Promotions and Online Customer Reviews as Determinants of Purchase Decisions on the Shopee Marketplace

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ARTICLE INFORMATION

Received: January 30, 2026
Revised: July 16, 2026
Accepted: August 18, 2026
DOI : 10.57151/jeko.v5i2.1616

KEYWORDS

online customer reviews; promotion; purchase decision; shopee.

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A B S T R A C T

The development of digital technology in Indonesia has transformed people's behavior, particularly in online shopping activities, especially through the Shopee marketplace. This study aims to examine the effects of promotion and online customer reviews on purchasing decisions, both separately and jointly. The research method used is a quantitative, explanatory approach. The subjects of this study are students of the Faculty of Economics and Business, University of Jember, who actively use Shopee. The sample was determined using a non-probability purposive sampling technique with 112 respondents. Data were analyzed using multiple linear regression with IBM SPSS 31. The results show that promotion has a positive and significant effect on purchasing decisions, and online customer reviews also have a positive and significant effect. Simultaneously, both variables have a significant effect with an adjusted R-squared value of 54%. These findings confirm that promotion and customer reviews are important factors in purchasing decisions on Shopee, particularly among students who are critical and selective in processing information before making transactions.

INTRODUCTIONS

The current development of information technology in Indonesia has transformed people's lifestyles, shifting from traditional to fully digital. One clear example is the increase in online shopping activity, with the value of e-commerce transactions in Indonesia projected to rise by IDR 417 trillion in 2025. The Digital Economy Outlook report from CELIOS also adds that e-commerce is one of the main sectors contributing to Indonesia's digital economy (Putri, 2025). The emergence of various online shopping platforms has responded to the needs of a society increasingly interested in online shopping for its perceived convenience.

Among the many marketplace options in Indonesia, Shopee has become a consumer favourite thanks to its effective promotional strategies, product variety, and shopping experience. This is evidenced by the surge in visits to the Shopee platform in early 2026, which surpassed those of its competitors (Wirawan, 2026). The high level of shopping activity indicates that purchasing decisions may be influenced by promotional incentives and the availability of supporting information on the platform. According to a 2025 report by the Indonesian Internet Service Providers Association (APJII), more than half of Indonesia's internet user access Shopee, accounting for 53.22%, a significant increase from the previous year's 41.65%. Shopee even controlled a 54% share of Indonesia's e-commerce market in 2025, making it the dominant market leader. Not only does Shopee excel nationally, but it also ranks as the second-most active e-commerce application globally in terms of monthly active users, with 392.8 million. Shopee has also been downloaded by over 100 million users on the Play Store (Ahdiat, 2025), and dominates across demographic segments, from Generation Z to Baby Boomers, spanning both males and females.

Given the high number of marketplace users among the younger generation, students of the Faculty of Economics and Business (FEB) at the University of Jember represent a consumer group that is both critical of and familiar with online shopping, particularly on the Shopee marketplace. Since digital transactions do not allow consumers to examine products physically, promotion serves as an initial draw that triggers the desire to purchase. In contrast, online customer reviews serve as a reference to assess product suitability. This study aims to examine the extent to which FEB University of Jember students process promotional information and online customer reviews before ultimately deciding to purchase a product on the Shopee marketplace.

The product evaluation process carried out by consumers is a comprehensive assessment that culminates in the decision to purchase. Tjiptono (2014) states that a purchasing decision is a process that begins with recognizing a need, followed by information search regarding various product

alternatives and evaluation of available options, and concludes with the purchase decision. Kotler & Keller (2016) define promotion as a series of activities undertaken by companies to introduce their products' advantages while encouraging consumers to purchase. In measuring the purchasing decision variable, there are six indicators: product selection, brand selection, seller selection, purchase quantity, purchase timing, and payment method. These six indicators were chosen because they comprehensively represent the stages of consumer decision-making in e-commerce, where buyers on Shopee not only determine which items to purchase but also critically choose the store, the timing of the purchase, and payment flexibility. To encourage consumers to make purchasing decisions, companies implement promotional strategies as one of the instruments in the marketing mix to stimulate consumers' desire to buy (Kotler & Keller, 2016). In this study, the promotion variable is measured using five indicators: promotion frequency, promotion quality, promotion quantity, promotion timing, and promotion target accuracy. The selection of these indicators is considered relevant for measuring the effectiveness of digital marketing promotions on Shopee.

