PROMOTION, INFLUENCER MARKETING, AND ONLINE CUSTOMER REVIEW ON PURCHASE DECISIONS IN SHOPEE E-COMMERCE (A CASE STUDY ON THE COMMUNITY IN PEKANBARU)

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ABSTRACT

This research investigates the influence of Promotion, Influencer Marketing, and Online Customer Reviews on purchase decisions in the E-Commerce platform Shopee in Pekanbaru. The determination of the research sample utilizes accidental sampling. This study employs primary data, which is directly obtained from respondents by distributing questionnaires or statement lists to the predetermined sample. Secondary data generally consists of evidence, records, or historical reports organized in published archives. The method used is multiple linear regression analysis with a sample size of 100 respondents. The research findings indicate that Promotion and Online Customer Review significantly influence purchase decisions on Shopee E-commerce in the city of Pekanbaru, while Influencer Marketing does not significantly affect purchase decisions on Shopee E-commerce in the city of Pekanbaru.

Keywords: Promotion; Influencer Marketing; Online Customer Reviews; Purchase Decisions

PROMOSI, INFLUENCER MARKETING, DAN ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN PADA SHOPEE E-COMMERCE (STUDI KASUS PADA MASYARAKAT DI PEKANBARU)

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Promosi, Influencer Marketing*, dan* Online Customer Review *terhadap keputusan pembelian pada platform E-Commerce Shopee di Pekanbaru. Penentuan sampel penelitian menggunakan teknik* accidental sampling. *Penelitian ini menggunakan data primer yang diperoleh langsung dari responden dengan cara menyebarkan kuesioner atau daftar pernyataan kepada sampel yang telah ditentukan. Data sekunder pada umumnya berupa bukti-bukti, catatan, atau laporan historis yang terorganisasi dalam arsip yang diterbitkan. Metode yang digunakan adalah analisis regresi linier berganda dengan jumlah sampel sebanyak 100 responden. Hasil penelitian menunjukkan bahwa Promosi dan* Online Customer Review *berpengaruh signifikan terhadap keputusan pembelian pada E-Commerce Shopee di Kota Pekanbaru, sedangkan* Influencer Marketing *tidak berpengaruh signifikan terhadap keputusan pembelian pada E-Commerce Shopee di Kota Pekanbaru.*

Kata Kunci: *Promosi;* Influencer Marketing*;* Online Customer Reviews*; Keputusan Pembelian*

INTRODUCTION

Rapid technological developments have had a positive impact on the progress of online trading, especially e-commerce in Indonesia. E-commerce is an internet site or website for digital business interaction (Junaedi et al., 2023), making it easier for people to get goods online. Online shopping in Indonesia is increasingly popular with many e-commerce options such as Shopee, Tokopedia, Lazada, Kaskus, OLX, and BukaLapak. Online marketing, especially in e-commerce, provides benefits to buyers with fun, easy, and personal characteristics. E-commerce covers a variety of activities, including promotion, marketing, customer service, security, shipping, and payment (RF Yanti, 2022).

With significant technological developments every year, the use of e-commerce is increasing slowly in Indonesia. Shopee, as the first mobile marketplace application, comes with a fun, easy, and practical buying and selling experience. Factors such as the quality of product information, website design (Renaldo et al., 2021), convenience of the purchasing process, security, customer service, payment capabilities, and delivery services affect e-commerce consumer satisfaction (Gesi, 2017). E-commerce acts as an online platform for buying and selling transactions and promoting goods or services in the digital marketing era. The use of internet technology, electronic financial transactions, electronic data exchange, data collection automation, and automated inventory systems reflect the increasing trend of using e-commerce as a means of buying and selling transactions. Shopee, as a leading e-commerce in Indonesia, offers a platform for buyers and sellers without additional fees and guaranteed security through a joint account system (Sulistyawati and Nursiam, 2019:161). E-commerce acts as an online platform for buying and selling transactions and promoting goods or services in the digital marketing era. The use of internet technology, electronic financial transactions, electronic data interchange, automation of data collection, and automated inventory systems reflect the increasing trend of using e-commerce as a means of buying and selling transactions. Shopee, as a leading e-commerce in Indonesia, offers a platform for buyers and sellers without additional costs and guaranteed security through a joint account system (Prakoso, 2020).

In the era of E-commerce development like today, important elements related to promotion, security, and trust are the keys to success. It must be admitted that Shopee is also affected by changes in the current digital era. The act of purchasing is an individual activity that is directly involved in deciding to buy a product offered by the seller. However, along with the increasing popularity of Shopee, the platform is now also available as Business to Customer (B2C), which means that branded stores also participate by opening online stores on Shopee. Even more interestingly, Shopee also provides opportunities for customers to act as businesses (C2B), so that sellers can offer services, such as sticker printing, for their business needs. Regarding digital advertising carried out by Shopee, Shopee CEO, Chris Feng revealed that they utilize internet platforms and social media to ensure smooth two-way interactive communication with users. (Dewintari et al., 2021).

