



The effect of customer reviews, product price, and service quality on purchase decisions with moderated brand image in e-commerce applications

Maria Assumpta Wikantari

Universitas Pembangunan Nasional Veteran Jakarta, Indonesia
maria.aw@upnvi.ac.id

Abstract

This study aims to analyze the effect of customer reviews, product prices and service quality on purchasing decisions moderated by brand image. The population in this study is 100 residents of the city of Jakarta, whose criteria have been determined. The sample selection was carried out using a purposive sampling method, by taking 100 Jakarta residents with an age range of 20-40 years as the sample in this study. The analytical techniques used in this study are: 1) Validity Test, 2) Reliability Statistics, 3) Classical Assumption Test consisting of Normality Test, Multicollinearity Test, Heterocystista Test, Autocorrelation Test, 4) Multiple Linear Regression, 5) Hypothesis Test consisting of from Coefficient Test and Partial Influence Test (t) and MRA. The results of this study indicate that customer reviews have no effect on purchasing decisions, this is evidenced by the t value of 0.747. Product prices have a significant effect with a t-value of 0.460. Service quality has a partial effect on purchasing decisions with a t value of 3.378. Customer reviews, product prices and service quality simultaneously influence purchasing decisions with an f value of 4.451. Brand image cannot mediate the relationship between customer reviews, product prices, service quality on purchasing decisions, and none of them are significant

Keywords

Brand Image, Customer Reviews, Product Prices, Purchasing Decision, and Service Quality

INTRODUCTION

At this time the era of innovation and data in this world, especially the web, is growing rapidly. Mechanical improvements have made a change in shopper behavior from in-person purchases to online purchases, for this situation the web has become an essential necessity for all individuals from young and old ages, especially since web networks have a wide and unlimited organization. From the information obtained by APJII in its study results, it was revealed that web clients in Indonesia increased by up to 196.71 million people out of a total population of 266.91 million people. The number of web clients on Focal Java in 2019 - 2020 is 26,536,320 people. A web client used for business, be it online business or Electronic Trade. Of the many web-based businesses in Indonesia, the most well-

known to date is shopee.co.id. Shopee is an internet business in the form of shopper to buyer (C2C). The advantages of online shopping are saving time, affordable prices because it comes straight from the hands of the first seller and of course saves energy, but shopping online also makes us lose if the purchase is not careful in choosing stores and products. Where in reality there are lots of cases where the items ordered are not in accordance with the descriptions or photos shown on the online store. The CEO of Shopee is Chris Feng. Shopee first entered Indonesia on December 1, 2015, this application is claimed to be the main customer-to-buyer (C2C) portable commercial center application. To decide on an online purchase, there must be many considerations, such as client audits, product costs, nature of administration.

The rapid development of the Indonesian hardware market was outlined by an overview led by Shipper Machine. Based on

information from Machine (2019), overall web-based business development in Indonesia reached 78% in 2019 with an online population of 103.03 million people. According to Softwareseni (2018), Indonesia enjoys the advantage of buying merchandise online through web companies worth US\$ 10.9 billion or the equivalent of Rp. 146.7 trillion. This value increased by 41% from 2015 of US\$ 55 billion. This rapid increase has sparked increasing objections to online businesses in Indonesia. The rapid development of the electronic market has made commercial center specialist cooperatives continue to compete to become innovators to watch out for. Referring to the Indonesia internet business guide by iPrice Inside (2019), the normal traffic or flow of guests visiting various web-based business destinations in Indonesia is described below. Shopee is a web business website with the most monthly visitors compared to Lazada, Tokopedia, Bukalapak, and blibli.com. Driven 200 million regular visitors in the second quarter of 2019.

**Table 1.1
ONLINE SHOP POPULARITY**

NO	ONLINE SHOP	MONTHLY WEB VISITORS	APPSTORE RANK	PLAYSTORE RANK
1	SHOPEE	96.532.300	#1	#1
2	TOKOPEDIA	84.997.100	#2	#4
3	LAZADA	22.674.700	#3	#3
4	BUKALAPAK	31.409.200	#4	#5
5	BLIBLI	18.695.000	#5	#6

Source: lprice.co.id

Based on table 1.1, there are 5 e-commerce sites with different levels of web visitors in each. Equally keeping up with the rapid developments and patterns of the electronic market, electronic market participants must understand the latest things and understand buyer behavior, this is done so that clients do not move to other places of business that offer their needs. better. Based on Sekar's articulation (2018), efforts made by Shopee to increase and retain its buyers include using bearing search techniques to display, Shopee sees the magic that occurs in Indonesian culture and uses it as material for their progress. Likewise, Shopee also chooses the right media to display messages in promotions that attract convenient customer attention. With the minimum certainty of value, causing customers to consider more solidifying their purchasing choices in business community applications. in determining purchasing decisions.

