

The Influence of Price, Digital Marketing, and Consumer Reviews on Purchase Decisions in the Shopee Marketplace

Achmad Tarmizi¹, Dian Meliantari²

^{1,2}Universitas Dian Nusantara. Jl. Tanjung Duren Barat II No.1, RT.1/RW.5, Tanjung Duren Utara, Kec. Grogol Petamburan, Jakarta Barat DKI Jakarta
Email: achmad.tarmizi@undira.ac.id

This study aims to analyze the influence of price, digital marketing, and consumer reviews on purchase decisions in the Shopee marketplace among students of Dian Nusantara University, Jakarta. The research uses a quantitative approach with a survey method. Data were collected through questionnaires distributed to 95 respondents who actively use the Shopee platform for online shopping. The data analysis technique employed in this study is multiple linear regression using SPSS software. The results indicate that price does not have a significant effect on purchase decisions, suggesting that consumers do not rely solely on price considerations when shopping in online marketplaces. Conversely, digital marketing has a significant positive influence on purchase decisions, indicating that promotional activities through digital channels play an important role in attracting consumer interest. Furthermore, consumer reviews were found to have the strongest influence on purchase decisions, highlighting the importance of electronic word-of-mouth in shaping consumer trust and reducing perceived risk in online transactions. These findings emphasize the importance of integrating digital marketing strategies with effective consumer review management to enhance purchase decisions in e-commerce platforms.

Keywords: Purchase Decision, Price, Digital Marketing, Consumer Reviews, E-Commerce.

This is an open access article under the [CC BY-NC](#) license



Corresponding Author:

Achmad Tarmizi

Universitas Dian Nusantara. Jl. Tanjung Duren Barat II No.1, RT.1/RW.5, Tanjung Duren Utara, Kec. Grogol Petamburan, Jakarta Barat DKI Jakarta
achmad.tarmizi@undira.ac.id

1. Introduction

The rapid advancement of information and communication technology has significantly transformed consumer behavior, particularly in the way individuals search for information and purchase products. In the digital era, e-commerce platforms have become an important marketplace that facilitates online transactions and enables consumers to compare products, evaluate alternatives, and make purchasing decisions more efficiently. The increasing penetration of internet access and smartphone usage has accelerated the growth of digital commerce worldwide, including in Indonesia. As a result, online marketplaces have become a dominant channel through which consumers interact with sellers and access various forms of product information prior to making purchasing decisions (Kotler & Keller, 2016).