By consistently presenting various content and information, including those related to shopping festivals, Shopee shows active involvement in the digital advertising realm. Shopee is also smart in seeing opportunities from this trend, optimizing their ads on social media platforms such as Instagram and Youtube and collaborating with influencers to expand the reach and impact of their campaigns. Shopee as one of the sites that is a place for online buying and selling has made changes to attract customers to make more transactions through the site (Gani, 2020). Shopee also provides various conveniences, including various payment methods such as ATMs, credit cards, COD, Shopeepaylater, online debit, and payments through minimarkets such as Alfamart and Indomaret (Fauziah, 2020). All of these are examples of the services that Shopee provides to their customers. A person's purchase decisions are also influenced by personal characteristics, such as age, occupation, and economic situation (Worang, 2019).

Kotler and Armstrong (2014) define purchase decisions as the step in the buyer decision-making process where consumers actually make a purchase. This purchase decision often involves a number of considerations, The basic concept of purchase decisions is a customer's action in determining choices from various available alternatives and deciding to buy (Monika, 2016). Shopee has succeeded in building a strong reputation as one of the leading e-commerce platforms in Indonesia through various effective marketing strategies. They actively participate in events such as Harbolnas and hold attractive promos such as flash sales and cashback to attract consumer interest. In addition, Shopee has focused on mobile app users since the beginning, in line with the rapid trend of mobile shopping in Indonesia. Shopee's flash sale program and "Free Shipping" tagline have played an important role in encouraging impulse buying and providing satisfaction to consumers. With these strategies, Shopee has succeeded in establishing its position as a leader in the e-commerce industry in Indonesia (Anggraini et al., 2023).

Shopee also offers various promotions to customers, such as free shipping with certain purchases. Although the amount is not large, this free shipping feature is a strong attraction for potential consumers. In addition, Shopee also utilizes famous Brand Ambassadors such as Blackpink, Cristiano Ronaldo, and Didi Kempot (Yanis, 2020). Sellers need to use this technique to convince potential consumers to buy their products or services. This marketing technique is considered capable of growing people's interest and attraction and encouraging them to become loyal customers. In addition, promotions are included in the 4P marketing strategy (Ramadhanti Salsyabila et al., 2021).
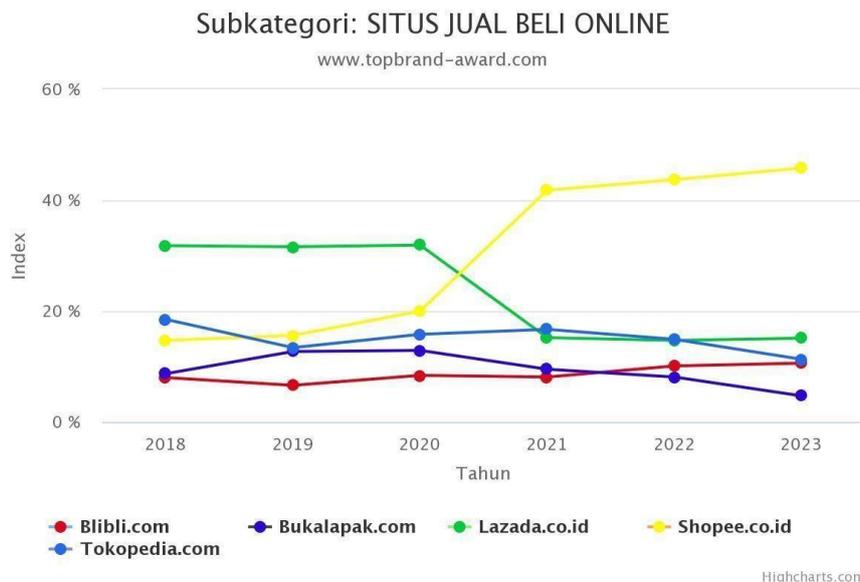
Source : Top Brand Index, 2023
Figure 1. Top Brand Index E-Commerce data

Based on Figure 1 above, it shows that the Top Brand Award Index from 2018 to 2023 explains that in 2018 Lazada became the largest user with 31.8% of annual users, the next ranking was followed by Tokopedia with 18.5% of annual users, while Shopee had 14.7% of annual users, In 2023, Shopee was the e-commerce platform with the largest number of users in Indonesia, where Shopee users reached an average of 45.8% of total users that year. This far exceeds its competitors, while previously, Shopee had never been in the top five e-commerce platforms with the largest number of users. Thus, it can be concluded that Shopee has experienced significant changes in recent years in the online shop and e-commerce industry. In this context, Shopee certainly implements a number of marketing strategies that have a positive impact on its users.

The results of the pre-survey conducted by the author regarding consumer knowledge of Shopee in Pekanbaru obtained the results of 59 respondents where 100% already knew Shopee. Many factors drive a consumer to make a purchase decision including hedonic shopping value, consumer shopping lifestyle and positive emotions felt by consumers before making a purchase. The results of the promotional research provided by the Shopee Application show an influence on purchase decisions, so that the theory used as an indicator of promotion includes promotional reach, product quality, promotional quantity, promotional time, promotional target determination.