Encouraging consumer confidence does not solely rely on promotional activities. In online shopping, the inability of buyers to physically inspect products leads to a high dependence on supporting information provided by Shopee, such as online customer reviews from other buyers (Mutmainah, 2025). Filieri & Mcleay (2013) assert that online customer reviews act as an e-WOM (electronic word of mouth) channel through which people explore reference experiences from previous buyers. In this study, online customer reviews are measured using five indicators, as outlined by Latifa & Harimukti (2016), as cited in Suryawan et al. (2022): perceived usefulness, source credibility, argument quality, valence, and review volume. These five indicators were selected because they are appropriate for measuring how much consumers trust reviews on Shopee, ranging from the clarity of review content and the reviewer's reputation to the volume of reviews before making a purchase.

Promotion and online customer reviews are important issues in this study because both are pillars of the highly dynamic online shopping ecosystem. The increasingly intense e-commerce competition in Indonesia, with Shopee and TikTok Shop-Tokopedia dominating 92% of the market in 2025, drives each platform to innovate in promotional strategies and customer review management continuously. Promotions such as flash sales, massive discounts, and free shipping have become key weapons for attracting consumers amid aggressive price competition. Meanwhile, online customer reviews are a crucial element in building consumer trust, given that buyers cannot see or try products in person. Reviews from previous buyer function as social proof that reduces uncertainty and purchase risk, particularly among university students who are known to be critical and selective in processing information before making decisions.

Marketing strategies, such as promotions and online customer reviews, are considered factors for consumers when making purchase decisions. This is in line with the research of Sitorus et al. (2023) which demonstrated a significant positive influence of promotions on purchase decisions. On the other hand, Nuraeni & Irawati (2021) also stated that online customer reviews have a significant positive effect in building trust prior to making a purchase decision. Furthermore, Indriyani (2023) also affirmed that the combination of promotions and online customer reviews together exerts a significant positive influence on purchase decisions.

From the explanation above, a research gap emerges from previous studies, creating an opportunity for researchers to re-explore the drivers of purchase decisions. This study addresses this gap by focusing the examination on the variables of promotion and online customer reviews without involving other variables present in previous research. In addition, the use of university students as the research subjects and the Shopee marketplace as the object under study distinguishes this current research from previous studies that discussed the general public, as well as those that examined other marketplaces. Therefore, the objective of this study is to determine the influence of promotions and online customer reviews on purchase decisions in the Shopee marketplace (a case study of students at the Faculty of Economics and Business, University of Jember).

METHODS

This study is quantitative explanatory research conducted within the Faculty of Economics and Business, University of Jember. Sampling was carried out using a purposive sampling technique, with the criteria being active FEB students who had made at least one transaction per month on Shopee and had viewed promotions and read reviews on Shopee. The sample size was determined using the formula by Hair et al. (2010), as cited in Putra (2025) which recommends 5 to 10 times the

number of indicators. In this study, a 7:16 ratio was used, yielding 112 respondents. The ratio of 7 was chosen as the ideal midpoint, based on Hair et al.'s suggestion that for multivariate research, the minimum recommended sample size is 100. The indicators used in this study are as follows:

1. Promotion (X1) with 10 indicators according to Kotler & Keller (2015): promotion frequency, promotion quality, promotion quantity, promotion timing, and promotion target accuracy.
2. Online Customer Review (X2) with 5 indicators according to Latifa & Harimukti (2016) as cited in Suryawan et al. (2022): perceived usefulness, source credibility, argument quality, valence, and review volume.
3. Purchase Decision (Y), with 6 indicators per Kotler & Keller (2016): product selection, brand selection, seller selection, purchase quantity, purchase timing, and payment method.

