

## The Influence of Online Customer Reviews, Ease of Use, and Price on Purchasing Decisions in Shopee E-commerce (Case Study on Shopee Users Among Gen Z in Geger Turi Village, Lamongan)

Ni'matus Sholihah  
*Faculty of Economics and Business*  
*Islamic University of Lamongan*  
Lamongan, Indonesia  
[ni'matus@unisla.ic.id](mailto:ni'matus@unisla.ic.id)

Sabilar Rosyad  
*Faculty of Economics and Business*  
*Islamic University of Lamongan*  
Lamongan, Indonesia  
[rosyadabil4@unisla.ic.id](mailto:rosyadabil4@unisla.ic.id)

Sani Rusminah  
*Faculty of Economics and Business*  
*Islamic University of Lamongan*  
Lamongan, Indonesia  
[sanirusminah@unisla.ic.id](mailto:sanirusminah@unisla.ic.id)

Evi Fitrotun Najiah  
*Faculty of Economics and Business*  
*Islamic University of Lamongan*  
Lamongan, Indonesia  
[evifitrotun@unisla.ic.id](mailto:evifitrotun@unisla.ic.id)

Article Info	ABSTRACT
<p><b>Keyword:</b> Online Customer Reviews, Ease of Use, Prices, Purchase Decisions, Shopee, Gen Z</p>	<p>This study discusses the influence of online customer reviews, ease of use, and price on purchasing decisions in Shopee E-commerce. This study uses quantitative methods and the data analysis technique used is multiple linear regression with a questionnaire research instrument. Respondents in this study were Shopee users among Gen Z in Geger Turi Village, Lamongan and used a purposive sampling technique, the number of samples set was 90 samples. The results of this study indicate that the Online Customer Review variable has a positive and significant effect on purchasing decisions. The Ease of Use variable has a positive and significant effect on purchasing decisions. The Price variable has a positive and significant effect on purchasing decisions. The dominant overall influence of the most dominant Independent variables on the dependent variable is Online Customer Review</p>

### INTRODUCTION

The rapid advancement of technology in today's era has brought changes to human behavior, especially in buying habits. Previously, stores had to be visited in person to make purchases. However, now there is no need to leave the house, because smartphones and internet connections are enough to order the products needed. Current progress can be an alternative for people in realizing community needs (Siregar & Nasution, 2020).

The increasing number of internet users provides business opportunities for e-commerce, especially e-commerce in Indonesia. Opportunities to enter the world of online shopping are getting easier due to technological advances. Current technological developments can be utilized to increase sales of goods and services (Palinggi & Limbongan, 2020). Advanced and practical technological developments provide opportunities for e-commerce companies to develop their business. The rapid growth and scale of the Indonesian e-commerce market has encouraged the emergence of various advantages and conveniences of various e-commerce platforms, which ultimately triggers fierce

competition between large Indonesian business companies. Especially for e-commerce with a marketplace model that offers various online stores. Online stores in the marketplace offer products with several different qualities and prices (Andarini, 2021).

The current phenomenon, namely the rise of online buying and selling activities, has had a significant impact on the traditional retail sector, especially traditional markets such as Tanah Abang. This phenomenon is marked by a drastic decline in the number of visitors and turnover of traders due to unbalanced price competition and ease of access offered by digital platforms. This condition raises questions about the sustainability of traditional traders' businesses in the digital era and the broader implications for the local economy.

Online customer reviews are an opinion and also a form of word of mouth communication in online sales, where prospective buyers get information about products from consumers who have benefited from the product (Mulyandi, M. *et al.*, 2022). Online Customer reviews provide valuable insights for prospective buyers regarding the experience of use, product quality, comparison with alternative items and cost effectiveness, thus helping to decide on purchasing a product or service.

According to Artina, (2021) perceived ease of use is how much someone believes that using technology can be done easily without requiring much effort. Consumers are more likely to engage in online shopping when they can easily navigate the Shopee platform, get product information, make purchases, and complete payments. A system that is perceived as difficult to navigate can make consumers feel less comfortable shopping online.

According to Alam, D. *et al.*, (2024) said that from the consumer's point of view, price is something that is given or sacrificed to obtain a product. In determining the price there is a pricing strategy which is interpreted as one of the marketing strategy contents that leads to efforts to form a price image, price competitiveness, quality image, and customer value. In the process of determining purchasing decisions, consumers tend to look for more information about prices.

