

Price, Promotion, and Online Customer Ratings: Factors Determining the Purchase Decisions for Sheona Go Fashion Products on E-Commerce

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Article Information:

Received: November 25, 2024, Accepted: December 18, 2024, Published: January 03, 2025

Abstract

Along with the increasing popularity of online fashion shopping, this study aims to analyze the influence of price, promotion, and online customer ratings on purchasing decisions for Sheona Go fashion products on the E-Commerce platform. This study is important to understand the factors influencing online shopping behavior. The research method used is a quantitative approach with a survey. Using a purposive sampling technique, data were collected from 100 respondents who had purchased Sheona Go products through the E-Commerce platform. The variables studied include price, promotion, and online customer ratings as independent variables and purchasing decisions as dependent variables. The results of the analysis show that simultaneously, price, promotion, and online customer ratings have a significant effect on purchasing decisions. Partially, the price variable has the most dominant influence, followed by promotion and online customer ratings. Descriptive statistics show that most respondents positively assessed price and promotion, while perceptions of online customer ratings were more varied. These findings provide insights for online fashion business players in designing more effective marketing strategies and the importance of maintaining digital reputation and optimizing customer experience on online platforms. This study also strengthens the theory of Consumer Behavior in the context of E-Commerce.

Keywords: price, promotion, online customer ratings, purchase decision, E-commerce.

1. Introduction

The expansion of the E-commerce industry, including in Indonesia, has been further accelerated in recent years by digital transformation. People's consuming habits have changed as a result of increased internet access and the pervasive usage of mobile devices, they now depend more and more on online platforms to satisfy their demands, particularly in the fashion industry. E-commerce sites like Shopee and TikTok Shop have grown in popularity as avenues for customers to browse a vast array of fashion items.

We Are Social (2024) claims that the fashion industry is one of the most well-liked product

categories in E-commerce, where consumers' decisions are heavily influenced by factors including pricing, promotion, and online customer ratings.



Figure 1. Best-selling E-commerce products in Indonesia
Source: We Are Social Data (2024)

The increasing dependence on E-commerce platforms, especially in the apparel industry, encourages business actors to pay attention to aspects that influence consumers perception and trust. In this context, understanding prices, promotions and online customer ratings becomes very crucial for strategic decision making in managing an online business.

One of the E-commerce platforms that has seen increasing popularity in the apparel category is Shopee and TikTok Shop, both of which combine creative content elements with interactive online shopping features. For local brands like Sheona Go, this is a great opportunity to expand their market reach while building closeness with consumers through a more personal and creative approach.

However, amidst this trend, Sheona Go has struggled to fully capture market potential optimally, resulting in a decline in sales in E-commerce, especially on Shopee and TikTok Shop, even though there is a big opportunity from increasing consumers demand in the online fashion sector.

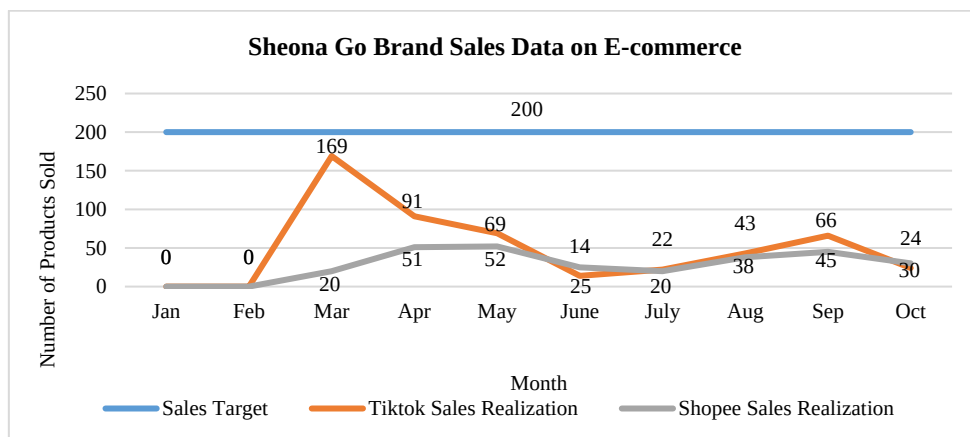


Figure 2. Sheona Go Sales Data
Source: Data Processed by Researchers (2024)