This means that the better the promotion felt by consumers, the higher the online purchase decision on the Shopee site. Also strengthened by the theory that has been discussed previously, namely according to (Sangadji, 2013: 18) Promotion is all types of marketing activities aimed at encouraging consumer demand for products offered by producers or sellers. the results obtained show that variables and Promotion have a positive and significant effect on purchase decisions on the Shopee marketplace. (Simangusing & Morina, 2021).

Promotions, such as shipping discount vouchers, price reductions, and discounts on health products in e-commerce, do not have a significant effect on consumer impulsive purchases during the pandemic. The results of the research gap are consistent with the findings of Kurniawati (2014), which states that sales promotions do not have a significant impact on purchase decisions. Consumers tend to make impulsive purchases on health products because of need factors, not because they are influenced by discounts, price reductions, or shipping discount vouchers. (Septiana, 2021), Influencer Marketing, using social media as an advertising platform, involves famous figures or celebrities with recognition, trust, and respect from many people. *Research gap* results Research conducted by (Ida Kristin Johansen and Camilla Sveberg Guldvik, 2017), shows that influencer marketing on social media has a significant impact on purchase decisions, other research by (Deni Dwi Prasetyo, Edy Yulianto, and Sunarti, 2016) states otherwise. According to them, the use of influencer marketing has no significant effect on purchase decisions, while online advertising is considered to have a significant impact on the purchase decision-making process.

Online Customer Review is a comment given by buyers regarding the products they have purchased on Shopee, providing information about the quality of the product. Shopee provides a feature for consumers to provide reviews of the products they have purchased. Although Online Customer Reviews are recognized as having an important role in influencing purchase decisions, there are different views. The results of the research gap study conducted by (de Langhe et al. 2016) and (Filieri 2016), show that online reviews play an important role in making purchase decisions, while other studies by (Wulandari, 2021) state that Online Customer Reviews do not have a

significant effect on Purchase Decisions according to their findings. Based on the explanation of the problems above, the objectives of the study are (1) To find out and analyze Promotion on purchase decisions in the Shopee application. (2) To find out and analyze the influence of influencer Marketing on purchase decisions in the Shopee application. (3) To find out and analyze the influence of Online Customer Reviews on purchase decisions in the Shopee application.

LITERATURE REVIEW
Buying Decision
Purchase decisions are the stage at which consumers have made their choice, made a product purchase, and consumed it, according to (Suharno, 2018). Purchase decisions are a crucial part of consumer behavior that is influenced by various factors. In an effort to attract consumers, Distro can use Store Atmosphere, Product Design, and Brand Image (Ong, 2013). External factors, such as culture, social class, group influence, and family, have the potential to influence purchase decisions. Consumer resources, motivation, level of knowledge, attitudes, personality, and lifestyle all play a role in the decision-making process. Lifestyle is an important factor influencing purchase decisions, where consumers tend to look for products that suit their unique needs and lifestyles (Ragatirta, 2020).

Promotion
Promotion in English comes from the word promote which means a form of action to increase or develop something. To increase sales volume and make a high contribution to the company, promotion must be carried out along and in line with the established marketing plan. Promotion, as a form of direct persuasion, involves influence, invitation, persuasion, or instruction to stimulate consumers to immediately make a product purchase. Spontaneous consumer purchases during promotions can increase the number of products purchased, support the achievement of marketing goals, and optimize business performance in marketing brand products or services. Studies by Napitupulu (2020) and Ahnaf Balhmar (2019) show that promotions have a positive impact on purchase decisions. The success of promotions that are continuously implemented by Shopee aims to increase consumer purchase decisions. Effective promotions can make customers like and believe in the quality of the product, encourage loyalty, and increase consumer desire to buy and use the product. As a result, manufacturers with good promotions can increase consumer purchasing power for the product.

Influencer Marketing
Shopee uses influencer marketing as one of its marketing strategies to attract buyers. Influencer marketing involves influential figures (influencers) in promoting products or services. Influencers are individuals who have the ability to influence others to take action. The use of influencers is increasingly popular among e-commerce companies, including Shopee. Influencer marketing involves identifying and activating individuals who have influence over a specific target audience, with the aim of increasing reach, sales, and relationships with consumers. Influencers are able to move the desires and needs of the community as target consumers, so that they become an important part of the product promotion and marketing strategy. In this way, influencers are expected to increase product sales by providing a positive influence on consumer purchase decisions.

Online Customer Reviews
Online Customer Review (OCR) plays an important role in influencing potential consumers' purchase decisions. This feature allows customers to share opinions, provide assessments, and convey their experiences with a product. According to Lackermair et al. (2014), OCR is used by consumers to explain the advantages and disadvantages of a product. This feature is a forum for consumers to express their views, both positive and negative. OCR also has a major impact on purchasing interest. Positive reviews tend to encourage other consumers' purchasing interest, while negative reviews can make consumers hesitate and cancel their purchase intentions (Renaldo et al., 2022). Product price and OCR are two main factors considered by consumers when making purchase decisions. Positive reviews not only provide information to potential consumers but can also be a form of Word-of-Mouth Communication that is beneficial for sellers and consumers. Sellers can market products for free through positive reviews, while consumers obtain information about products from the experiences of other buyers (Dwi, 2019). So, OCR acts as a means for buyers to assess products and make more informed purchase decisions. The Online Customer Review (OCR) indicator used in this study was developed based on research by Latifa P. and Harimukti W. as explained by Shidieq (2020).