Consumer purchasing decisions are a process of selecting one of several alternative solutions to a problem with real follow-up. Consumers can evaluate choices and then determine the attitude they will take next (Cahyanto, S. *et al.*, 2024). To understand consumer decision making, one must first understand the nature of consumer involvement with a product or service. Purchasing decisions are the final stage of the decision-making process where consumers will actually buy.

Judging from the existing phenomena and journals, the author would like to create a title about "The Influence of Online Customer Reviews, Ease of Use and Price on Purchasing Decisions in Shopee E-Commerce (Case Study among Gen Z in Geger Turi Village, Lamongan)".

This study aims to analyze the influence of several factors on purchasing decisions. First, this study will test whether online customer reviews have a positive and significant influence on purchasing decisions. Second, this study will also test the influence of ease of use on purchasing decisions, with the hypothesis that ease of use has a positive and significant influence. Third, this study will analyze the influence of price on purchasing decisions, with the assumption that competitive prices have a positive and significant influence. Finally, this study will identify which variables among online customer reviews, ease of use, and price have the most dominant influence on purchasing decisions.

This research has various significant benefits for various parties. For researchers, this research provides valuable insights and information and allows the application of knowledge gained during lectures in the management study program. For universities, the results of this research can be used as study material to improve lecturer performance and advance the quality of learning management at the Islamic University of Lamongan and other local universities. In addition, this research also serves as an additional reference for students in writing theses, journals, and other assignments related to the concept being studied. For other parties, this research can be an alternative consideration in improving people's thinking power in managing the economy and business performance, as well as inspiring people's creativity in solving problems in the local environment.

### **Online Customer Review**

According to Virawati, E *et al.*, (2020), Online Customer Review is a variety of positive, negative or neutral comments, ratings, rankings on a product, service or brand made by consumers and shared

with other consumers in a structured format, which is then published on an independent customer review website. Reviews made by consumers will have unique and different preferences, different background explanations, different levels of product knowledge, and different conditions of use, from various information that becomes more relevant to various other consumers.

### **Ease of Use**

According to A'la, C. (2021) The definition of perceived ease of use based on the language "easy of use" means a measure of the user's belief in a particular technology that using a technology can provide the freedom not to make more effort. The word ease which means convenience indicates freedom from difficulty or extra effort. Perceived ease of use is defined as a measure where someone believes that the technology is easy to understand and easy to use. According to its meaning, someone will use a technology if they think that the technology can be used easily, thus showing that a technological innovation was created to make it easier for its users, not to make it difficult for its users.

### **Price**

According to Tjiptono (2019) for consumers, price is one of the most important factors in purchasing decisions. In many product categories, even if the quality is good, consumers may not be able to buy if the price is too expensive. Price also plays a strategic role for companies. If the price is too expensive, the product in question will be unaffordable for certain target markets and customer value will be low. Conversely, if the price is too cheap, it is difficult for the company to make a profit or some consumers see the quality as poor.

### **Buying Decision**

Schiffman, L. et al., (2010) said that according to the most common understanding, a purchasing decision is a selection of two or more alternative choices. In other words, alternative choices must be available to a person when making a decision. The alternative choices faced can be whether to make a purchase or not, a choice between various brands, a choice of location and place of purchase, and so on. This means that a person can make a decision, there must be several alternative choices available. The decision to buy can lead to how the process of making the decision is carried out.

## **RESEARCH METHODS**

This study uses a quantitative descriptive method by utilizing primary and secondary data sources. Primary data were obtained by distributing questionnaires to Shopee users among Gen Z in Geger Turi Village, Lamongan, while secondary data were obtained from data from Geger Turi Village, Lamongan. This study aims to analyze the influence between variables and determine whether the influence is significantly positive or not. The population in this study consisted of Shopee users among Gen Z in Geger Turi Village, Lamongan from the ages of 12 to 27 years with a total of 950 people.

The sample used in this study is non-probability sampling. However, the type of sample used in this study is purposive sampling, which means that in determining the sample, certain criteria set by the researcher will be used. For sampling, the Slovin formula is used with an error rate of 10%, which results in a sample size of 90 people.

