

## ***Unveiling Shopee's E-Commerce Success: How eWOM, Promotions, Product Variety, and Security Shape Gen Z and Millennials' Purchase Decisions***

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*Submitted: 6 October 2024, Accepted: 10 November 2024, Published: 26 December 2024*

### **ABSTRACT**

*This study aims to analyze the effect of Electronic Word of Mouth (eWOM), Promotion Strategy, Product Diversity, and Transaction Security on Purchasing Decisions. The population of this study consists of Generation Z and Millennials residing in Pekanbaru who have used or currently use the Shopee application. A sample of 100 respondents was selected using the accidental sampling method. The data analysis technique employed is Multiple Linear Regression Analysis, conducted using the SPSS V21 software. The results of the study indicate that Electronic Word of Mouth (eWOM), Promotion Strategy, and Product Diversity variables have a significant positive effect on Purchasing Decisions. In contrast, the Transaction Security variable has a positive but insignificant effect on Purchasing Decisions.*

**Keywords:** *E-commerce, Shopee, e-WOM, Promotion Strategy, Product Diversity, Transaction Security, Purchasing Decision*

### **1. Introduction**

The rapid changes in the business world, especially in the current era of globalization, have led to significant transformations in human activities across political, economic, and socio-cultural domains. These changes also influence competitive behavior in business operations, resulting in increasingly intense competition among companies to gain market share. To stay competitive, companies must adopt intensive, active, and innovative marketing strategies that align with the latest trends in the market. One such modern approach is leveraging technology through electronic commerce (E-commerce), a form of trade that surpasses conventional methods.

E-commerce offers several advantages, including facilitating transactions between buyers and sellers while acting as a trusted third party to ensure the security of these transactions. According to the Central Statistics Agency (BPS), internet usage in Riau Province has significantly increased. The number of internet users rose by 882,840, from 3,580,480 in 2018 to 4,463,320 in 2019–2020. In contrast, Jambi Province experienced a decrease of 83,645 users, while Lampung Province recorded the highest increase with an additional 1,959,894 users. From this data, it is evident that Riau Province is among the regions with active internet users showing consistent growth annually.

Furthermore, the demographic data from 2020 highlights the active e-commerce user base in Riau Province. Millennials (born 1981–1996, aged 24–39 years) comprised 27.24% of active e-commerce users, while Generation Z (born 1997–2012, aged 8–23 years) also represented a significant segment.

Shopee, a leading e-commerce platform in Southeast Asia and Taiwan, has become a dominant force in the region. Launched in Singapore in 2015, Shopee has expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. As part of the Sea Group,

one of Southeast Asia's largest internet company groups, Shopee has demonstrated robust growth in the ASEAN market, including Indonesia. Based on data from [iprice.co.id](https://www.iprice.co.id), Shopee ranks first among the most downloaded online shopping applications on the App Store and Play Store. The increase in sales and active buyers on Shopee indicates significant consumer purchasing behavior through the platform.

Several previous studies have examined factors influencing purchasing decisions in e-commerce. Research by Fatrina et al. (2020) and Suprpto (2021) highlights that electronic word of mouth (E-WOM) significantly impacts purchasing decisions. Similarly, studies by Winatadewi & Pramitha (2020), Iswandari & Srihandayani (2021), and Pradwika & Hadi (2018) confirm that product diversity positively and significantly influences purchasing decisions. Research by Sudjarmika (2017) and Rahayu et al. (2020) also shows that transaction security plays a crucial role in e-commerce purchasing decisions.

## 2. Literature Review

### Relationship Between eWOM and Purchasing Decisions

Electronic Word of Mouth (eWOM) refers to statements made by actual, potential, or previous consumers about a product or company, where this information is accessible to individuals or institutions through internet media. According to research by Silaban (2019) and Fatrina et al. (2020), eWOM significantly influences purchasing decisions. Based on the research findings, the effective contribution of the eWOM variable to purchasing decisions is evident.  
**H1: Electronic Word of Mouth (eWOM) significantly affects Shopee e-commerce purchasing decisions**

### Relationship Between Promotion Strategies and Purchasing Decisions

Sales promotions are marketing efforts designed to attract consumer attention, offer strong incentives to purchase, and dramatize product offerings. According to research by Primadasa (2019) and Sani (2021), promotions positively and significantly influence purchasing decisions. Effective promotional strategies can lead to increased consumer purchasing decisions.  
**H2: Promotion strategies significantly affect Shopee e-commerce purchasing decisions**

### Relationship Between Product Diversity and Purchasing Decisions

Product diversity encompasses all products and goods offered by business actors to consumers. It enables consumers to have more options, which can simplify purchasing decisions. Research by Iswandari & Srihandayani (2021) and Putri & Gunawan (2021) confirms that product diversity has a significant effect on purchasing decisions in Shopee e-commerce. Yahya et al. (2017) further highlight that product diversity is the most dominant independent variable influencing purchasing decisions.