Relationship Between Variables
The Relationship of Promotion to Purchase Decisions
Promotion is advertising a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the marketing mix, which includes the four Ps: price, product, promotion, and place. Promotion places include communication methods used by marketers to provide information about their products. Information can

be verbal and visual. The results of the study indicate that sales promotion, especially through discounts and promotions, has a significant effect on consumer purchase decisions. This finding is consistent with previous studies. by (Doresa, 2017) and (Napitupulu et al. 2021) who concluded that personal selling and sales promotions have a significant impact on consumer purchase decisions, with the sales promotion variable considered to have the greatest influence. Providing discounts and promotions to consumers in e-commerce Shopee has proven to be effective in attracting purchase interest, and this activity, if carried out regularly, is expected to increase consumer purchase decisions. However, it should be noted that this finding is different from research (Njoto et al. 2018) and which states that promotions do not have a significant influence on purchase decisions.

H_1: Promotion has a positive effect on purchase decisions on Shopee e-commerce.

The Relationship of Influencer Marketing to Purchase Decisions
Influencer Marketing is a marketing strategy that involves influential figures (influencers) to promote products or services. The use of influencers in product marketing is increasingly popular, especially in e-commerce companies such as Shopee. Influencer Marketing is considered an important element that influences consumer purchase decisions. According to (Arabella, 2018) and (Furad, 2016) it shows that influencer marketing has a significant effect on purchase decisions. Meanwhile, according to (Amelisa, 2018), and (Deviana, 2019) it states that Influencer Marketing does not have a partial effect on purchase decisions. Thus, the second hypothesis can be formulated, namely:

H_2: Influencer Marketing has a positive influence on Purchase Decisions on Shopee e-commerce.

The Relationship of Online Customer Reviews to Purchase Decisions
Online Customer Reviews are considered relevant because they are done voluntarily by customers who have purchased goods. Online Customer Reviews are also a factor that influences purchase decisions. Although the number of reviews does not necessarily determine the purchase decision because there are many other factors that influence the decision. The existence of Online Customer Reviews makes it easier for consumers to find comparisons with similar products sold by other online sellers, so consumers do not need to visit the seller directly. According to (Auliya, 2017). Online customer reviews have a significant influence on purchase decisions. Meanwhile, research conducted by (Khoirunissa, 2018) states that online customer reviews do not have a significant influence on purchase decisions. Thus, the third hypothesis can be formulated, namely:

H_3: Online Customer Reviews have a positive influence on Purchase Decisions on Shopee e-commerce.

Framework
Based on the development of the hypothesis, a framework of thought can be formed as seen in Figure 2.
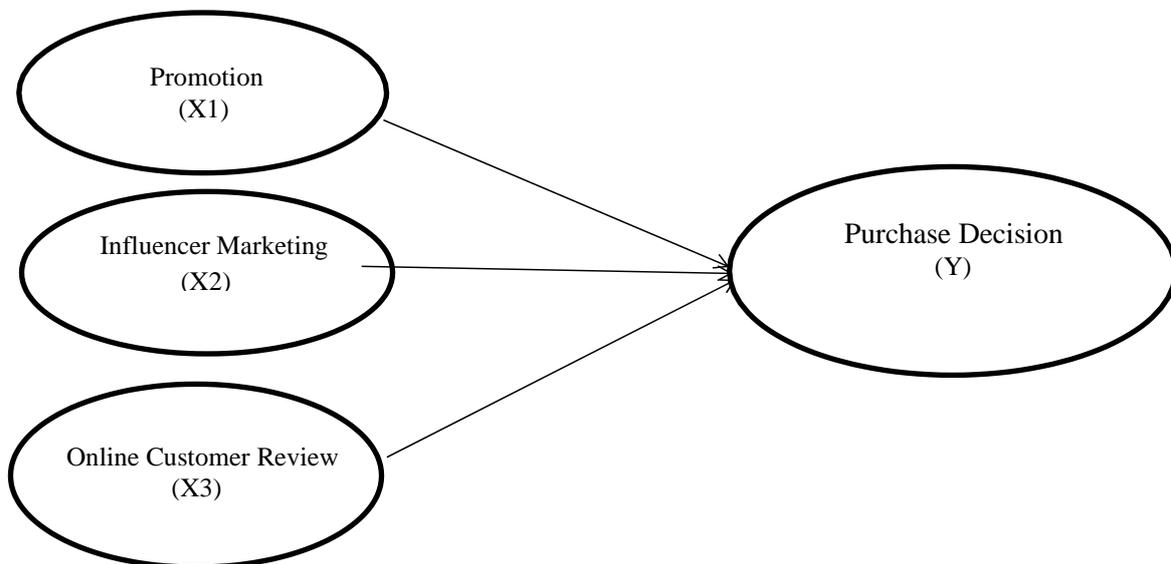
Source: Processed Data
Figure 2. Framework of Thought