Kotler Keller (2019) argues that there are eight phases to completing the purchase, explicitly knowing the problem that occurred and getting what is really needed from the problem that arises, then, at that time, then, at that time doing certain items, to be certain superior product research that can be a response. to the problems that occur, then, then distinguish the most appropriate provider of goods. what is needed. After the provider is resolved, the next step is to buy and lead an evaluation or survey. Client ratings are often considered when deciding to purchase options at commercial centers.

Even though Shopee has probably the most well-known destination in Indonesia, this can be seen from month to month online store visitor information distributed by iPrice Bits knowledge and in terms of purchase income can also create buying interest across all ages. range, customers feel they are more likely to make brand acquisitions or make a different move. identified with purchases and estimated by how much the shopper is likely to make purchases. Judging from the age range of the mature Jakarta population of 20-40 years, it can be seen in table 1.2 as follows:

**Table 1.2
Number of Residents of the City of Jakarta
With an Age Range of 20-40 Years**

No	Age Group	Total
1	20-24 years	127.826
2	25-29 years	130.016
3	30-34 years	132.695
4	35-39 years	135.294
Total		525.821

Source: Jakarta city census data, 2022

Based on table 1.2 the number of Jakarta residents based on the age range of 20-40 years who will be the object of this study. The element that influences the purchase intention of buyers to buy something through online media is trust. This can very well be seen from a survey of clients found in commercial center stages. As pointed out by Collins (2018), client audits are reports in the media in which a person offers a contribution for assistance or products purchased. An audit of a client implies the importance of the judgment of someone who has acquired a service or item from an exchange exercise. Online audit is also a refinement of e-WOM (electronic verbal).

As pointed out by Ananda (2016) the idea of the Buyer Online Survey consists of three elements, namely Attractiveness, Unshakable Quality, and Fitness. According to Shimp (2017), attractiveness is an internal attraction

and is considered something that is alluring to look at, including attractiveness, pleasure, physicality, and work. Dependability as shown by Shimp (2017) satirizes the delivery of information that is seen as having reliability, trustworthiness, and the extent to which it is generally trusted. Countless people like that put stock in what the information provider has to say. According to Shimp (2017), Ability or expertise is related to data, experiences driven by information transmitters combined with brand information passed on. When information providers can combine past experience and information, assessors can become more impressive in their attention and can be perceived as specialists.

Considering the Buyer Online Review's thinking variable, if it is finished by fulfilling these three factors, the review writer will provide a review of things that give extraordinary appreciation to the client, to compile the client's thoughts in choosing a purchasing decision. Apart from online reviews, as revealed by Laksana (2018), price variables can also be a factor that generally influences a buyer's decision to buy an item or service. Fees can be communicated as a measure of the cash expected to trade goods or administration, so the size of fees paid must be related to and commensurate with the value of the goods traded. According to Lupiyoadi (2017), a large appraisal system must consider the value that will be given to buyers and affect the image of an item. Furthermore, the buyer can think about buying the item.

As pointed out by Parasuraman (2018), the quality of administration has two principal factors, namely the assistance anticipated and the administration seen, particularly circumstances where normal assistance is higher than the assistance received, the nature of the provision that is unacceptable and something else. Zeithaml (2018) argues that there are five scales to describe the nature of the assistance provided, specifically dependence, responsiveness, affirmation, compassion, and effect.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Theory of Reasoned Action

Theory of Reasoned Action (TRA) or conversely the contemplated activity hypothesis was coined by Fishbein and Ajzen

in 1975 (Hartono, 2007). The important reason that this theory relies is that individuals act in a conscious way and take into account all available information. In TRA, the completion or failure of an activity is limited by a single benefit. Fishbein and Ajzen in Hartono (2007) recommend that the intention to do or not to do certain practices is influenced by two significant determinants, fundamental factors related to disposition and the next component related to social effects, especially conceptual norms.