Primary data were obtained through the distribution of Google Form questionnaires using a 1–4 Likert scale, supplemented by interview results as supporting data. This study used multiple linear regression in IBM SPSS version 31. Instrument validity was assessed using Pearson correlation, and reliability was assessed to ensure the questionnaire was ready for use. Subsequently, classical assumption tests were performed to assess the feasibility of the regression model, including tests for linearity, multicollinearity, normality, and heteroscedasticity, using scatterplot visualizations. Hypotheses were then measured through the coefficient of determination test, t-test, and F-test.

RESULTS AND DISCUSSION

Validity Test

The validity test aims to determine whether the instrument accurately measures variables using Pearson correlation. A data item is considered valid if the calculated r-value (r-count) is greater than or equal to the critical r-value (r-table) at a significance level of ≤ 0.05.

Table 1. Validity Test Results

Variable	Item	R-calculated	Rtable	Sig.	Note
Promotion (X1)	X1.1	0,534			
	X1.2	0,638			
	X1.3	0,633			
	X1.4	0,603			
	X1.5	0,533	0,184	,001	Valid
	X1.6	0,479			
	X1.7	0,464			
	X1.8	0,471			
	X1.9	0,596			
	X1.10	0,592			
Online Customer Review (X2)	X2.1	0,615			
	X2.2	0,549			
	X2.3	0,499			
	X2.4	0,586			
	X2.5	0,593	0,184	,001	Valid
	X2.6	0,666			
	X2.7	0,553			
	X2.8	0,553			
	X2.9	0,594			
	X2.10	0,669			
Purchase Decision (Y)	Y1	0,527			
	Y2	0,609			
	Y3	0,539			
	Y4	0,501			
	Y5	0,489			
	Y6	0,531			
	Y7	0,488	0,184	,001	Valid
	Y8	0,492			
	Y9	0,444			
	Y10	0,456			
	Y11	0,449			
	Y12	0,598			

Source: Processed data, 2025

Based on Table 1, the validity test results for all variables—namely promotion (X1), online customer reviews (X2), and purchasing decisions (Y)—indicate that all statement items possess correlation values meeting the validity criteria; thus, each statement item is deemed suitable for measuring the variables in this study.

Reliability Test

The reliability test aims to determine the relative consistency of a research instrument using Cronbach's alpha. An instrument is considered reliable if the Cronbach's alpha value is ≥ 0.6.

Table 2. Reliability Test Results

Variable	*Cronbach's Alpha*	Standard	Note
Promotion	0,749		
Online Customer Review	0,786	0,6	Reliable
Purchase Decision	0,729		

Source: Processed data, 2025

Based on Table 2, the reliability test results for all research variables—namely promotion, online customer reviews, and purchasing decisions—indicate that the instruments used are reliable. This is evidenced by Cronbach's alpha values exceeding the 0.6 threshold, confirming that each variable is suitable for use in the study's measurements.

Classical Assumption Tests

Normality Test

The normality test aims to determine whether the residual variables in the regression model are normally distributed, using the Kolmogorov-Smirnov test. Data are considered normally distributed if the significance (sig.) value is ≥ 0.05.

Table 3. Normality Test Results

			Unstandardized Residual
N			112
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		2,14264061
Most Extreme Differences	Absolute		,072
	Positive		,057
	Negative		-,072
Test Statistic			,072
Asymp. Sig. (2-tailed)[c]			,200[d]
Monte Carlo Sig. (2-tailed)[d]	Sig.		,168
	99% Confidence Interval	Lower Bound	,159
		Upper Bound	,178

Source: Processed data, 2025

Based on Table 3, the Kolmogorov-Smirnov normality test yields a p-value of 0.200, which exceeds the threshold of ≥ 0.05; therefore, the data in this study are normally distributed. The results indicate that the data distribution satisfies the assumption of normality.

