

## THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, PRICE, PROMOTION, AND ON-LINE CUSTOMER REVIEW TO PURCHASE DECISION ON E-COMMERCE SHOPEE IN JEMBER DISTRICT

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### ABSTRACT

This research aiming to examine the influence of Service Quality, Product Quality, Price, Promotion and Online Customer Reviews on purchasing decisions at Shopee E-commerce in Jember Regency the data in this research was obtained through distributing questionnaire to research objects using a sampling technique using purposive sampling. This type of research is quantitative. The population in this research is Shopee e-commerce users in Jember Regency with a total of 60 respondents. Data analysis uses Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Analysis Test, Determination Coefficient Test (R<sup>2</sup>), t Test and F Test using the SPSS version 20 program. The results of this research are partial Service Quality has no significant effect on purchasing decisions, Product Quality has no significant effect on purchasing decisions, Price has no significant effect on purchasing decisions, Promotion has no significant effect on purchasing decisions, Online Customer Reviews has a significant effect on purchasing decisions. Simultaneously, service quality, product quality, price, promotion and online customer reviews have a significant influence on purchasing decisions. The online customer review variable has a dominant influence on purchasing decisions.

Keywords: Service Quality, Price, Promotion, Online Customer Reviews, Purchasing Decisions

## INTRODUCTION

Along with the increasingly rapid development of technology and information in the world, especially the internet, there has been a shift in behavior, including in Indonesia, one of which is marked by... with growth *e-commerce* Which indicates moving transaction buy and sell Which previously done in a way look at advance become on line with just use *smartphone*. As the online shop concept spreads, *marketplaces are* emerging. Competition *business* become very strict and marketing become the main key to a business or enterprise walk with good.

Based on Similar web data Shopee is the site *e-commerce* to category the most visited *marketplace in Indonesia throughout 2023*. As of December 2023, Shopee was recorded to have received 242.2 million visits to its site, up 41.39% compared to the position at the beginning of last year ( *year-to-date / ytd*). Tokopedia was in second place with 101.1 million site visits in December 2023. This number dropped by around 21.08 % (ytd). Then Lazada was in third place with 48.6 million site visits as of December 2023, down 46.72% (ytd). In the same period, the Bilibili site received 35.8 million visits, up 25.18% (ytd). Meanwhile, the Bukalapak site received 8.7 million visits, down 56.5% (ytd).

Basically, the Shopee *e-commerce object* has a big role in the sustainability of the economy. *e-commerce* shopee if reviewed more deeply Shopee has become a favorite choice in several countries such as Indonesia, Malaysia, Taiwan, Thailand, Vietnam, and the Philippines. The company offers a variety of attractive products and services and has achieved various achievements since its founding. Shopee was launched with the aim of providing a safe, easy and fun platform for users to buy and sell goods online. With various interesting features such as Shopee *Guarantee*, which guarantees transaction security for buyers and sellers, Shopee has succeeded in attracting the attention of many users.

Shopee is an online shopping platform originating from Singapore. The company was founded by Forrest Li in 2015 and is part of the Sea Group. Sea Group is a multinational company that also has other products such as Garena, which focuses on developing and publishing online games.

Shopee has also brought changes in consumer shopping patterns. With Shopee, consumers now have more choices of products at competitive prices. They can also easily compare prices, read product reviews, and see ratings from other consumers before making a purchase. This has given consumers more power in decision making. their purchases.

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## Study

### Marketing

#### Theory

Marketing according to Kotler And Armstrong (2013:6) defined as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

#### Quality Service

According to Kotler & Keller (2016:440) Service quality is the level of excellence provided by a company to consumers/customers or service recipients.

Indicator Quality Service According to Kotler And Keller (2016 : 284), to put forward There are five indicators of service quality, including:

1. Reliability (*Reliability* )
2. Responsiveness (*Responsiveness* )
3. Guarantee (*Assurance* )
4. Empathy (*Empathy* )
5. Tangibles

#### Quality Product

Kotler and Armstrong (2016:164) state that product quality is the ability of a product to... products in providing results or performance that match or even exceed what customers want.

According to Fandy Tjiptono (2016), product quality indicators that will determine the characteristics of a product are:

1. Performance,
2. Feature,
3. Specification Which In accordance,
4. Power Stand,

5. Aesthetics,
6. Quality Which It is felt,

### **Price**

According to Kotler And Armstrong (2012:314) price is a number of Money Which charged on a product or service, or mark Which exchanged consumer on the benefits of having or using the product or service.

