


The Influence of Digital Marketing, Online Customer Reviews and Millennial Culture on Purchase Decisions on Gacoan Noodles (Study on Gacoan Noodle Consumers Mojokerto Branch)

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Article Info	ABSTRACT
<p>Keywords: Free Shippin; Trust; Online Customer Review; Purchasing Decisions.</p>	<p>This research aims to determine the effect of free shipping, trust and online customer reviews on purchasing decisions on e-commerce shopee in tambakrigadung village. This type of research is quantitative research. The population in this study are customerse who shop online through shopee in tambakrigadung village. The sampling techniqueused a purposive sampling method using the slovin formula to obtain a sample size of 100 respondents. The data collection technique uses online questionnaire distribution via google form which has been tested for validity and reliability. Data analysis technique use classical assumption tests, multiple linier regression, coefficient of determination, t test and f test using spss 26. This research starts from november 2023 to march 2024. The results of this research state that the free shipping variable has a value of $0.002 < 0.050$ while the calculated t value is $3.215 > t$ table (1.98498), the trust variable has a value of $0.000 < 0.050$ while the calculated t value is $4.842 > t$ table (1 .98498), the online customer review variable has a value of $0.000 < 0.050$ while the calculated t value is $5.258 > t$ table (1.98498), so H1 is accepted so it can be concluded that the free shipping, trust and online customer review variables partially influence purchasing decisions on e-commerce Shopee in Tambakrigadung village. From the F test, it shows that the calculated f value $> f$ table is $49.310 > 2.70$ with a significance value of $0.000 < 0.050$, so H2 is accepted so it can be concluded that the variables free shipping, trust and online customer reviews together or simultaneously influence purchasing decisions on e-commerce Shopee in Tambakrigadung village. The trust variable is the most dominant variable because it has a p value of $0.00 < 0.005$ and has the largest value β (0.626) among other variables on purchasing decisions (Y).</p>
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INTRODUCTION

Along with the development of the current digital era, information technology, especially the internet, is developing rapidly in Indonesia. This affects economic stability and leads to increased competition in the business world. The use of the internet is not only limited to

information that can be accessed through one medium but can also be used as a means to conduct transactions and create new markets as well as a wide business network and are not limited by place and time. With the internet, it is easier for us and one of the things that is felt in today's society is being able to shop online.

One of the online shopping applications that is being used intensively is Shopee. Shopee is one of many parties that take advantage of e-commerce business opportunities by enlivening the mobile marketplace segment through mobile applications to facilitate buying and selling transactions through smartphone devices. Shopee was released at the end of May 2015 and began operating in June 2015. Shopee is a subsidiary of Garena based in Singapore. Shopee was first launched as a Consumer To Consumer (C2C) marketplace. However, after undergoing a revamp process, it has now switched to a Hybrid (C2C) and Business To Consumer (B2C) model since launching Shopee Mall, its name is an online store platform for well-known brands in the community.

There are several factors that influence consumer purchasing decisions in online purchases. One of them is the free shipping factor. Free shipping is a free shipping feature provided by online shopping applications that is offered to consumers when making transactions on applications with the delivery provided. According to Istiqomah & Marlina (2020) among the various promotions offered by Shopee, the free shipping promo is the most popular promotion by consumers. The free shipping helps consumers who object to the total cost charged before there is a discount on shipping costs.

Another factor that influences a purchase decision is trust. Trust in consumer experience regarding a product or service where the product has certain benefits and uses. Consumer trust is the most important key. Because business activities are carried out online, sellers and buyers cannot face each other directly (Malau in Ilmiyah, 2020). Therefore, sellers must be able to create consumer trust in the products offered, in order to attract attention and generate consumer interest and confidence in a product so that a purchase decision occurs.

Another factor that influences purchasing decisions is online customer reviews. In the world of marketplaces, consumers cannot directly try the products they want to buy, therefore online customer reviews are a tool to measure the quality of products, services, delivery times and others. Reviews from consumers will be a consideration for other buyers in purchasing decisions and also help sellers to improve insights related to consumer preferences regarding products (Mo, Zi, Li, Y and Fan in Nuraeni, 2021). Online customer review or also called electronic word of mouth (eWOM) is a tool or media used to review a product that has been purchased by consumers and can be seen by other consumers (Widiartanto in Nuraeni, 2021). With the online customer review feature, it is hoped that consumers can more easily make purchasing decisions for a product.