Linearity Test

The linearity test is used to determine whether a linear relationship exists between the independent and dependent variables. If the significance value for "deviation from linearity" is greater than 0.05, the model is considered linear; otherwise, it is considered non-linear.

Table 4. Linearity Test Results

			Sum of Squares	Df	Mean Square	F	Sig.
Purchase Decision * Promotion	Between Groups	(Combined)	541,604	14	38,686	6,431	,001
		Linearity	493,733	1	493,733	82,077	,001
		Deviation from Linearity	47,871	13	3,682	,612	,839
	Within Groups		583,503	97	6,015		
	Total		1125,107	111			

Source: Processed data, 2025

Based on Table 4, the significance value for deviation from linearity is 0.839 (greater than 0.05); therefore, the data is considered linear.

Multicollinearity Test

The multicollinearity test aims to determine whether there is correlation among the independent variables in the regression model. The test is conducted by examining the values; if the tolerance value is ≥ 0.10 or the VIF is ≤ 10, the data is considered free from multicollinearity.

Table 5. Multicollinearity Test Results

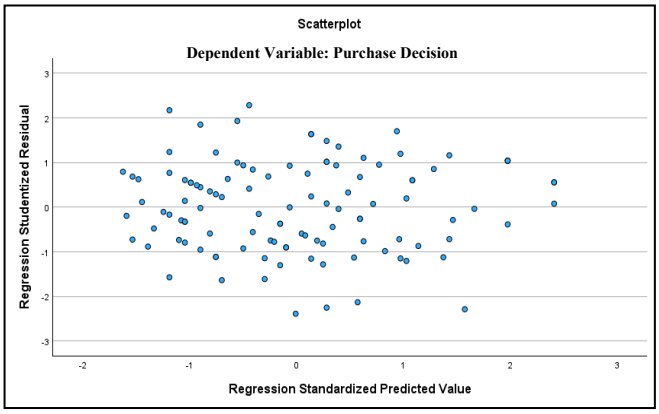
Variable	*Collinearity Statistics*		Note
	Tolerance	**VIF**	
Promotion (X1)	0,500	2,001	No Multicollinearity
Online Customer Review (X2)	0,500	2,001	No Multicollinearity

Source: Processed data, 2025

Based on Table 5, all independent variables have tolerance values of 0.500 (> 0.10) and VIF values of 2.001 (< 10); therefore, the data are considered free of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is unequal variance across observations in the regression model, which is assessed by examining scatterplot patterns. Heteroscedasticity is absent when the data points are randomly distributed—forming no specific pattern—and are scattered both above and below the zero line on the y-axis.



Source: Processed data, 2025

Figure 1. Heteroskedasticity test results

Based on the scatterplot in Figure 1, the data points in the regression model are randomly distributed, with no clear pattern, and are scattered both above and below the zero mark on the y-axis. Therefore, the data do not exhibit heteroscedasticity.

Multiple Linear Regression Analysis

Table 6. Results of Multiple Linear Regression Analysis

Variable	*Unstandardized Coefficients*		*Standardized Coefficients*		Note
	B	***Std. Error***	**Beta**	**Sig.**	
(Constant)	14,296	2,356		,001	Significant
Promotion (X1)	,341	,093	,333	,001	Significant
Online Customer Review (X2)	,472	,093	,465	,001	Significant

Source: Processed data, 2025

$$Y = 14{,}296 + 0{,}341\ X1 + 0{,}472\ X2 + e_i$$

Based on the multiple linear regression results in Table 6, the constant term was 14.296; this indicates that if the promotion (X1) and online customer review (X2) variables are held constant or set to zero, the purchase decision (Y) is 14.296. The promotion variable has a regression coefficient of 0.341, indicating that for every increase in the promotion variable, the purchase decision increases by 0.341. Meanwhile, the online customer review variable contributes 0.472, meaning that every increase in online customer reviews leads to a 0.472 increase in the purchase decision. In addition to the variables studied, there is an *ei* notation—representing variables outside the scope of the study—that also influences purchase decisions, such as price, trust, product quality, and others.