## **RESULTS AND DISCUSSION**

### ***Instrument Test***

#### ***Validity Test***

Validity test in this study is used to measure the validity or truth of a questionnaire. The following are the results of the validity test using SPSS version 27, namely:

**Table 1. Validity Test Results**

Source: Data processed by SPSS V. 27 (2025)

No	Variable Indicator	R Count	R Table	Information
1.	<b><i>Online Customer Reviews (X1)</i></b>			
	Indicator 1 (X1.1)	0,409	0,174	Valid
	Indicator 2 (X1.2)	0,467	0,174	Valid
	Indicator 3 (X1.3)	0,400	0,174	Valid

	Indicator 4 (X1.4)	0,318	0,174	Valid
	Indicator 5 (X1.5)	0,486	0,174	Valid
<b>2.</b>	<b>Ease of Use (X2)</b>			
	Indicator 1 (X2.1)	0,396	0,174	Valid
	Indicator 2 (X2.2)	0,447	0,174	Valid
	Indicator 3 (X2.3)	0,396	0,174	Valid
	Indicator 4 (X2.4)	0,573	0,174	Valid
<b>3.</b>	<b>Price (X3)</b>			
	Indicator 1 (X3.1)	0,395	0,174	Valid
	Indicator 2 (X3.2)	0,469	0,174	Valid
	Indicator 3 (X3.3)	0,393	0,174	Valid
	Indicator 4 (X3.4)	0,332	0,174	Valid
	Indicator 5 (X3.5)	0,498	0,174	Valid
<b>4.</b>	<b>Buying Decision (Y)</b>			
	Indicator 1 (X1.1)	0,533	0,174	Valid
	Indicator 2 (X1.2)	0,341	0,174	Valid
	Indicator 3 (X1.3)	0,474	0,174	Valid
	Indicator 4 (X1.4)	0,338	0,174	Valid
	Indicator 5 (X1.5)	0,533	0,174	Valid

With  $r_{table}$  at  $df = N-2$ ,  $df = 90-2 = 88$  and probability 0.5 obtained  $r_{table} = 0.174$  shows that all indicators used to measure the research variables used in this study have  $r_{count}$  greater than  $r_{table} = 0.174$  ( $r_{table}$  value for test subjects as many as 90). In this case shows that all indicators are valid.

### Reliability Test

According to Cahyono and Maskan (2020), Reliability Test is a measuring tool to measure a questionnaire which is an indicator of a variable or a questionnaire is said to be reliable if a person's answer to a question or statement is consistent or stable over time.

**Table 2. Reliability Test Results**

Source: Data processed by SPSS V. 27 (2025)

No	Variable	Cronbach's Alpha	Standar Reliabilitas	Information
1.	Online Customer Review (X1)	0,758	0,60	Reliabel
2.	Ease of Use (X2)	0,678	0,60	Reliabel
3.	Price (X3)	0,754	0,60	Reliabel
4.	Buying Decision (Y)	0,782	0,60	Reliabel

From the table above, it shows that all Cronbach's Alpha values  $> 0.6$ . Which means that all variables consisting of Online Customer Review variables (X1), Ease of Use (X2), Price (X3) and Purchase Decision (Y) in this reliability test are declared reliable so that they can be declared good in the study.

### Classical Assumptions

#### Normality Test

According to Enriza, M. et al., (2024) the normality test is used to see whether the distribution of variables in the regression model has a normal distribution. If the significance value (p-value)  $> 0.05$ , it can be assumed that the data has a normal distribution, but if the significance value  $< 0.05$ ,

it can be assumed that the data does not have a normal distribution.

**Table 3 Normality Test**  
 Source: Data processed by SPSS V. 27 (2025)

<b>One-Sample Kolmogorov-Smirnov Test</b>			
		Unstandardized Residual	
N		90	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	1.73724063	
Most Extreme Differences	Absolute	.105	
	Positive	.067	
	Negative	-.105	
Test Statistic		.105	
Asymp. Sig. (2-tailed) <sup>c</sup>		.015	
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.	.014	
	99% Confidence Interval	Lower Bound	.011
		Upper Bound	.017

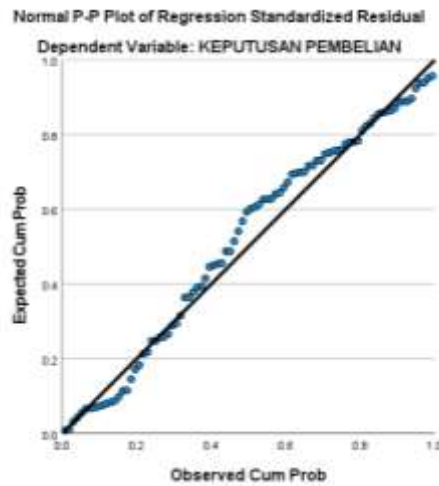
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Based on the table above, the data shows sig > 0.05. The Asymp Sig value (2-tailed) is 0.015 so it can be concluded that the questionnaire data is normally distributed.