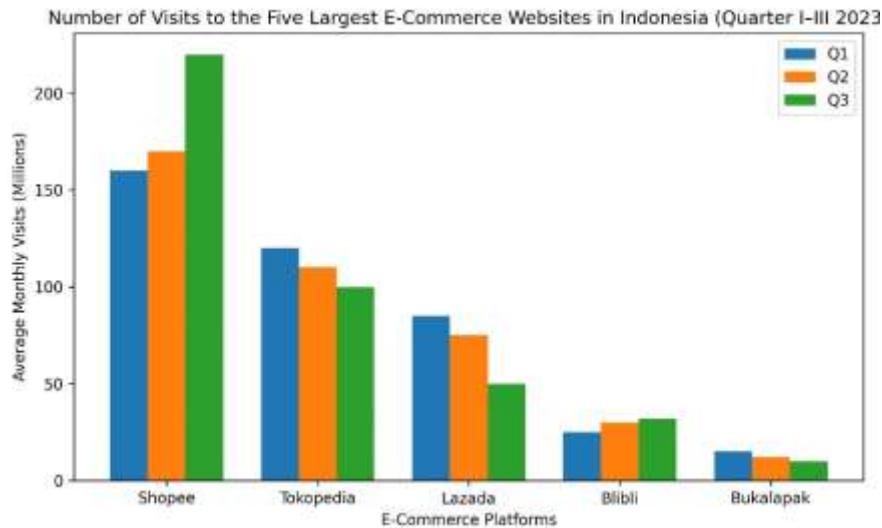


Figure 1. Number of Visits to the Five Largest E-Commerce Websites in Indonesia

Among the various e-commerce platforms operating in Indonesia, Shopee has emerged as one of the most dominant marketplaces. According to data reported by Katadata, Shopee recorded an average of approximately 216 million monthly visits during the third quarter of 2023, surpassing other platforms such as Tokopedia, Lazada, Blibli, and Bukalapak. The cumulative number of visits throughout 2023 exceeded two billion visits, indicating the strong market position of Shopee within Indonesia's digital commerce ecosystem. This rapid growth reflects the increasing reliance of consumers on digital marketplaces as their primary channel for purchasing products.

The success of Shopee is closely related to the digital features and marketing strategies implemented on the platform. Various promotional features such as free shipping programs, flash sales, and personalized advertisements have played an important role in attracting consumer attention. In addition, digital marketing activities conducted through social media promotions, influencer marketing, and targeted online advertising allow businesses to communicate product value effectively and reach broader audiences. Digital marketing therefore becomes a strategic tool that shapes consumer awareness, engagement, and purchasing decisions in the digital marketplace (Chaffey & Ellis-Chadwick, 2019).

Besides digital marketing, pricing strategies remain a critical factor influencing consumer purchasing decisions in online marketplaces. Consumers often evaluate price competitiveness and perceived value before deciding to purchase a product. In digital environments, consumers can easily compare prices across multiple sellers and platforms, making price transparency and price competitiveness key determinants of purchase decisions (Kotler & Armstrong, 2018). Competitive pricing strategies, promotional discounts, and perceived price fairness therefore play important roles in shaping consumer behavior in e-commerce transactions.

Another important factor influencing purchasing decisions in online marketplaces is consumer reviews. Consumer reviews, commonly referred to as electronic word-of-mouth (eWOM), provide valuable information regarding product quality, seller credibility, and user satisfaction. Positive reviews can increase consumer trust and reduce perceived risk in online transactions, while negative reviews may discourage potential buyers from completing purchases. Previous studies have demonstrated that consumer reviews significantly influence consumer perceptions and purchase intentions in digital marketplaces because they function as social proof that guides purchasing behavior (Filiberti, 2015).

Recent empirical studies highlight the importance of integrating multiple marketing factors in explaining online purchase decisions. Research by Cheung and Thadani (2019) shows that electronic word-of-mouth significantly influences consumer purchase intentions through trust formation mechanisms. Similarly, study by Verma et al. (2021) found that digital marketing strategies such as social media advertising and influencer endorsements significantly increase consumer engagement and purchase likelihood in e-commerce environments. In addition, research by Rahman et al. (2022) indicates that price perception plays an important role in shaping consumers' value evaluations and purchase decisions in online marketplaces. These studies demonstrate that pricing strategies, digital marketing practices, and consumer reviews each contribute to consumer decision-making processes in digital shopping environments.

However, despite the growing body of literature examining online purchasing behavior, several research gaps remain. First, many previous studies tend to examine price, digital marketing, and consumer reviews separately rather than integrating them within a comprehensive analytical framework. Second, previous research often focuses on general consumer populations rather than specific user segments such as university students, who represent one of the most active groups in digital commerce. Third, empirical studies focusing on specific marketplace platforms such as Shopee remain relatively limited, particularly in the Indonesian context.

University students represent a generation that is highly familiar with digital technology and online shopping platforms. Their purchasing behavior is strongly influenced by digital information, promotional activities, and peer-generated content such as consumer reviews. Students at Dian Nusantara University in Jakarta actively use digital platforms for shopping activities, making them an appropriate population for examining consumer behavior in online marketplaces. However, empirical evidence regarding how price, digital marketing, and consumer reviews simultaneously influence their purchase decisions within the Shopee marketplace remains limited.

