

THE INFLUENCE OF PRICE, PROMOTIONS, SERVICE QUALITY, BRAND IMAGE, AND PRODUCT REVIEWS ON PURCHASE DECISIONS ON THE SHOPEE E-COMMERCE PLATFORM

Tamriatin Hidayah ^{a*)}, Hary Sulaksono ^{a)}

^{a)} *Institute of Technology and Science Mandala, Jember, Indonesia*

^{*)} *Corresponding Author's: titin@itsm.ac.id*

Article history: received 01 July 2026; revised 16 July 2026; accepted 23 July 2026

DOI: <https://doi.org/10.33751/jhss.v10i02.253>

Abstract. This study aims to identify and analyze the influence of price, promotions, service quality, brand image, and product reviews on purchasing decisions on the Shopee e-commerce platform. The research method used was a quantitative approach with a descriptive design. The sample consisted of 60 respondents. Purposive sampling was employed, and the analysis technique used was multiple linear regression. The results of this study indicate that service quality, brand image, and product reviews were found to have a significant effect on purchasing decisions on the Shopee e-commerce platform, whereas price and promotions did not have a significant effect on purchasing decisions on the Shopee e-commerce platform; however, when considered together (simultaneously), they had a significant effect on purchasing decisions on the Shopee e-commerce platform.

Keywords: Price; Promotions; Service Quality; Brand Image; Product Reviews; Purchase Decisions

I. INTRODUCTION

Currently, the internet is becoming increasingly accessible and widespread, and the Indonesian public is growing more tech-savvy and open to technological advancements. People are experiencing a shift in their lifestyles regarding buying and selling activities. People can make purchases conveniently without visiting a physical store. They make purchases by taking advantage of technological advancements. There has been a paradigm shift in shopping—from visiting stores to making online purchases using gadgets, with goods delivered right to their homes and easy payment options. This type of purchase is known as e-commerce or online shopping. An online shop is a platform for conducting transactions or buying and selling goods that takes place over a single network—the internet. In Indonesia, there are many e-commerce platforms such as Shopee, Tokopedia, Lazada, Blibli, Bukalapak, and others that can be used for shopping. Shopee is one of the largest e-commerce platforms in Indonesia, ranking first with a total of 190.7 million users. Tokopedia ranks second with a total of 147.7 million users, followed by Lazada in third place with 64.1 million users. Blibli holds the fourth position with 24.9 million users, and Bukalapak ranks fifth with 24.1 million users [1].

In today's era, with an increasing number of e-commerce platforms emerging, Shopee continues to attract a large following. Shopee consistently takes into account several factors that influence consumers' online purchasing decisions, and its sales strategies are based on these factors.

Price is one of the variables that influence purchasing decisions in e-commerce. According to Kotler and Armstrong, as cited in Fahrevi journal, price can be defined as the amount of money paid for a product or service, or the total value exchanged by the consumer, or the benefit derived from owning or using that product or service [2]. According to Samsul Ramli, price is the relative value of a product. Although this value does not truly reflect the amount of resources required to produce the item, a low or high price increases a buyer's desire to purchase it. In addition to price, promotions also influence purchasing decisions in certain e-commerce platforms [3]. According to

Abubakar, promotion is part of an organization's marketing mix that serves to inform, persuade, and remind the market about the goods or services being sold, with the hope of influencing the recipient's feelings, trust, or behavior [4]. As stated by Setyarko (2016), promotions have a positive and significant impact on online purchasing choices [5]. In addition to price and promotions, another consideration is the quality of service provided by a particular e-commerce platform. Shopee offers high-quality service by providing features such as Shopee Pay, an electronic wallet used for transactions on Shopee. Shopee also offers the "Shopee Pay Later" feature, allowing customers to purchase items and pay for them at a later date. The ShopeePay transfer feature is used for interbank transfers via Shopee, and there are also Shopee Food, bill payments, and many other attractive features. Brand image is also a variable considered in online purchasing decisions. According to Kotler and Keller, a brand is defined as a name, term, sign, symbol, design, or a combination of these elements intended to identify goods or services sold by an individual or group of sellers and to distinguish them from those sold by competitors [6]. Brand image also shapes public trust; a positive brand image serves as a reference for consumers when making purchasing decisions. Another variable that significantly influences online purchasing decisions is product reviews. Customers consider product reviews when making e-commerce purchases. According to Collins (2018), a product review is a report expressing a person's opinion about a product or service they have purchased [7]. Customer reviews of products they have purchased serve as an evaluation of those items. These product reviews help customers see the positive or negative evaluations of the product provided by previous customers. If the listed product reviews are positive and consistent with the product as displayed, this will increase customers' likelihood of making a purchase. Conversely, if the listed product reviews are negative and inconsistent with what is displayed, this will reduce customers' likelihood of making a purchase.