**H3: Product diversity significantly affects Shopee e-commerce purchasing decisions**

### Relationship Between Transaction Security and Purchasing Decisions

Transaction security refers to the ability of online platforms to control and maintain the safety of transaction data. When a system ensures accountability and meets consumer needs, customers are more likely to make purchases without fear of fraud or misconduct. Research by Prilano et al. (2020) and Sulistyawati & Nursiam (2019) shows that transaction security positively and significantly influences purchasing decisions. Similarly, Rahayu, Simanto, and Arianto (2020) conclude that transaction security significantly impacts online purchasing decisions based on linear regression analysis.

**H4: Transaction security significantly affects Shopee e-commerce purchasing decisions**

### 3. Research Method

#### Population and Sample

The population for this study consists of consumers or customers in Pekanbaru City who have used the Shopee application. Since the exact size of the population is unknown, sampling is required. The study employs accidental sampling as the technique and utilizes Roscoe's method for determining sample size. Given that the study examines five independent and dependent variables, the minimum required sample size is calculated as 10 times the number of variables, resulting in 50 respondents. However, to enhance the robustness of the research, 100 respondents were selected.

#### Data Types and Sources

This study uses quantitative data derived from both primary and secondary sources. Primary data were collected directly by distributing questionnaires to consumers who have used Shopee and reside in Pekanbaru. The questionnaires were designed to capture respondents' perspectives on eWOM, promotion strategies, product diversity, and transaction security in Shopee purchasing decisions. Responses were measured using a five-point Likert scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Secondary data were obtained from documents, internet sources, and relevant journals to complement and support the research findings.

#### Operational Research Variables

The research variables are categorized into two types: dependent and independent variables. The independent variables are factors that cause changes in the dependent variable. The operational definitions of these variables are detailed in a table, including their indicators, sources, and measurement scales. For instance, the dependent variable (purchase decisions) includes indicators such as product steadiness, familiarity with purchasing, providing recommendations, repeat purchases, and quality assessment. The independent variables include eWOM (intensity, content, positive/negative opinions), promotion strategies (advertising, sales promotion, personal selling, public relations, and direct marketing), product diversity (brand variety, completeness, sizes, and quality), and transaction security (protection of personal data, safeguarding against hackers, ensuring safety, and guaranteeing secure transactions).

#### Data Analysis Techniques

Descriptive analysis was conducted to provide a comprehensive overview of the research variables, including respondent characteristics and responses. The validity and reliability of the questionnaire were tested to ensure accurate and consistent data collection.

The study also performed several model tests. The F-test was used to evaluate the collective effect of independent variables on the dependent variable, with  $H_0$  being rejected if the  $F_{count}$  exceeded the  $F_{table}$ , indicating a significant relationship. The Coefficient of Determination ( $R^2$ ) assessed the fit between the regression model and the sample data, with values closer to 1 indicating a stronger influence of the independent variables.

#### Multiple Linear Regression Test

Multiple linear regression analysis was conducted to measure the effect of independent variables on the dependent variable. This analysis helped determine the direction and strength of relationships (positive or negative) and predicted changes in the dependent variable based on variations in the independent variables.

#### Hypothesis Test (t-Test)

The t-test was used to assess the partial influence of each independent variable on the dependent variable, assuming other variables remained constant. A significant relationship was

confirmed if the t-value's significance level (Sig t) was less than 0.05 or if the calculated t-value exceeded the critical t-value (ttable).

#### 4. Result sand Discussion

##### Descriptive Analysis of Respondent Characteristics

As the beginning of the analysis process in the results of this study, the following characteristics of the respondents were analyzed:

**Table 2. Respondent Characteristics**

Respondent Characteristics	Category	Percentage (%)
Gender	Female	73%
	Male	27%
Age	Generation Z (15-25 Years)	92%
	Millennial Generation (26-41)	8%
Jobs	Private Employee	49%
	Student	42%
	PNS	1%
	Entrepreneurship	3%
	More	5%
Income	<Rp.500,000	20%
	Rp.500.000-Rp.3.000.000	44%
	Rp.3.000.000-Rp.5.000.000	30%
	>Rp.5,000,000	6%
Transactions	1 Time	23%
	2-3 Times	49%
	>5 Times	28%

*Source: Processed data 2022*

Based on table 2. it shows that the analysis of characteristics based on age, gender, occupation and income. The gender of the respondents who were the most numerous in this study were women with a frequency of 73 respondents or 73%. And men were 27 respondents or 73%. The results of this study can be concluded that the most dominant respondent in this study was the female respondent. Women are the dominant respondents in this study because on average they use the shopee application more often to fulfill their needs compared to men, women like to shop more than men, women are easily tempted by promotions.