Based on these considerations, this study aims to analyze the influence of price, digital marketing, and consumer reviews on purchase decisions in the Shopee marketplace among students at Dian Nusantara University, Jakarta. This research contributes to the literature on digital consumer behavior by integrating pricing strategy, digital marketing practices, and electronic word-of-mouth into a unified analytical framework within the context of e-commerce. Furthermore, the findings are expected to provide practical insights for digital marketers and e-commerce businesses in developing more effective marketing strategies to enhance consumer engagement and purchasing decisions in the rapidly growing digital marketplace.

2. Literature Review and Problem Statement

The rapid development of digital technology has significantly influenced consumer behavior, particularly in the context of online purchasing activities. Online marketplaces allow consumers to access product information, compare alternatives, and evaluate product credibility before making purchasing decisions. In this digital environment, purchase decisions are no longer determined solely by product characteristics but are also influenced by marketing strategies, pricing perceptions, and information generated by other consumers. Therefore, understanding the factors that influence purchase decisions in online marketplaces has become an important topic in consumer behavior research.

Price and Purchase Decision

Price is one of the most fundamental elements in marketing that directly influences consumer purchasing decisions. According to Kotler and Armstrong (2018), price represents the amount of money charged for a product or service and reflects the value that consumers exchange for the benefits obtained. In online marketplaces, price plays an even more significant role because consumers can easily compare prices

across multiple sellers and platforms. Competitive pricing strategies, promotional discounts, and perceived price fairness influence consumers' evaluation of product value and affordability. Previous studies have shown that price perception significantly affects consumers' purchasing decisions in e-commerce environments, as consumers tend to choose products that offer the best balance between price and perceived value.

Digital Marketing and Purchase Decision

Digital marketing has become an essential strategy for businesses operating in online marketplaces. Digital marketing refers to marketing activities conducted through digital channels such as social media platforms, online advertisements, search engines, and digital content marketing (Chaffey & Ellis-Chadwick, 2019). These strategies allow businesses to communicate product information more effectively and interact directly with potential consumers. Digital marketing not only increases product visibility but also enhances consumer engagement and brand awareness. Several studies have demonstrated that effective digital marketing strategies significantly influence consumer attitudes and purchase intentions in online marketplaces, particularly among younger consumer segments who are highly active in digital environments.

Consumer Reviews and Purchase Decision

Consumer reviews, often referred to as electronic word-of-mouth (eWOM), have become an important source of information for consumers in online marketplaces. Consumer reviews provide insights regarding product quality, user experience, and seller reliability based on the experiences of previous buyers. According to Filieri (2015), online reviews serve as informational cues that help consumers evaluate product credibility and reduce uncertainty in online transactions. Positive reviews tend to increase consumer trust and encourage purchasing behavior, while negative reviews may discourage potential buyers. In the context of e-commerce platforms such as Shopee, consumer reviews are highly visible and easily accessible, making them a significant determinant in consumers' decision-making processes.

Problem Statement

Despite the increasing importance of price, digital marketing, and consumer reviews in influencing online purchasing behavior, empirical studies examining the combined influence of these variables within a specific marketplace context remain limited. Many previous studies analyze these variables separately, without integrating them into a comprehensive analytical framework that explains consumer decision-making behavior in digital marketplaces.

Furthermore, limited research has focused on university students as a specific consumer segment, even though this group represents one of the most active users of online marketplaces. Students are highly exposed to digital marketing content and frequently rely on consumer reviews when evaluating products in online platforms. However, empirical evidence regarding how price, digital marketing, and consumer reviews simultaneously influence the purchase decisions of university students within the Shopee marketplace remains relatively limited.

Based on the theoretical review and identified research gap, this study examines the influence of price, digital marketing, and consumer reviews on purchase decisions in the Shopee marketplace among students at Dian Nusantara University, Jakarta.

Research Hypotheses

Based on the theoretical framework, the following hypotheses are proposed:

H1: Price has a significant influence on purchase decisions in the Shopee marketplace.

H2: Digital marketing has a significant influence on purchase decisions in the Shopee marketplace.

H3: Consumer reviews have a significant influence on purchase decisions in the Shopee marketplace.

H4: Price, digital marketing, and consumer reviews simultaneously influence purchase decisions in the Shopee marketplace.