A purchase decision is defined as the process by which an individual seeks, selects, uses, and disposes of goods and services to satisfy their needs and wants [6].

The objective of this study is to determine the influence of Price, Promotion, Service Quality, Brand Image, and Product Reviews on Purchase Decisions on the Shopee e-commerce platform

II. METHOD

This study employs a quantitative method with an associative approach, aiming to identify and analyze the influence of the variables Price, Promotion, Service Quality, Brand Image, and Product Reviews on purchasing decisions on the Shopee e-commerce platform. The variables studied are:

X1: Price

X2: Promotion

X3: Service Quality

X4: Brand Image

X5: Product Reviews

Y: Purchase Decision

The population of this study consists of individuals who have previously made purchases using the Shopee app. The sample in this study was selected using purposive sampling, and the sample size was determined based on the guideline that for multivariate analysis, the sample size should be at least 10 times the number of research variables. Since there are 6 variables in this study, the sample size is 60.

Data analysis was performed using multiple linear regression, and hypothesis testing was conducted using the t-test and F-test. Prior to the regression analysis, classical assumption tests were performed, including tests for normality, multicollinearity, and heteroscedasticity. Next, hypothesis testing was performed using the t-test (partial), the F-test (simultaneous), and the calculation of the coefficient of determination (R^2) to determine the contribution of the independent variables to the dependent variable. All data processing was performed using statistical software to ensure that the analysis results were objective and reliable [8].

III. RESULTS

Research Instrument Validation

The purpose of this validation was to determine whether the data collected through the questionnaire were suitable for analysis. Therefore, the researcher conducted validity and reliability tests.

1. Validity Test

A validity test is used to determine whether a measurement instrument or questionnaire used in a study is valid. This is done to determine the validity index of the questionnaire using Pearson's bivariate correlation (Pearson's product-moment correlation) with a 95% confidence level or a 5% (0.05) significance level. An instrument is considered valid if the calculated r value is greater than the table r value (significance level 5% = 0.05) and is considered invalid if the calculated r value is less than the table r value (significance level of 5% = 0.05). For a sample size of 60, the degrees of freedom (df) = $(n - 2)$, or $60 - 2 = 58$, and the table r value is 0.254. Data analysis was conducted using SPSS 25.

Table 1. Validity Test of Research Data Instruments

Variable	Indicator	r-count	r-table	Description
Price (X1)	X1.1	0,745	0.254	Valid
	X1.2	0,677	0.254	Valid
	X1.3	0,813	0.254	Valid
	X1.4	0,780	0.254	Valid
Promotion (X2)	X2.1	0,706	0.254	Valid
	X2.2	0,749	0.254	Valid
	X2.3	0,785	0.254	Valid
Service Quality (X3)	X3.1	0.627	0.254	Valid
	X3.2	0,804	0.254	Valid
	X3.3	0,766	0.254	Valid
	X3.4	0,578	0.254	Valid
	X3.5	0,761	0.254	Valid
Brand Image (X4)	X4.1	0,717	0.254	Valid
	X4.2	0,849	0.254	Valid
	X4.3	0,806	0.254	Valid
Product Reviews (X5)	X5.1	0,837	0.254	Valid
	X5.2	0,812	0.254	Valid
	X5.3	0,705	0.254	Valid
	X5.4	0,853	0.254	Valid
Purchase Decision (Y)	Y1	0.699	0.254	Valid
	Y2	0,786	0.254	Valid
	Y3	0,760	0.254	Valid
	Y4	0,840	0.254	Valid

Source: processed primary data

Based on the table above, all statements are deemed valid.