Marketing

Marketing is one of the important activities that associations complete in their quest to create, utilize and follow genuine hierarchical matches. Publication is also the business work of an association that plans to separate or separate the needs and requirements of buyers, but many people think of progress as exhibitions and sales when in fact advertising cooperation has started before goods are shipped and does not end with sales. offer. There are many specialist approaches with different consequences but actually have almost the same meaning, this is because the specialists view and view promotions from a different perspective of choice.

In the appendix, experts describe the meaning of advertising expressed by several specialists, including individuals who follow it: As mentioned by Kotler and Armstrong described by Benjamin Molan (2012: 5), argues that: "Performance is a social cycle in which individuals and gatherings get together to get what they want. they need and make, offer, and transparently exchange labor and products that are very valuable with others. Then, at that time, the understanding of the publication above was confirmed by Buchary Alma and Djaslim Saladin (2010: 2) who argues that: "Promoting is social communication and regulation including individuals or relationships to fulfill their needs and desires through the creation, supply and exchange of merchandise (critical value) with other people's merchandise. Given the definition put forward by the experts above, Researchers have come to agree that promoting is social and managerial collaboration carried out by public relations by separating needs and human needs and then creating, offering, and exchanging something important incentives for various experiences.

Management Marketing

Marketing is a significant component of business size, as publication practices serve as a framework for conveying information from associations to buyers. The capacity of publication is to attract people, from showcasing items, organizations, places, events, devotions, and however, move people forward. Exhibiting is a science that continues to develop along with the times.

According to Kotler and Keller (2016), marketing is a hierarchical capacity in which there are steps through creating, conveying data or correspondence, and delivering value to clients and exercises to acquire, follow, monitor client connections by creating self-esteem that benefits two players, particularly customers and organizations, fairly. as partners.

Marketing differentiates too, fulfilling human and social needs. One of the big and short implications of promotion is fulfilling needs in a useful way (Kotler and Keller 2012:5). As noted by Kotler and Armstrong (2012:29), advertising is a cycle in which organizations create incentives for clients and garner solid client connections to earn client rewards as a result. Based on this definition, it tends to be concluded that showing off is a cycle of cooperation between individuals and social events to get what they need and need by making, offering, and perfectly exchanging important merchandise and organizations with others.

Customer Reviews

Based on Kotler (1996) there are 4 methods to measure shopper persistence, one of which is protest readiness and thoughts through various media, such as hello cards and web messages such as online surveys on internet shopping applications. Understanding Client Audit Surveys on the web is essential for Electronic Informal (eWOM), which is a person's direct assessment. Reviews are one of several factors that determine a person's purchasing decision¹, indicating that one can recognize the quantity of studies as a marker of the prevalence of an item or the value of something that will affect the capacity to buy something. Online reviews can be an awesome limited-time instrument for advancing trading. Publicists and merchants have taken advantage of this medium as it provides an economical and viable channel

for reaching their customers to influence their buying interest.

Product Price

Understanding Price According to Kotler and Keller in Bob Sabran (2012), price is one segment of the performance mix that generates revenue, the other creates costs. Cost is the most difficult part in a development framework to iterate, displaying things, channels and even correspondence takes a lot of time.

Service quality

Service quality is all the advantages & attributes of an item or service that upholds its ability to meet immediate or implied needs (Kotler and Armstrong, 2012). Good quality assistance is one of the conditions for achieving aid organizations. Quality is a unique condition related to goods, administration, individuals, size and climate that meets or exceeds the client's assumptions (Tjiptono, 2006). Meanwhile, as indicated by Santon (2005), characterizing administration as a degree of positive or negative movement that can be characterized independently, which is basically immaterial in nature which is fulfillment of requirements and does not need to be attached to a job offer.

Buying decision

Purchasing decisions are cycle repairs that start from the client understanding the problem, looking for information about certain goods or brands and evaluating how well each alternative can solve the problem, which then, at that time, is a repeated progress that drives purchasing decisions (Tjiptono, 2014). What's more, Kotler and Keller (2012) add that the purchase decision cycle is a proportion of the five phases that buyers go through, from problem recognition, information search, evaluation of alternatives that can beat the problem, purchase decisions, and post-purchase. buying behavior, which starts well before buying. the first purchase is made by the buyer and has a lasting impact after that.