3. Method

This study employs a quantitative research approach to examine the influence of price, digital marketing, and consumer reviews on purchase decisions in the Shopee marketplace among students at Dian Nusantara University, Jakarta. Quantitative research was chosen because it allows researchers to measure relationships between variables and test hypotheses using statistical analysis. This approach is considered appropriate for analyzing consumer behavior and identifying the factors that influence purchase decisions in online marketplaces.

The research was conducted at Dian Nusantara University, Jakarta. The population of this study consisted of students who actively use the Shopee marketplace for online shopping activities. Students represent a consumer segment that is highly familiar with digital technology and frequently engages in online purchasing behavior. The sampling technique used in this study was a census or saturated sampling method, where all members of the population were included as research respondents. A total of 95 students participated in this study as respondents.

The data used in this research are primary data obtained through a questionnaire distributed to respondents. The questionnaire was designed using a Likert scale ranging from 1 to 5, where respondents indicated their level of agreement with each statement related to the research variables. The research variables in this study consist of three independent variables and one dependent variable. The independent variables include price (X1), digital marketing (X2), and consumer reviews (X3), while the dependent variable is purchase decision (Y). Each variable was measured using several indicators derived from relevant marketing and consumer behavior literature.

Before conducting hypothesis testing, the research instrument was tested for validity and reliability to ensure that the questionnaire items accurately measure the research variables. The validity test was conducted using the Pearson Product Moment correlation method by comparing the calculated correlation coefficient with the critical r-table value. An item is considered valid if the calculated r-value is greater than the r-table value. Meanwhile, the reliability test was conducted using Cronbach's Alpha to determine the consistency of the measurement instrument. A variable is considered reliable if the Cronbach's Alpha value exceeds 0.70.

Data analysis in this study was performed using the Statistical Package for the Social Sciences (SPSS). The analysis process consisted of several stages. First, descriptive statistical analysis was conducted to describe the characteristics of respondents and the distribution of responses to each variable. Second, classical assumption tests were performed, including the normality test, multicollinearity test, and heteroscedasticity test, to ensure that the regression model met the required statistical assumptions. Third, multiple linear regression analysis was used to examine the influence of price, digital marketing, and consumer reviews on purchase decisions. The regression model used in this study can be expressed as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where Y represents purchase decisions, a represents the constant, b₁, b₂, and b₃ represent the regression coefficients, X₁ represents price, X₂ represents digital marketing, X₃ represents consumer reviews, and e represents the error term.

Furthermore, hypothesis testing was conducted using the t-test to determine the partial influence of each independent variable on purchase decisions. The F-test was used to determine the simultaneous influence of all independent variables on the dependent variable. In addition, the coefficient of determination (R^2) was calculated to measure the extent to which the independent variables explain the variation in purchase decisions in the Shopee marketplace.

4. Results and Discussion

Respondent Characteristics

This study involved 95 students from Dian Nusantara University, Jakarta, who actively use the Shopee marketplace for online shopping. The respondents were selected using a saturated sampling technique in which all members of the population were included as research participants. The characteristics of respondents are presented in Table 1.

Table 1. Respondent Characteristics

Category	Frequency	Percentage
Male	38	40%
Female	57	60%
Total	95	100%

Source : SPSS 12, 2026

Based on Table 1, most respondents were female students, representing 60% of the total sample. This indicates that female students tend to engage more frequently in online shopping activities through digital marketplaces such as Shopee.

Validity Test

The validity test was conducted to determine whether each questionnaire item used in this study accurately measures the intended variables. The test was performed using the Pearson Product Moment correlation method by comparing the calculated correlation value (r-count) with the critical r-table value. With a sample size of 95 respondents and a significance level of 5%, the r-table value used in this study is 0.2017.

The results show that all questionnaire items for the variables Price (X1), Digital Marketing (X2), Consumer Reviews (X3), and Purchase Decision (Y) have correlation values greater than the r-table value. Therefore, all items are considered valid and appropriate for further statistical analysis.