Based on Sheona Go's sales data on E-commerce, from January to October 2024, there was a difference in sales performance was observed between Shopee and TikTok Shop. Although the sales target was set at a stable 200 products per month, sales realization on the E-commerce platform actually decreased. This highlights the importance of more effective E-commerce platform management and the need for a sustainable strategy to maintain sales stability beyond the product launch phase and build consumers loyalty amidst the tight competition of E-commerce platforms, especially on Shopee and TikTok Shop. This demonstrates the need for a deeper understanding of the variables that may affect consumers' decisions to buy.

Numerous research have been carried out to determine the elements that affect customers' choices when they make purchases on E-commerce platforms. Several previous studies have highlighted the importance of price in attracting consumers and influencing consumers purchasing decisions (Kasmad, 2022).

In addition, promotions that attract consumers interest and provide additional incentives to purchase products. Effective promotions, such as discounts or special offers, help increase product appeal, influence the perception of product value in the eyes of consumers, and ultimately encourage consumers to make purchasing decisions. (Anggraini et al. (2020)).

Online Customer Ratings furthermore plays a crucial part in assisting customers in evaluating the caliber of goods and services prior to making a purchase, thereby increasing their confidence in making purchasing decisions. With a good ratings, consumers feel more satisfied and confident in the existing product choices, which ultimately influences their decision to purchase (Priangga and Munawar, 2021).

A number of previous studies, such as those conducted by Rahman, & Sarah (2024), Hutasoit, & Saputro, (2024), and Lestari, & Ali, (2024) have demonstrated that on E-commerce platforms, pricing, promotion, and online customer ratings significantly impact consumers' decisions to buy.

However, most of these studies focus on platforms such as Shopee and Lazada. Meanwhile, TikTok Shop, which combines creative video content with online shopping features, has not been explored in depth. This study attempts to fill this gap by exploring how these factors of price, promotion, and online customer ratings contribute to customers' decisions to buy on E-commerce platforms in relation to regional brands.

The following analysis presents a concept to identify strategies that can support Sheona Go in increasing its competitiveness in the E-commerce market. It focuses on price, promotion, and online customer ratings and analyzes whether these factors contribute significantly to purchasing decisions. This analysis provides deeper insights into important elements that may not have been discussed in previous studies.

This study has the main objective to identify and analyze the extent to which price, promotion, and online customer ratings influence Sheona Go consumers purchasing decisions in E-commerce. Fauziah, & Sarah, (2024) research supports the idea that pricing and promotion have a partial impact on consumer choices. It is anticipated that the study's findings would offer useful insights for business marketing strategies, particularly when it comes to formulating plans to boost customer loyalty and sustain the growth of local fashion product sales in E-commerce.

2. Literature Review

2.1 Marketing Management

Panjaitan (2020) The goal of marketing management is to efficiently and successfully accomplish organizational objectives by planning, implementing, and supervising or regulating marketing operations inside an organization. By developing, offering, and communicating superior products or services to customers, business managers hope to locate, draw in, keep, and expand their target clientele. Kotler and Armstrong (2016) The analysis, planning, execution, and oversight of programs aimed at establishing, growing, and sustaining profitable interactions with target consumers in order to accomplish corporate objectives is known as marketing management.

2.2 Buying decision

Research conducted by Aisyah, & Rosyidi, (2023) indicates that purchasing decisions are simultaneously influenced by price and promotion. Wardhana (2024) Purchasing decisions involve a series of choices made by consumers before making a purchase. This process begins after consumers have a desire to fulfill a certain need. Consumers must make decisions regarding the place of purchase, the desired brand, product model, purchase amount, transaction time, amount of money to be spent, and payment method. Consumer behavior, which examines how individuals, communities, and organizations select, pay for, use, and discard goods, services, ideas, or experiences to fulfill their needs and desires, includes the act of making purchases (Kotler & Armstrong, 2016:177).

