test with a total of 9 statements. The analysis results compare r_{count} and r_{table} . It shows that all these statements are valid because $r_{\text{count}} > r_{\text{table}}$ and the significant value is less than 0.05.

Reliability Test

The reliability test was carried out after the questionnaire items were declared or proved valid and aimed to see consistency if the measurement was carried out repeatedly. Data is called reliable if Cronbach's Alpha value is $> 0,6$ (Sugiyono, 2017). Based on SPSS results calculations,

Cronbach's Alpha value for each variable is as follows; 0,797 (X1), 0,768 (X2), 0,856 (Y). Based on these results, it can be stated that all variables in this study are reliable and feasible to use. The items of this study are reliable because Cronbach's Alpha value is $> 0,6$.

3.2 Multiple Linear Regression Analysis

The model analysis used in this research is multiple linear regression analysis. This analysis is usually performed to determine the influence of several independent variables (Promotion and Online Customer Reviews) on the dependent variable (Purchase Decisions). The specifications of the multiple linear regression model according to (Sugiyono, 2017), can be seen as follows:

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

Description :

Y = Purchase Decision

a = Constanta

X₁ = Promotion

X₂ = Online Customer Review

b₁, b₂, = Coefficient of regression direction

e = error

Table 5. Multiple Linear Regression Analysis of Promotion and Online Customer Reviews on Purchase Decisions

Model	Coefficients			t	Sig.
	Unstandardized Coefficients	Std. Error	Standardized Coefficients		
1 (Constant)	5,004	2,549		1,963	,052
Promotion_X1	,426	,089	,322	4,783	,000
OCR_X2	,874	,097	,607	9,007	,000

a. Dependent Variable: PD_Y

Source: Processed data SPSS 26, 2023

Based on the results of research processing and computerization using the SPSS 26 version program, the multiple linear regression equation is obtained as follows:

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

$$Y = 5,004 + 0,426 X_1 + 0,874X_2 + e$$

From these equations, the explanations of each variable are:

(a) A constant coefficient value of $a = 5,004$ indicates that if Promotion (X1) and Online Customer Reviews (X2) are constant, then the score of Purchase Decisions (Y) is 5,004.

(b) The influence of Promotion (X1) on Purchase Decisions (Y) at Shopee in Bogor City is shown by the coefficient b₁, of 0,426, which is positive. This indicates that each time something influences the Promotion score by one unit, then, on average, it will increase a Purchase decisions (Y) score of 0,426, assuming Online Customer Reviews is constant.

(c) The influence of Online Customer Reviews (X2) on Purchase Decisions (Y) at Shopee in Bogor City is shown by the b₂ coefficient of 0,874, which is positive. This indicates that each factor that influences the Online Customer Reviews score is one unit, then on average, it will increase the Purchase Decisions (Y) score at Shopee 0,874, assuming Promotion is constant.

3.3 Hypothesis Test

T-test (Partial)

The t-test is used to determine the effect or determine the relationship between the independent and dependent variables (Sugiyono, 2017). Based on multiple linear regression tests, the following is a summary of the t-test calculation results of the influence of the Promotion variable and Online customer reviews on Purchase Decisions at Shopee partially, based on SPSS calculations:

Table 6. T-test (Partial)

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,004	2,549		1,963	,052
	Promotion_X1	,426	,089	,322	4,783	,000
	OCR_X2	,874	,097	,607	9,007	,000

a. Dependent Variable: PD_Y

Based on the table above, it can be explained as follows: (a) The t-test results on variable X1 (Promotion) show a positive and significant influence. This can be seen from the $t_{count} 4,783 > t_{table} 1,661$, with a significant value of $0,000 < 0,05$. This shows that H_01 is rejected and H_{a1} is accepted. (b) The t-test results on variable X2 (Online Customer Reviews) show a positive and significant influence. This can be seen from the $t_{count} 9,007 > t_{table} 1,661$, with a significant value of $0,000 < 0,05$. This shows that H_02 is rejected and H_{a2} is accepted.

