

**EFFECT OF FREE SHIPPING PROMOTION, CUSTOMER RATING, CUSTOMER REVIEW REGARDING PURCHASE DECISIONS AT THE ONLINE SHOP SHOPEE UD SURYA JAYA ABADI MOTOR**

**Antonius Gunawan<sup>1</sup>, Hamzah Fanzuri Yusuf<sup>2</sup>, Tamriatin Hidayah<sup>3</sup>**

Student of Management, Faculty of Economics and Business, Institute Technology and Science Mandala<sup>1</sup>

Lecturer in Management, Faculty of Economics and Business, Institute Technology and Science Mandala<sup>2,3</sup>

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Corresponding author:

Name: Hamzah Fansuri Yusuf

E-mail: [hamzah@itsm.ac.id](mailto:hamzah@itsm.ac.id)

## ABSTRACT

Economic and business developments in Indonesia currently have an impact on increasing the rate of growth in Indonesian business. Technological developments have shifted customer behavior from purchasing through offline shops to purchasing through online shops. With the increasing development of technology through online shops, people do not need to come directly to the shop, even young people are now deciding to buy automotive products through online shops because there are so many users of this application. Entrepreneurs in the industry are expected to be able to identify all forms of competition they will face in the automotive sector. Technological development have shifted customer behavior from purchasing through offline shops to purchasing through online shops. These changes have influenced consumer purchasing decisions in purchasing a product. This is largely influenced by their perception of the price, product, place promotion (marketing mix) that has been determined by the company so far. This research aims to analyze the influence of Free Shipping Promotions, Customer Ratings, and Customer Reviews on purchasing decisions at the Shopee online shop. The method used is to provide questionnaires to consumers using the Shopee application and collect quantitative data. After collecting data through interviews and giving questionnaires, the results showed that the free shipping promotion variables, customer ratings, and customer reviews had a positive and significant influence on purchasing decisions.

Keywords: Free Shipping Promotion, Customer Rating, Customer Review, Purchase Decision, Online Shop Shopee

## INTRODUCTION

Economic and business developments in Indonesia currently have an impact on increasing the rate of growth in Indonesian business. Entrepreneurs in the automotive industry are expected to be able to identify all forms of competition they will face. The automotive business is no exception. By looking at these conditions, automotive entrepreneurs are required to have appropriate and accurate strategies and there is increasing competition.

Entrepreneurs in the industry are expected to be able to identify all forms of competition they will face in the automotive sector. Technological developments have shifted customer behavior from purchasing through offline shops to purchasing through online shops. These changes have influenced consumer purchasing decisions in purchasing a product. This is largely influenced by their perception of the price, product, place promotion (marketing mix) that has been determined by the company so far. And the increasing development of technology through online shops, for example online shops, means that people don't need to go directly to the shop, even young people are now deciding to buy automotive products through online shops because there are so many users of this application. In the Shopee application, many significant changes have occurred due to the large number of orders coming in, especially at events on Shopee, for example 9.9 and 10.10 can reach consumers not only from the city of Jember but also from outside Jember. Besides that. The promotional strategy used by Shopee is to advertise, one of which is through social media and Shopee can also make free shipping vouchers on the Shopee online shop application.

According to Similarweb data, in August 2022 the Shopee site received 190.7 million visits from Indonesia. This figure increased by 11.37% compared to the previous month, where visits to the Shopee site amounted to 171.2 million in July 2022. This achievement also made Shopee the first ranked e-commerce site in Indonesia. Compared to other online shop applications such as Tokopedia and Bukalapak which only reached 147.7 million, and Bukalapak which only reached 24.1 million. If there are special days like 9. Or 10.10. Shopee also offers lots of discounts. Basically, the decision to purchase a product on Shopee can be influenced by several factors. There are free shipping promotions, customer ratings and good customer reviews for customers so that customers are always interested and trust the online shop.

Shopee is one of the largest online shop applications in Indonesia. Shopee has succeeded in maintaining its first position in online shop applications. One of the aspects that makes Shopee superior to its competitors is the existence of various attractive promotions, namely discounts and free shipping promotions that can be claimed by consumers on condition and applicable conditions. According to Assauri (2010), free shipping promotions are part of sales promotions, namely activities to stimulate purchases in the form of special selling efforts such as display exhibitions, exhibitions, demonstrations and other sales activities that can be carried out at any time. Customer ratings are similar to customer reviews, but the reviews or grades used by customers to show better value are in the form of stars (Sugiyono, 2004).