Hypothesis Testing

Simultaneous Test (F-test)

The F-test aims to determine the significance of all independent variables collectively on the dependent variable, based on the criteria of F-calculated > F-table and a significance value < 0.05.

Table 7. Simultaneous Test Results

Model	*Mean Square*	F	Sig.	Note
Regression	307,758	65,829	,001	Significant

Source: Processed data, 2025

Based on Table 7, the calculated F-value (65.829) exceeds the F-table value (3.08), and the significance value (0.001) is less than 0.05; this indicates that the promotion and online customer review variables simultaneously have a significant effect on the purchase decision variable.

Partial Test (t-test)

The t-test aims to determine the significance of the independent variables' effect on the dependent variable, based on the criteria that t-calculated > t-table and p-value < 0.05.

Table 8. Partial Test Results

Variable	Beta	T	Sig.	Note
Constant		6,069	,001	Significant
Promotion (X1)	,333	3,656	,001	Significant
Online Customer Review (X2)	,465	5,104	,001	Significant

Source: Processed data, 2025

Based on Table 8, for the promotion variable, the calculated t-value of 3.656 exceeds the t-table value of 1.982, and the significance value of 0.001 (≤ 0.05) indicates that the promotion variable has a significant positive effect on purchasing decisions. Furthermore, for the online customer review variable, the calculated t-value of 5.104 exceeds the t-table value of 1.982, and the significance value of 0.001 (≤ 0.05) indicates that online customer reviews have a significant positive effect on the purchasing decision variable.

Coefficient of Determination (R^2) Test

Table 9. Coefficient Test Results

Model	R	R *Square*	*Adjusted RSquare*	*Std. Error of the Estimate*
1	,740	,547	,539	2,162

Source: Processed data, 2025

Based on Table 9, the Adjusted R-squared value is 0.539 (54%). This value indicates that purchasing decisions on the Shopee marketplace are influenced by promotions and online customer reviews. Meanwhile, the remaining 46% (100% – 54%) is influenced by other variables not examined in this study (ei, price, trust, product quality, and so forth.

The Influence of Promotion on Purchase Decisions Based on the SOR Theory

The analysis shows that promotion has a positive and significant effect on purchase decisions among FEB University of Jember students on the Shopee marketplace. Based on the hypothesis test results, the promotion variable has a significance value of 0.001 < 0.05 and a calculated t-value of 3.656 > the t-table value of 1.982; thus, the hypothesis (H1) is accepted. This finding indicates that the better the promotional activities, the higher the students' purchase decisions. Among the indicators, promotion quantity emerged as the most dominant indicator, with an average score of 764 and an achievement rate of 85.3%. This proves that Shopee's promotional value is highly attractive and beneficial to students, serving as the primary motivation for purchase decisions. This result is consistent with research by Hokil et al. (2025) which found that promotion quantity had the highest average score among the indicators.

Overall, promotion serves as an important factor in encouraging students to shop online at Shopee. The high value on the quantity indicator shows that students are more interested in pursuing benefits through the magnitude of Shopee's promotions. This finding can be explained through the Stimulus-Organism-Response (SOR) Theory developed by Mehrabian & Russell (1974). Within the SOR framework, promotion serves as an external stimulus (S) for students. This stimulus is then processed through the individual's internal conditions or organism (O), such as perceptions of promotional value, benefit evaluation, and shopping motivation. This cognitive process subsequently produces a response (R) in the form of a purchase decision.

