

Research Article

# The Influence of Promotion, Price, and Online Shopping Behavior on Purchase Decision on the Shopee Platform: A Case Study of Active Students at Muhammadiyah University Pontianak

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## ABSTRACT

This study aims to examine the relationship between promotion, price, and online shopping behavior on purchase decisions on the Shopee platform, with a case study involving active students at Universitas Muhammadiyah Pontianak. The research employs a quantitative method with an associative approach. Primary data were collected through questionnaires distributed to 100 respondents, selected using the Slovin formula from a total population of 4,346 students with a margin of error of 10%. The data were analyzed using multiple linear regression. Individually (t-test), the results show that promotion, price, and online shopping behavior have a positive and significant effect on purchase decisions. Simultaneously (F-test), these three variables also significantly influence purchase decisions, with a coefficient of determination ( $R^2$ ) value of 0.479. This means that 47.9% of the variation in purchase decisions can be explained by promotion, price, and online shopping behavior, while the remaining 52.1% is influenced by other factors outside the scope of this study. These findings highlight the importance for e-commerce platforms to continuously enhance promotional strategies, maintain competitive pricing, and provide an optimal user experience to support consumer purchasing decisions. Based on the results, it is recommended that future research consider additional variables such as customer reviews and the quality of delivery services, as these factors are believed to also influence consumer trust and final decision-making in online transactions.

**Keywords:** Promotion; Price; Online Shopping Behavior; Purchase Decision: Shopee Platform; Pontianak

## 1. INTRODUCTION

The rapid development of information and communication technology has brought significant changes in various aspects of life, including shopping habits. The internet, as one of the major technological advancements, provides convenience in carrying out various activities one of which is shopping. Through e-commerce, the buying and selling process can now be conducted online, eliminating the need for consumers to visit physical stores. With just a few clicks on a digital device, consumers can make purchases anytime and anywhere.

Electronic commerce, or e-commerce, is a direct result of technological advances in information and communication. This concept includes adaptive technology systems consisting of various applications and business processes that enable interaction between businesses and consumers, as well as among consumers themselves. In general, e-commerce serves as a bridge between sellers and buyers to conduct digital transactions, whether for goods or services. According to data from Statista, the number of e-commerce users in Indonesia has continued to increase since 2020. In 2024, the number reached 65.65 million and is projected to rise to approximately 99.1 million users by 2029. This figure reflects a significant growth trend in the utilization of digital platforms for consumption.

Shopee is one of the largest e-commerce platforms, developed by Sea Group (formerly known as Garena) in 2015. Since its inception, Shopee has grown rapidly and become a dominant online shopping application in Southeast Asia and Taiwan. Through this platform, users can access a wide range of product categories from electronics, fashion, personal care, and food, to household goods using either mobile or desktop devices. Shopee is widely recognized for its aggressive promotional strategies, including attractive discounts and engaging advertisements. In-app notifications are frequently used to update users on promotions or new product launches, increasing shopping activity. This approach has made Shopee a top choice for consumers, including those in Indonesia. The platform offers various product information that can be easily accessed by users through online transactions via smartphones or computers according to their needs.

Promotion is one of the key elements in marketing strategies, playing a major role in influencing consumer purchasing decisions. According to Tonda et al. (2024), promotion is a form of communication intended to deliver information to potential customers about products that meet their needs and desires, while also encouraging interest in purchasing. Saleh & Said

(2019) emphasize that promotion is a crucial component of marketing as it helps consumers become familiar with products and motivates them to buy. Salsabila & Maddinsyah (2024) also state that promotion serves to inform, persuade, and remind the target market about a company and its products. Features such as advertisements on the homepage or search results make it easier for products to be seen and recognized by users. Promotional content quality also plays a role; for instance, appealing product images, informative descriptions, and positive customer reviews can build consumer trust. Moreover, the frequency and consistency of offers such as discounts, vouchers, or interactive Shopee Live sessions encourage impulse purchases. The timing of promotions also significantly affects outcomes; for example, promotions during payday or double-date campaigns like 9.9 often receive higher responses. Lastly, promotions are more effective when targeted at audiences that match the product characteristics, increasing the likelihood of purchase.