According to Kotler and Armstrong (2016: 200) explains the purchasing decision indicators used in this study are:

1. Needs Recognition.
2. Information Search.
3. Alternative Evaluation.
4. Purchase Decision.
5. Post-Purchase Behavior

2.3 Price

Research conducted by Qur'ani, Saputro, & Herlinawati, (2024) indicates that price significantly influences purchasing decisions. Mahemba, & Rahayu, (2019) The phrase "price" describes the monetary quantity or other non-monetary elements, such as certain utilities needed to purchase an item. Price plays two crucial parts in the buyer's decision-making process, according to Tjiptono (2015) the role of price allocation and the part about price information. Consumers can use the price function to determine how to get the best utilities or advantages based on their purchasing power. The information role of pricing also explains the relationship between price and product quality.

According to Tonce and Yoseph (2022) price indicators, namely:

1. Price Affordability
Affordable prices are customer expectations before making a purchase. Customers can look for products that are affordable for them.
2. Price Suitability with Product Quality
For certain products, customers usually don't mind paying a relatively high price as long as the product quality is good. But customers want products with low prices and good quality.
3. Price Competitiveness
Organizations determine the selling price of a product by considering the prices of products

sold by their competitors so that their products can compete in the market.

4. Price Suitability with Benefits

Customers often pay attention to the price of the product but are more concerned with the benefits of the product.

2.4 Promotion

Research conducted by Rahman, F., & Sarah, S. (2024) shows that promotion is a factor that greatly influences consumer purchasing decisions in the TikTok Shop marketplace. Zahara and Sembiring (2020) define promotion as the process of educating the audience about the products that will be offered in order to stimulate their interest in making a purchase.

According to Wangsa et al. (2022) there are five promotion indicators, namely:

1. Advertising, forms of promotion used include mass media, broadcast, internet, and television.
2. Sales promotion, forms of promotion used include discounts, coupons, displays, and sweepstakes.
3. Personal selling, forms of promotion used include presentations, trade shows and incentive programs.
4. Public relations, forms of promotion used include sponsorships, special events and the web.
5. Direct marketing, forms of promotion used include brochures, kiosks, and telephone marketing.

2.5 Online Customer Ratings

Research conducted by Oktaviana, Sarah, & Wijaya, (2024) confirmed that online customer ratings influence purchasing decisions. Auliya, Umam, & Prastiwi (2017) Online customer ratings are a consumer's evaluation on a specific scale; assigning stars is a common rating system for online retailers. More stars indicate a higher seller rating. It can also be concluded that online customer ratings greatly influence prospective buyers who want to shop at the online store, by seeing how many stars consumers give.

Online customer ratings indicators, according to Komariyah (2022) are:

1. Credible
The information contained in the ratings can build great trust for consumers.
2. Expert
Making it possible for consumers to become professionals in assessing a product after observing the ratings and there are benefits for consumers in terms of prioritizing quality.
3. Likeable
Consumers act as sources of information and recipients of information so that they feel pleasure and interest in buying a product arises.

3. Research Method

3.1 Research Methods

The study was conducted using quantitative methods, data collected from a survey of Sheona Go consumers who purchase Sheona Go products in E-commerce to examine the influence of Price, Promotion, and Online Customer Ratings in E-commerce. The population for this study of consisted Sheona Go consumers who purchase Sheona Go products in E-commerce as the

main market segment of Sheona Go, with samples selected through purposive sampling based on criteria relevant to this study.

3.2 Data Collection Techniques

The population in this study are consumers who have purchased Sheona Go products on E-commerce. The sampling technique used is the Purposive Sampling Technique. Sugiyono (2019:133) states that the Purposive Sampling Technique is a determination technique with certain considerations. The considerations used are that samples are taken from consumers who have made purchases at the Sheona Go online store. The sample used in this study was 100 respondents, with the aim of obtaining a more representative sample. This sample is a homogeneous sample consisting of Sheona Go online store consumers.