This research aims to determine and analyze the influence of Free Shipping Promotions, Customer Ratings and Customer Reviews on purchasing decisions at the Shopee online shop. Based on the description above, researchers are interested in conducting research with the title "The Influence of Free Shipping Promotions, Customer Ratings, Customer Reviews on purchasing decisions at the Shopee online shop".

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## RESEARCH METHODS

### 1. Object of research

The objects I researched were consumers from the Shopee online shop in the Shopee UD Surya Jaya Abadi Motor online shop. One of the newest features provided by Shopee is an online shopping place that uses social media which is used by the whole community to carry out buying and selling transactions and Shopee even provides interesting promotions, one of which is a free shipping promotion. Apart from that, Shopee provides attractive promotions and even quite large price discounts and provides free shipping throughout Indonesia and the advantage of this Shopee application is that Shopee can send packages from within the country to consumers abroad so that the Shopee online application does not Only domestic consumers can buy products on Shopee, but people from abroad can also buy products offered by sellers on Shopee.

## 2. Population

Shopee According to Sugiyono (2019). The population of this research is a generalization area consisting of objects and subjects that have certain quantities and characteristics determined by the researcher to be studied and conclusions drawn. The population of this research is consumers who have the Shopee application.

## 3. Sample

Sample is a part of a population that has certain characteristics or conditions to be studied. The sampling technique used in this research uses techniques Accidental Sampling. According to Sugiyono (2016), this is a sample selection technique with certain considerations. In this research, the 40 respondents used were consumers who had purchased products at the Shopee online shop. Sugiyono (2016) The reason for using this purposive sampling technique is because it is suitable for use in quantitative research or research that does not carry out generalizations. The sample size for the study is as follows:

- Feasible sample size for research ranges from thirty to five hundred.
- If the sample is divided into categories, such as male-female, civil servants, and so on, then there must be a minimum of 30 members in each appropriate category.
- If the research uses multivariate analysis, such as correlation or multiple regression, then the number of sample subjects must be at least ten times the number of variables studied. For example, if there are 4 variables in this study (independent and dependent), then the number of sample members is 40 respondents.

## ANALYSIS OF RESEARCH RESULTS

### Validity test

Table 1. Validity Test Analysis Results

No	Variabel	Indikator r	R Count	R Table	Information
1	X1	X1.1	0,855	0,361	VALID
		X1.2	0,779	0,361	VALID
		X1.3	0,732	0,361	VALID
		X1.4	0,726	0,361	VALID
2	X2	X2.1	0,796	0,361	VALID
		X2.2	0,793	0,361	VALID
		X2.3	0,779	0,361	VALID
		X2.4	0,756	0,361	VALID
		X2.5	0,732	0,361	VALID
		X2.6	0,849	0,361	VALID
3	X3	X3.1	0,771	0,361	VALID
		X3.2	0,632	0,361	VALID
		X3.3	0,898	0,361	VALID
		X3.4	0,735	0,361	VALID
		X3.5	0,622	0,361	VALID
		X3.6	0,727	0,361	VALID

No	Variabel	Indikator	R Count	R Table	Information
		X3.7	0,681	0,361	VALID
		X3.8	0,874	0,361	VALID
4	Y	Y.1	0,883	0,361	VALID
		Y.2	0,793	0,361	VALID
		Y.3	0,807	0,361	VALID

Data source attachment 4, processed 2024

Based on the table, because  $r$  calculated is greater than  $r$  table, it can be concluded that all statements are declared valid.

### Reliability Test

In this reliability testing, the Cronbach Alpha method is used. If the Cronbach Alpha coefficient is more than 0.60, then the statements in the questionnaire are considered reliable (Ghozali, 2016). The results of testing the reliability of this research variable are as follows:

Table 2. Reality Test Results

Research Variable	Cronbach's Alpha If Item Deleted	Standart Realibility	Information
Free Promotion (X1)	0,775	0,60	Reliable
Customer Rating (X2)	0,873	0,60	Reliable
Customer Review (X3)	0,926	0,60	Reliable
Customer Decision (Y)	0,865	0,60	Reliable

Data source attachment 4, processed in 2024

Based on the table, it depicts the results of reliability testing of the Product Quality (X1), online customer reviews (X2), customer ratings (X3), promotions (X4) and purchasing decisions (Y). It can be seen that the Cronbach's alpha of this variable is above 0.60. These results show that all statements stated in the questionnaire can be trusted.