Table 2. Validity Test Results

Variable	Item	r-count	r-table	Result
Price	X1.1	0.774	0.2017	Valid
Price	X1.2	0.796	0.2017	Valid
Price	X1.3	0.896	0.2017	Valid
Price	X1.4	0.848	0.2017	Valid
Digital Marketing	X2.1	0.678	0.2017	Valid
Digital Marketing	X2.2	0.837	0.2017	Valid
Digital Marketing	X2.3	0.742	0.2017	Valid
Digital Marketing	X2.4	0.781	0.2017	Valid
Consumer Reviews	X3.1	0.875	0.2017	Valid
Consumer Reviews	X3.2	0.864	0.2017	Valid
Consumer Reviews	X3.3	0.802	0.2017	Valid
Consumer Reviews	X3.4	0.742	0.2017	Valid
Purchase Decision	Y1	0.74	0.2017	Valid

Variable	Item	r-count	r-table	Result
Purchase Decision	Y2	0.841	0.2017	Valid
Purchase Decision	Y3	0.869	0.2017	Valid
Purchase Decision	Y4	0.857	0.2017	Valid
Purchase Decision	Y5	0.74	0.2017	Valid

Source : SPSS 12, 2026

The results show that all questionnaire items have r-count values greater than r-table (0.2017), indicating that all indicators used in this study are valid and suitable for further analysis.

Reliability Test

Reliability testing was conducted to evaluate the consistency of the measurement instrument using Cronbach's Alpha. A variable is considered reliable if the Cronbach's Alpha value is greater than 0.70.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Result
Price	0.846	Reliable
Digital Marketing	0.762	Reliable
Consumer Reviews	0.799	Reliable
Purchase Decision	0.879	Reliable

Source : SPSS 12, 2026

The results indicate that all variables have Cronbach's Alpha values above 0.70, meaning that the research instrument is reliable.

Classical Assumption Tests

Before conducting regression analysis, classical assumption tests were performed to ensure the validity of the regression model.

Table 4. Normality Test (Kolmogorov–Smirnov)

Statistic	Sig.
0.087	0.200

Source : SPSS 12, 2026

The significance value is greater than 0.05, indicating that the residual data are normally distributed.

Table 5. Multicollinearity Test

Variable	Tolerance	VIF
Price	0.344	2.903
Digital Marketing	0.326	3.064
Consumer Reviews	0.431	2.32

Source : SPSS 12, 2026

All VIF values are below 10 and tolerance values are above 0.10, indicating that there is no multicollinearity in the regression model.

Multiple Linear Regression Analysis

The regression analysis was conducted to examine the influence of price, digital marketing, and consumer reviews on purchase decisions in the Shopee marketplace.

Table 6. Multiple Linear Regression Results

Model	Variable	B	Std. Error	Beta	t	Sig.
1	Constant	4.055	1.422	-	2.852	0.005

The Influence of Price, Digital Marketing, and Consumer Reviews on Purchase Decisions in the Shopee Marketplace.
 Achmad Tarmizi et.al

Model	Variable	B	Std. Error	Beta	t	Sig.
	Price (X1)	0.148	0.127	0.125	1.166	0.247
	Digital Marketing (X2)	0.273	0.134	0.226	2.048	0.043
	Consumer Reviews (X3)	0.630	0.117	0.516	5.37	0.000

Source : SPSS 12, 2026

Multiple linear regression analysis was used to examine the influence of Price, Digital Marketing, and Consumer Reviews on Purchase Decisions.

The regression equation obtained in this study is:

$$Y = 4.055 + 0.148X_1 + 0.273X_2 + 0.630X_3$$

Where:

Y = Purchase Decision

X1 = Price

X2 = Digital Marketing

X3 = Consumer Reviews

The regression results indicate that the constant value is 4.055, meaning that if all independent variables are assumed to be constant, the baseline level of purchase decision is 4.055. The coefficient for Price (X1) is 0.148, indicating a positive but statistically insignificant relationship with purchase decisions ($p = 0.247$). The coefficient for Digital Marketing (X2) is 0.273, showing a significant positive effect on purchase decisions ($p = 0.043$). Meanwhile, Consumer Reviews (X3) exhibit the largest regression coefficient of 0.630 and a highly significant effect ($p < 0.001$), suggesting that consumer reviews represent the most influential factor affecting purchase decisions among the variables examined.