The SOR Theory explains that a strong, positive stimulus will effectively influence consumers' psychological states. In this study, promotions with large quantities create a high perceived value in students' minds, which subsequently triggers motivation to make an immediate purchase. Thus, the stronger the promotional stimulus provided by Shopee, the greater the purchase response among students, as demonstrated by the dominance of the promotion quantity indicator, with an achievement rate of 85.3% in this study.

In more depth, the SOR mechanism in the context of promotion can be explained as follows:

1. **Stimulus (S) – Promotion**: Shopee offers various promotions, including flash sales, massive discounts, free shipping, and cashback. This stimulus takes the form of external cues designed to attract consumers' attention.
2. **Organism (O) – Students' Perception and Evaluation**: Students, as the organism, receive the promotional stimulus and process it cognitively. They evaluate the promotional value offered, compare it with their needs and budget, and form perceptions about the benefits to be gained. This process involves both emotional and rational aspects that influence students' attitudes toward the product and their purchase decisions.
3. **Response (R) – Purchase Decision**: After completing the evaluation process, students decide to purchase the promoted product. This decision is a behavioral response arising from the stimulation and evaluation process that has occurred.

Overall, the Stimulus-Organism-Response (SOR) Theory provides a comprehensive framework for explaining the findings of this study. The relationship between the research variables can be illustrated as follows:

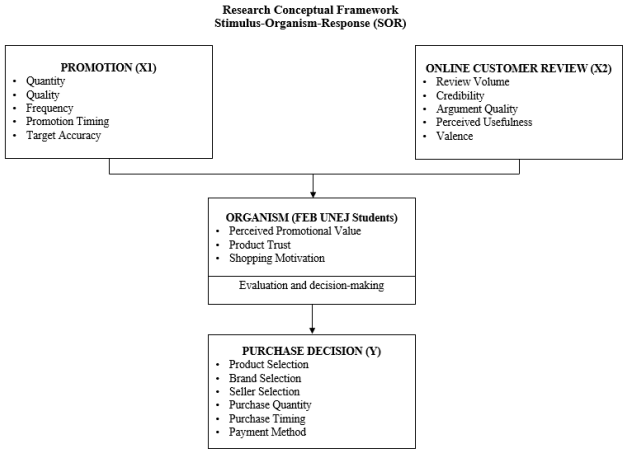


Figure 2. Analytical Framework Based on SOR Theory

These results are reinforced by Sitorus et al. (2023),who showed that promotion has a positive and significant effect on purchasing decisions; this is further supported by Mulyana et al. (2024), who similarly demonstrated a significant positive impact of promotion on purchasing decisions. Theoretically, these findings align with the study by Syahputri et al. (2024), which found that promotions via Shopee live streaming drive consumptive behavior through the SOR (Stimulus-Organism-Response) mechanism; in this process, interactive promotional stimuli create positive emotional experiences that trigger impulsive purchasing decisions. Additionally, research by Kim & Johnson (2016) supports these findings, noting that effective sales promotions enhance consumers' perceived value and drive purchasing decisions through the SOR mechanism, in which promotional stimuli generate emotional arousal that prompts a buying response. This aligns with the situation of students at the Faculty of Economics and Business (FEB), University of Jember, who tend to be responsive to promotions due to their limited student budgets, making promotion a crucial factor in their purchasing decisions. Based on this discussion, it is concluded that promotion is a factor influencing purchasing decisions on the Shopee marketplace among students; thus, the hypothesis is accepted, confirming that promotion affects purchasing decisions on the Shopee marketplace among students of the Faculty of Economics and Business, University of Jember.

The Influence of Online Customer Reviews on Purchase Decisions

The analysis indicates that online customer reviews have a positive and significant influence on FEB University of Jember students' purchase decisions on the Shopee marketplace. Based on the hypothesis test results, the online customer review variable yielded a significance value of 0.001 (< 0.05) and a calculated t-value of 5.104 (exceeding the t-table value of 1.982); thus, the hypothesis (H2) is accepted. These findings indicate that the more available online customer reviews, the greater students' confidence in making purchase decisions. The "number of reviews" emerged as the most dominant indicator, with an average score of 769 and an achievement rate of 86%. This demonstrates that students place more trust in products purchased by many consumers, as this allows them to access a wider variety of reviews for comparison before making a purchase decision. These results align with the study bySulistiowati et al. (2025), which found that the "number of reviews" indicator had the highest average value among the various online customer review indicators.