**Picture 1 Normality Test Results**

Source: Data processed by SPSS V. 27 (2025)

In Figure 1, it is known that the points follow the diagonal line on the normal plot graph so that all variables consisting of Online Customer Review (X1), Ease of Use (X2), Price (X3) and Purchase Decision (Y) are said to be normal.

**Multicollinearity Test**

According to Sari, A. et al., (2022) Multicollinearity test is used in research to test whether the regression model finds correlation between independent variables. A good regression model should not experience correlation between the independent variables used. In a statistical analysis, it can be detected by looking at the VIF (Variance Infation Factor) value and also seen from the results of the tolerance value.

**Table 4. Multicollinearity Test**

Source: Data processed by SPSS V. 27 (2025)

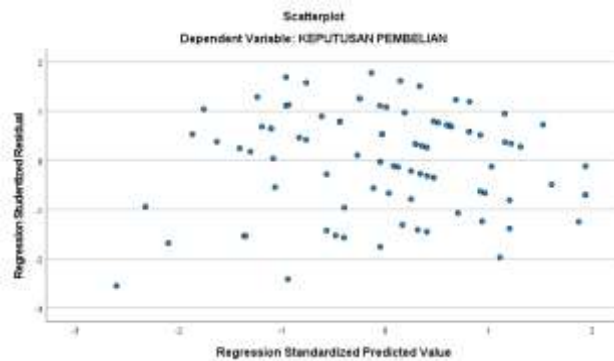
Model		Collinearity Statistics	
		Tolerance	VIF
1	ONLINE CUSTOMER REVIEW	.979	1.021
	KEMUDAHAN PENGGUNAAN	.985	1.015
	HARGA	.989	1.011

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on table 4, it shows that all independent variables, namely Online Customer Review (X1), Ease of Use (X2), Price (X3) have a tolerance value > 0.1 and a VIF value > 10, so it can be concluded that all variables in this study consisting of Online Customer Review (X1), Ease of Use (X2) and Price (X3) do not experience multicollinearity.

**Heteroscedasticity Test**

According to Sari, A. et al., (2022) The heteroscedasticity test in research aims to test whether in the regression model there is no inequality of variance from the residuals of one observation to another. If the variance from the residuals of one observation to another is not different, it is called homoscedasticity and if it is different, it is called heteroscedasticity.



**Picture 2 Heteroscedasticity Test Results**  
 Source: Data processed by SPSS V. 27 (2025)

**Coefficient of Determination Test**

The Coefficient of Determination test is used to measure how far the model's ability to explain dependent variables. The coefficient of determination value is between Zero and One (0-1). A small R2 value means that the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variable.

**Table 5 Test of Determination Coefficient**

Source: Data processed by SPSS V. 27 (2025)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529 <sup>a</sup>	.280	.255	1.767

a. Predictors: (Constant), X3, X2, X1

Based on table 5 the following explanation of the determination coefficient results is as follows: The determination coefficient value obtained by Adjusted R Square is 0.255 or 25.5% indicating how much variation the dependent variable has. Which means that 25.5% of the Purchasing Decision variables can be explained by the three independent variables, namely Online Customer Review (X1), Ease of Use (X2), and Price (X3). The remaining 74.5% is explained by other variables outside these variables.

**Hypothesis Testing**

**Multiple Linear Regression Test**

Multiple regression analysis can be done if there are at least 2 independent variables. The following is a table of calculation results using IBM SPSS Statistics version 27 from the variables analyzed, namely:

**Table 6 Multiple Linear Regression Test**  
 Source: Data processed by SPSS V. 27 (2025)

<b>Coefficients<sup>a</sup></b>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.677	2.892		.580	.564
ONLINE CUSTOMER REVIEW	.429	.089	.421	4.809	.000
KEMUDAHAN PENGGUNAAN	.386	.119	.281	3.238	.002
HARGA	.200	.087	.198	2.305	.024

a. Dependent Variable: KEPUTUSAN PEMBELIAN

The following is an explanation of the results of the multiple linear regression equation, namely:

1. The constant value obtained is 1.677, which means that if the independent variable has a value of 0 (constant), then the dependent variable has a value of 1.677
2. The regression coefficient value of the Online Customer Review has a positive value (+) of 0.429, which means that if the increases, the Y variable will also increase, and vice versa.
3. The regression coefficient value of the Ease of Use has a positive value (+) of 0.386, which means that if the increases, the Y variable will also increase, and vice versa.
4. The regression coefficient value of the price is positive (+) at 0.200, which means that if increases, variable Y will also increase, and vice versa.