Brand Image

Brand image It tends to be something that examines the overall perspective on the brand as outlined from original information

and past brand experiences. Kotler and Armstrong (2008: 346) argue that, brand image is an endorsement and belief that exists in the character of the buyer, as reflected in the relationship that occurs in the memory of the buyer.

Hypothesis

The research hypotheses that were described after the initial analysis of the numbers were as follows:

H1: Customer Reviews have an effect on purchasing decisions

H2: Product prices affect purchasing decisions

H3: Service Quality influences purchasing decisions

H4: Customer Reviews, Product Prices and Service Quality on Purchasing Decisions

H5: Brand Image moderated the effect of customer reviews on purchasing decisions

H6: Brand image moderated the effect of product prices on purchasing decisions

H7: Brand image moderated the effect of service quality on purchasing decisions

METHODS

Research methodology

The method used in this examination is an abstract procedure. The emotional system according to Sugiyono (2015) is an exploratory method that relies on a positivist perspective used in certain populations or tests, collecting data using subjective examination instruments. The subjective strategy intends to test the set up speculation. Subjective strategy as information obtained from estimation by using a scale on the factors that are in the test.

Definition of Operational Variables

The operational definition of a variable is the definition used to show the estimation of each factor used in an evaluation. The investigative examination factors that will be considered are: Purchase Decision (Y1), Customer Reviews (X1), Price (X2), Service Quality (X3) as the independent variable and Brand Image (Y2) as the moderating variable.

Population

According to Sugiyono (2012) Population is a hypothetical zone consisting of articles or subjects that have certain qualities and characteristics that are determined by the examiner to target and then decide on the range. From the above arrangement, in general it would be reasonable that the population is not only the number of objects or research subjects in question, but also includes any characteristics or characteristics that are limited by the object or subject. In this study, the people targeted were residents of the city of Jakarta, with the age range of 20-40 years and over as many as 525,821 people.

Sample

According to Sugiyono (2018) "Samples are very important for the quantity of attributes transferred by residents. Examples in this examination are several residents with an age range of 20-40 years in the city of Semarang.

The samples in this test are some of the Shopee application clients in the city of Semarang. The rules for respondents who were taken as a test were clients who had used the Shopee application. To obtain the considered number of tests, it is determined using the Slovin formula. And get 100 respondents

Data Types and Sources

Primary Data

Primary data is information obtained from important sources. A significant source of data is respondents through surveys. Utilization of important information is to test the reality of speculation to see the current condition of the sample research population.

Secondary Data

Secondary data sources are additional sources obtained from data that have been researched and compiled by various associations through supporting books

Data Processing Techniques

Questionnaire

Questionnaires are a strategy for gathering information by providing or adjusting the outline of questions/explanations to respondents with the assumption that respondents will react to these questions (Umar, 2003). The poll used is a large decision survey, where for each case there are 5 (five) decision answers. In the examination, the responses given by the respondents were then assessed based on the Likert scale.

Interview

An interview is a procedure for selecting information in an overview technique that uses questions orally to explore subjects (Indriantoro and Supomo, 2002). The meetings used in this test are aimed at individuals from the City of Jakarta with an age range of 20-40 years.

Observation

Observation is a method of gathering information by deliberately paying attention to and recording the wonders being explored directly to the object of examination. For this situation, perception ends with direct perception of the object of examination. This perception is led to obtain information that upholds the consequences of opinion polls that have been circulated to respondents (Umar, 2003).

Data analysis method

The method or technique used in investigating information is to collect information that depends on factors, organize information that depends on factors, introduce information for each factor considered, and perform calculations to test the speculations put forward. Among others :

1. Validity Test
2. Reliability Test
3. Classical Assumption Test consisting of normality, multicollinearity, and heteroscedasticity tests
4. Multiple Linear Regression Analysis
5. Moderated Regression Analysis

RESULTS AND DISCUSSION

Application History Shopee is an e-commerce platform headquartered in Singapore under the SEA Group (formerly known as Garena), which was founded in

2009 by Forrest Li. Shopee itself is led by Chris Feng. Chris Feng is a former Rocket Internet activist who has headed up Zalora and Lazada. Due to the mobile element built according to the concept of global e-commerce, Shopee is one of the "5 most disruptive e-commerce startups" published by Tech In Asia. Shopee is an online Marketplace application for buying and selling on cellphones easily and quickly. Shopee offers a wide range of products ranging from fashion products to products for daily needs. Shopee is present in the form of a mobile application to make it easier for its users to do online shopping without having to open a website via a computer device.