According to Kotler And Armstrong (2008:278) indicator price is as following:

1. Price affordable by ability Power buy consumer.
2. Compliance between price with quality.
3. Price own Power competition with product others that similar.

### **Promotion**

According to Tjiptono (2002:219), meaning promotion is form communication Marketing that seeks to disseminate information, influence or persuade and/or remind the target market about the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned.

According to Kotler And Keller (2016:272) indicators promotion among others are:

1. Message Promotion
2. Promotion Media
3. Promotion Time
4. Frequency Promotion

### ***On line Customer Reviews***

According to Banjarnahor et et al., (2021:181), *On line customer review* is information that is considered credible and trustworthy by the company to help consumers in determining products.

According to Ananda & Wandebori (2016:266), online customer reviews consist of three indicators, namely as follows:

1. Power Attractiveness
2. Trust ( *Trustworthiness* )
3. Skill ( *Expertise* )

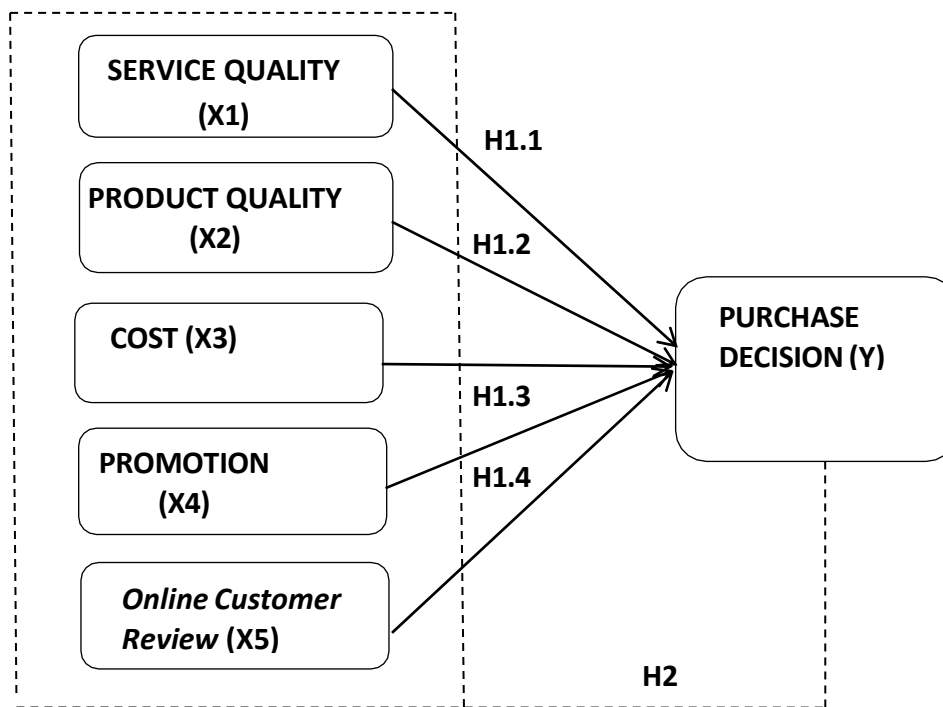
### **Decision Purchase**

According to Tjiptono (2012), purchasing decisions are a process in which consumers... know the problem is, look for information about product or brand certain And evaluate in a way Good each alternative the can solve the problem is, Which Then leading to decision purchase.

According to Kotler & Armstrong in Dedhy (2017), it states that there are four indicators of purchasing decisions, namely:

1. Stability buy after know product information
2. Decide buy Because brand Which most liked
3. Buy Because in accordance with desire and needs.
4. Buy Because get recommendation from others

## Framework Conceptual



Picture 1. Framework Conceptual

## METHOD STUDY

### Population

The population used in this study is Shopee *e-commerce consumers*. in probolinggo district

### Sample

The sample used in this study was a nonprobability sampling technique with a purposive sampling approach. In this study it was decided to take 60 respondents as a sample. Sampling in this study was by determining the following criteria :

1. Male or female respondents aged 17 years and over because they are considered capable of understanding the statements contained in the research questionnaire.
2. Respondents do purchase minimum 2 time on *e-commerce* shopee

### Data Types

In study This use type study quantitative.

