

THE INFLUENCE OF PROMOTION, E-SERVICE QUALITY, AND ONLINE CUSTOMER REVIEWS ON PURCHASE DECISIONS OF BIGENMI.OFC PRODUCTS ON THE SHOPEE MARKETPLACE

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Article Info	ABSTRACT
Keyword: Promotion, e-service quality, online customer reviews,	This study investigates the influence of Promotion, E-Service Quality, and Online Customer Review on the Purchase Decision of Bigenmi.ofc products on the Shopee marketplace. The research utilized a quantitative approach with a sample of 96 respondents and employed multiple linear regression for data analysis. The results revealed that all three independent variables had a significant positive effect on purchase decisions. Promotion emerged as the most dominant factor with a regression coefficient of 0.354, followed by Online Customer Review at 0.151, and E-Service Quality at 0.088. The F-test showed a significant simultaneous effect with an F-value of 11.993 ($p < 0.001$), while the coefficient of determination (R^2) was 0.281, indicating that 28.1% of the variation in purchase decisions is explained by the model. These findings emphasize the strategic importance of targeted promotions and customer reviews in influencing consumer behavior, while digital service quality also plays a supporting role in enhancing consumer confidence and satisfaction

INTRODUCTION

In the current era of globalization, information and communication technology, especially the internet, is growing rapidly. This technological advancement has made the internet one of the primary needs for almost every individual. The internet is not only used as a medium for communication and information but also for conducting online business activities (Ananda, 2023). According to a survey by the Indonesian Internet Service Providers Association (APJII), the number of internet users in

Indonesia in 2024 reached 221.56 million people, which is equivalent to 78.19% of the total Indonesian population of 275.77 million. The internet penetration rate in Indonesia has been continuously increasing year by year. In 2018, the internet penetration rate reached 64.8%. Then, between 2019 and 2020, it increased to 73.7%. In 2021–2022, it reached 77.02%, and in 2022–2023, it further increased to 80%.

This study aims to analyze the influence of promotion, e-service quality, and online customer reviews on the purchase decisions of Bigenmi.ofc products in Gresik. In addition to examining the influence of each variable, this research also seeks to determine which variable has the most dominant effect on consumers' purchase decisions. Therefore, the results of this study are expected to provide a clear overview of the main factors that drive consumers in making purchase decisions for Bigenmi.ofc products on the Shopee marketplace.

The expected benefits of this research can be seen from several perspectives, namely academics, the university, the researcher, and the research location (Bigenmi.ofc Gresik). For academics, this study is expected to serve as a means for the development of knowledge and theory, as well as a reference for other researchers interested in related issues. For the university, this research provides significant contributions to the advancement of knowledge, particularly in marketing, adds to the collection of scientific works, and strengthens the institution's reputation in producing research that is relevant to industry developments and practical needs.

For the researcher, this study can enhance knowledge and understanding regarding concepts and practices related to promotion, e-service quality, and online customer reviews, as well as their impact on purchase decisions. Furthermore, this research serves as a platform for the empirical application of knowledge and can be a reference for future studies focusing on consumer behavior and marketing strategies.

Meanwhile, for the research location, namely Bigenmi.ofc Gresik, the findings can provide a basis for improving and optimizing marketing strategies to increase customer loyalty and build consumer trust in the products offered. In addition, this study can help Bigenmi.ofc identify key factors that influence consumer satisfaction and purchase decisions.

RESEARCH METHODS

This study uses a quantitative approach with a survey method to collect data from Bigenmi.ofc consumers in Gresik who have made purchases through the Shopee marketplace. The population consists of all Bigenmi.ofc consumers in Gresik, with a sample of 96 respondents selected using purposive sampling based on specific criteria. Data collection was carried out through a structured questionnaire distributed online.

The research variables include promotion, e-service quality, and online customer reviews as independent variables, and purchase decision as the dependent variable. The questionnaire items were measured using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis was conducted using multiple linear regression to examine the influence of the independent variables on the purchase decision. Prior to regression analysis, validity and reliability tests were performed to ensure data quality. The coefficient of determination (R^2) and significance levels were used to interpret the results.