F-Test (Simultaneously)

The F test is used to determine the strength of the influence of all independent variables together (simultaneously) on the dependent variable (Sugiyono, 2017). Based on multiple linear regression tests, the following is a summary of the t-test calculation results of the influence of the Promotion (X1) and Online Customer Reviews (X2) variable on product Purchase Decisions (Y) at the Shopee based on SPSS calculations:

Table 7. F-Test (Simultaneous)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	817,012	2	408,506	87,738	,000 ^b
	Residual	451,628	97	4,656		
	Total	1268,640	99			

a. Dependent Variable: PD_Y

b. Predictors: (Constant), OCR_X2, Promotion_X1

Based on the results of the F-test, the calculated F value is obtained $F_{count} 87,738$, while the F_{table} value is $df_1 = k-1$ and $df_2 = n-k$, (where K is the number of research variables, in this case, $K = 3$ and $n =$ number of sample respondents). In this study, $df_1 = 3 - 1 = 2$ and $df_2 = 100-3 = 97$. From the list of F_{table} , it is obtained that F_{table} for the study is $F_{table} = 3,090$.

Based on SPSS 26 calculations in Table 6, it is obtained that $F_{count} = 87,738 >$ from $F_{table} = 3,090$. The resulting significant level is $0,000 < 0,05$. Therefore, H_03 is rejected and H_{a3} is accepted. It can be concluded that the simultaneous hypothesis testing (F-Test) shows the variables of Promotion (X1) and Online Customer Reviews (X2) have a significant influence on Purchase Decisions (Y) at Shopee in Bogor City.

Determination Coefficient Test (R2)

The Coefficient of Determination (R2) is a value that indicates the extent to which the independent variable (X) influences on dependent variable (Y). The higher the value of the coefficient of determination, the better the ability of the independent variable (X) to influence on dependent variable (Y).

Table 8. Determination Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,803 ^a	,644	,637	2,158

a. Predictors: (Constant), OCR_X2, Promotion_X1

Source: Processed data SPSS 26, 2023

Based on the table 8. of test results that have been proved, the coefficient of determination value for the independent variables used, namely R Square. From the regression analysis, the coefficient of determination (R^2) is obtained to be 0,644 or 64,4%. This value indicates that the contribution of promotion and Online customer reviews variables in this study reaches 64,4%, while the remaining 35,6% is influenced by other factors not included in the scope of this research and not discussed in the analysis.

4. CONCLUSION

The objective of this research was to assess the Influence of Promotion and Online Customer Reviews on Purchase Decisions at Shopee in Bogor City. The quantitative research methods were conducted to achieve this objective, involving the distribution of questionnaires. The respondents for this study consisted of members of the public residing in Bogor City. Based on the analysis of research findings and the research discussion, conclusions can be stated as follows: (1) Promotion (X1) has a positive and significant influence on Purchase decisions at Shopee in Bogor City because it has an important aspect in attracting customer attention to buy a product. (2) Online customer reviews (X2) has a positive and significant influence on Purchase decisions at Shopee because whether a positive or negative review can effect the interest of customer purchase decisions. (3) Promotion (X1) and Online Customer Reviews (X2) have a positive and significant influence on Purchase Decisions (Y) simultaneously. It can be conclude that Promotion and Online Customer Reviews can influence of Purchase Decisions.

The limitation of this study is that the questionnaires are being distributed randomly based on some criteria that have been previously determined. Suggestions for further research are to explore more criteria of the sample such as demographic, income, and education level. In the research is also a lack of exploration of the factors that influence purchase decisions at shopee. Further study can develop several other variables that can influence purchase decisions, such as price, Product, online customer rating, service quality, customer trust, advertisement, and Celebrity Endorser. Using more factors of independent variables, so that can receive complete results or conclusions about how strong the level of influence is between the independent and dependent variables from the statements explained by the variables. Therefore, it can be concluded that this research still does not perfectly describe the factors that influence the purchase decision at Shopee. Another limitation of this research is that this research is limited by the number of samples or respondents it has. Further research can expand the population and increase the number of respondents to represent the population.

The researcher hopes that this study can make a positive contribution. This research can increase knowledge about the influence of promotions and online customer reviews on purchase decisions. As reference material for further research, especially those related to online customer reviews and Promotions on purchase decision. As reference for the Shopee Marketplace to more understand consumer behavior and provide input formulating strategies and determining marketing policies in order to increase sales, so they can thrive and stand out from the competitor.

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