### Source Data

1. Data Primary
2. Data Secondary

### Identification Variables Study

In this study, 5 independent variables were used , namely: Service Quality (X1), Product Quality (X2), Price (X3), Promotion (X4) and *Online Customer Review* (X5). While the dependent variable in this study is the Purchase Decision (Y).

### Method Collection Data

Data collection methods in this study are Observation, Questionnaires, Interviews, and Literature Studies.

## ANALYSIS RESULTS STUDY

### Instrument

#### Validity Test Data

Validity tests were carried out on statements that form research variables, namely Service Quality (X1), Product Quality (X2), Price (X3), Promotion (X4) and *Online Customers. Reviews* (X5). For measure validity used correlation person correlation. If the person correlation between each statement and the total score produces a correlation value. If  $R_{count} < R_{table}$  then the statement item is declared invalid and vice versa if  $R_{count} > R_{table}$ , then the statement item is declared valid. The following are the test results validity from each Items statement on variable And dimensions study .

**Table 1. Results Analysis Test Validity**

No	Variables	Indicator	R <sub>count</sub>	R <sub>table</sub>	Information
1	X1	X1.1	0.829	0.2542	Valid
2	X1	X1.2	0.822	0.2542	Valid
3	X1	X1.3	0.780	0.2542	Valid
No	Variables	Indicator	R <sub>count</sub>	R <sub>table</sub>	Information
1	X2	X2.1	0.768	0.2542	Valid
2	X2	X2.2	0.775	0.2542	Valid
3	X2	X2.3	0.828	0.2542	Valid
4	X2	X2.4	0.760	0.2542	Valid
5	X2	X2.5	0.644		
No	Variables	Indicator	R <sub>count</sub>	R <sub>table</sub>	Information
1	X3	X3.1	0.689	0.2542	Valid
2	X3	X3.2	0.737	0.2542	Valid
3	X3	X3.3	0.672	0.2542	Valid
No	Variables	Indicator	R <sub>count</sub>	R <sub>table</sub>	Information
1	X4	X4.1	0.761	0.2542	Valid
2	X4	X4.2	0.813	0.2542	Valid
3	X4	X4.3	0.769	0.2542	Valid
No	Variables	Indicator	R <sub>count</sub>	R <sub>table</sub>	Information
1	X5	X5.1	0.695	0.2542	Valid
2	X5	X5.2	0.886	0.2542	Valid
3	X5	X5.3	0.778	0.2542	Valid
No	Variables	Indicator	R <sub>count</sub>	R <sub>table</sub>	Information
1	Y	Y.1	0.777	0.2542	Valid
2	Y	Y.2	0.814	0.2542	Valid
3	Y	Y.3	0.718	0.2542	Valid
4	Y	Y.4	0.729	0.2542	Valid

Source : Data Primary Which processed Year 2024

Table 1 shows that the correlation between each indicator of the service quality variable (X1), Product Quality (X2), price (X3), promotion (X4), *Online Customer Review* (X5) and Purchase Decision (Y) shows that  $R_{count} > R_{table}$  and  $Sig < 0.05$ . It can be concluded that all statement items are declared valid.

#### Test Reliability

According to (Sugiyono, 2007) reliability test is a series of measurements or a series of tools measuring Which owned consistency when measurement which is conducted with tool measuring it repeatedly. To determine the reliability of this research instrument, we use Cronbach's Alpha. If the Cronbach's Alpha value  $> 0.6$  .

**Table 2. Results Analysis Test Reliability**

No	Variables Study	Reliability Statistics	Standard Reliability	Information
1	Quality Service (X1)	0.738	0.60	Reliable
2	Quality Product (X2)	0.811	0.60	Reliable
3	Price (X3)	0.723	0.60	Reliable
4	Promotion (X4)	0.671	0.60	Reliable
5	<i>On line Customer Reviews</i> (X5)	0.694	0.60	Reliable
6	Decision Purchase (Y)	0.742	0.60	Reliable

Based on table 2, the results of the reliability test show that all variables have an Alpha coefficient that meets the criteria to be said to be reliable, namely  $> 0.60$ , the items in each variable concept are suitable for use as a measuring instrument.