### Normality test

The normality test is used to determine whether confounding or residual variables in the regression model have a normal distribution. A regression model is considered to have a normal or near-normal distribution. To evaluate the normality of this study, the Kolmogorov Smirnov statistical test was used. According to Ghozali (2017) and Firdaus (2019), a significance value below 0.05 indicates that there is a significant difference between the tested data and standard normal data, in other words, a significance value below 0.05 indicates that there is a significant difference between the tested data and standard normal data, in other words, the data tested must have a significance level below 0.05, and a significant value. The normality test is used to determine whether confounding or residual variables in the regression model have a normal distribution. A good regression model has a distribution.

Table 3. Normality Test Results

Kolmogrov Smirnov	Assymp. Sig	Criteria	Information
0,50	0,061	0,05	Normality

Data source attachment 5, processed in 2024

Based on the table above, it has been shown that the test data shows a normal distribution because 0.061 is greater than 0.05 and the significant value is greater than the alpha value, namely 0.05, therefore, it can be concluded that the research data is normally distributed.

### Multiple Linear Regression Test

Sugiyono (2012) dan Firdaus (2019) found that regression can be used to predict the state of the dependent variable in situations where two or more independent variables are used as predictor factors (increasing and decreasing their values). Multiple linear regression analysis can be used to determine how several independent influences (Free Shipping Promotion, Customer Rating, and Customer Review on the dependent variable, namely (Purchase Decision).

To test this research hypothesis, a multiple linear regression analysis model was used. The application used is SPSS Version 25, and the analysis results are as follows.

Table 4. Multiple Linear Regression Test Results

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
(Constant)	-1.840		.98	-1.874	.67	
Free Shipping Promotion	.107	.099	.089	1.083	.284	
Customer Rating	.321	.103	.420	3.135	.03	
Customer Review	.120	.058	.307	2.058	.045	
a. Dependent Variable: Purchase Decision						

According to the table above, the following multiple linear regression equation can be obtained:  $Y =$

$$-1,840 + 0,107 X_1 + 0,321 X_2 + 0,120 X_3.$$

a. Constant Value

The purchasing decision value (Y) can increase if the product quality variables (X1), online customer reviews (X2), customer ratings (X3), and promotions (X4) are considered unchanged (constant). This is indicated by the constant value (a) of -1.840.

b. Free Shipping Promotion (X1)

The regression coefficient for the free shipping promotion variable (X1) is 0.107, which states that it has a positive value, which means that increasing one unit of free shipping by 0.107 will influence purchasing decisions.

c. Customer Rating (X2)

Variable customer rating (X2) is 0.321 which states that there is a positive sign, which means it has unity customer rating (X2) of 0.321 will influence purchasing decisions.

d. Customer Review (X3)

Customer review variable regression coefficient (X3) is 0.120, which states that there is a positive sign, which means it has unity. If the customer review has a value of 0.120, it will influence purchasing decisions.

### Coefficient of Determination Test ( $R^2$ )

Kuncoro (2013) states that the correlation coefficient test is used to determine the extent of the model's ability to explain variations in the dependent variable. The coefficient of determination/ $R^2$  value is between zero (0) and one (1). If the value is close to zero (0), it shows that the model's ability to explain the dependent variable is very limited, conversely, if the value is close to one (1), it shows that the ability of the independent variable to give rise to the existence of the dependent variable is getting greater.

Table 5. Coefficient of Determination Test Results

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.942 <sup>a</sup>	.887	.877	1.430
a. Predictors: (Constant), Free Shipping Promotion, Customer Rating, Customer Review				
b. Dependent Variable: Decision Customer				

Data source attachment 7, processed in 2024

From the table above it can be seen that the average Adjust R Square ( $R^2$ ) is 0.877. The results of this statistical calculation show that the independent variable has the ability to explain the variation, namely the change in the dependent variable is 87%. From the output above, the adjusted coefficient of determination (R Adjusted square) is 0.877, which shows that the influence of the free shipping promotion variable (X1), customer rating customer (X2), customer review customer reviews (X3), of the purchasing decision variable is 87.7%, while 12.3% is influenced by other variables.