3.3 Sampling Techniques

The sampling technique used in this study is Non Probability Sampling with the Purposive Sampling method, which is a method of determining samples based on certain criteria.

Sample Determination:

1. E-commerce Users
2. Age 15-25 years
3. Have shopped or visited Sheona Go online store
4. Fans or users of fashion products

The conclusion of the sample taken must be able to represent the population of Sienna Go consumers. To determine the sample size, the author uses the following Slovin formula:

$$n = \frac{N}{1 + Ne^2}$$

Description:

n = Number of samples taken

N = Population

e = Percentage of uncertainty allowance

From the formula above, the population of 13,320 per month with a tolerable error rate of 10% (0.1) can be found in the following way:

$$n = \frac{13,320}{1 + 13,320 (0,1)^2} = 99,99 \sim 100$$

It can be seen that the number of samples taken in this study was 100 respondents.

A structured questionnaire with a Likert scale was used to gather data in order to examine each of the variables under study. A number of criteria, including price affordability, price compatibility with product quality, price competitiveness, and price suitability with its benefits, were used to measure price (X1). Promotion (X2) was evaluated based on elements such as the form of promotion used including mass media, broadcast, brochures, and discounts. For Online Customer Ratings (X3), the aspects analyzed included the number of positive ratings, ratings quality, and the level of credibility of the ratings. Meanwhile, The Purchase Decisions (Y) was measured through purchase interest, visual impression, and the desire to recommend the product to others.

Research Model

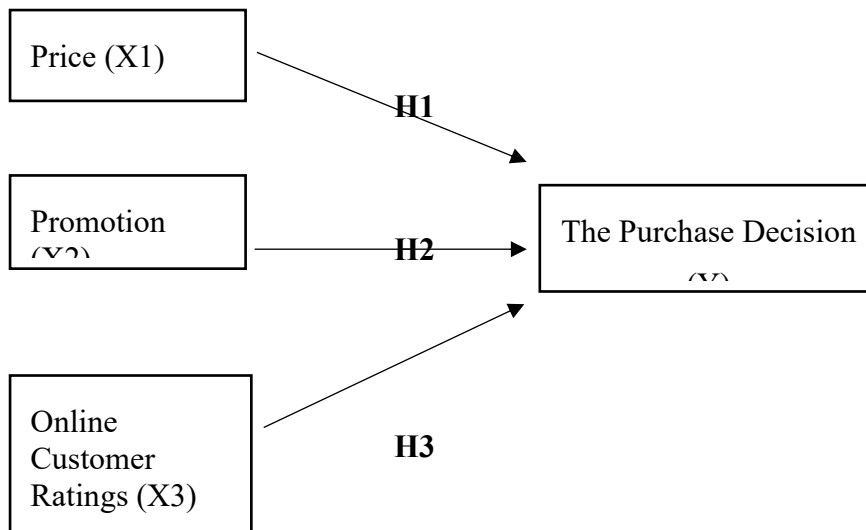


Figure 3. Research Model

4. Findings and Discussions

4.1 Findings

This study involved 100 respondents who had purchased Sheona Go fashion products on the E-Commerce platform. Descriptive statistics from each research variable provide an overview of respondents' perceptions of price, promotion, and online customer ratings.

The Price variable has an average score of 18.21 (scale 1–5), with a minimum value of 9 and a maximum of 25. A standard deviation of 3.29 indicates that respondents' perceptions of price tend to be consistent, with most scores around the average value.

The Promotion variable has an average score of 9.62, with a minimum value of 4 and a maximum of 15. A standard deviation of 2.65 indicates that there is a level of variation in respondents' assessments of promotions carried out by Sheona Go.

The Online Customer Ratings variable shows an average score of 17.88, with a minimum value of 11 and a maximum of 25. A standard deviation of 3.60 indicates that respondents' perceptions of online customer ratings have greater variation than other variables.