### Test Assumptions

#### Classic Normality

##### Test

According to Ghazali (2018: 16) the normality test aims to test whether in the regression model, the interfering variables or residuals have a normal distribution. In this study, the Kolmogorov-Smirnov test tool was used using a significance level of 0.05.

**Table 3. Results Analysis Test Normality**

No	Asymp. Sig	Mark Sig	Information
1.	0.949	0.05	Distributed normal

Based on Table 3 *one-simple Kolmogorov-Smirnov Test*, it was obtained that the significant value was  $0.949 > 0.05$  so it can be concluded that the data is normally distributed.

#### Test Multicollinearity

To find out whether a regression model has multicollinearity or not, it can be seen from the tolerance value and *variance inflation factor* (VIF) value. The tolerance value measures the variability of the selected independent variables that cannot be explained by other independent variables.

**Table 4 Results Analysis Test Multicollinearity**

No	Variables	Tolerance	VIF	Information
1	Quality Service (X1)	0.453	2,208	No Multicollinearity occurs
2	Quality Product (X2)	0.308	3,245	No Multicollinearity occurs
3	Price (X3)	0.520	1,923	No Multicollinearity occurs
4	Promotion (X4)	0.544	1,838	No Multicollinearity occurs
5	<i>On line Customer Reviews</i> (X5)	0.547	1,827	No Multicollinearity occurs

Source : Data Primary Which processed Year 2024

#### Test Heteroscedasticity

According to Ghazali (2018:137), the heteroscedasticity test aims to test in model happen similarity variants and residual between variable free. A good model implementation is one that has a heteroscedasticity relationship, which means there is no variance. or residuals between independent variables. Testing for the presence or absence of heteroscedasticity, researchers test with the Glejser test. Heteroscedasticity testing can be done with the following decisions:

**Table 5 Results Analysis Test Heteroscedasticity**

No	Variables	Mark Sig	Standard Sig	Information
1	Quality Service (X1)	0.886	0.05	No Heteroscedasticity occurs
2	Quality Product (X2)	0.122	0.05	No Heteroscedasticity occurs
3	Price (X3)	0.369	0.05	No Heteroscedasticity occurs
4	Promotion (X4)	0.356	0.05	No Heteroscedasticity occurs
5	<i>On line Customer Reviews</i> (X5)	0.865	0.05	No Heteroscedasticity occurs

Source : Output SPSS 20, Data Processed, Year 2024

Based on table 5, it can be seen that the Sig value of each variable, in the service quality variable has a Sig value of 0.886, the product quality variable has a Sig value of 0.122, the price variable has a Sig value of 0.369, the promotion variable has a Sig value of 0.356 and the *Online Customer Review variable* has a Sig value of 0.865. From these results, it can be concluded that there is no heteroscedasticity. This is because each variable is not significant, or the sig value is  $> 0.05$ .

### Analysis Regression Linear Multiple

Testing on study This use SPSS version 20 as following:

**Table 6 Analysis Regression Linear Multiple**

Coefficients <sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,852	2,296		1,242	,220
1 X1	,129	,177	,108	,728	,470
X2	,031	,133	,042	,236	,814
X3	,273	,201	,187	1,356	,181
X4	,114	,168	,091	,675	,503
X5	,559	,167	,450	3,351	,001

- The constant value (a) of 2.852 can be interpreted as if all independent variables (service quality, product quality, price, promotion, *online customer review*) are equal to 0 or are considered constant or do not experience changes. Here the constant positive meaning there is an increase in the number of purchasing decisions.
- The regression coefficient X1 of service quality is 0.129 which is positive, meaning that the influence of service quality on purchasing decisions is positive. If the value of service quality increases, then purchasing decisions also increase.
- The regression coefficient of X2 product quality is 0.031 with a positive value, meaning that the influence of product quality on purchasing decisions is positive. If the value of product quality increases, the purchasing decision will also increase.
- The regression coefficient of X3 price is 0.273 which is positive, meaning that the influence of price on purchasing decisions is positive and quite strong. If the price value increases, the purchasing decision will also increase.
- The regression coefficient of X4 promotion is 0.114 with a positive value, meaning that the influence of promotion on purchasing decisions is positive and quite strong. If the promotion value increases, the purchasing decision will also increase.
- The regression coefficient of X5 *online customer review* is 0.559 with a positive value, meaning that the influence of *online customer review* is positive and quite strong. If the value of *online customer review* is 0.559, it has a positive value. As *reviews* increase, purchasing decisions also increase.