This method aims to provide a systematic and empirical understanding of the effects of promotion, e-service quality, and online customer reviews on the purchase decisions of Bigenmi.ofc consumers in Gresik.

RESULTS AND DISCUSSION

1. Descriptive Statistics

Descriptive statistics provide an overview of the data distribution for each variable studied. In this research, four main variables were analyzed: Promotion, E-Service Quality, Online Customer Review, and Purchase Decision. The descriptive statistical results are presented in Table 1 below:

Variable	Mean	Std. Deviation	N
Purchase Decision	20.14	2.175	96
Promotion	24.20	2.630	96
E-Service Quality	24.53	2.579	96
Online Customer Review	20.21	2.312	96

From the descriptive statistics above, it can be seen that E-Service Quality has the highest mean of 24.53, indicating that respondents highly value the quality of digital services. Promotion follows with a mean of 24.20, while Online Customer Review and Purchase Decision have similar means around 20. The standard deviations, ranging from 2 to 2.6, suggest moderate variation among responses.

2. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to test the effect of promotion, e-service quality, and online customer review on purchase decision. The results are shown in Table 2 below:

Variable	B	Std. Error	t	Sig.
(Constant)	6.359	2.456	2.590	0.594
Promotion (X1)	0.354	0.075	4.708	0.000
E-Service Quality (X2)	0.088	0.085	3.585	0.000
Online Customer Review (X3)	0.151	0.095	3.274	0.000

Based on the table, the regression equation can be formulated as: $Y = 6.359 + 0.354X_1 + 0.088X_2 + 0.151X_3$. This implies that an increase in each independent variable leads to an increase in purchase decision.

3. t-Test (Partial Significance Test)

The t-test is used to determine whether each independent variable significantly influences the dependent variable individually. If the significance value < 0.05 , the effect is considered significant. The results are shown in Table 3:

Variable	t Count	t Table	Sig.	Conclusion
Promotion	4.708	1.986	0.000	Significant
E-Service Quality	3.585	1.986	0.000	Significant
Online Customer Review	3.274	1.986	0.000	Significant

All independent variables—promotion, e-service quality, and online customer review—have a significant partial effect on purchase decision based on the t-test results.

4. F-Test (Simultaneous Significance Test)

The F-test is used to determine whether all independent variables together significantly influence the dependent variable. Table 4 displays the results:

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	126.299	3	42.100	11.993	.000 ^b
Residual	322.940	92	3.510		
Total	449.240	95			

With an F count of 11.993 greater than the F table value of 4.00 and a significance of 0.000, it can be concluded that the independent variables collectively have a significant effect on purchase decision.

5. Coefficient of Determination (R^2)

The coefficient of determination shows how much of the variance in the dependent variable can be explained by the independent variables. The results are shown in Table 5:

Model	R	R Square	Adjusted R Square
1	0.530	0.281	0.258

An R Square value of 0.281 means that 28.1% of the variation in purchase decision is explained by the variables of promotion, e-service quality, and online customer review, while the remaining 71.9% is influenced by other factors outside this model.

CONCLUSION

Based on the results of descriptive statistics and multiple linear regression analysis, it can be concluded that all independent variables in this study—namely promotion, e-service quality, and online customer review—have a significant influence on the purchase decision of Bigenmi.ofc products on the Shopee marketplace.

More specifically, the promotion variable was found to have the most dominant influence on purchase decisions. This indicates that well-crafted promotional strategies are highly effective in attracting consumer interest in the offered products. This is followed by the online customer review variable, which also has a significant effect, highlighting that positive feedback from previous buyers builds trust and encourages potential customers to make purchases. Meanwhile, e-service quality, although statistically significant, exerts a comparatively smaller effect than the other two variables. This suggests that while reliable and efficient online services matter, consumers are more influenced by promotional efforts and social proof through customer reviews.

Simultaneously, the three independent variables explain 28.1% of the variation in purchase decisions, while the remaining 71.9% is influenced by other factors not examined in this model. Therefore, digital marketing strategies aiming to increase product sales should prioritize enhancing promotional appeal and managing positive customer reviews, while maintaining high standards of digital service quality.

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