RESEARCH METHODS
This research was conducted in the Pekanbaru City area. The time of this research was conducted in September 2023 to November 2023. According to (Sugiyono, 2014), population is a generalization area consisting of objects/subjects that have certain qualities and characteristics. which are determined by researchers to be studied and then conclusions are drawn. The population of this study is Shopee consumers/users in Pekanbaru. Thus,

because the total variables to be studied in this study are 4 variables consisting of 3 independent variables (Promotion, Influencer Marketing and Online Customer Review) and 1 dependent variable (Purchase Decision) then the number of samples used in this study is 4 x 20 = 80 respondents and rounded up to 100 respondents. and researchers determine the number of questionnaires or surveys that will be distributed to 100 respondents who are Shopee e-commerce users. A sample is a selected part of the entire population that functions as a source of data in a study. Population, in this context, is the total characteristics possessed by a group. According to Sugiyono (2017), sampling technique is a method used to determine the sample to be taken. In this study, the sampling technique is based on the population and uses the Non-probability Sampling approach with the accidental sampling method. In this sampling method, researchers randomly select individuals who are met directly as samples.

Operational Definition of Research Variables

The variables used in this study can be seen in Table 1.

Table 1. Operational Variables

Indicator	Variable	Source	Scale
Purchase Decision (Y)	The Stability of a Product	Masharyono (2019)	Interval
	Habits in Purchasing Products		
	Giving Recommendations		
	Post Purchase Behavior		
Promotion (X1)	Advertising	Ernestivita (2016)	Interval
	Sales Promotion		
	Direct Marketing		
Influencer Marketing (X2)	Expertise	Girsang (2020)	Interval
	Trustworthiness		
	Attractiveness		
Online Customer Reviews (X3)	Benefits	Puspita (2022)	Interval
	Comparison		
	Effect		

The type of data used in this study is quantitative data which is data collected in the form of numbers, obtained from the calculation of the questionnaire / questionnaire that will be carried out and related to the problem to be studied. While the data sources used in this study are primary data and secondary data.

Data Collection Technique

The data collection techniques used in this research were interviews, questionnaires and literature studies.

Data Analysis Techniques

The data analysis technique used in this study is multiple linear regression. The regression analysis used in this study is Multiple Linear Regression Analysis. Multiple Linear Regression Analysis is used to measure the influence between more than one predictor variable (independent variable), namely the value of Promotion, Influencer Marketing and Online Customer Review on the dependent variable, namely Purchase Decisions using the formula:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

RESEARCH RESULTS AND DISCUSSION

Descriptive Analysis of Respondents

In this study, the characteristics of respondents totaling 100 people with characteristics of gender, age of respondents, district of origin, marital status, income and occupation, where the description of respondents who use E-commerce Shopee are mostly female with a total of 71 people or 70.3%%. With an age range between 21 - 30 years with a total of 79 people or 78.2% and coming from Marpoyan Damai district totaling 32 people or 31.7%. While the majority have unmarried status totaling 97 people or 96% with an average income of <2,000,000 totaling 43 people or 32.6%, who have jobs as students / students totaling 56 people or 55.4%.

Respondent Response Analysis

The results of the respondents' responses where the promotion value is in the very high category with an average value of 4.35, the shopping lifestyle variable is in the high category with an average value of 4.07, the positive emotion variable is in the very good category with an average value of 4.30 and the purchase decision variable is in the very high category with an average value of 4.35.

Preliminary Test

Promotion, Influencer Marketing, and Online Customer Review on Purchase Decisions in Shopee E-Commerce (A Case Study on The Community in Pekanbaru) (Achmad Tavip Junaedi, Nabila Hestia, Suhardjo, Jenny Angelica, Nicholas Renaldo, Amries Rusli Tanjung, Novita Yulia Putri, Marice Br Hutahuruk, Yusnidar, dan Muhammad Adrian Agusta)

Validity and Reliability Test

The result for validity and reliability tests can be seen in Table 2.

Table 2. Validity and Reliability Test Results

Research Variable	Statement	CICT Value	Limit Value	Description	Cronbach's Alpha	Limit Value	Description
Purchase Decisions (Y)	Y.1	0.661	0.3	Valid	0.912	0.6	Reliable
	Y.2	0.804	0.3	Valid			
	Y.3	0.565	0.3	Valid			
	Y.4	0.677	0.3	Valid			
	Y.5	0.782	0.3	Valid			
	Y.6	0.808	0.3	Valid			
	Y.7	0.787	0.3	Valid			
	Y.8	0.705	0.3	Valid			
Promotions (X1)	X.1.1	0.775	0.3	Valid	0.901	0.6	Reliable
	X.1.2	0.735	0.3	Valid			
	X.1.3	0.695	0.3	Valid			
	X.1.4	0.725	0.3	Valid			
	X.1.5	0.731	0.3	Valid			
	X.1.6	0.721	0.3	Valid			
Influencers Marketing (X2)	X.2.1	0.866	0.3	Valid	0.962	0.6	Reliable
	X.2.2	0.869	0.3	Valid			
	X.2.3	0.877	0.3	Valid			
	X.2.4	0.882	0.3	Valid			
	X.2.5	0.887	0.3	Valid			
	X.2.6	0.869	0.3	Valid			
Online Customer Reviews (X3)	X.3.1	0.764	0.3	Valid	0.909	0.6	Reliable
	X.3.2	0.769	0.3	Valid			
	X.3.3	0.808	0.3	Valid			
	X.3.4	0.691	0.3	Valid			
	X.3.5	0.675	0.3	Valid			
	X.3.6	0.782	0.3	Valid			