Price is another critical factor influencing consumer purchase decisions. According to Sunyoto (2020), price can be defined as the amount of money consumers must pay to acquire a product. Similarly, Kuengo, Taan, & Radji (2022) describe price as the monetary value needed to obtain goods or services. Darmawan (2023) adds that price is a vital element because it closely relates to consumers' assessments of a product's value. Any change in price directly affects consumer interest higher prices typically reduce demand, while lower prices often encourage purchases. However, it is not only the nominal price that matters, but also the consumer's perception of the value offered. Consumers tend to consider whether the price is justified by the quality, benefits, and overall experience provided. Additionally, comparisons with similar products from other sellers serve as references, particularly in digital marketplaces where choices are abundant. Therefore, effective pricing strategies must balance affordability, perceived value, and competitiveness to attract the market optimally.

Online shopping behavior is a crucial aspect to understand in the digital marketing landscape. According to Bertuah & Wicaksono (2021), online shopping behavior refers to consumer activities in purchasing goods or services via the internet, with each individual having different perceptions in their decision-making process. Afif & Purwanto (2020) add that this behavior is influenced by hedonic motivation a psychological drive to seek pleasure, emotional satisfaction, and enjoyable experiences during shopping. These motivations are often triggered by trends, emotional needs, and evolving desires. Meanwhile, Praharjo (2019) explains that online shopping behavior encompasses the process of searching for and purchasing products online, often involving information seeking such as price comparisons, quality checks, and ease of access. Key aspects that attract consumer attention include user-friendly platforms, efficient transaction processes, and complete, reliable product information from descriptions and photos to user reviews. Delivery speed is also a determining factor in the purchasing process. Equally important is the trust in platforms like Shopee, which is built through transparent rating systems, secure transactions, and clear return policies.

Purchasing decisions are usually not made impulsively. Consumers go through a series of considerations before finalizing a purchase. According to Karolin & Fauzi (2022), purchase decisions are a set of actions taken by consumers before buying a product, heavily influenced by individual needs and desires. Arfah (2022) explains that the process begins when consumers become aware of their needs, seek information, compare alternatives, and finally decide which product to purchase. This aligns with the view of Jimmy & Khoiri (2023), who state that purchase decisions involve several evaluation stages to ensure the selected product meets consumer needs. Consumers' purchasing decisions are often shaped by various marketing strategies employed by e-commerce platforms, such as attractive promotions. In addition to promotions, several other factors play a significant role. One of them is product variety, where consumers tend to choose items that match their preferences and needs. Brand reputation is also an important consideration, as many consumers prefer well-known and trusted brands. Another factor is the credibility of sellers, often evaluated through previous customer reviews or ratings. Furthermore, the quantity of products purchased is considered, often influenced by pricing, bundling offers, or actual demand. Timing also affects purchasing decisions such as major discount events or payday periods. Lastly, convenient payment options like digital wallets, bank transfers, or cash on delivery (COD) enhance consumer trust and transaction smoothness. By considering these aspects, consumers are able to make more calculated and preference-aligned purchasing decisions.

Previous studies have shown mixed results regarding the influence of promotion on purchase decisions. Research by Hanifah & Anggraini (2025) revealed that promotion has a positive and significant effect on purchase decisions. In contrast, a study by Novianty, Lubalu & Ismail (2022) found that promotion did not have a significant impact on purchase decisions. Similarly, studies on the effect of price on purchase decisions have also shown varying outcomes. Research by Masrurroh & Indarto (2024) concluded that price has a significant and positive effect, while Sukandi & Maulidan (2023) reported that price does not significantly influence purchase decisions. A study by Engka, Pelleng & Keles (2021) found that consumer behavior positively and significantly affects purchasing decisions at PT. Unilever. Conversely, research by Hulwani (2017) indicated that attitude has no significant effect on the purchase decision of halal cosmetic products.