These descriptive statistics show that the majority of respondents gave positive assessments towards price and promotions, while perceptions towards online customer ratings were more varied, which may reflect varying levels of trust towards customer reviews and ratings on E-Commerce platforms.

Validity Test

Table 1. Validity Test Results

Variable	No. Item	Pearson Correlation	R table	Conclusion
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Purchase Decision (Y)	I am satisfied with my decision to purchase Sheona Go products after considering the price, promotions, and ratings offered.	0,799	0,1966	Valid
	My decision to purchase Sheona Go products was in line with my expectations for the product.	0,738	0,1966	Valid
	I feel that the price, promotion, and rating given for Sheona Go products have met my needs as a consumer.	0,755	0,1966	Valid
	Sheona Go products on E-Commerce because there are many product choices, very complete and varied.	0,634	0,1966	Valid
	Buy Sheona Go Products on E-Commerce because the payment is easy.	0,695	0,1966	Valid
Price (X1)	I feel that the price of Sheona Go products is in accordance with the quality offered.	0,671	0,1966	Valid
	Product price is the main factor that influences my decision to buy Sheona Go products on E-Commerce	0,593	0,1966	Valid
	I feel that the prices of Sheona Go products are affordable compared to other similar fashion brands.	0,723	0,1966	Valid
	I feel that the prices of Sheona Go products are affordable compared to other similar fashion brands.	0,638	0,1966	Valid
	The price of Sheona Go is in accordance with the quality of the product offered.	0,527	0,1966	Valid
Promotion (X2)	I am more interested in buying Sheona Go products when there are promotions or discounts.	0,726	0,1966	Valid
	I always look for promotions before buying fashion products on E-commerce.	0,841	0,1966	Valid

Online Customer Rating (X3)	Promotions such as free shipping increase my interest in purchasing Sheona Go products.	0,856	0,1966	Valid
	The high rating on Sheona Go products increases my confidence in the quality of the products.	0,665	0,1966	Valid
	I am more likely to purchase a product with a 4 – 5 star rating than a product with a rating below 4.	0,708	0,1966	Valid
	The positive ratings on Sheona Go influenced my decision to purchase the product.	0,633	0,1966	Valid
	Ratings on Sheona Go make it easy to evaluate a product.	0,618	0,1966	Valid
	Sheona Go prices represent consumer opinions on a certain scale on E-Commerce	0,581	0,1966	Valid

Source: Data Processed by Researchers (2024)

According to Table 1, the Pearson correlation value or correlation coefficient for each of the variables Purchase Decisions (Y), Price (X1), Promotion (X2), and Online Customer Ratings (X3) is higher than the R table. to demonstrate the validity of the instrument and its suitability for research or testing research ideas.

Reliability Test

Table 2. Reliability Test Results

Variables	Cronbach Alpha	Criteria	Information
The Purchase Decisions (Y)	0,772	0,6	Reliable
Price (X1)	0,619	0,6	Reliable
Promotion (X2)	0,735	0,6	Reliable
Online Customer Ratings (X3)	0,634	0,6	Reliable

Source: Data Processed by Researchers (2024)

The factors Price, Promotion, Online Customer Ratings, and Purchase Decisions are all dependable, according to the dependability test results. This is demonstrated by the reliability test results, which have an amount greater than the Croanbach Alpha coefficient since every item has a value larger than 600, indicating that every item satisfies the reliability test's requirements.

Classical Assumption Test Results

Normality Test

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,22620697
Most Extreme Differences	Absolute	,070
	Positive	,070
	Negative	-,066
Test Statistic		,070
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: Data Processed by Researchers (2024)

Table 3 clearly shows that the Kolmogorov Smirnov probability value for the study is 0.200, which is greater than 0.005 or $\alpha = 5\%$. As a result, the residual can be said to have a normal distribution.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistic	
		B	Std. Error	Beta			T	VIF
1	(Constant)	5.881	2,168		2,713	.008		
	Price	,316	.109	.276	2.901	.005	.833	1.200
	Promotion	,294	.133	.207	2.215	.029	.863	1,158
	Online Customer Rating	.236	.100	.225	2.364	.020	.829	1.207
a. Dependent Variable: Purchase Decision								

Source: Data Processed by Researchers (2024)

The Multicollinearity Test indicates that the VIF value of the three variables is less than 10 and their tolerance value is greater than 0.10. Thus, it may be concluded that multicollinearity is not present in the study's data.