Source: SPSS Processed Data 2024

**Classical Assumption Test**

Normality Test

According to (Ghozali, 2016) the normality test aims to test whether in the regression model, the interfering variables or residuals have a normal distribution. Proof of whether the data has a normal distribution or not can be seen from the histogram or normal probability plot (PP-Plot). It can be said to be normal if the data is spread around the diagonal line and follows the direction of the diagonal line, then the regression model meets the normality assumption. Based on the computational results in SPSS, the relationship between the predicted variable values and their individuals can be seen in the results of the normality test in Table 3.

Table 3. Results of the One-Sample Kolmogorov-Smirnov Test for Normality

	Unstandardized Residual
N	100
Kolmogorov-Smirnov Z	.138
Asymp. Sig. (2-tailed)	.067

Source: SPSS Processed Data 2024

Based on Table 3, it can be seen that the Kolmogorov-Smirnov Z value for the profitability variable (Y) is equal to 0.138 and Asymp. Sig (2 tailed) 0.067 above 0.005, meaning the data is normally distributed. So, the sample data is good and suitable for use in this study. In addition, the normality test can also be done using the normal probability plot model:
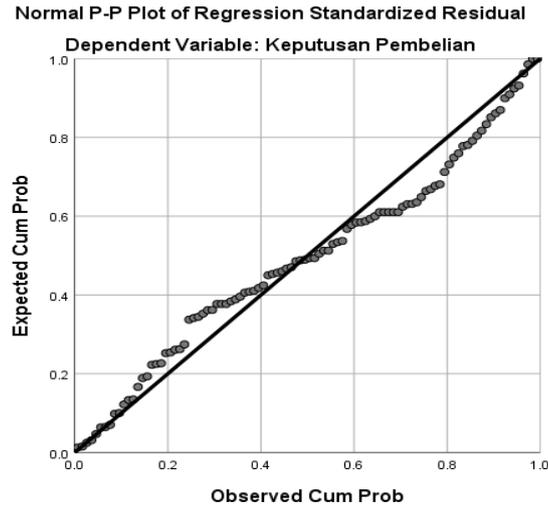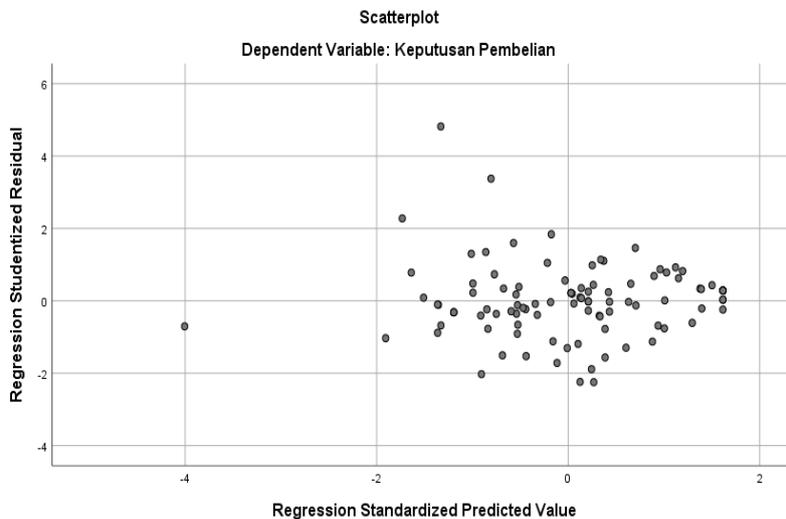
Source: SPSS Processed Data 2024
Figure 3. Normality Test *Normal Probability Plot*

Based on Figure 3, it can be seen that the dots (points) are spread around the diagonal line, and their distribution follows the direction of the diagonal line, so it is stated that the regression model in the study is feasible and normally distributed.

Heteroscedasticity Test
The Heteroscedasticity Test aims to test whether there is equality or inequality of variance in the regression model. A good regression model is one that is homoscedastic. To detect the presence or absence of Heteroscedasticity is by looking at the plot graph between the predicted value of the dependent variable, namely the standardized predictor (ZPRED) and the residual student residual (SRESID).

Source: SPSS Processed Data 2024
Figure 4. *Scatterplot Normality Test*

Based on Figure 4, it is concluded that the dots are scattered without forming a pattern around the diagonal line (spreading then narrowing or vice versa) above and below the number 0 (zero) on the Y axis. This means that the regression model in this study is free from heteroscedasticity symptoms. If the significance value of the independent variable from the Glejser Test results is more than the significance of $\alpha = 0.05$, it can be concluded that the regression model is free from heteroscedasticity.

Based on Table 4, the significant value produced for each variable is greater than 0.05, so it can be concluded that there are no symptoms of heteroscedasticity.