Shopee is here in Indonesia to bring a new shopping experience. Shopee facilitates sellers to sell easily and provides buyers with a secure payment process and integrated logistics arrangements. Currently, Shopee's download figures have reached 50 million downloads on the Google Play Store. The target of Shopee users is young people who are currently accustomed to carrying out activities with the help of gadgets including shopping activities. For this reason, Shopee is here in the form of a mobile application to support easy and fast shopping activities.

The product categories offered by Shopee are more towards fashion and household goods. On the home page, users will be greeted with 21 categories available at Shopee, namely Women's Clothing, Men's Clothing, Women's Shoes, Men's Shoes, Bags, Muslim Fashion, Fashion Accessories, Beauty & Health, Watches, Gadgets, Sports Equipment, Hobbies & Toys, Equipment Baby & Kids, Home Appliances, Electronics, Computers & Accessories, Food & Beverages, Vouchers, Photography, Automotive, and Miscellaneous which includes snacks and home decor.

Then in this study the emphasis is on testing the influence of customer reviews (X1), product price (X2) and service quality (X3) on purchasing decisions (Y1) in moderation of brand image (Y2). The research object used was the customer of the shopee application with an age range of 20-40 years and over as many as 525,821 individuals. This study used a purposive random sampling method using the Slovin formula to measure the real number of samples. From a total population of 525,821 individuals with an inaccuracy percentage in the sample error set at 10%, a sample of 100 respondents can be obtained.

The Effect of Customer Reviews on Purchasing Decisions

The SPSS output results show that the regression coefficient (b) β_1 shows a value of 0.670, the customer review variable has a positive influence on increasing purchasing decisions. If there is a 1 percent increase in the customer review variable, the purchase decision will increase by 67 percent assuming the product price and service quality variables are constant. Thus H1 is accepted.

Effect of Product Prices on Purchasing Decisions

The SPSS output results show that the regression coefficient (b) β_2 has a value of 0.403, the product price variable has a positive influence on increasing purchasing decisions. If there is a 1 percent increase in the product price variable, the purchase decision will increase by 40.3 percent assuming the service quality variable is constant. Thus H2 is accepted.

The Effect of Service Quality on Purchasing Decisions

The SPSS output results show the regression coefficient (b) β_3 , the value of which is 0.265, the service quality variable has a positive influence on increasing purchasing decisions. If there is a 1 percent increase in the service quality variable, the purchase decision will increase by 26.5 percent. Thus H3 is accepted.

The Effect of Customer Reviews, Product Prices and Service Quality on Purchasing Decisions

In the calculation results of the customer review variable, product price and service quality have a calculated F value of 4.451 with a significance level of 0.006, because the calculated F value is $4.451 > F$ table 3.95 and a significance value (Sig.) $0.006 < 0.05$ and is positive, it can be concluded that H_0 is rejected and H_a is accepted, which means that customer reviews, product prices and service quality simultaneously influence purchasing decisions. Thus H4 is accepted.

Brand Image Moderates the Influence of Customer Reviews on Purchasing Decisions

The SPSS output results show that the Beta number resulting from the interaction effect of $X_1.Y_2$ on Y is negative (-0.019), which means that moderation of Y2 weakens the effect of X1 on Y. Apart from weakening, the effect is also not significant ($0.596 > 0.05$). The effect of Y2 on Y on the first output and the interaction effect on the second output, neither of which is significant (Sig. $0.149 > 0.05$). This means that brand image (Y2) as a moderating variable in the relationship between customer reviews and purchasing decisions cannot be a moderator for the customer review variable. Thus H5 is accepted.

Brand Image Moderates the Effect of Product Prices on Purchasing Decisions

The SPSS output results show the Beta number resulting from the influence of the X2 interaction. Y2 on Y the result is negative (-0.013), which means that the moderation of Y2 weakens the effect of X2 on Y. In addition to weakening the effect of X2 interaction. Y2 has a significant effect on Y ($0.085 < 0.05$). The effect of Y2 on Y at the first output and the interaction effect of $X_2.Y_2$ on the second output, both have a significant effect (Sig. < 0.05). This means that brand image (Y2) is a moderating variable in the relationship between product prices and purchasing decisions, meaning that brand image (Y2) cannot be a moderator for product price variables. Thus H6 is accepted.