Based on the discussion above, the researcher is interested in conducting a study entitled "The Influence of Promotion, Price, and Online Shopping Behavior on Purchase Decisions on E-Commerce Platforms."

## 2. RESEARCH METHOD

### Type of Research

This study employs a quantitative method with an associative approach. According to Sugiyono (2020), an associative approach is used to identify the relationship between two or more variables. This research aims to examine the relationship between promotion, price, and online shopping behavior variables on purchasing decisions on e-commerce platforms.

### Data Collection Technique

Data in this study were collected from both primary and secondary sources. Primary data were directly obtained from respondents using questionnaires. Sugiyono (2020) defines primary data as data sources that directly provide data to the researcher. The questionnaire used in this study consisted of closed-ended questions to facilitate the data analysis process

and ensure the consistency of respondents' answers. Meanwhile, secondary data were gathered from various supporting sources such as books, scientific journals, and relevant documents. According to Sugiyono (2020) secondary data are sources that do not directly provide data to the researcher.

### Population and Sample

The population of this study comprises active students at Universitas Muhammadiyah Pontianak who use the Shopee e-commerce platform. Sugiyono (2020) defines population as a generalization area consisting of subjects with specific characteristics determined by the researcher. The sample was determined using the Slovin formula with a 10% margin of error from a population of 4,346 students, resulting in a sample size of 100 respondents. Sampling was carried out using proportional stratified sampling to ensure the representation of each study program. In addition, purposive sampling was applied based on specific criteria namely, active students who use the Shopee application (Sugiyono, 2020).

### Research Variables and Measurement Scale

This study involves independent and dependent variables. The independent variables include promotion, price, and online shopping behavior, while the dependent variable is purchasing decision (Sugiyono, 2020). The measurement scale used in this research is the Likert scale, which consists of five levels of agreement. Siregar (2019) states that the Likert scale is used to measure attitudes, opinions, and perceptions of respondents toward a particular object. The answer options range from strongly disagree (1) to strongly agree (5).

### Data Analysis Technique

The data analysis technique applied in this study is multiple linear regression analysis to assess the influence of independent variables promotion ( $X_1$ ), price ( $X_2$ ), and online shopping behavior ( $X_3$ ) on the dependent variable, namely purchasing decision ( $Y$ ). The regression model used is:  $Y = a + b_1X_1 + b_2X_2 + b_3X_3$  (Siregar, 2019). To determine the strength of the relationship between variables, the correlation coefficient ( $R$ ) is employed, interpreted based on the interval classification from very weak to very strong (Siregar, 2019). Furthermore, the coefficient of determination ( $R^2$ ) is used to measure how much variation in purchasing decisions can be explained by the three independent variables (Siregar, 2019). Hypothesis testing is conducted using the F-test to evaluate the simultaneous effect of promotion, price, and online shopping behavior on purchasing decisions. The effect is considered statistically significant if the p-value is less than 0.05 (Gani et al., 2015). In addition, the t-test is used to assess the partial influence of each independent variable on purchasing decisions individually, with statistical significance also determined at the 0.05 level (Ghozali, 2016).

## 3. RESULTS AND DISCUSSION

### 3.1 Test Research Instruments

#### 3.1.1 Validity Test

Validity test in this study aims to assess the extent to which the questionnaire instrument is able to accurately measure the variables under study. This process is carried out by correlating the scores of each statement item, then comparing the calculated r value with the r table value. The r table value is calculated based on the formula  $df = \text{sample size} - 2$ , which is  $100 - 2 = 98$ . With a significance level of 0.05, the r table value obtained is 0.196.