The regression coefficient of service quality, product quality, price, promotion and *online customer reviews* of the five variables that are far from zero (0) have the most dominant influence on purchasing decisions. *The online customer review* variable is 0.559, meaning that it is the dominant variable that has the most influence on purchasing decisions.

### Analysis Coefficient Determination (R<sup>2</sup>)

**Table 7 Analysis Coefficient Determination (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683 <sup>a</sup>	.466	.416	1,490

Based on table 7, the *Adjusted R Square* is 0.416 ( 41.6 %), which means it is quite strong, the remaining 58.4% is influenced by variables not included in the study.

### Test Hypothesis

Hypothesis testing to test the proposed hypothesis. The hypothesis proposed in this study is related to the variables of Service Quality, Product Quality, Price, Promotion, and *Online Customer Review* on Purchasing Decisions.

### Test t ( Partial Test)

In testing the hypothesis of the regression model, the *degree of freedom* is determined by formula  $nk$ . Where  $n$  = number of samples And  $k$  = the amount variable free + bound. by using the formula  $= df = n - k - 1$

$$= 60 - 5 - 1 = 54$$

**Table 8 Results Analysis Test T**

No	Variables	t <sub>table</sub>	t <sub>count</sub>	Sig
1	Quality Service (X1)	1,647	0.728	0.470
2	Quality Product (X2)	1,647	0.236	0.814
3	Price (X3)	1,647	1,356	0.181
4	Promotion (X4)	1,647	0.675	0.503
5	<i>On line Customer Reviews</i> (X5)	1,647	3,351	0.001

Source : Output SPSS 20, Data Processed, Year 2024

Based on table 8, the partial test results (t-test) show that the variables Service Quality (X1), Product Quality (X2), Price (X3), Promotion (X4) have a significance value of more than 0.05 and  $t\text{-count} < t\text{-table}$ , so it can be concluded that there is no influence on customer satisfaction (Y). For the *Online Customer Review variable* (X5) it has a significance value of less than 0.05 and  $t\text{-count} > t\text{-table}$ , so it can be concluded that there is an influence on purchasing decisions.

### Test F (Simultaneous)

The purpose of this F test is to understand the level of significance of how much influence the independent variables have simultaneously or together on the dependent variable as reported by (Ghozali, 2016).

Proof tried with method equalize number  $F_{\text{count}}$  with  $F_{\text{table}}$  on

level trust 5% And degrees freedom  $df = (nk-1)$  in where n is number of respondents and k is the number of variables.

With formula =  $df = k ; n -$

k  $df = 6 ; 60 - 6 = 6 ; 56$

so results  $F_{table} = 2,266$

**Table 9 Results Test F**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	104,553	5	20,911	9,422	,000 <sup>b</sup>
Residual	119,847	54	2,219		
Total	224,400	59			

Based on table 9, it is known that the calculated F value  $> F_{table}$  is  $(9.422 > 2.266)$  and the significant value is  $(0.000 < 0.05)$ , so  $H_a$  is accepted, which means that the independent variables (service quality, product quality, price, promotion and *online customer review*) simultaneously have a positive and significant effect on the dependent variable (purchase decision).

## DISCUSSION

### Influence Quality Service (X1) to Decision Purchase (Y)

The results of this study show that service quality does not affect purchasing decisions because the speed and responsiveness of the service does not affect purchasing decisions. Consumers have felt that the quality of service provided addresses consumer needs and complaints and provides a reliable guarantee, so that consumers do not question the quality of service when making purchasing decisions on the *Shopee e-commerce*

Results study This reject study previous according to Akbar, Mhd. Taufik (2020) obtained results that quality service influential significantly on purchasing decisions. Research according to Muhammad Ahnaf Balhmar Khuzaini Khuzaini (2022) found that service quality has a positive and significant effect on purchasing decisions. Research according to Silvana Widya Witarisma (2021) found that the service quality variable has a significant influence on purchasing decisions.

### Influence Quality Product (X2) to Decision Purchase (Y)

Results study This quality product No influential to buying decision Because Consumer Already feel that product functioning according to its use, product own feature Which complete, product Which given in *e-commerce* shopee in accordance with standard desire consumer And product endure long, so that consumer No take issue with quality product in making purchasing decisions.