2. Reliability Test

A questionnaire is considered reliable if the Cronbach's Alpha value exceeds 0.60. The results of the reliability calculations for the research data instrument regarding the variables under study are shown in the following table:

Table 2. Reliability Test of Research Data Instrument

Variable	Cronbach Alpha	Reliability Standard	Description
Price (X1)	0,745	0,60	Reliable
Promotion (X2)	0,601	0,60	Reliable
Service Quality (X3)	0,757	0,60	Reliable

Product Reviews (X4)	0,698	0,60	Reliable
Ulasan Produk (X5)	0,813	0,60	Reliable
Purchase Decision (Y)	0,774	0,60	Reliable

Source: processed primary data

Based on the table above, all variables in the reliability test—consisting of price (X1), promotion (X2), service quality (X3), brand image (X4), product reviews (X5), and purchase decision (Y)—have Cronbach's alpha values greater than 0.60 and are considered reliable; therefore, the conclusion is that the instrument is reliable

Classical Assumption Tests

1. Normality Test

Table 3. Normality Test Result
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		60
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,16870391
Most Extreme Differences	Absolute	,080
	Positive	,077
	Negative	-,080
Test Statistic		,080
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: processed primary data

Based on the table above, the results of the Kolmogorov-Smirnov test indicate that all data are normally distributed, with a significance probability of 0.200, which is greater than 0.05.

2. Multicollinearity Test

Table 4. Reliability Test of Research Data Instrument

Model	Collinearity Statistics		Description
	Tolerance	VIF	
Price	0,298	3,351	No multicollinearity
Promotion	0,525	1,905	No multicollinearity
Service Quality	0,392	2,549	No multicollinearity
Brand Image	0,507	1,973	No multicollinearity
Purchase Decision	0,787	1,271	No multicollinearity

Source: processed primary data

Looking at the table above, it can be concluded that there is no multicollinearity, because the tolerance value is greater than 0.10 and the VIF values are below 10.

3. Heteroscedasticity Test

This test is used to determine whether the variance in the regression model differs from one observation to another and is conducted to identify any unequal variances among observations. This test can be performed using the Glejser test, which is a hypothesis test used to determine whether a regression model exhibits heteroscedasticity through the absolute values of the residuals.

Table 5. Heteroscedasticity Test Results

		Coefficients^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta		
1	(Constant)	2,264	1,003		2,257	,028
	Price	-,002	,074	-,006	-,024	,981
	Promotion	-,039	,080	-,088	-,496	,622
	Service Quality	-,066	,051	-,269	-1,303	,198
	Brand Image	,001	,088	,002	,008	,993
	Purchase Reviews	,025	,051	,070	,481	,633

a. Dependent Variable: Purchase Decision

Source: processed primary data

From the results above, it can be concluded that there is no heteroscedasticity, as all variables show significant p-values greater than 0.05.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to test the extent of the influence of two or more independent variables on the dependent variable. The results of the multiple linear regression analysis are as follows:

Table 6. Multiple Linear Regression Analysis Results

		Coefficients^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta		
1	(Constant)	1,219	1,666		,732	,468
	Price	,129	,124	,155	1,045	,301
	Promotion	-,130	,132	-,110	-,982	,331
	Service Quality	,191	,085	,291	2,253	,028
	Brand Image	,353	,146	,275	2,418	,019
	Purchase Reviews	,382	,085	,408	4,477	,000

a. Dependent Variable: Purchase Decision

Source: processed primary data

The equation can be written as follows:

- A constant value of 1.219 indicates that if the variables price, promotion, service quality, brand image, and product reviews (values of X1, X2, X3, X4, and X5) are assumed to be 0, the purchase decision on the Shopee e-commerce platform is positive.
- The coefficient value for the price variable (X1) is positive at 0.129, meaning that for every increase in product price, the purchase decision on the Shopee e-commerce platform will increase.
- The coefficient value for the promotion variable (X2) is negative, at -0.130, meaning that as promotions increase, the purchase decision on the Shopee e-commerce platform decreases.
- The coefficient value for the Service Quality variable (X3) is positive at 0.191, meaning that the better the service quality provided, the more purchasing decisions on the Shopee e-commerce platform will increase.
- The coefficient value for the Brand Image variable (X4) is positive at 0.353, meaning that the better the brand image, the more purchasing decisions on the Shopee e-commerce platform will increase.
- The coefficient value for the Product Reviews variable (X5) is positive at 0.382, meaning that good and accurate product reviews can increase purchasing decisions on the Shopee e-commerce platform.