**Table 1. Validity Test Results**

Variable	Indicators	r value	r table	Description
Promotion ( $X_1$ )	X1.1	0.418	0.196	Valid
	X1.2	0.475		
	X1.3	0.670		
	X1.4	0.504		
	X1.5	0.633		
	X1.6	0.400		
	X1.7	0.589		
	X1.8	0.639		
	X1.9	0.731		
	X1.10	0.578		
	X1.11	0.673		
Price ( $X_2$ )	X2.1	0.583	0.196	Valid
	X2.2	0.556		
	X2.3	0.736		
	X2.4	0.580		
	X2.5	0.686		
	X2.6	0.617		
	X2.7	0.475		
	X2.8	0.711		
X3.1	0,558			

Online Shopping Behavior (X3)	X3.2	0,739	0.196	Valid
	X3.3	0,568		
	X3.4	0,677		
	X3.5	0,716		
	X3.6	0,682		
	X3.7	0,733		
	X3.8	0,828		
	Purchase Decision (Y)	Y.1		
Y.2		0,648		
Y.3		0,686		
Y.4		0,732		
Y.5		0,656		
Y.6		0,773		
Y.7		0,749		
Y.8		0,783		
Y.9		0,584		
Y.10		0,584		
Y.11		0,584		
Y.12		0,584		

Source: Processed Data, 2025

Based on the validity test results for each variable shown in Table 1, it can be seen that all statement items have a calculated r value > r table of 0.196. Thus, all statement items in each variable can be declared valid and suitable for use in research.

### 3.1.2 Reliability Test

Reliability test is conducted to determine the reliability level of a statement in a questionnaire as a measuring tool. The reliability test in this study uses the Cronbach's Alpha method, an item measurement can be considered reliable if it have a Cronbach's Alpha significance value of 0.60.

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	Description
Promotion (X1)	0.796	Reliable
Price (X2)	0.769	
Online Shopping Behavior (X3)	0.833	
Purchase Decision (Y)	0.845	

Source: Processed Data, 2025

Based on the reliability test results for variables X1, X2, X3, and Y shown in Table 2, Cronbach's Alpha values > 0.60 are obtained. Therefore, it can be concluded that all items in variables X1, X2, X3, and Y are reliable and can be used in the study.

## 3.2 Classic Assumption Test

### 3.2.1 Normality Test

Normality test in this study aims to evaluate whether the data is normally distributed. The test is conducted using the Kolmogorov-Smirnov method with the help of SPSS. The test results are presented in Table 3.

**Table 3. Normality Test Results**

Test	Value
N (Sample)	100
Test Statistic	.083
Asymp.Sig.(2-tailed)	.088 <sup>c</sup>

Source: Processed Data, 2025

Based on the normality test results presented in Table 3, the test results in the Asymp. Sig. (2-tailed) column are 0.088, which is > 0.05. Thus, it can be concluded that the data in this study is normally distributed.

### 3.2.2 Linearity Test

Linearity test in this study is conducted to determine whether there is a linear relationship between the independent and dependent variables. The test used the Test for Linearity method with the help of SPSS. The results of the analysis are

shown in **Table 4**.

**Table 4. Result of Linearity**

Variable	Deviation from Linearity	Description
Purchase Decision * Promotion	0.267	Linear
Purchase Decision * Price	0.143	
Purchase Decision * Online Shopping Behavior	0.074	

Source: Processed Data, 2025

Based on the linearity test results for all variables shown in **Table 4**, the significance value in the Deviation from Linearity column is  $> 0.05$ , so it can be concluded that the relationship between each variable is linear.

### 3.2.3 Multicollinearity Test

The multicollinearity test in this study aims to identify whether there is a very high correlation between independent variables in the regression model. A high correlation between independent variables can cause coefficient estimates to be inaccurate and reduce the overall reliability of the model. The results of the multicollinearity test obtained through SPSS are shown in **Table 5**.

**Table 5. Multicollinearity Test Results**

Variable	Tolerance	VIF
Promotion	.508	1.967
Price	.548	1.824
Online Shopping Behavior	.526	1.901

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on the results of the multicollinearity test in **Table 5**, the results can be explained as follows:

1. The Tolerance value for the Promotion variable (X1) is 0.508, which is greater than 0.10. It also has a VIF value of 1.967, which is less than 10.00.
2. The Tolerance value for the Price variable (X2) is 0.548, which is greater than 0.10. It also has a VIF value of 1.824, which is less than 10.00.
3. The Tolerance value for the Online Shopping Behavior variable (X3) is 0.526, which is greater than 0.10. It also has a VIF value of 1.901, which is less than 10.00.