### Partial Test (t Test)

Ghozali (2017) states that, assuming that other independent variables do not change, the t statistical test shows how much influence one independent variable has on the dependent variable. This check is based on a significance level of 0.05. A hypothesis can be validated based on the following criteria: a significance value of less than 0.05 indicates that the independent variable does not partially influence the dependent variable.

- The independent variable has a partial effect on the dependent variable if the significance value is greater than 0.05.
- Researchers use the following formula to find the t table value:  $n - k = 50 - 5 = 45$ . The t table value is 1.679. The next t test results are
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Table 6. T Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-1.840	.983	.98	-1.874	.067
Free Shipping Promotion (X1)	.107	.099	.089	1.083	.284
Customer Rating (X2)	.321	.103	.420	3.135	.003
Customer Review (X3)	.120	.058	.307	2.058	.045

Data source attachment 8, processed in 2024

1. The results of the t test regarding the influence of the free shipping promotion variable on purchasing decisions are shown in table 4.11, there is a calculated t value of 1.083 less than the t table value of 1.679 and a significance value of 0.89 which shows that H0 is accepted and Ha is rejected, in other words, the purchasing decision variable (Y) is not significantly influenced by the influence of free shipping promotions.

2. T test results regarding the influence of variables customer rating on purchasing decisions shown in table 4.11, there is a calculated t value of 3.135 > from the t table value of 1.679 and a significant value of 0.03 for the variable customer rating partially influences the purchasing decision variable (Y), because the significance value is smaller than 0.05 ( $> = 0.05$ ).

3. T test results regarding the influence of variables customer review on purchasing decisions (Y) is shown in table 4.11. The calculated t value was 2.058, which was greater than the t table value of 1.679, and a significance value of 0.045, which indicated that H0 was rejected



and  $H_a$  was accepted. This shows that the variable customer review partially influences the purchasing decision variable (Y).

**Simultaneous Hypothesis Test (F)**

This F test is carried out to find out whether each independent or independent variable in the model has an overall impact on the dependent or dependent variable. The following is the basic analysis used for the F test:

1. Comparison between F count and F table
  - a. Because the table comparison F is greater than the calculated comparison,  $H_0$  and  $H_a$  are rejected.
  - b. If F calculated is greater than F table,  $H_0$  is rejected and  $H_a$  is accepted.
2. Comparing significant values with real levels:
  - a. The significant value is greater than the real level (0.05),  $H_0$  is accepted and  $H_a$  is rejected;
  - b. The significant value is less than the real level (0.05),  $H_0$  is accepted and  $H_a$ .

Note: The number of dependent and independent variables (k) in this study is 5, and the number of respondent samples (n) is fifty. Therefore, we get:

$$Df_1 = k - 1 = 4 - 1 = 3 \quad Df_2 = n - k = 40 - 4 = 36$$

So the f table value is 3.77

The results of the F test in this research are as follows:

Table 7. F Test Results

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	720.116	4	180.029	88.092	<,001 <sup>b</sup>
Residual	91.964	36	2.044		
Total	812.080	40			
a. Dependent Variable: Customer Decision					
b. Predictors: (Constant), Free Shipping Promotion, Customer Rating, Customer Review					

Data source attachment 9, processed 2024

Based on the table, it is known that the significance value is  $0.001 < 0.05$ , so the hypothesis is accepted. In other words, free shipping promotion (X1), customer rating (X2), customer review customers (X3) simultaneously influence the purchase decision (Y)