Heteroscedasticity Test

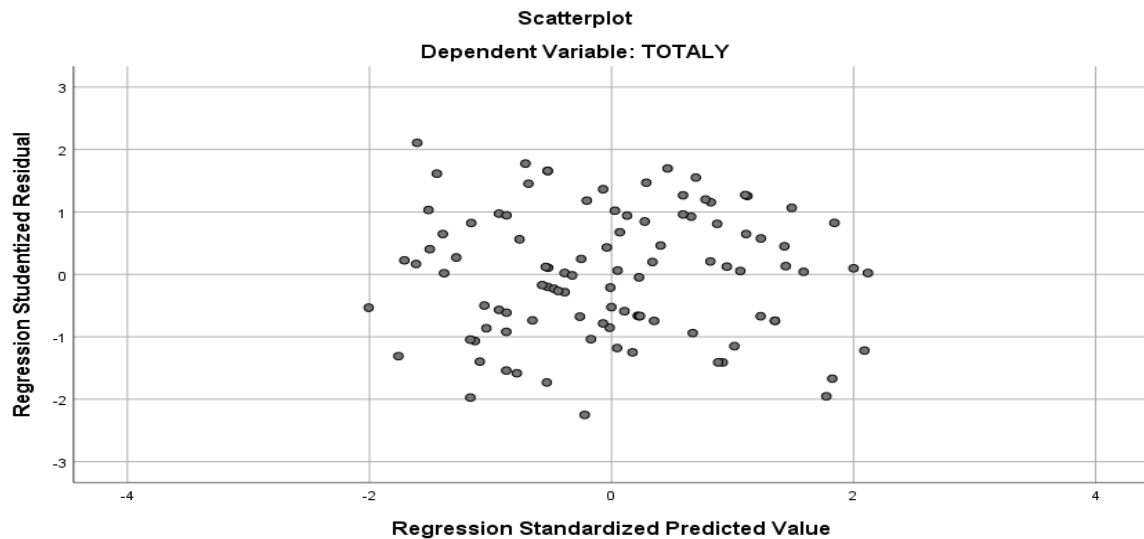


Figure 4. Heteroscedasticity Test Results

Source: Data Processed by Researchers (2024)

According to the heteroscedasticity test findings, the points on the X and Y axes are both above and below zero, suggesting that this study does not exhibit heteroscedasticity.

Multiple Regression Analysis

Multiple Regression Analysis Test Results allow for the formulation of the regression equation as follows:

$$Y = 5,881 - 0,316X_1 + 0,294X_2 + 0,236X_3$$

Information:

Y = Purchase Decision

A = Constant

X₁ = Price

X₂ = Promotion

X₃ = Online Customer Ratings

From the equation obtained, the meaning and significance of the regression coefficient can be explained, namely: a = 5.881, meaning that if the price, promotion, and online customer ratings have the same value as zero (0), the purchasing decision will have a value of 5.881.

b₁ = 0.316 is positive, meaning that if the price increases with the assumption that other variables are constant, then the purchasing decision will decrease by 0.316.

b₂ = 0.294 is positive, meaning that if the promotion increases with the assumption that other variables remain constant, then the purchasing decision will also increase by 0.294.

b₃ = 0.236 is positive, meaning that if the online customer ratings increases with the assumption that other variables are constant, then the purchasing decision will also increase by 0.236.