Analysis of the Coefficient of Determination (R^2)

The values of the coefficient of determination are as follows:

Table 7. Test of the Coefficient of Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,804 ^a	,647	,614	1,22161

Source: processed primary data

The adjusted R-squared value is 0.614 or 61.4%. This means that 61.4% of the variation in the dependent variable (price, promotion, service quality, brand image, and product reviews) is explained by the independent variables, while the remaining 38.6% is attributed to variables outside the scope of this study.

Hypothesis Testing

1. Partial Test

Table 8. t-Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,219	1,666		,732	,468
Price	,129	,124	,155	1,045	,301
Promotion	-,130	,132	-,110	-,982	,331
Service Quality	,191	,085	,291	2,253	,028
Brand Image	,353	,146	,275	2,418	,019
Purchase Reviews	,382	,085	,408	4,477	,000

Source: processed primary data

Table 9. Comparison of Calculated t-Value and Table t-Value

Variable	Sig	t count	t table	Description
Price	0,468	1,045	2,005	No effect
Promotion	0,301	-0,982	2,005	No effect
Service Quality	0,331	2,253	2,005	Significant
Brand Image	0,019	2,418	2,005	Significant
Purchase Reviews	0,000	4,477	2,005	Significant

Source: processed primary data

Based on the table above, it is shown that the Price (X1) and Promotion (X2) variables have significance values less than 0.05, and the calculated t-value is less than the table t-value; therefore, it can be concluded that they have no effect on purchasing decisions on the Shopee e-commerce platform. The variables Service Quality (X3), Brand Image (X4), and Product Reviews (X5) have significance values greater than 0.05, and the calculated t-value is greater than the table t-value; therefore, it can be concluded that these variables have an effect on purchasing decisions on the Shopee e-commerce platform.

2. F-Test

The F-test was conducted to examine the simultaneous effect of the independent variables on the dependent variable.

Table 10. F-Test Results

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	147,597	5	29,519	19,781	,000 ^b

Residual	80,586	54	1,492
Total	228,183	59	

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Ulasan Produk, Kualitas Layanan, Promosi, Citra Merek, Harga

Source: processed primary data

Based on the table above, it can be concluded that the calculated F-value of 19.781 is greater than the critical F-value of 2.383, and the significance level of 0.000 is less than 0.05; therefore, H_0 is rejected and H_a is accepted. Thus, it can be concluded that the independent variables (price, promotion, service quality, brand, and product reviews) collectively (simultaneously) have a significant effect on the dependent variable Y—purchase decisions on the Shopee e-commerce platform.

Discussions

1. The Effect of Price on Purchase Decisions

Based on the first partial hypothesis test (t-test), where the calculated t-value of 1.045 is less than the critical t-value of 2.005, it can be concluded that price does not influence purchase decisions. This may be because consumers already perceive the prices of products offered on the Shopee e-commerce platform as affordable, commensurate with the quality and benefits received, and not significantly different from those on other e-commerce platforms; consequently, consumers do not consider price a major factor when making purchasing decisions on Shopee. These research findings do not align with or contradict the studies by Rahayu; Pujiani et al.; and Aisyah et al. (2021), which found that the price variable has a positive and significant influence on purchasing decisions [9, 10, 11].

2. The Effect of Promotions on Purchase Decisions

Based on the second partial hypothesis test (t-test), where the calculated t-value of -0.982 is less than the critical t-value of 2.005, it can be concluded that promotions do not influence purchase decisions. This may be because consumers already perceive the advertisements offered on the Shopee e-commerce platform as appealing, featuring various unique content shared across all social media platforms. Shopee also holds monthly events such as Shopee 12.12, which offers massive discounts, exciting games, free shipping coupons, product bonuses, and much more.

Consequently, this study does not support the findings of Fatimah et al. and Ani et al., who concluded that the promotion variable significantly influences purchasing decisions [12, 13].

3. The Effect of Service Quality on Purchase Decisions

Based on the third partial hypothesis test (t-test), where the calculated t-value of 2.253 is greater than the critical t-value of 2.005, it can be concluded that service quality influences purchase decisions.