Based on the above explanation and referring to the basis for decision-making, because all three variables show a Tolerance value above 0.10 and a VIF below 10.00, it can be concluded that there is no evidence of multicollinearity among all independent variables in the regression model in this study.

### 3.3 Multiple Linear Regression Analysis

Multiple regression analysis is used to determine the extent to which two or more independent variables influence one dependent variable, either simultaneously or partially. In addition, this analysis also serves to form a predictive model of the relationship between variables. The regression coefficient results obtained through SPSS are shown in **Table 6**.

**Table 6. Multiple Linear Regression Analysis Results**

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.271	4.885	.000
Promotion	.178	2.237	.028
Price	.199	2.109	.038
Online Shopping Behavior	.262	3.514	.001

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on **Table 6**, a multiple linear regression coefficient equation can be created, yielding the following results:

$$Y = 1.271 + 0.178 X_1 + 0.199 X_2 + 0.262 X_3$$

- a. The constant (a) is 1.271, which means that if the variables Promotion (X1), Price (X2), and Online Shopping Behavior (X3) are zero, then the Purchase Decision (Y) will increase by 1.271.
- b. The regression coefficient (b1) for the Promotion (X1) variable is 0.178 and is positive, meaning that if Promotion increases, then Purchase Decision will increase by 0.178 units.
- c. The regression coefficient (b2) for the Price (X2) variable is 0.199 and is positive, meaning that if the Price increases, the Purchase Decision will increase by 0.199 units.
- d. The regression coefficient (b3) for the Online Shopping Behavior variable (X3) is 0.262 and is positive, meaning that if Online Shopping Behavior increases, Purchase Decision will increase by 0.262 units.

### 3.4 Correlation Coefficient Analysis (R)

The correlation coefficient is used to measure the degree of correlation between two or more variables, as well as to determine the direction of the relationship. Product Moment correlation is used as the method in this analysis. The results of the correlation coefficient test can be seen in **Table 7**.

**Table 7. Correlation Coefficient Test Results (R)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 <sup>a</sup>	.479	.463	.57220

Predictors: (Constant), Online Shopping Behavior, Price, Promotion  
Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on the results of the correlation coefficient test in **Table 7**, the correlation coefficient (R) value obtained is 0.692, which means that the relationship between Promotion, Price, and Online Shopping Behavior on Purchase Decision is strong, as indicated by its value falling within the interval of 0.60-0.799.

### 3.5 Analysis of the Coefficient of Determination $R^2$

The results of the coefficient of determination ( $R^2$ ) test in **Table 7** shows that the R-Square value is 0.479, meaning that the variables of Promotion, Price, and Online Shopping Behavior explain 47.19% ( $1 \times 0.479 \times 100\%$ ) of the influence on Purchase Decision, while the remaining 52.1% of Purchase Decision is influenced by other variables outside the scope of this study.

### 3.6 Simultaneous Test (F Test)

Simultaneous test (F test) in this study is conducted to determine whether all independent variables together have a significant influence on the dependent variable. The results of simultaneous test using SPSS are presented in **Table 8**.

**Table 8. Simultaneous Test Results (F Test)**

Model	Sum of Squares	Mean Square	F	Significance
Regression	28.911	9.637	29.434	.000 <sup>b</sup>
Residual	31.432	.327		

Dependent Variable: Purchase Decision

Predictors: (Constant), Online Shopping Behavior, Price, Promotion

Source: Processed Data, 2025

Based on the results of the simultaneous test (F-test) in **Table 8**, the calculated f value is 29.434 > f table 3.09 and the significance value is 0.000 < 0.05. Thus, it can be concluded that the variables of Promotion, Price, and Online Shopping Behavior simultaneously have a positive and significant influence on Purchase Decision.

### 3.7 Partial Test (t Test)

The partial test (t-test) in this study aims to test the influence of each independent variable individually on the dependent variable in accordance with the proposed hypothesis. The results of the partial test using SPSS are shown in **Table 9**.