The age of the most respondents in this study is the age of the most respondents in this study is the age of respondents between 15-25 years (Generation Z) with a *frequency of 92* respondents or 92%. The age of generation Z and Millennials feel more comfortable and easier to buy online than shopping online and shopping online provides better deals on price or quality.

The most common respondent's job in this study was private employee *frequency of 49* respondents or 49%. And for students, the *frequency of 42* respondents or 42%. The results of this study can be concluded that the most dominant respondents in this study were private employees and students, it can also be seen that private employees have their own financial income and are able to direct their own economy compared to those who do not have their own income.

The most income of respondents in the study was Rp.500,000, -Rp 3,000,000, - with a *frequency of 44* respondents or 44%. And income with Rp.3,000,000-Rp.5,000,000 with a *frequency of 30* respondents or 30% of this study it can be concluded that the most dominant respondent in this study was the respondent's income of Rp.500,000,- Rp3,000,000,-.

Transactions in the shopee application, the most respondents in this study had the largest transactions 2-3 times amounting to 49 respondents or 49%. And for transactions > 5 times

amounting to 28 *frequency* respondents *or* 28% The results of this study can be concluded that the most dominant respondents in this study were 2-3 times making transactions at shopee.

### Data Validity Test

In conducting research, this test is carried out as a measurement of whether each question presented on the questionnaire is able to represent the variable under study. The data obtained through data collection instruments must have a high level of accuracy, so the research instruments used must be valid. An indicator is stated if the Corrected Item-Total Correlation value is  $> 0.3$ . Based on the research that has been done, it states that all statement items for the Purchase Decision variable (Y1) have a Corrected - Item Total Correlation value greater than 0.3. Thus, it means that the statement items on the Purchase Decision variable (Y1) are declared valid for further testing. For the *Ewom* variable (X1) all statement items have a Corrected - Item Total Correlation value greater than 0.3. Thus, it means that the statement items on the *Ewom* variable (X1) are declared valid for further testing. For the Promotion Strategy variable (X2), it has a Corrected - Item Total Correlation value greater than 0.3. Thus, it means that the statement items on the promotional strategy variable (X2) are declared valid for further testing. For the Product Diversity variable (X3) has a Corrected - Item Total Correlation value greater than 0.3. Thus, it means that the statement items on the Product Diversity variable (X3) are declared valid for further testing. And for the Transaction Security variable (X4) has a Corrected - Item Total Correlation value greater than 0.3. Thus, it means that the statement items on the Transaction Security variable (X4) are declared valid for further testing.

### Reliability Test

Reliability test data is carried out to test the reliability of indicators on a variable. This test is done by looking at the Cronbach's alpha value. A variable can be declared reliable or meet Cronbach alpha if it has a Cronbach's alpha value  $> 0.70$ . Based on the results of the reliability test on the *Ewom variable*, Promotion Strategy, Product Diversity, Transaction Security and Purchasing Decisions, each variable obtained results above 0.70. Thus, all variables in this research instrument are declared reliable for further testing.

### Model Test

#### F test

The F test is conducted to determine the effect of all independent variables contained in the model together (simultaneously) on the dependent variable. This test is carried out by looking at the Fcount value, if the Fcount value obtained is greater than Ftable, it can be said that  $H_0$  is rejected, meaning that the dependent variable has a significant effect on the dependent variable.

**Table 3. F Test Results**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31,093	4	7,773	69,270
	Residuals	10,661	95	,112	,000 <sup>b</sup>
	Total	41,753	99		

Source of SPSS 2022

From the simultaneous test results, the  $F_{\text{count}}$  result is 69.270, while the  $F_{\text{table}}$  value is 2.70. This means that  $F_{\text{count}} > F_{\text{table}}$  and Sig value.  $0.000 < \alpha 0.05$ . So thus,  $H_1$  is accepted and  $H_0$  is rejected, which means that the *Ewom* variable, Promotion Strategy, Product Diversity and Transaction Security together have a significant influence on the purchasing decision variable. This explains that this research model is feasible to continue the analysis.