In this study, the researcher is interested in conducting research on free shipping, trust and online customer reviews by taking the object of research, namely on shopee e-commerce in Tambakrigadung Village. The reason the researcher took this object is because

the shopee application is the most popular application for teenagers to old age. So that it causes online purchase decisions on shopee e-commerce.

Based on the background and phenomena that have been explained earlier, the researcher is interested in conducting a study related to online purchase decisions with the research title "THE EFFECT OF FREE SHIPPING, TRUST AND ONLINE CUSTOMER REVIEWS ON PURCHASE DECISIONS ON SHOPEE E-COMMERCE (A CASE STUDY OF SHOPEE CONSUMERS IN TAMBAKRIGADUNG VILLAGE, TIKUNG DISTRICT, LAMONGAN REGENCY)".

LITERATURE REVIEW

Purchase Decision

Human life cannot be separated from buying and selling activities. Before making a purchase, a person will usually make a purchase decision first for a product. According to Peter and Olson in (Indrasari, 2019), purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Schiffman and Kanuk in (Indrasari, 2019) define consumer purchasing decisions as the selection of two or more alternative options in other words, alternative choices must be available to a person when making a decision. On the other hand, if the consumer has no alternative to choose and is actually forced to make certain purchases and certain actions, then this situation is not a decision.

The dimensions and indicators of purchase decisions according to Tjiptono in (Indrasari, 2019:74) explain that consumers' decisions to purchase a product include six sub-decisions, including (1) Product selection, (2) Brand selection, (3) Seller selection, (4) Number of purchases, (5) Purchase time, and (5) Payment methods.

Free Shipping

According to Himayati in (Melfaliza & Nizam, 2022:3), shipping costs are the cost of shipping goods or services that the seller withdraws from the customer during the buying and selling process and the shipping fee is charged to the customer. In the online buying and selling process, sellers distinguish shipping costs to buyers according to the weight and dimensions of the purchased product. Therefore, the buyer transfers money for the price of the product plus the shipping fee.

According to Ibnu (2021), free shipping is free shipping. As we know, sellers usually charge high fees to deliver their products to buyers. Usually online sales will join marketplaces that offer free shipping. Shipping costs are calculated based on shipping distance, weight and quantity. The larger and heavier the goods to be delivered and the delivery location, the higher the shipping cost will be (Sari, 2022). Therefore, the free shipping promotion is very beneficial for consumers because they only need to pay part of the shipping costs or the product. To take advantage of the free shipping promo, consumers only need to follow the following terms and conditions: vouchers must be redeemed in advance, the minimum order amount applies and the promotion is only valid at certain times or certain payment methods.

According to Sari (2019), there are several indicators in free shipping, including: (1) Attention, which is an effort to attract customer attention with an attractive message both in terms of form and media used, with a general or specific purpose to reach potential consumers who are targeted, (2) Interest, which is the emergence of consumer buying interest in objects introduced by marketers, where consumers begin to feel interested and want to have it, (3) Desire, which is a way to encourage consumers to have a desire to acquire a product, which is related to the consumer's purchasing motives and motivations, and (4) Action, which occurs when consumers have a strong desire to buy a product, so they make a decision to make a purchase.

Trust

According to Deutsch in (Rifa'i, 2019), trust is an individual's behavior that expects someone to provide positive benefits. The existence of trust is because the trusted individual can benefit and do what the individual who gives the trust wants. Thus, trust is the basis for both parties to cooperate.

This trust affects customer attitude, satisfaction and loyalty. According to Donni Juni in (Natasya, 2022) stated that a number of characteristics are used to build trust. Among these characteristics are maintaining relationships, accepting influence, being open in communication, reducing supervision, patience, providing defense, providing positive information, accepting risks, comfort, and satisfaction. Mowen and Minor in (Natasya, 2022) explained that there are three types of consumer trust, including object attribute trust, product benefit trust, and object benefit trust.

According to Jafar in (Natasya, 2022:30), there are 3 indicators of trust, including (1) Integrity perspective, Consumers perceive the company to meet acceptable principles such as keeping promises, ethical behavior and honesty, (2) Perception of benevolence, This is based on partnership trust with goals and motivations that will benefit other organizations in new situations, (3) Perception of competence (competence), competence is the ability to solve consumer problems and meet all consumer needs.