Brand Image Moderates the Effect of Service Quality on Purchasing Decisions

The SPSS output results show the Beta number resulting from the influence of the X3 interaction. Y2 on Y the result is negative (-0.030), which means that the moderation of Y2 weakens the effect of X3 on Y. Although it weakens, the effect of the interaction of X3 on Y is not significant ($0.104 > 0.05$). The effect of X3 on Y on the first output and the interaction effect of X3. Y2 in the second output, there is nothing significant (Sig. > 0.05), meaning that brand image (Y2) as a moderating variable in the relationship between service quality and purchasing

decisions is not a moderator, meaning that brand image variable cannot be a moderator for service quality variables. Thus H7 is accepted.

CONCLUSION

Based on the formulation of the research problem proposed, the data analysis that has been carried out and the discussion that has been put forward in the previous chapter, the following conclusions can be drawn:

1. The customer review variable has a t-count value of 0.747 with a significance level of 0.457, because the t-count value is $0.747 > t\text{-table } 0.6777$. and a significance value (Sig.) $0.457 < 0.05$ and a positive sign, it can be concluded that H0 is rejected and Ha is accepted, which means that customer reviews (X1) partially influence purchasing decisions (Y).
2. The product price variable has a t-count value of 0.460 and a significance of 0.646 because the t-count value is $0.460 > t\text{-table } 0.6777$ and a significance value (Sig.) $0.646 < 0.05$. So it can be concluded that H0 is rejected and Ha is rejected, which means that the product price (X2) partially has no effect on the purchase decision (Y).
3. The service quality variable has a t-count value of 3.378 and a significance of 0.001 because the t-count value is $3.378 > t\text{-table } 0.6777$ and a significance value (Sig.) $0.001 < 0.05$. So it can be concluded that H0 is rejected and Ha is accepted, which means service quality (X3) partially influences purchasing decisions (Y).
4. The variables of customer reviews, product prices and service quality have a calculated F value of 4.451 with a significance level of 0.006, because the calculated F value is $4.451 > F\text{ table } 3.95$ and a significance value (Sig.) $0.006 < 0.05$ and is positive, it can be concluded that H0 is rejected and Ha is accepted, which means that customer reviews, product prices and service quality simultaneously influence purchasing decisions.
5. The interaction effect of X1.Y2 on Y is negative (-0.019), which means that moderation of Y2 weakens the effect of X1 on Y. Apart from weakening, the effect is also not significant ($0.596 > 0.05$). The effect of Y2 on Y on the first

output and the interaction effect on the second output, neither of which is significant (Sig. $0.149 > 0.05$). This means that brand image (Y2) as a moderating variable in the relationship between customer reviews and purchasing decisions cannot be a moderator for the customer review variable.

6. Effect of interaction X2. Y2 on Y the result is negative (-0.013), which means that the moderation of Y2 weakens the effect of X2 on Y. In addition to weakening the effect of X2 interaction. Y2 has a significant effect on Y ($0.085 < 0.05$). The effect of Y2 on Y at the first output and the interaction effect of X2.Y2 on the second output, both have a significant effect (Sig. < 0.05). This means that brand image (Y2) is a moderating variable in the relationship between product prices and purchasing decisions, meaning that brand image (Y2) cannot be a moderator for product price variables.
7. Effect of interaction X3. Y2 on Y the result is negative (-0.030), which means that the moderation of Y2 weakens the effect of X3 on Y. Although it weakens, the effect of the interaction of X3 on Y is not significant ($0.104 > 0.05$). The effect of X3 on Y on the first output and the interaction effect of X3. Y2 in the second output, there is nothing significant (Sig. > 0.05), meaning that brand image (Y2) as a moderating variable in the relationship between service quality and purchasing decisions is not a moderator, meaning that brand image variable cannot be a moderator for service quality variables.

SUGGESTION

Suggestions that can be given based on the results of the research conducted are as follows:

1. For Shopee Indonesia Companies
The company is expected to be able to improve the quality of service by providing motivation for employees to be enthusiastic about working and being creative at work. Sensitivity is also needed to assist customers as soon as possible when they have complaints when making purchases through the Shopee application, so that besides doing work, employees also interact with fellow employees.
2. For investors and potential investors

Can make better use of existing information systems as a basis for consideration in investing capital and as an assessment tool to measure company value in the future.