Hypothesis Testing

T-Test

The following findings were attained based on the t-test analysis results displayed in Table 4:

1. The Price has a significance value of $0.005 < 0.05$ and a t-count value larger than the t-table ($2.901 > 1.984$).
Therefore, in E-commerce, the Price variable affects the Purchase Decisions (Y).
2. The Promotion has a significance value of $0.029 < 0.05$ and a t-count value higher than the t-table ($2.215 > 1.984$).
Therefore, in E-commerce, the Promotion variable affects the Purchase Decisions (Y).
3. The Online Customer Ratings has a smaller significance value of $0.020 < 0.05$ and a t-count value larger than the t-table ($2.364 > 1.984$).
Thus, the Purchase Decisions (Y) are influenced by the Online Customer Ratings variable.

F Test

Table 5. F Test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	394,567	3	131,522	12,253	.000 ^b
	Residual	1030,433	96	10,734		
	Total	1425,000	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Online Customer Rating, Promotion, Price

Source: Data Processed by Researchers (2024)

With a significance threshold of $0.000 < p = 0.005$, the F value, according to statistical computations, is 12.253. This demonstrates that Price (X1), Promotion (X2), and Online Customer Ratings (X3) are significant predictors of The Purchase Decisions (Y). This means that Online Customer Ratings (X3), Price (X1), and Promotion (X2) all have a simultaneous impact on The Purchase Decisions (Y) in E-commerce, which is statistically accepted (significant).

Coefficient of Determination

Table 6. Results of the Determination Coefficient Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbing Watson
1	.526 ^a	.277	.254	3.276	1,995
a. Predictors: (Constant), Online Customer Rating, Promotion, Price					
b. Dependent Variable: Purchase Decision					

Source: Data Processed by Researchers (2024)

Three primary variables—online customer ratings, promotion, and price—account for 27.7% of the variation in the purchase decisions (Y), according to the Model Summary Table's R square value of 0.277. All things considered, these findings show that price, promotion, and online customer ratings greatly influence customers' purchasing decisions, and the model employed in this study is accurate enough to forecast future trends in consumer purchasing

decisions.

4.2 Discussions

The results of this study indicate that price, promotion, and online customer ratings simultaneously have a significant effect on purchasing decisions for Sheona Go fashion products on E-Commerce ($F = 12.253$, $p < 0.05$). Partially, the price variable has the most dominant influence compared to promotion and online customer ratings ($t\text{-count} = 2.901 > t\text{-table} = 1.984$, $p < 0.005$). This finding is in line with the research of Pradana, BAY, & Ali, H. (2023) which found that price and online customer ratings can increase customer trust and encourage purchasing decisions on the E-Commerce platform.

However, this result is also different from the research of Ernawati, Dwi, & Argo, (2021) which states that promotion is the most influential variable in attracting consumer buying interest. This difference can be caused by shifts in consumer behavior in the digital era, where E-Commerce customers trust online reviews and ratings more than conventional promotions.

Thus, this study provides a new contribution by emphasizing that price and online customer ratings are key factors in product purchasing decisions on the E-Commerce platform. This provides a new insight into consumer behavior on social E-Commerce platforms and strengthens the theory of Consumer Behavior, which states that information from other users (customer ratings), prices, and promotions influence purchasing decisions.

5. Conclusion

Price, promotion, and online customer ratings significantly influence consumers' decisions to buy, according to the analysis's findings. This analysis shows that consumers are more influenced by competitive prices, active promotions, and good online customer ratings will greatly influence Sheona Go purchasing decisions on E-commerce, especially on Shopee and TikTok Shop.

Sheona Go is expected to focus on strengthening prices and optimizing promotional strategies to increase competitiveness in the increasingly competitive online fashion market. This can serve as a benchmark and basis for the company's consideration when promoting its products to customers and help the company achieve its long-term goals.

By shedding light on the varying effects of pricing, promotion, and online customer ratings on buying decisions in the context of e-commerce for regional clothing manufacturers, this study adds to the body of knowledge on digital marketing. In the digital age, the study's implications can assist local brand owners and marketers in creating more successful marketing plans.

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