Online Customer Review

Online customer reviews are one of the reviews provided by consumers regarding the assessment information of a product from consumers who have purchased products online (Ningsih, 2019). Online customer reviews are reviews provided by consumers who have made purchases to be considered in searching for product information (Rasuli et al., 2022).

In online customer reviews, each individual can express their shopping experience through various reviews. Positive reviews can influence other consumers' purchasing decisions, while negative reviews can reduce purchase interest. The impact of customer reviews can also be felt by sellers or stores, where positive reviews can increase sales, while negative reviews can damage the store's image in the eyes of consumers (Melati & Dwijayanti, 2020). The existence of online customer review information can be material for evaluating a product and minimizing risks (Rasuli et al., 2022).

According to Lackermair et al. in (Dewi, 2019) stated that there are four indicators of online reviews, namely (1) Awareness, Consumers are aware of the product review feature

available on Shopee and utilize this information in the decision-making process, (2) Frequency, Consumers routinely use the online customer review feature on Shopee as a source of information, (3) Comparison), before making a purchase, consumers usually read product reviews one by one and compare them with reviews from other stores, and (4) Effect, The review feature on Shopee has a significant influence on the product selection process carried out by consumers.

E-Commerce

E-commerce is a trade transaction through electronic media related to the internet (Nugroho in Mufarizzaturrizkiyah, 2020). According to Loudon in (Mufarizzaturrizkiyah, 2020), e-commerce is a process that consumers carry out in buying and selling various products electronically from companies to other companies by using the internet as an intermediary for business transactions carried out. The benefits of e-commerce in general include expanding the reach of buyers with a wide market, reducing operational costs, facilitating communication between producers and consumers, facilitating the marketing and promotion of goods or services, building close relationships between consumers and sellers and ultimately creating customer loyalty, improving supply management because e-commerce does everything quickly and efficiently, fast production time, Simplifying the buying and selling process, making it easier for consumers to make payments because it can be done online, making it easier to disseminate information.

The six dimensions of information system success according to DeLone and Mc Lean in (Mufarizzaturrizkiyah, 2020) that can also be applied to the e-commerce environment are system quality in the internet environment, information quality in capturing e-commerce content issues, service quality, usage, user satisfaction, benefits.

RESEARCH METHODS

This study uses a descriptive quantitative research method. The quantitative research method is a method based on the philosophy of positivism, which is used to research certain populations and samples, data collection using research instruments, for quantitative or statistical data analysis which aims to develop and test hypotheses that have been determined (Sugiyono, 2019:17). This study uses 4 variables, namely three independent variables and one dependent variable. The independent variables in this study are free shipping, trust, online customer reviews. The dependent variable in this study is the purchase decision.

The population in this study is consumers who shop online through shopee in Tambakrigadung Village as many as 3,701 residents. The sampling technique used in this study is non-probability sampling with the purposive sampling method. According to Sugiyono (2018), non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for every element or member of the population to be selected as a sample. From the total population of 3,701 people, it is used to determine the number of samples can be used using the slovin formula, which is 97.36 or rounded to 100

respondents. The tools used by the researcher to collect data were interviews and questionnaires.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to find out how much influence independent variables have on dependent variables. Here are the results of multiple linear regression:

Table 1. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		
1 (Constant)	,751	1,860		,404	,687
Free Shipping	,378	,118	,257	3,215	,002
Trust	,626	,129	,369	4,842	,000
Online Customer Review	,557	,106	,373	5,258	,000

Source: SPSS processed data, 2024

The results of the multiple linear regression analysis above can be described as follows:

1. The constant value is 0.751 which means that if the value of independent variables (Free Shipping, Trust and Online Customer Review) is equal to 0 (zero), then the level of purchase decision on Shopee e-commerce in Tambakrigadung Village is 0.751.
2. The regression coefficient for the Free Shipping variable is 0.378 which means that if the Free Shipping variable increases by 1 digit, then the purchase decision on Shopee e-commerce in Tambakrigadung Village will increase by 0.378.
3. The regression coefficient for the Trust variable is 0.626 which means that if the Trust variable increases by 1 digit, the purchase decision on Shopee e-commerce in Tambakrigadung Village will increase by 0.626.
4. The regression coefficient for the Online Customer Review variable is 0.557 which means that if the Online Customer Review variable increases by 1 digit, then the purchase decision on Shopee e-commerce in Tambakrigadung Village will increase by 0.557.