### Test Coefficient of Determination (R<sup>2</sup>)

The Coefficient of Determination (R<sup>2</sup>) test is carried out to determine the suitability or accuracy between the estimated value or regression line with sample data. This test is carried out by looking at the coefficient of determination (Adjusted R- Square), if Kd is close to 1, the effect of the independent variable on the dependent variable is strong (influential).

**Table 4. Test Results of the Coefficient of Determination (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,863 <sup>a</sup>	0,745	0,734	,33499

Source: SPSS 2022 Processed Data

Table 4. shows the coefficient of determination (*Adjusted R- Square*) which is used to determine the percentage of influence of the *Ewom* variable ( $X_1$ ), Promotion Strategy ( $X_2$ ), Product Diversity ( $X_3$ ), Transaction Security ( $X_4$ ) on the purchasing decision variable (Y) of 0.686. This means that the increase in purchasing decisions is influenced by price, packaging, brand and lifestyle factors by 73.4% and the remaining 26.6% is influenced by other variables not examined.

### Multiple Linear Regression Test

Multiple linear regression tests are used to measure the influence between more than one predictor variable (independent variable) on the dependent variable. This analysis is to determine the direction of the relationship between the independent variable and the dependent whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases.

**Table 5. Multiple Linear Regression Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	-0,040	0,254	
EWom	0,231	0,076	0,225
Promotion Strategy	0,184	0,089	0,189
Product Diversity	0,531	0,094	0,512
Transaction Security	0,045	0,070	0,047

From table 5 above, the multiple linear regression equation in this study is :

$$Y = -0,040 + 0,231X_1 + 0,184X_2 + 0,531X_3 + 0,256X_4$$

The multiple linear regression equation is explained as follows:

Constant = - 0.040 From the regression equation, a constant value of - 0.040 is obtained, which means that if the four independent variables in the study have a value of 0, the Purchasing Decision will be valued at - 0.040, the coefficient value of the Price variable is 0.231. The positive value obtained shows a positive or unidirectional influence of the *Ewom* variable on Purchasing Decisions. In other words, if the higher the *Ewom* variable, the more the Purchasing Decision will increase. The coefficient value of the Packaging variable is 0.184. The positive value obtained shows a positive or unidirectional effect of the Promotion Strategy variable on Purchasing Decisions. In other words, if the higher the Promotion Strategy variable, the more the Purchasing Decision will increase. Brand variable coefficient value of 0.531. The positive value obtained shows a positive or unidirectional influence of the Product Diversity variable on Purchasing Decisions. In other words, if the higher the Product Diversity variable, the more the Purchasing Decision will increase. The coefficient value of the Transaction Security variable is 0.045. The positive value obtained shows a positive or unidirectional effect of the Transaction Security variable on Purchasing Decisions. In other words, if the higher the Transaction Security variable, the more the Purchasing Decision will increase.

### Hypothesis Test (t Test)

The T test is used to determine the significance of the partial role between the independent variable and the dependent variable by assuming that other independent variables are considered constant. The basis for making t test decisions is if  $\text{Sig } t < 0.05$  or  $t_{\text{count}}$  is greater than  $t_{\text{table}}$ , then  $H_0$  is rejected, which means that the independent variable has a significant effect on the dependent variable and vice versa.

**Table 6. T test results**

Model	Unstandardized Coefficients	Standardized Coefficients	T <sub>tabel</sub>	Thitung	Hip	Sig.	Results
Ewom (X1)	0,231	0,225	1,661	3,041	+	0,003	Significant
Promotion Strategy (X2)	0,184	0,189	1,661	2,057	+	0,042	Significant
Product Diversity (X3)	0,531	0,512	1,661	5,660	+	0,000	Significant
Transaction Security (X4)	0,045	0,047	1,661	0,645	+	0,520	Not Significant

*Source of SPSS Processed Data, 2022*

The test results indicate that eWOM significantly affects purchasing decisions on Shopee e-commerce, as the  $t_{\text{count}}$  value of 3.041 exceeds the  $t_{\text{table}}$  value of 1.661, and the significance value of 0.003 is less than the alpha level of 0.05, leading to the rejection of  $H_0$  and acceptance of  $H_1$ . Similarly, the promotion strategy variable also significantly impacts purchasing decisions, with a  $t_{\text{count}}$  value of 2.057 greater than the  $t_{\text{table}}$  value of 1.661 and a significance value of 0.042 less than 0.05, resulting in  $H_0$  being rejected and  $H_1$  accepted. The product diversity variable shows an even stronger effect, with a  $t_{\text{count}}$  value of 5.660 far exceeding the  $t_{\text{table}}$  value of 1.661 and a significance value of 0.000, confirming the rejection of  $H_0$  and acceptance of  $H_1$ . However, the transaction security variable does not significantly influence purchasing decisions, as its  $t_{\text{count}}$  value of 0.645 is less than the  $t_{\text{table}}$  value of 1.661 and its significance value of 0.520 is greater than 0.05, leading to the acceptance of  $H_0$  and rejection of  $H_1$ .