## **DISCUSSION**

### **1) Effect of Free Shipping Promotion (X1) on Purchase Decisions (Y)**

Based on the results of research on consumers at the UD Surya Jaya Abadi Motor Jember store, it is proven that the free shipping promotion has no influence on purchasing decisions. The results of this research are in line with research conducted by Sari Evita (2020), which states that free shipping promotions have no effect on purchasing decisions. Apart from that, this research is also in line with research conducted by Miftakhul Jannah, Budi Wahono, and Khalikussabir (2022) who said that the free shipping promotion had no effect on purchasing decisions. In this research, it was tested using the attention indicator whether by paying more attention to consumers to buying a product offered by the seller to consumers can be accepted or not, the next thing that is tested is with indicators of consumer attraction to the seller, making the product offered by the seller to consumers whether it is well received or not, apart from that it is tested with indicators of action This purchase from consumers can make consumers really want to buy the product being offered or not, and the last of these indicators is tested with the desire indicator whether the consumer has a very strong desire to buy a product can be well received or not. Consumers do not make purchasing decisions due to the following factors, based on the indicators mentioned above and interviews conducted with respondents:

From the existing area, the majority of consumers are consumers who have a lot of money and work as motorbike mechanics (automotive repair shops) so they don't really attach much importance to free shipping promotions and because there are also some consumers who live in Jember so in the same city they don't have to pay shipping costs, and they look more at ratings and reviews from customers who have shopped at the UD Surya Jaya Abadi Motor store where there are good and interesting products that consumers can buy.

Based on the description above, it can be concluded that in this research the free shipping promotion variable (X1) has no influence on purchasing decisions (Y) at the UD Surya Jaya Abadi Motor Jember store.

### **2) Influence of Customer Rating (X2) on Purchasing Decisions (Y)**

Based on the results of research on consumers at the UD Surya Jaya Abadi Motor Jember store, it is proven that customer ratings have a significant influence on purchasing decisions. The results of this research are in line with research conducted by Mira Fujita (2022) which states that customer ratings influence purchasing decisions. Apart from that, it is also in line with research conducted by Ardianti, A.N., & Widiartanto (2019) who provided the same statement regarding customer ratings regarding purchasing decisions. In this research, several indicators were tested, namely credibility, which means whether the information from this rating can be trusted or not, and whether consumers believe the reviews and opinions on the ratings given by other consumers. And then there are skills which make it possible for consumers to professionally filter the available information, and consumers have incentives that can be used to uphold quality standards. And with the rating from the respondent, whether the respondent assesses the product professionally or not, and whether the presence of useful rating information can be accepted by the respondent or not, and next, namely pleasant, in this case what is tested is whether the consumer feels happy getting the rating information and feels interested in a product with a rating.

From the area studied by researchers, consumers who shop at the UD Surya Jaya Abadi Motor Jember store are many respondents who are married, so consumers are more interested in seeing reviews of other buyers because they can see the stars given by other buyers, and potential buyers feel happy because can find out information about reviews about the products they want to buy. Ratings from other buyers can also be considered credible or trustworthy if potential buyers do not feel lied to by the seller after seeing other buyers' reviews. The seller may say that their item is good, but after looking

## **INTREPETATION**

### **1) Influence of Free Shipping Promotion (X1) on Purchase Decisions (Y)**

Based on the results of research on consumers at the UD Surya Jaya Abadi Motor Jember store, it is proven that the free shipping promotion has no influence on purchasing decisions. The results of this research are in line with research conducted by Sari Evita (2020), which states that free shipping promotions have no effect on purchasing decisions. Apart from that, this research is also in line with research conducted by Miftakhul Jannah, Budi Wahono, and Khalikussabir (2022) who said that the free shipping promotion had no effect on purchasing decisions. In this research, it was tested using the attention indicator whether by paying more attention to consumers to buying a product offered by the seller to consumers can be accepted or not, the next thing that is tested is with indicators of consumer attraction to the seller, making the product offered by the seller to consumers whether it is well received or not, apart from that it is tested with indicators of action This purchase from consumers can make consumers really want to buy the product being offered or not, and the last of these indicators is tested with the desire indicator whether the consumer has a very strong desire to buy a product can be well received or not. Consumers do not make purchasing decisions due to the following factors, based on the indicators mentioned above and interviews conducted with respondents: From the existing area, the majority of consumers are consumers who have a lot of money and work as motorbike mechanics (automotive repair shops) so they don't really attach much importance to free shipping promotions and because there are also some consumers who live in Jember so in the same city they don't have to pay shipping costs, and they look more at ratings and reviews from customers who have shopped at the UD Surya Jaya Abadi Motor store where there are good and interesting products that consumers can buy. Based on the description above, it can be concluded that in this research the free shipping promotion variable (X1) has no influence on purchasing decisions (Y) at the UD Surya Jaya Abadi Motor Jember.