Coefficient Determination Test

The value of the coefficient of determination is $0 \leq R^2 \leq 1$ or between zero and one. The value of this determination coefficient can be seen in the SPSS in the summary model table, namely in the Adjusted R^2 column which is used to determine how large the independent variables are in the study. If the greater the value of Adjusted R^2 , the better the regression used and vice versa, because it indicates that the ability of the independent variable to explain the dependent variable is also greater. The following are the results of the determination coefficient test:

Table 2. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,779a	,606	,594	2,83184

Source: SPSS processed data, 2024

From table 2, it can be seen that the R square value is 0.606 or 60.6% This shows that Purchase Decisions can be influenced by 60.6% by independent variables, namely Free Shipping, Trust, and Online Customer Review. Meanwhile, 39.4% of Purchase Decisions were influenced by other variables outside the research model used in this study.

Partial Test

By using SPSS, it can be found if the hypothesis (H1) is accepted if the significance level is 5% t-value calculated from each regression coefficient which is then compared with the t-table value. Here are the results of the T test:

Table 3. Partial Test Results (T Test)

Model		Unstandardized		Standardized	t	Say.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	,751	1,860		,404	,687
	Free Shipping	,378	,118	,257	3,215	,002
	Trust	,626	,129	,369	4,842	,000
	Online Customer Review	,557	,106	,373	5,258	,000

Source: SPSS processed data, 2024

T table $(n-k-1) = 100-3-1 = t$ table 96 = 1.98498

Variable free shipping

Based on the t-test table above, the effect of free shipping on the buyer's decision variable is $0.002 < 0.050$ while for the t-value calculated is $3.215 > t$ table (1.98498), which means that Free Shipping has a partial effect on the Purchase Decision.

Trust Variables

Based on the t-test table above, the influence of Trust on the Buyer's Decision variable is $0.000 < 0.050$ while for the t-value calculated is $4.842 > t$ table (1.98498), meaning that Trust partially affects the Purchase Decision.

Variabel Online Customer Review

Based on the t-test table above the influence Online Customer Review for the variable of Buyer's Decision of $0.000 < 0.050$ while for the calculated t value of $5.258 > t$ table (1.98498), it means that Online Customer Review partially affects the Purchase Decision.

Simultaneous Test (F Test)

According to Ghozali (2018), simultaneous tests are tests used to find out whether or not the free variable has an effect on the bound variable. The significance rate of this f-test is 5% of the f-calculated value of each regression coefficient which is then compared to the f-table value. Here are the results of the F test:

Table 4. Simultaneous Test Results (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1186,306	3	395,435	49,310	,000b
	Residual	769,854	96	8,019		
	Total	1956,160	99			

Source: SPSS processed data, 2024

$$F\text{-table} = (n-k) = (100-3) = F\text{-table } 97 = 2.70$$

Based on the table above, it is known that the value of F is calculated to be greater than the F value of the table ($49.310 > 2.70$), with a significance value of $0.000 < 0.050$. Thus, it means that Free Shipping, Trust and Online Customer Review together (simultaneously) affect the Purchase Decision.

Discussion

The Effect of Free Shipping on Purchase Decisions on Shopee E-Commerce in Tambakrigadung Village

Based on testing for H1, it shows that free shipping partially affects the purchase decision on Shopee e-commerce in Tambakrigadung Village, Tikung District, Lamongan Regency. This is based on a calculated t value of $3.215 > t$ table (1.98498) and a significance value of $0.002 < 0.050$. So H1 in this study which explains that "free shipping partially affects the purchase decision" was accepted.

This shows that this free shipping program has its own appeal for consumers because when consumers buy a product online, consumers have to add shipping costs in shipping products. Free shipping is considered quite profitable for consumers, because consumers do not need to spend shipping costs for the products they want to buy because according to consumers it is able to save expenses. There is a strategy to provide free shipping promos that utilize incentives to encourage consumers to buy products immediately and increase the number of products purchased (Amalia & Wibowo, 2019). The provision of free shipping plays a role in shaping positive consumer perceptions and encouraging purchases (Istiqomah & Marlana, 2020).