Overall, online customer reviews serve as an important factor in building students' trust before making purchase decisions on Shopee. The high value of the review volume indicator indicates that a large number of reviews from previous consumers provide a sense of security and reduce uncertainty about the products offered. This finding can also be explained through the Stimulus-Organism-

Response (SOR) Theory. Within the SOR framework, online customer reviews serve as an external stimulus (S), providing additional information for potential buyers. This stimulus is then processed by the organism (O), namely, students who read, evaluate, and compare the available reviews. This process builds trust and reduces the uncertainty students feel. Ultimately, the response (R) that emerges is a more confident and well-informed purchase decision.

In more depth, the SOR mechanism in the context of online customer reviews can be explained as follows:

1. **Stimulus (S) – Online Customer Reviews**: Shopee provides review and rating features from previous buyers. This stimulus is information that potential buyers can access to evaluate product quality and the seller's trustworthiness.
2. **Organism (O) – Students' Evaluation and Trust**: Students, as the organism, receive the stimulus in the form of reviews and process it cognitively. They evaluate the credibility of the reviews, compare opinions, assess information consistency, and form perceptions of product quality and trust in the seller. This process involves cognitive aspects such as reasoning, analysis, and decision-making based on the available information.
3. **Response (R) – Purchase Decision**: After completing the evaluation and trust-building process, students decide to purchase the product. This decision is more confident because it is based on sufficient information and a high degree of certainty about product quality.

The SOR Theory explains that credible and relevant information can influence consumers' internal states and drive positive behavioral responses. In this study, the large volume of reviews (the dominant indicator) provides more comprehensive information for students, thereby reducing purchase risk and increasing trust in the purchase decision. This is in line with research by Wang et al. (2020), which found that the credibility of online reviews influences consumer trust and purchase intention through the SOR mechanism, whereby credible reviews build trust that drives purchasing behavior.

These results are reinforced by studies conducted by Nuraeni & Irawati (2021) and Zed et al. (2023), which state that information from online customer reviews can enhance purchasing decisions among online shoppers. Research by Filieri & McLeay (2013) also supports these findings, noting that online customer reviews are highly trusted sources of information because they are perceived as more objective than information provided by sellers; consumers tend to trust the experiences of other buyers who have used the product. Furthermore, research by Chevalier & Mayzlin (2006) demonstrates that positive consumer reviews can significantly boost sales, as consumers use reviews as social proof when making purchasing decisions. Studies by Park et al. (2007) also found that the quality and quantity of reviews influence consumer perceptions of products and their subsequent purchasing decisions. Based on this discussion, it is concluded that online customer reviews influence purchasing decisions on the Shopee marketplace among students; this confirms the hypothesis and suggests that online customer reviews indeed influence purchasing decisions on Shopee among students of the Faculty of Economics and Business at the University of Jember.

The Influence of Promotion and Online Customer Reviews on Purchase Decisions

Based on the results of the simultaneous hypothesis test (F-test), the promotion and online customer review variables have a positive and significant effect on purchase decisions among FEB University of Jember students in the Shopee marketplace. This is evidenced by a significance value of $0.001 < 0.05$ and a calculated F-value of $65.829 >$ the F-table value of 3.08; thus, hypothesis (H3) is accepted. The Adjusted R Square value of 54% indicates that both variables explain purchase decisions by 54%, while the remaining 46% is influenced by other variables outside this study, such as price, trust, product quality, and others. Among the indicators, product selection emerged as the dominant indicator with a total average score of 777 and an achievement rate of 87%. This high value indicates that the availability of a diverse range of product variations on Shopee is the primary consideration for students when making transactions, particularly due to Shopee's promotions and compelling information from online customer reviews. This is in line with research by Dalimunthe &

Komalasari (2024), which found that the product selection indicator had the highest average score among the indicators.