Table 4. Results of Heteroscedasticity Test

Model		T	Sig.	Information
1	(Constant)	7,033	.000	
	Promotion	.597	.552	No Heteroscedasticity Occurs
	Influencer Marketing	1,530	.129	No Heteroscedasticity Occurs
	Online Customer Reviews	1,810	.073	No Heteroscedasticity Occurs

Source: SPSS Processed Data 2023

Multicollinearity Test

To detect the presence or absence of multicollinearity symptoms between independent variables, Variance Inflation Factor (VIF) and Tolerance are used. The limit of Tolerance Value is 0.10 and the limit of VIF is 10.

Table 5. Multicollinearity Test Results

Model	Collinearity Statistics		Information
	Tolerance	VIF	
1 (Constant)			
Promotion	.218	4,578	Multicollinearity does not occur
Influencer Marketing	.287	3.485	Multicollinearity does not occur
Online Customer Reviews	.574	1,743	Multicollinearity does not occur

Source: SPSS Processed Data 2024

From table 5 above, it can be seen that the VIF *(Variance Inflation Factor)* of each variable in this study shows a figure smaller than 10. This means that the variables in this study do not show symptoms of multicollinearity.

Model Test
Simultaneous Test (F Test)
The F test basically shows whether all independent variables included in the model have a joint influence on the dependent variable.

Table 6. Simultaneous Test Results (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	368196.861	3	122732.287	52,634	.000 [b]
1	Residual	223854.979	96	2331.823		
	Total	592051.840	99			

Source: SPSS Processed Data, 2023

Based on the results of the simultaneous F test in Table 6, it shows that the F count result is 52.634 > F table 2.70, which means F count > F table and the Sig value is $0.000 < α$ alpha 0.05. This means that H0 is rejected and H1 is accepted. Thus, promotion, influencer marketing and online customer reviews simultaneously have a significant influence on purchase decisions.

Coefficient of Determination Test (R2)
Test the coefficient of determination (R2) to measure how far the model's ability to explain the variation of the dependent variable. In this determination coefficient test, it is seen how much the independent variable provides information on the dependent variable. The results of the determination coefficient test can be seen in Table 7.

Table 7. Results of the Determination Coefficient Test (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.789 [a]	0.622	0.610	48.28895

Source: SPSS Processed Data, 2023

Based on the results of the determination coefficient test (R^2) above, it shows an R^2 value of 0.610. This means that the promotion, influencer marketing and online customer review variables influence purchase decisions by 61.0%, while the remaining 39% is explained by other variables outside the research model that are not studied.

Multiple Linear Regression Test
Multiple linear regression analysis is useful for stating the relationship between independent variables and dependent variables. The variable model can be arranged in a function or equation as follows:

Table 8. Multiple Linear Regression Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	58,025	27,357		2.121	.036		
	Promotion	.312	.126	.331	2.466	.015	.218	4,578
	Influencer Marketing	.138	.101	.160	1,365	.175	.287	3.485
	Online Customer Reviews	.408	.084	.404	4.882	.000	.574	1,743

Source: SPSS Processed Data, 2023

Based on Table 8, the results of the regression test can be explained as follows:

$$Y = 58.025 + 0.312X_1 + 0.138X_2 + 0.408X_3$$

That the multiple linear regression equation describes the relationship between purchase decisions (dependent variable) with three independent variables, namely the promotion regression coefficient value (X1) of 0.312, the influencer marketing regression coefficient value (X2) of 0.138, and the online customer review regression coefficient value (X3) of 0.053. The constant value in the equation shows that if the three independent variables have an influence, then the purchase decision is 97.23%. The positive regression coefficient for promotion (X1), influencer marketing (X2), and online customer review (X3) shows a positive relationship between each independent variable with purchase decisions. This means that increasing the value of promotion, influencer marketing, and online customer reviews is expected to increase purchase decisions.

Hypothesis Testing
Partial Test (T-Test)
The t-test is used to analyze the influence of each independent variable on the dependent variable partially has a significant influence or not on the dependent variable of purchase decisions at a significance level of $\alpha = 5\%$. For the influence test, it is seen from the comparison of T_{table} and T_{count}. The test results can be seen in Table 9.

Table 9. Results of the Partial Test (T-Test)

Variables	T Count	T Table	Sig	Information
Promotion	2.466	1.984	0.015	significant
Influencer Marketing	1,365	1.984	0.175	not significant
Online Customer Reviews	4.882	1.984	0.000	significant

Source: SPSS Processed Data, 2024

The results of the partial test (t-test) show the influence of each independent variable on purchase decisions on Shopee E-commerce: (1) Promotion: H0: β1 > 0, Promotion has no effect on Purchase Decision, Ha: β1 < 0, Promotion has a negative effect on Purchase Decision. The test results show that Promotion partially has a positive and significant effect on purchase decisions on Shopee E-commerce. (2) Influencer Marketing: H0: β2 < 0, Influencer Marketing has no effect on Purchase Decisions, Ha: β2 > 0, Influencer Marketing has a positive effect on Purchase Decisions. The test results show that Influencer Marketing partially has a negative and insignificant effect on purchase decisions on Shopee E-commerce. (3) Online Customer Review: H0: β3 > 0, Online Customer Review has no effect on Purchase Decision, Ha: β3 < 0, Online Customer Review has a negative effect on Purchase Decision. The test results show that Online Customer Review partially has a positive and significant effect on purchase decisions on Shopee E-commerce.