**Test T**

According to Zainina, B. (2023), the t-statistic test basically shows how far the influence of one independent variable individually in explaining the dependent variable. This test is used to find out whether each independent variable individually has a significant effect on the dependent variable.

**Tabel 7 T Test Results**  
 Source: Data processed by SPSS V. 27 (2025)

<b>Coefficients<sup>a</sup></b>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.677	2.892		.580	.564
ONLINE CUSTOMER REVIEW	.429	.089	.421	4.809	.000

KEMUDAHAN PENGGUNAAN	.386	.119	.281	3.238	.002
HARGA	.200	.087	.198	2.305	.024

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on table 7, the explanation of the T-test results for each variable is as follows:

1. Sig. Value of Online Customer Review is 0.000 <0.05 or if the calculated T value. 4.809> T Table 1.663. H0 is rejected and Ha is accepted, it is concluded that the Online Customer Review has a significant effect on the Purchase Decision Variable (Y).
2. Sig. Value of Ease of Use is 0.002 <0.05 or if the calculated T value. 3.238> T Table 1.663. H0 is rejected and Ha is accepted, it is concluded that the Ease of Use Variable (X2) has a significant effect on the Purchase Decision Variable (Y).
3. Sig. Value of Price is 0.024>0.05 or if the calculated T value. 2.305> T Table 1.663. H0 is rejected and Ha is accepted, so it can be concluded that the Price Variable (X2) has a significant effect on the Purchase Decision Variable (Y).

**Test F**

The statistical F test is used to test the significance of the influence of all independent variables (X) on the dependent variable (Y), with the following criteria:

- a. If the probability value  $\leq 0.05$ , then the resulting model is feasible.
- b. If the probability value  $\geq 0.05$  then the resulting model is not feasible.

**Table 8**  
**F Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	259.974	3	86.658	17.929	.000 <sup>b</sup>
	Residual	415.681	86	4.834		
	Total	675.656	89			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), HARGA, KEMUDAHAN PENGGUNAAN, ONLINE CUSTOMER REVIEW

Source: Data processed by SPSS V. 27 (2025)

Based on table 8 above, the F count result is 17,929 while the F table is obtained using the formula  $df = (n-k-1) = 90-3-1 = 86$ . So the F table is 2.71 so that F count > F table then H0 is rejected so it can be concluded that there is a significant influence between the variables Online Customer Review, Ease of Use, Price on Purchasing Decisions.

Online Customer Reviews have a positive and significant influence on purchasing decisions, as evidenced by the t-value of 4.809 which is greater than the t-table of 1.663, and the significance value of 0.000 which is less than 0.05. This finding is in line with research by Cahyono, Y. et al. (2022) which shows that Online Customer Reviews contribute positively to purchasing decisions on Shopee E-

commerce. In addition, Ease of Use also has a significant effect, as evidenced by the t-value of 3.238 which is greater than the t-table and the significance value of 0.002, supporting the research results of Aulia, T. et al. (2023) which states that ease of use has a positive effect on purchasing decisions on the same platform. Price also shows a significant influence on purchasing decisions, with a t-value of 4.809 and a significance value of 0.024, in accordance with research by Ahnaf, M. et al. (2024) which found that price has a positive effect on purchasing decisions on Shopee E-commerce.

From the analysis results, the Online Customer Review variable shows standardized coefficients (Beta) of 0.421 and the T-test result of 4.809, indicating that this variable has a dominant influence on purchasing decisions. This is contrary to the researcher's initial hypothesis which states that price should be the dominant variable in influencing purchasing decisions.

## CONCLUSION

Based on the analysis and discussion of the influence of Online Customer Reviews, ease of use, and price on purchasing decisions, it can be concluded that: Online Customer Reviews have a positive and significant influence on purchasing decisions on Shopee e-commerce. Ease of use also has a positive and significant influence on purchasing decisions on Shopee e-commerce. Price also has a positive and significant influence on purchasing decisions on Shopee e-commerce. Overall, the independent variable that has the most dominant influence on purchasing decisions is Online Customer Reviews.

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