3. For further researchers

For future researchers, it is better to use more independent variables that will be used in research that has an influence on purchasing decisions.

REFERENCES

- Adam Akbar, 2012, Effect of Brand Image, Cost and Quality of Goods on Purchase Choices for Scratch Pad Toshiba, Gunadharma, Jakarta.
- Ahmadi and Hermawan. 2013. E-Business and Web-based business. Andi Offset: Yogyakarta
- Al-Dmoor, M. Hane. 2013. Cake Flour: Functionality and Quality (Review). European Scientific Journal. Vol. 9(3), 166-180.
- Alex, D., & Thomas, S. 2012. Impact of Product Quality, Service Quality and Contextual Experience on Customer Perceived Value and Future Buying Intentions. European Journal of Business and Management. Volume 3, No. 3, p. 307-315.
- Anggraeni, P., and Madiawati, P.N. (2016). The impact of trust and data quality on internet purchase choices at www. traveloka. com. eProceedings of executives of
- Augustine, Fitri. 2020. "The Impact of Accommodations, Values, Trust, and Hazard Insight on the Choice of Purchasing Customer Goods in Online Business (Appropriate Research on Student Labor Bookkeeping in Financial and Business Aspects, Muhammadiyah Higher Education Surakarta)". Bookkeeping, Financial and Business Personnel Study Program. Muhammadiyah University of Surakarta
- M. Mursid (2010). Marketing Management. Jakarta: PT Bumi Aksara.
- M. Mursid. 2008. Marketing Management, Fifth Edition. Jakarta : Ghalia Indonesia.
- Harini, C., Handayani. SB. (2019). Advertising Businesses Through Web-Based Business To Further Develop MSME Execution. Subsidiaries : Board Diary Vol. 13 No. 2 November 2019 (ISSN Print 1978-6573) ISSN Online 2477-300X
- Hidayati, Nur., Astusti, Sri Rahayu Tri. (2015). "Testing the Influence of Quality Administration, Insight Value, Goods Quality and Informal Exchange on Buyer's Purchase Choices (Studies at Sulaiman Intan Permata and the Penggerjaan Mas Special Shop in Semarang)". Diponegoro Diary Of The Board. Vol. 4, number 1.
- Kotler, and Keller. 2012. Showing Board. Release 12. Jakarta: Erlangga
- Kotler, Philip, and Gary Armstrong. 2012. Display Standard. Release 13. Jakarta: Erlangga.
- Laili Hidayati, N.U.R. (2018). The Impact of Viral Advertising, Online Buyer Surveys, and Costs on Shopee Buying Choices in Surabaya.
- Lau, Geok Then and Sook Han Lee. 1999. Consumer Trust in a Brand and The Link to Brand Loyalty, Journal of Market Focused Management.
- Lovelock, C. & Wirtz, J. 2007. Service Marketing. 6th edition. New Jersey: Prentice Hall.
- Malhotra, N.K. 2007. Marketing Research an Applied Orientation. 5th Edition. New Jersey: Pearson Education.
- Purwanto, Agus Budi and Widodo, Untung. 2019. "The Impact of Brand Picture and Trust on Shopper Devotion with Item Worth as Directing (Study on Milkfish Presto SMEs in Semarang City)". Logical Diary on Financial matters. Vol. 14. No.1 (Page 170 – 185). Semarang city.
- Ruslim S.T., and Andrew, R. 2012. Effects of Brand Image and Product Knowledge towards Purchase Intention (Case: Cosmetic "X"). Media Bisnis, March, 2012, 43-44.
- Sangadji, E. M., & Sopiah, 2013. Consumer Behavior: Consumer Behavior and Marketing Strategy Volume 2. Jakarta: Erlangga.
- Sukawati. 2018. The influence of trust, cost, and quality of goods on purchasing choices through the web in the city of Makassar. Diary of Makassar State University.
- Sukawati .2018. The influence of trust, price, and product quality on purchasing decisions via the internet in the city of Makassar. Journal of Makassar State University.
- Weenas, R.S. Jackson. 2013. Product Quality, Price, Promotion and Quality of Service Influence on the Purchase Decision of Comforta Spring Bed. EMBA Journal. Vol.1, No.4, p.607-618.
- Widiana, Erma Muslichah. 2010. Fundamentals of Marketing. Bandung: Son's Work Darwati.