### **2) Influence Customer Rating (X2) Against the Purchase Decision (Y)**

Based on the results of research on consumers at the UD Surya Jaya Abadi MotJember store, it is proven that customer rating has a significant influence on purchasing decisions. The results of this research are in line with research conducted by Mira Fujita (2022) which states that customer rating influence purchasing decisions. Apart from that, it is also in line with research conducted by Ardianti, A.N., & Widiartanto (2019) who gave the same statement that customer rating on purchasing decisions. In this research, several indicators were tested, namely credibility, which means whether the information from this rating can be trusted or not, and whether consumers believe the reviews and opinions on the ratings given by other consumers. And then there are skills which make it possible for consumers to professionally filter the available information, and consumers have incentives that can be used to uphold quality

standards. And with the rating from the respondent, whether the respondent assesses the product professionally or not, and whether the presence of useful rating information can be accepted by the respondent or not, and next, namely pleasant, in this case what is tested is whether the consumer feels happy getting the rating information and feels interested in a product with a rating. From the area studied by researchers, consumers who shop at the UD Surya Jaya Abadi Motor Jember store are many respondents who are married, so consumers are more interested in seeing reviews of other buyers because they can see the stars given by other buyers, and potential buyers feel happy because can find out information about reviews about the products they want to buy. Ratings from other buyers can also be considered credible or trustworthy if potential buyers do not feel lied to by the seller after seeing other buyers' reviews. The seller may say that their item is good, but after looking reviews, most of the reviews are bad, the seller's claims can be refuted by other buyers' reviews. Rating also makes buyers feel more expert in evaluating products. From the conclusion above, it can be concluded that consumers can conclude that customer considerations influence consumers' decisions to buy a product.

### **3) Influence Customer Review (X3) Against the Purchase Decision (Y)**

Based on the results of research on consumers at the UD Surya Jaya Abadi Motor Jember store, it is proven that customer review has a significant influence on purchasing decisions. The results of this research are in line with research conducted by Alawiyah (2023) which states that customer review influence purchasing decisions. Apart from that, according to Windya Setya Ardany (2020) said the same thing customer review can influence purchasing decisions, and according to Rizkia Nada Laeli, Rokh Eddy Prabowo said that customer review can influence purchasing decisions, and finally according to Ardianti, A.N., & Widiartanto, W (2019) also said that customer review can influence purchase decisions.

In this study, it was tested using the Perceived Usefulness indicator which was tested in this case review makes shopping feel easy for buyers and makes finding and getting information easier. The next thing is the credibility of the source, or the credibility of the source, what is tested is whether customer review whether other customers can be trusted or not customer review provide information about the product to be purchased, and whether customer review can determine whether to purchase or not. Apart from that, Valence, or the credibility of the source, is also tested. What is tested is whether the information obtained is correct or not, whether the reviews provide an overview, whether positive reviews recommend the product or not. Lastly, consideration volume (number of reviews) This tests whether the number customer review positive indicates the quality of the product or not, and whether reviews indicate the product's popularity or not. Consumers make purchasing decisions based on the indicators described and interviews with respondents because; Most respondents were male, as indicated by the area and area the respondents were collected. Apart from that, male respondents are usually very careful in looking at product reviews first, especially when it comes to purchasing products that they have just bought and want so that they will not be too hasty to buy a particular product. Consumers feel great benefits from review customers because review Consumers usually mention and provide opinions and explanations of the advantages and disadvantages of the products being sold. With this feature, potential buyers can have very accurate opinions and explanations about the products they are going to buy by looking review other consumers first.

## CONCLUSION

- 1) From the results of data analysis and discussion from the previous chapter, several conclusions were obtained as follows:
- 2) The partial research results show that the free shipping promotion (X1) does not have a significant effect on purchasing decisions (Y).
- 3) The partial research results show that the variable customer rating (X2) has a significant effect on purchasing decisions (Y).
- 4) The results of this research partially show that the variable customer review (X3) has a significant effect on purchasing decisions (Y).
- 5) The results of this research simultaneously show that the free shipping promotion variable (X1), customer rating (X2), and customer review (X3) has a positive and significant influence on purchasing decisions (Y).

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