**Table 9. Partial Test Results (t Test)**

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.271	4.885	.000
Promotion	.178	2.237	.028
Price	.199	2.109	.038
Online Shopping Behavior	.262	3.514	.001

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on the results of the partial test (t-test) in **Table 9**, the calculated t-value will be compared with the t-table value. The t-table value is 1.660. The results of the t-test (partial) in **Table 9** can be explained as follows:

- The calculated t-value for the Promotion variable ( $X_1$ ) is 2.237 > the t-table value of 1.660, and the significance level is 0.028 < 0.05. Therefore, it can be concluded that the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_a$ ) is accepted. This means that Promotion has a positive and significant partial influence on Purchase Decision.
- The calculated t-value for the Price variable ( $X_2$ ) is 2.109 > the table t-value of 1.660, and the significance level is 0.038 < 0.05. Therefore, it can be concluded that the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_a$ ) is accepted. This means that Price has a positive and significant partial influence on Purchase Decision.
- The t-value for the Online Shopping Behavior variable ( $X_3$ ) is 3.514 > the t-table value of 1.660, and the significance level is 0.001 < 0.05. Therefore, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that Online Shopping Behavior partially has a positive and significant influence on Purchase Decision.

## DISCUSSION

### The Influence of Promotion on Purchase Decision

Based on the analysis conducted, it is evident that promotion has a positive and significant influence on purchase decisions. This indicates that the better and more attractive the promotional strategies implemented by Shopee, the greater the likelihood that consumers, especially students, will make a purchase. The findings of this study support previous research by Hanifah, S. N., & Anggraini, R. R. (2025), which stated that the promotion variable has a significant influence on purchase decisions.

### The Influence of Price on Purchase Decision

Based on the analysis conducted, it is found that price has a positive and significant influence on purchase decisions. This suggests that price is a primary consideration for students when shopping on Shopee. Affordable prices, aligned with product quality and benefits, and competitive compared to other sellers, encourage consumers to make purchases particularly students who have limited budgets. These findings are consistent with previous research by Masrurroh & Indarto (2024), which stated that price has a significant influence on purchase decisions.

### The Influence of Online Shopping Behavior on Purchase Decision

Based on the analysis conducted, it is found that online shopping behavior has a positive and significant influence on purchase decisions. This indicates that the higher the level of convenience, trust, and completeness of information perceived by consumers when shopping on Shopee, the more likely they are to make a purchase. This reflects that a positive shopping experience greatly determines the consumer's final purchasing decision. These results are in line with the study by Engka, Pelleng & Keles (2021), which found that consumer behavior significantly affects purchase decisions.

## 4. CONCLUSION

Based on the research conducted on active students of Universitas Muhammadiyah Pontianak regarding the influence of promotion, price, and online shopping behavior on purchasing decisions on the Shopee platform, it can be concluded that all three variables have a significant simultaneous effect on purchasing decisions. Shopee's promotional strategies have proven effective in attracting students' attention and encouraging purchases, especially when the promotions are appealing, intensive, and well-targeted. Price also plays a significant role in purchasing decisions, where affordability and the alignment between price and product quality have a positive influence on students' buying interest. Among the three variables, online shopping behavior emerged as the most dominant factor. Elements such as convenience, ease of access, comprehensive information, and consumer trust in the Shopee platform serve as the primary drivers in making purchasing decisions. Overall, promotion, price, and online shopping behavior make a substantial contribution to students' purchasing decisions. Based on these findings, it is recommended that Shopee continue to enhance its promotional strategies by making them more creative, engaging, and tailored to the characteristics of younger consumers, particularly students. Interactive and easily accessible promotions are expected to be more effective in reaching the target market. Additionally, pricing strategies should maintain a balance between affordability and product quality to foster customer loyalty. To further support positive shopping behavior, the platform should improve user convenience by enhancing the app's performance, providing accurate product information, and offering responsive customer service. For future researchers, it is suggested to include additional variables such as service quality, customer satisfaction, or brand image in order to obtain more comprehensive and relevant findings that align with the evolving dynamics of e-commerce.

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