Coefficient of Determination

Table 7. Model Summary

R	R ²	Adjusted R ²	Std Error
0.798	0.637	0.626	1.865

Source : SPSS 12, 2026

The R² value of 0.637 indicates that 63.7% of the variation in purchase decisions can be explained by Price, Digital Marketing, and Consumer Reviews, while the remaining 36.3% is influenced by other factors outside this study.

Discussion

The findings of this study reveal that price does not have a statistically significant influence on purchase decisions among students of Dian Nusantara University when purchasing products through the Shopee marketplace. This result suggests that, within the context of digital marketplaces, price may no longer serve as the primary determinant in consumer decision-making processes, particularly among younger and digitally literate consumers such as university students. In highly competitive online marketplaces where price comparisons are easily accessible and product prices tend to be relatively similar across sellers, consumers often shift their attention toward other attributes that provide greater assurance regarding product quality and transaction reliability. According to Kotler and Keller (2016), while price traditionally represents a key element of the marketing mix influencing consumer value perceptions, its relative importance may decline when consumers have access to extensive product information and alternative evaluation cues. Similarly, Schiffman and Wisenblit (2019) argue that contemporary digital consumers frequently evaluate products through multiple informational signals rather than relying solely on price considerations. In the Shopee marketplace environment, where users can easily compare prices across

multiple sellers within seconds, price differences may become less salient compared with information that signals trust, credibility, and product satisfaction.

In contrast, the results indicate that digital marketing has a significant and positive influence on purchase decisions, demonstrating that promotional communication conducted through digital channels plays a substantial role in shaping consumer attitudes and behavioral intentions within online marketplaces. Digital marketing activities—including social media advertising, search engine promotion, influencer endorsements, and platform-based marketing campaigns—function as mechanisms that enhance product visibility and attract consumer attention. According to Chaffey and Ellis-Chadwick (2019), digital marketing strategies enable firms to interact with consumers in a highly targeted and interactive manner, thereby increasing engagement and influencing purchasing behavior. In addition, Tuten and Solomon (2018) emphasize that digital promotional strategies are capable of building brand awareness and stimulating consumer interest through personalized and interactive communication channels. Within the Shopee marketplace ecosystem, digital marketing campaigns often take the form of flash sales, discount vouchers, algorithm-based product recommendations, and social media promotions that guide consumers toward particular products or sellers. These activities not only increase product exposure but also create a sense of urgency and attractiveness that encourages consumers to complete purchasing transactions. As a result, digital marketing serves as a key driver that bridges the gap between consumer awareness and actual purchasing behavior in the digital commerce environment.

The findings further demonstrate that consumer reviews exert the strongest influence on purchase decisions, highlighting the critical role of electronic word-of-mouth (eWOM) in shaping consumer perceptions and trust in online shopping contexts. Unlike traditional retail environments where consumers can directly evaluate product quality, online shopping involves higher levels of uncertainty because consumers cannot physically examine the products prior to purchase. Consequently, many consumers rely on reviews provided by previous buyers as a credible source of information regarding product performance, seller reliability, and overall shopping experience. According to Cheung and Thadani (2012), electronic word-of-mouth represents one of the most influential sources of consumer information in digital marketplaces because it provides authentic evaluations derived from real user experiences. Furthermore, Fileri (2015) argues that online reviews significantly reduce perceived risk and enhance consumer confidence, thereby increasing the likelihood of purchase decisions. Positive reviews, high ratings, and detailed feedback from other consumers function as social proof that validates product quality and seller credibility. In the Shopee marketplace environment, consumer reviews are prominently displayed alongside product listings, allowing potential buyers to evaluate product reputation before making purchasing decisions. As indicated by the regression results of this study, the strong influence of consumer reviews suggests that peer-generated information has become a dominant factor influencing consumer trust and decision-making processes in e-commerce platforms.