The existence of free shipping promos can increase consumer purchase interest. When consumers know that they can get free shipping, consumers tend to be more interested in buying the product. In addition, free shipping can be considered as an added value to the products offered. This can be an additional reason for consumers to buy the product and provide satisfaction to consumers.

This research is in line with that conducted by Dara Melfaliza, et al (2022) with the title "The Effect of Free Shipping Promos, Customer Reviews, and Discounts on Purchase Decisions Through the Shopee Application". With the results of the study, free shipping promos, customer reviews and discounts partially or simultaneously affect purchase decisions. The most influential variable is free shipping, so consumers do not mind making a purchase decision because they do not have to pay more for shipping.

The Influence of Trust on Purchase Decisions on Shopee E-Commerce in Tambakrigadung Village

Based on testing for H1, it shows that trust partially affects the purchase decision on Shopee e-commerce in Tambakrigadung Village, Tikung District, Lamongan Regency. This is based on a calculated t value of $4.842 > t$ table (1.98498) and a significance value of $0.000 < 0.050$. So H1 in this study explaining that "trust partially affects the purchase decision" is accepted.

This shows that the more consumer confidence increases, the more purchasing decisions on Shopee e-commerce will increase. Trust is the main foundation that must be built before consumers make purchases online. If consumers already have confidence in an online store, consumers will not think twice about making transactions with the online store and consumers will not hesitate to repeat the transaction. Trust in online stores or online transactions is influenced by the reputation of a good online seller (Graha, 2019). Trust cannot appear suddenly but trust arises when the seller provides something that can meet expectations and make consumers satisfied by providing the best service, convincing consumers that the transactions made are not fraudulent and that the products sold are in accordance with the images or descriptions of products listed in the store.

This research is in line with that conducted by Indra Mahendra Innukertarajasa, et al (2021) with the title "The Influence of Trust, Consumer Attitudes and Online Customer Reviews on Purchase Decisions on Shopee E-Commerce (Case Study on Students in Semarang)". With the results of the study that the consumer trust variable has a positive and significant effect on purchase decisions, the higher the level of consumer confidence will increase consumer purchasing decisions. This shows that consumer trust is needed as a form of statement of consumer satisfaction level and observes the results of previous information experiences about the beliefs that consumers have regarding an object related to its various attributes and benefits. Consumer attitudes have a positive and significant effect on purchasing decisions, meaning that the more positive the consumer attitude, the more positive the consumer will increase the purchase decisions made by consumers.

The Influence of Online Customer Reviews on Purchase Decisions on Shopee E-Commerce in Tambakrigadung Village

Based on testing for H1, it shows that online customer reviews partially affect purchase decisions on Shopee e-commerce in Tambakrigadung Village, Tikung District, Lamongan Regency. This is based on a calculated t value of $5.258 > t$ table (1.98498) and a significance value of $0.000 < 0.050$. Therefore, H1 in this study which explains that "online customer reviews partially affect purchase decisions" is accepted.

This shows that online customer reviews are one of the basis for considering purchase decisions made by consumers when shopping online at Shopee. Online customer reviews consist of assessments and reviews from consumers related to a product, which are given after the order process is completed. Product ratings function to evaluate buyers' satisfaction with the shopping and purchasing experience on Shopee (Shopee.id, 2022). In addition, online customer reviews can be used by consumers as a benchmark to find out

whether the products that consumers will buy will be in accordance with their expectations (Febriana & Yulianti, 2018). The existence of this feature will make it easier for consumers to find out the actual quality of the product, because the reviews are written by previous consumers who have bought and used the product.

This research is in line with that conducted by Tuti Alawiyah, (2023) with the title "The Effect of Free Shipping Promos and Online Customer Reviews on Skincare Product Purchase Decisions at the Twin Date Event (Study on Shopee Application Users)". With the results of the study, free shipping and online customer reviews partially or simultaneously affect purchase decisions. Reviews from a buyer of a product on an online store contain opinions, comments and experiences of buyers who have received their products, so that it is useful for other buyers who want to buy products on the online store can see reviews from previous buyers.