The results of this study do not support research from Nuraeni et al. (2021). The results of this study show that product quality has a significant effect on decisions. purchase. Study according to Dear Sir, New Eka (2022) results study This shows that product quality has

a significant effect on purchasing decisions. Research according to Susilawati Summa et al (2021), the results showed that the product quality variable had a significant influence on purchasing decisions.

#### **Influence Price (X3) to Decision Purchase (Y)**

Results study This price No influential to decision purchase because the high and low prices do not affect purchasing decisions. Consumers have felt that the prices of products offered on *e-commerce* shopee are affordable, in accordance with the quality and benefits received, the prices of products on *e-commerce* shopee are competitive with other similar products so that consumers do not mind the price in making purchasing decisions.

Results study This No support study from Akbar, Mhd. The Greatest Showman (2020) obtained results that variable price influential in a way positive and significant to purchasing decisions. Research according to Widya Witarisma (2021) found that the price variable has a significant influence on purchasing decisions. Research according to Muhammad Ahnaf Balhmar Khuzaini Khuzaini (2022), the results showed that the price variable has a significant influence on purchasing decisions.

#### **Influence Promotion (X4) to Decision Purchase (Y)**

The results of this study show that promotion does not affect purchasing decisions because the intensity or otherwise of the promotion does not affect purchasing decisions. Consumers feel that the advertisements offered on Shopee *e-commerce* covers all media, Shopee *e-commerce* provides promotions with a long period of time, and Shopee provides many vouchers. So consumers do not mind promotions in making purchasing decisions.

This research does not support the research of Nuraeni (2021) which obtained the results of the promotion variable having a significant effect on purchasing decisions. Research according to Darmawati, Yeni Eka (2022 ) obtained the results of the promotion variable having a positive and significant effect on purchasing decisions. Silvana Widya Witarisma (2021), obtained the results that the promotion variable had a significant effect on purchasing decisions.

#### **Influence On line Customer Reviews (X5) to Decision Purchase (Y)**

The results of this study indicate that of the five independent variables, only *online customer reviews* have an effect on purchasing decisions because the information provided in product reviews is a source of information for consumers to choose the product to be purchased. Consumers use reviews as a comparison with other products. Reviews product Also help consumer For see Photo original from the product that for sale in order to attract consumers to make purchasing decisions

The results of this study support the research of Nuraeni et al. (2021) which obtained research results that *online customer reviews* have a significant effect on purchasing decisions. According to research by Daulay , Nuraini (2020), the results of the study showed that *online customer review* variables have a significant effect on purchasing decisions. According to Sony the master (2022) obtained results that *on line customer review*

influential in a way significant to buying decision.

### **The Influence of Service Quality , Product Quality, Price, Promotion and Online Customer Reviews on Purchasing Decisions**

Based on simultaneous hypothesis test shows that there is significant influence on the variables of service quality, product quality, price, promotion and online customers review of purchasing decisions. These conditions indicate that the five variables influence purchasing decisions.

### **The Influence of Service Quality , Product Quality, Price, Promotion and Online Customer Reviews on Purchasing Decisions**

Based on test hypothesis show that between Influence Quality Service , Product Quality, Price, promotion and online customer reviews. Among the five variables dominant influential to decision purchase is a variable *on line customer reviews*

## **CONCLUSION**

1. Results research in a way partial show as following :
  - a. Variables quality service (X1) No influential significant to purchasing decisions (Y) on *e-commerce* shopee in Jember district.
  - b. Variables quality product (X2) No influential significant to purchasing decisions (Y) on *e-commerce* shopee in Jember district.
  - c. The price variable (X3) does not have a significant effect on purchasing decisions (Y) on *Shopee e-commerce* in Jember district.
  - d. Variables promotion (X5) No influential in a way partial to decision purchase (Y) on *e-commerce* shopee in regency Jember.
  - e. *online customer review* variable (X5) has a partial influence on purchasing decisions (Y) on *e-commerce* Shopee in Jember district.
2. The results of the study simultaneously show that service quality (X1), product quality (X2), price (X3), promotion (X4) and *online customer reviews* (X5) have a significant influence on purchasing decisions (Y) on *e-commerce* Shopee in Jember Regency.
3. The results of the research on the variables of service quality (X1), product quality (X2), price (X3), promotion (X4) and *online customer review* (X5) which have a dominant influence on purchasing decisions are the *online customer review variables*.

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