Consumers perceive the service quality provided by the Shopee e-commerce platform to be quite good. The Shopee e-commerce platform offers an attractive and user-friendly app interface. The quality of products available on Shopee matches the provided descriptions, and orders are always delivered by the promised date. Sellers on Shopee respond promptly and guarantee refunds in the event of issues such as out-of-stock items, damaged goods, undelivered orders, or canceled transactions.

This study supports the findings of Setyarko; Ani; Dewi Pujiani et al.; and Rozi, who concluded that the service quality variable significantly influences purchasing decisions [5, 10, 13, 14].

4. The Effect of Brand Image on Purchase Decisions

Based on the fourth partial hypothesis test (t-test), in which the calculated t-value of 2.418 is greater than the critical t-value of 2.005, it can be concluded that brand image influences purchase decisions.

The results of this study indicate that Shopee's e-commerce brand image is very strong. This is because consumers are very familiar with Shopee's unique and memorable logo and colors. Shopee also has a good reputation, which attracts consumers to make purchasing decisions.

This study supports the findings of Ani (2021), Fatimah et al. (2022), Adyanto et al. (2018), and Zagoto and Taswanda (2022), which concluded that the brand image variable significantly influences purchasing decisions [12, 13, 15, 16].

5. *The Influence of Product Reviews on Purchase Decisions*

Based on the fourth partial hypothesis test (t-test), where the calculated t-value of 4.477 is greater than the critical t-value of 2.005, it can be concluded that product reviews influence purchase decisions.

The results of this study indicate that the information provided in product reviews serves as a source of information for consumers to select products to purchase. Consumers use the reviews listed in the review section to compare product quality with that of other stores. Product reviews also help consumers view actual images of the products being sold, thereby encouraging them to make a purchase decision.

This study supports the findings of Aisyah et al.; Ivadah et al.; and Hemeto et al., who concluded that the product review variable has a significant effect on purchasing decisions [11, 17, 18].

6. *The Influence of Price, Promotions, Service Quality, Brand Image, and Product Reviews on Purchase Decisions*

The results of the F-test prove that there is a significant and positive influence of the variables Price (X1), Promotion (X2), Service Quality (X3), Brand Image (X4), and Product Reviews (X5) collectively (simultaneously). This indicates that all five variables influence purchasing decisions on the Shopee e-commerce platform.

IV. CONCLUSION

Based on the results of the analysis above, the following implications can be formulated:

- a. Regarding price, the conclusion is that price does not have a significant effect. This may be because the prices set by Shopee are affordable, commensurate with the benefits received and the product quality. A strategy that can be employed is to maintain current pricing levels and consistently monitor prices on other e-commerce platforms.
- b. The promotion variable does not influence purchasing decisions. It is hoped that the company can further enhance sales promotions, such as advertising, hosting more events, and offering promotional coupons. If promotions are improved, purchasing decisions on the Shopee e-commerce platform will increase.
- c. The service quality variable influences purchasing decisions. This can serve as a guideline for the company to maintain and improve the quality of its e-commerce services in serving consumers, thereby increasing purchase decisions on the Shopee e-commerce platform.
- d. The Brand Image variable influences purchase decisions. This can serve as a guideline for the company to maintain a positive brand image, thereby increasing purchase decisions on the Shopee e-commerce platform.
- e. The Product Reviews variable influences purchasing decisions. This can serve as a guideline for companies to maintain and provide more comprehensive information about the products they sell—making it more detailed and clear—so that consumers can more easily understand the products they intend to purchase.

REFERENCES

- [1] Watiknas, "Ini Situs E-Commerce Dengan Pengunjung Terbanyak per Agustus 2022," Databoks Katadata, Sep. 20, 2022. [Online]. Available: <https://databoks.katadata.co.id/datapublish/2022/09/20/ini-situs-e-commerce-dengan-pengunjung-terbanyak-per-agustus-2022>. [Accessed: Feb. 1, 2023].
- [2] S. R. Fahrevi and B. Satrio, "Pengaruh harga, promosi, dan kualitas pelayanan terhadap keputusan pembelian online di Shopee.co.id," Jurnal Ilmu dan Riset Manajemen (JIRM), vol. 7, no. 3, 2018.
- [3] S. Ramli, *Bacaan Wajib Para Praktisi Pengadaan Barang/Jasa Pemerintah*. Jakarta, Indonesia: Visi Media, 2013.
- [4] R. Abubakar, *Manajemen Pemasaran*. Bandung, Indonesia: Alfabeta, 2018.
- [5] Y. Setyarko, "Analisis Persepsi Harga, Promosi, Kualitas Layanan, dan Kemudahan Penggunaan Terhadap Keputusan Pembelian Produk Secara Online," Jurnal Ekonomika dan Manajemen, vol. 5, no. 2, 2016.
- [6] P. Kotler and K. L. Keller, *Manajemen Pemasaran*, Jilid 2. Jakarta, Indonesia: PT Indeks, 2020.