Overall, promotion and online customer reviews work together in influencing purchase decisions. Within the framework of the Stimulus-Organism-Response (SOR) Theory, this can be explained as follows:

1. **Stimulus (S) – Promotion and Online Customer Reviews**: Shopee provides two main types of stimuli, namely (a) promotion as an economic stimulus offering financial benefits, and (b) online customer reviews as an informational stimulus providing certainty about product quality. These two stimuli work synergistically and complement each other.
2. **Organism (O) – Information Processing and Decision-Making**: Students receive both stimuli and process them simultaneously. On one hand, promotions provide economic motivation to buy. On the other hand, reviews provide quality assurance. This process creates an optimal internal environment in which students are attracted by promotions and feel secure due to positive reviews, thereby reducing the risk of making a wrong decision.
3. **Response (R) – Purchase Decision**: After completing a comprehensive stimulus-processing stage, students make a purchase decision with greater confidence, supported by two important factors: economic benefits and quality assurance.

The SOR Theory explains that the combination of complementary stimuli will create a greater effect on the organism and the response. In this study, promotions attract students' attention, while online customer reviews provide the confidence to proceed to the purchase stage. The combination of these two stimuli creates an optimal organism condition (high motivation and low risk), resulting in a more confident purchase decision. Research by Ertugrul & Cengiz (2021) also supports this finding, stating that the combination of promotions and online reviews creates a strong synergy in influencing consumer purchase decisions. Promotions create initial appeal, while reviews provide confirmation and reduce hesitation. Research by Zhang et al. (2014) also found that the interaction between promotions and online reviews significantly influences consumer purchase decisions on e-commerce platforms.

This is supported by Indriyani (2023), whose findings indicate that promotions and online customer reviews have a significant positive effect on purchasing decisions. Research by Kusumawati et al. (2022) also found that promotions and online reviews jointly influence purchasing decisions through the mechanism of consumer trust. Consequently, students from the Faculty of Economics and Business at the University of Jember view promotions as a factor that attracts them to make a purchase, while online customer reviews serve as additional information that builds trust and mitigates purchasing risk, thereby instilling the confidence needed to make purchasing decisions on the Shopee marketplace. Based on this explanation, it is concluded that promotion and online customer reviews simultaneously exert a significant positive influence on purchasing decisions on the Shopee marketplace among students of the Faculty of Economics and Business at the University of Jember; thus, the third hypothesis (H3) is accepted.

CONCLUSION

Based on the research and discussion, the promotion variable and online customer reviews have a significant positive effect on students' purchase decisions at the Faculty of Economics and Business, University of Jember, in the Shopee marketplace. Both variables contribute to purchase decisions, as indicated by the Adjusted R-Square value of 54%. In comparison, the remaining 46% is influenced by variables outside this study, such as price, trust, and product quality. The research results show that the better the promotions offered by Shopee, the more likely students are to make purchase decisions. Equally important, online customer reviews also help students ensure product suitability before making a purchase. Thus, the presence of promotions and online customer reviews together encourages FEB University of Jember students to be more confident in making purchase decisions in the Shopee marketplace.

This study has a limitation: it examined only the Shopee marketplace and did not specifically investigate the product categories purchased. Suggestions for Shopee include maintaining and improving existing promotions and enhancing their quality by presenting clearer information. In addition, Shopee needs to strengthen the credibility of sources in the review feature by tightening oversight of fake reviews, to ensure product suitability with the images and descriptions being sold, so that consumer trust and certainty in transactions remain well maintained. For future researchers, it is expected that they examine a more diverse range of sources and references related to this study, include additional variables not examined in this research, and expand the research participants or respondents so that the results obtained are more varied for subsequent studies.

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