Taken together, the results of this study demonstrate that consumer behavior in the Shopee marketplace is shaped by a combination of digital marketing strategies and consumer-generated information, rather than by price considerations alone. The findings emphasize that trust-building mechanisms play a crucial role in online purchase decisions, particularly in environments characterized by information asymmetry and high competition among sellers. According to Laudon and Traver (2021), successful e-commerce platforms rely heavily on reputation systems, customer feedback mechanisms, and transparent information sharing to create a trustworthy digital marketplace. In this context, digital marketing activities serve to attract consumer attention and increase product exposure, while consumer reviews function as a validation mechanism that reinforces consumer confidence and reduces perceived purchase risk. Therefore, sellers operating within the Shopee marketplace should not rely solely on price competition but should instead

prioritize strategies that enhance digital visibility and encourage positive consumer feedback. By integrating effective digital marketing campaigns with strong review management strategies, businesses can strengthen consumer trust and ultimately improve purchase decisions in the increasingly competitive landscape of online marketplaces.

5. Conclusion

The results of this study provide important insights into the factors influencing purchase decisions among students of Dian Nusantara University when shopping through the Shopee marketplace. The findings indicate that price does not significantly influence purchase decisions, suggesting that students do not primarily rely on price considerations when selecting products in an online marketplace environment. In digital commerce platforms where price comparisons are easily accessible and many sellers offer similar price ranges, consumers tend to evaluate other informational cues that provide greater assurance regarding product quality and reliability. Conversely, the study reveals that digital marketing has a significant positive influence on purchase decisions. This result demonstrates that digital promotional activities such as social media advertising, online campaigns, and platform-based promotions play a crucial role in attracting consumer attention and encouraging purchasing behavior. Digital marketing strategies increase product visibility, enhance consumer engagement, and help potential buyers become more familiar with products offered in the marketplace. Furthermore, consumer reviews were found to have the strongest influence on purchase decisions. This finding highlights the importance of electronic word-of-mouth in shaping consumer trust and perceptions in online shopping environments. Reviews from previous buyers serve as a reliable source of information that reduces uncertainty regarding product quality and seller credibility. Therefore, the results emphasize that effective digital marketing strategies combined with positive consumer reviews are essential for increasing purchase decisions in e-commerce platforms such as Shopee.

6. References

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson Education.
- Cheung, C. M. K., & Thadani, D. R. (2019). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470.
- Christy M. K. Cheung., & Dimple R. Thadani. (2019). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Dave Chaffey., & Fiona Ellis-Chadwick. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson Education Limited.
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), 1261–1270.
- Katadata. (2023). *Jumlah kunjungan ke situs e-commerce terbesar di Indonesia tahun 2023*. Katadata Insight Center.
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Rahman, M. A., Hossain, M. S., & Rahman, M. T. (2022). Impact of price perception and product quality on online purchase intention in e-commerce platforms. *International Journal of Business and Management Studies*, 14(2), 45–58.

- Rahman, M., Islam, M., Esha, B., Sultana, N., & Chakravorty, S. (2022). Consumer buying behavior towards online shopping: An empirical study on online marketplaces. *International Journal of Business and Management*, 17(3), 89–98.
- Verma, S., Sharma, D., & Sheth, J. (2021). Does digital marketing influence consumer purchase decisions? Evidence from emerging markets. *Journal of Business Research*, 132, 1–10. <https://doi.org/10.1016/j.jbusres.2021.03.065>
- Wang, Y., Yu, C., & Wei, Y. (2020). Social media peer communication and impacts on purchase intentions: A consumer socialization framework. *Journal of Interactive Marketing*, 26(4), 198–208.
- Zhang, K. Z. K., Zhao, S. J., Cheung, C. M. K., & Lee, M. K. O. (2020). Examining the influence of online reviews on consumers' purchase intentions. *Electronic Commerce Research and Applications*, 14(2), 123–135.