### The Effect of eWOM on Purchasing Decisions

Based on the hypothesis testing conducted, it can be concluded that eWOM has a positive and significant influence on purchasing decisions in Shopee e-commerce. Respondents' feedback indicates agreement that eWOM is an important factor influencing purchasing decisions. The more positive eWOM, the higher the likelihood of purchasing decisions. This effect is evident among respondents aged 21–25, predominantly private employees, who typically make 2–3 transactions on Shopee. These findings align with previous research (Simamora & Fauziah, 2019), which demonstrates that better eWOM leads to improved purchasing decisions. Similarly, Kartika & Ganarsih (2019) and Winatadewi & Pramitha (2020) confirm the significant impact of eWOM on purchasing behavior in Shopee e-commerce.

### The Effect of Promotion Strategy on Purchasing Decisions

Hypothesis testing reveals that the promotion strategy has a positive and significant influence on purchasing decisions in Shopee e-commerce. Respondents agree that promotional efforts are key to driving purchasing decisions. The findings show that as Shopee increases its promotional activities, purchasing decisions also rise. This impact is most notable among respondents aged 21–25, who are primarily private employees and frequently engage in 2–3 transactions on Shopee. These results align with studies by Iswandari & Srihandayani (2021) and Pradwika & Hadi (2018), which affirm that creative and targeted promotions strengthen purchasing decisions, as shown in similar e-commerce contexts like Zalora.

### The Effect of Product Diversity on Purchasing Decisions

The hypothesis testing confirms that product diversity has a positive and significant influence on purchasing decisions in Shopee e-commerce. Respondents strongly agree that product diversity plays a critical role in shaping purchasing decisions. The more diverse the

product offerings, the higher the purchasing decisions. This trend is evident among respondents aged 21–25, who are mostly private employees making 2–3 transactions on Shopee. These findings are consistent with research by Rachmawati & Patrikha (2021), which demonstrates that product diversity directly impacts purchasing behavior. Studies by Iswandari & Srihandayani (2021) and Putri & Gunawan (2021) further support this, showing that diverse product offerings enhance consumer interest and purchasing decisions across platforms like Lazada and Shopee.

### **The Effect of Transaction Security on Purchasing Decisions**

The hypothesis testing shows that transaction security has a positive but insignificant effect on purchasing decisions in Shopee e-commerce. Respondents agree that transaction security is important, but Generation Z and Millennials prioritize promotional offers over transaction security when deciding to shop on Shopee. This indicates a lower level of concern for transaction security despite its critical role in safeguarding personal and payment data. Shopee must ensure robust security measures to protect buyers from potential risks. These findings are consistent with studies by Sudjarmika (2017), Rahayu et al. (2020), and Iskandar & Nasution (2019), which highlight that higher transaction security enhances consumer trust and purchasing decisions, although its significance varies across different demographic groups.

## **5. Conclusions**

Electronic Word of Mouth (eWOM) has a positive and significant influence on purchasing decisions in Shopee e-commerce (case study of Generation Z and Millennials in Pekanbaru). Promotion Strategy also has a positive and significant impact on purchasing decisions in Shopee e-commerce (case study of Generation Z and Millennials in Pekanbaru). Similarly, Product Diversity significantly influences purchasing decisions in Shopee e-commerce (case study of Generation Z and Millennials in Pekanbaru). However, Transaction Security has a positive but insignificant effect on purchasing decisions in Shopee e-commerce (case study of Generation Z and Millennials in Pekanbaru).

Based on the research conducted, there are several limitations. One significant challenge was collecting questionnaire data during the COVID-19 pandemic, as finding respondents was difficult. As a result, data collection had to be conducted online via Google Forms. Additionally, the study was limited to respondents who use the Shopee application in Pekanbaru. Notably, the Transaction Security variable showed an insignificant influence on purchasing decisions.

Based on the conclusions of this study, several suggestions are proposed. Theoretically, the findings can serve as a reference for the development of economics, particularly in management. The research also offers insights that could inspire new ideas and directions for future studies, especially those exploring the effects of eWOM, Promotion Strategy, Product Diversity, and Transaction Security on purchasing decisions. Practically, this research aims to enhance knowledge about these factors and their impacts on purchasing decisions. It also seeks to improve problem-solving skills, providing useful insights for both academic and professional contexts in the future.

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