The Influence of Free Shipping, Trust and Online Customer Reviews on Purchase Decisions on Shopee E-Commerce in Tambakrigadung Village

The results of the t-test showed that the variable free shipping cost to the purchase decision variable was $0.002 < 0.050$ while the calculated t-value was $3.215 > t$ table (1.98498) where H_0 was rejected and H_1 was accepted, which means that there was an influence of the free shipping variable on the purchase decision variable. The results of the t-test showed that the confidence variable for the purchase decision variable was $0.000 < 0.050$ while the t-value was calculated as $4.842 > t$ table (1.98498) where H_0 was rejected and H_1 was accepted, which means that there was an influence of the confidence variable on the purchase decision variable. The results of the t-test showed that the online customer review variable on the purchase decision variable was $0.000 < 0.050$ while the t-value was calculated as $5.258 > t$ table (1.98498) where H_0 was rejected and H_1 was accepted, which means that there was an influence of the online customer review variable on the purchase decision variable.

From the results of the multiple linear regression analysis test of the free shipping variables, trust and online customer reviews, it was obtained that the regression equation $Y = 0.751 + 0.378x_1 + 0.626x_2 + 0.557x_3 + e$ which means that the equation can be explained if the constant is positive 0.751, meaning that if the variables X_1 to X_3 have a value of zero (0) or the value is fixed (constant), then the variable Y has a value of 0.751, the regression coefficient for the free shipping variable (X_1) was 0.378, the regression coefficient for the trust variable (X_2) was 0.626 and the regression coefficient for the online customer review variable (X_3) was 0.557.

The results of the F value are calculated to be larger than the F of the table ($49.310 > 2.70$), with a significance value of $0.000 < 0.050$. So it can be concluded that H_2 which explains that "free shipping, trust and online customer reviews simultaneously affect purchase decisions on Shopee e-commerce in Tambakrigadung Village, Tikung District, Lamongan Regency" was accepted. If the online store at Shopee optimizes the provision of free shipping vouchers, increases consumer trust and the online customer review feature that contains positive reviews, it will increase consumer purchase decisions.

The Most Dominant Variable Trust in Purchase Decisions on Shopee E-Commerce in Tambakrigadung Village

Based on the test for H3, it was found that trust was the most dominant variable and had an effect on purchase decisions on Shopee e-commerce.

Table 5. Simultaneous Test Results (F Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		
1 (Constant)	,751	1,860		,404	,687
Free Shipping	,378	,118	,257	3,215	,002
Trust	,626	,129	,369	4,842	,000
Online Customer Review	,557	,106	,373	5,258	,000

Source : SPSS processed data, 2024

To determine the most dominant independent variable in influencing the value of the dependent variable in a linear regression model, it can be seen at the beta coefficient value. The β value for the variable free shipping (X1) is 0.378 and the p value is 0.002. The β value for the confidence variable (X2) was 0.626 and the p value was 0.000. The β value for the online customer review variable (X3) was 0.557 and the p value was 0.000. From the results of this study, the variable that has the most dominant influence on the purchase decision is trust (X2), because it has a p value of $0.000 < 0.005$ and has the largest value of β (0.626) among other variables on the purchase decision (Y), so it is determined to be the most dominant variable in this study.

CONCLUSIONS

Based on the explanation and analysis of data that has been carried out by the researcher regarding Free Shipping, Trust and Online Customer Review on Online Purchase Decisions on Shopee E-commerce in Tambakrigadung Village, the following conclusions can be drawn:

1. The results of the T test show that the Free Shipping variable partially affects the Purchase Decision on Shopee E-commerce in Tambakrigadung Village, Tikung District, Lamongan Regency.
2. The results of the T test show that the Trust variable partially affects the Purchase Decision on Shopee E-commerce in Tambakrigadung Village, Tikung District, Lamongan Regency.
3. The results of the T test show that the Online Customer Review variable partially affects the Purchase Decision on Shopee E-commerce in Tambakrigadung Village, Tikung District, Lamongan Regency.
4. The results of the F test in this study show that the variables of Free Shipping, Trust and Online Customer Review together or simultaneously affect the Purchase Decision on Shopee E-commerce in Tambakrigadung Village, Tikung District, Lamongan Regency.

- Judging from the beta coefficient value in the multiple linear regression model, the variable that has the most dominant influence on the purchase decision is trust, because it has a p value of $0.000 < 0.005$ and has the largest value of β (0.626) among other variables on the purchase decision.

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