- [7] F. P. Sari and R. Kurniawan, "Pengaruh Promosi, Harga dan Ulasan Produk Terhadap Keputusan Pembelian pada Marketplace Shopee," *Simposium Nasional Manajemen dan Bisnis (SIMANIS) dan Call for Paper*, vol. 1, no. 1, pp. 464–474, 2022.
- [8] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung, Indonesia: Alfabeta, 2016.
- [9] S. Rahayu, "Pengaruh harga, kepercayaan dan kualitas produk terhadap keputusan pembelian pengguna e-commerce Tokopedia," *MBIA*, vol. 20, no. 1, pp. 40–50, 2021.
- [10] D. Pujiani and J. Trisnowati, "Analisis Pengaruh Kualitas Pelayanan, Produk, Harga dan Citra Merek Terhadap Keputusan Pembelian pada Marketplace Lazada di Karanganyar," *Jurnal Ekonomi Bisnis dan Kewirausahaan*, vol. 12, no. 1, pp. 20–27, 2023.
- [11] A. Aisyah, A. Fitri, and F. Syahbudin, "Analysis of the Effect of Price and Product Reviews on Online Purchase Decisions Through Shopee in the Midst of the Covid-19 Pandemic (A Case Study: Shopee Consumers in Banjarnegara Regency, Central Java)," *Jurnal Ekonomi dan Perbankan Syariah*, vol. 9, no. 2, pp. 16–45, 2021.
- [12] H. N. Fatimah and A. Nurtantiono, "Pengaruh Citra Merek, Promosi, Harga, dan Kualitas Pelayanan Terhadap Keputusan Pembelian (Pengguna Aplikasi Shopee)," *Jurnal Sinar Manajemen*, vol. 9, no. 1, pp. 106–113, 2022.
- [13] J. Ani, B. Lumanauw, and J. Tampenawas, "Pengaruh citra merek, promosi dan kualitas layanan terhadap keputusan pembelian konsumen pada e-commerce Tokopedia di Kota Manado," *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, vol. 10, no. 1, pp. 663–674, 2021.
- [14] I. A. Rozi and Khuzaini, "Pengaruh Harga, Keragaman Produk, Kualitas Pelayanan dan Promosi Terhadap Keputusan Pembelian di Marketplace Shopee," *Jurnal Ilmu dan Riset Manajemen (JIRM)*, vol. 10, no. 5, 2021.
- [15] B. C. Adyanto and S. B. Santosa, "Pengaruh kualitas layanan, brand image, harga dan kepercayaan produk terhadap keputusan pembelian (Studi layanan e-commerce Berrybenka.com)," *Diponegoro Journal of Management*, vol. 7, no. 1, pp. 10–29, 2018.
- [16] Y. Zagoto and T. Taswanda, "Pengaruh Citra Merek Terhadap Keputusan Pembelian pada Aplikasi Shopee di Wilayah Tangerang Selatan," *Jurnal Tadbir Peradaban*, vol. 2, no. 1, 2022.
- [17] M. N. Ivadah and O. O. Sharif, "Pengaruh Ulasan Produk Terhadap Keputusan Pembelian Konsumen Produk Fashion pada E-commerce Shopee," *eProceedings of Management*, vol. 8, no. 4, 2021.
- [18] M. Hemeto, Y. Hapsari, and T. D. L. R., "Pengaruh Ulasan Produk Terhadap Keputusan Pembelian Menggunakan Aplikasi Shopee (Studi pada Mahasiswa Fakultas Ekonomi Universitas Negeri Gorontalo)," *Jurnal Economic Resources (JER)*, vol. 8, no. 1, 2025.