Discussion
As previously described, this study aims to analyze and determine the effect of Promotion, Influencer Marketing and Online Customer Review on Purchase Decisions on E-commerce Shopee in Pekanbaru City with the discussion conducted to see the significance of the contribution of independent variables to the dependent variable.

The Influence of Promotion on Purchase Decisions
The results of the analysis show that promotion has a significant effect on purchase decisions. By designing a balanced and measurable promotional strategy, Shopee can maximize the benefits of promotions and maintain competitiveness in the e-commerce market. The conclusion is that promotions that are in accordance with the benefits received by consumers, and if they are more economical than other products, consumers tend to continue to subscribe. The results of this study are in line with research conducted by (Napitupulu et al., 2021), (Ahnaf Balhmar, 2019), and (Doresa, 2017) which show that promotion has a significant effect on purchase decisions.

The Influence of Influencer Marketing on Purchase Decisions

Promotion, Influencer Marketing, and Online Customer Review on Purchase Decisions in Shopee E-Commerce (A Case Study on The Community in Pekanbaru) (Achmad Tavip Junaedi, Nabila Hestia, Suhardjo, Jenny Angelica, Nicholas Renaldo, Amries Rusli Tanjung, Novita Yulia Putri, Marice Br Hutahuruk, Yusnidar, dan Muhammad Adrian Agusta)

The results of the analysis show that influencer marketing does not have a significant effect on purchase decisions, especially for women aged 21-30 years as high school graduates with an income of < Rp 2,000,000, influencer marketing does not have a significant effect on purchase decisions. The conclusion is that the level of trust in influencer marketing on Shopee is not significant in influencing purchase decisions. The results of this study are in line with research conducted by (Nugroho, 2022) and (Wicaksana & Rachman, 2018) which shows that influencer marketing does not have a significant effect on purchase decisions.

The Influence of Online Customer Reviews on Purchase Decisions
The results of the analysis show that Online Customer Reviews have a significant influence on purchase decisions. Online customer reviews provide valuable information, increase consumer trust, and play an important role in shaping buyer's perceptions of products or services on Shopee. The conclusion is that Online customer reviews that provide positive information and are in accordance with the benefits received can increase consumer purchase decisions sustainably. The results of this study are in line with research conducted by (Yanti, 2022), (Mahardini et al., nd) and (Dwiningwarni et al., 2018) showing that online customer reviews have a significant influence on purchase decisions. This study is in line with several previous studies that support the findings that promotion and online customer reviews have a significant influence on purchase decisions, while influencer marketing does not have a significant influence in the context of Shopee E-commerce.

CONCLUSION
This study aims to determine promotion, influencer marketing and online customer reviews on purchase decisions on Shopee E-commerce. The conclusions that can be drawn from the results of the research that has been conducted include: First, Promotion has a significant effect on purchase decisions on Shopee E-commerce, which means that if Shopee provides an attractive promotional offer, consumers tend to be more likely to make a Purchase Decision. Second, Influencer Marketing is not significant on purchase decisions on Shopee E-commerce, which means that the marketing strategy through influencers is not used or is ineffective, consumers may not be too influenced by the influence of influencers in deciding to buy a product. Third, Online Customer Reviews have a significant effect on purchase decisions on Shopee E-commerce, which means that reviews from online consumers have a big impact on forming purchase decisions on the platform.

This study strengthens the theory of digital marketing and consumer behavior by showing that Promotions and Online Customer Reviews have a significant influence on purchasing decisions, while Influencer Marketing has no significant influence. For Shopee and other e-commerce, this finding shows that effective promotions (e.g. discounts, free shipping, and cashback) are more influential in driving purchasing decisions compared to influencer marketing. E-commerce regulators or authorities can consider developing more transparent policies regarding promotions and customer reviews to prevent information manipulation that can harm consumers.

This study was only conducted in Pekanbaru, so the results do not fully reflect consumer behavior in other regions in Indonesia. Respondents in this study were mostly aged 21-30 years, which does not represent the preferences of consumers with older or younger ages.

The suggestions that the author can provide are: (1) It is recommended to the company that Shopee Company can maximize the potential of Influencer Marketing, build strong relationships with the audience, and increase the impact of the campaign as a whole So that consumers can trust influencers who are easy to fix than other competitors, so that it can increase customers for the company; (2) For researchers so that it can be used as reference material and additional information, especially those interested in researching the field of e-commerce. Through the utilization of the results of this study, it is hoped that it can provide a valuable contribution to the development of knowledge and understanding in the field of e-commerce among academics, students, and practitioners.

Further studies can be conducted with a wider sample in various cities in Indonesia or even comparisons between countries. A deeper analysis of the differences in generational behavior (Gen Z, Millennials, Gen X, Baby Boomers) in online shopping. Future researchers can also examine how artificial intelligence (AI) in product recommendations and personalized advertising influences consumer purchasing decisions.

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