

The Influence of Social Media Promotions and Online Customer Reviews on Purchasing Decisions on the Shopee Marketplace through Purchase Intention as a Mediating Variable (Study on Active Students of Diponegoro University)

Kharisma Yogi Noviana¹, Reni Shinta Dewi², Apriatni Endang Prihatini³

¹Department of Business Administration, Diponegoro University, Semarang, Central Java, Indonesia

²Department of Business Administration, Diponegoro University, Semarang, Central Java, Indonesia

³Department of Business Administration, Diponegoro University, Semarang, Central Java, Indonesia

Email address: novianakharisma892@gmail.com, renishinta@yahoo.co.id, apriatni_ep@yahoo.co.id

Abstract— The rapid development of the internet has triggered the birth of e-commerce which encourages people to make purchases online. Shopee is one of the largest e-commerce in Indonesia and even in Asia which promotes through social media and also utilizes online customer reviews as a way to attract consumers to make purchases. The purpose of this study is to determine the effect of social media promotions and online customer reviews on purchasing decisions through buying interest as a mediating variable. The number of samples taken was 211 respondents using a non-probability sampling technique using a purposive sampling technique. Data collection was carried out using a physical questionnaire and also online. This type of research is explanatory research. This study used Smart PLS 4.0 for Windows software. The results of this study indicate that social media promotions and online customer reviews have a positive and significant impact on purchase decisions through purchase intention. These results support the theory of consumer behavior in decision-making process that includes problem recognition, information search, evaluation of alternatives, purchasing decisions, and post-purchase behavior. The limitations of the researcher are in the process of collecting data to obtain respondents with the criteria of users in this study. Suggestions for further research can be carried out in other agencies, cities, or regions and also for certain members of Shopee consumers to obtain more diverse results and update results in further research.

Keywords— Social Media Marketing, Online Customer Review, Purchase Intention, Purchase Decision.

I. INTRODUCTION

Indonesia is considered to be one of the fastest growing internet markets in the world. Based on a report from Databoks (2022), the number of internet users in Indonesia in January 2022 reached 204.7 million people, which is equal to 73.7% of the total population of Indonesia (Annur, 2022). The rapid development of the internet triggered the birth of e-commerce which encouraged people to make purchases online. Apart from the convenience that is not bound by distance or time, buying products online is considered cheaper with the many discounts offered. The ease of carrying out the

buying and selling process online has encouraged increased public buying interest (Selvira et al., 2020).

According to Pardede (2016) competition in the e-commerce industry in Indonesia is currently getting tighter. The existence of e-commerce such as Shopee, Tokopedia, Bukalapak, Lazada, and others in addition to offering increasingly the same products, there is also competition for prices, customers who are shrewd in choosing to fulfill their needs and the expectations and expectations of customers are getting higher and make this a picture of the current industry. So that with the increasingly fierce competition, a strategy is needed to be able to dominate the market.

Promotion strategy is a major point in business, this is done in order to get the attention of consumers. One of the promotional strategies that e-commerce can use to attract consumers is by promoting through social media. Social media promotion has given a lot of attention because 55% of advertising through social media has a higher impact than conventional advertising. Meanwhile, based on a report in 2013, it states that 90% of purchases are influenced by social media (Seo & Park, 2018).

Social media promotion activities can have a positive impact where consumers can directly connect with new products, services, and brands easily (Aswani et al., 2018). The use of social media in business activities has introduced a new business model, namely "social commerce" as a facility for consumers to engage in social media promotion activities where consumers can compare products or buying and selling issues directly so that they can influence the right purchasing decision (Chatterjee & Kar, 2018). Based on research conducted by (Lukito & Fahmi, 2020) that social media promotion has a positive effect on purchasing decisions by 45.7%.

Apart from social media promotions, another factor that influences consumer buying interest is online consumer reviews (Ichsan et al., 2018). Customer engagement is a critical success factor for gaining customers in recent years.

Social media platforms such as Facebook, Twitter, Instagram and also Tik Tok, have radically made engagement between customers and relationship management (Hennig-Thurau et al., 2010).

As technology develops, online customer reviews are not only limited to statements from customers themselves but also include posts from other sources, reposted by consumers or potential consumers about a product (Jin et al., 2014) and as many as 80% of consumers make purchasing decisions based on social media posts from their friends (Kowalewicz, 2022).

The shopee app itself is the top shopping app in Asia based on total downloads. In line with data from iprice, that in the second quarter of 2019 shopee was the top shopping application based on monthly active users, total downloads, and website visits, ahead of its competitors, Lazada and Tokopedia (Iprice, 2019). Similarly, in Indonesia, shopee was also ranked first in 2020.

Shopee is one of the e-commerce that uses promotions through social media in its business activities. However, in terms of social media engagement, Shopee is still in third place among other marketplaces in Indonesia, namely Tokopedia and Bukalapak, even though social media has a very important role regarding the promotions offered by companies to attract many consumers because the higher the social media engagement of a business, the higher the awareness of consumers so that purchase interest will also increase.

Apart from using social media promotion strategies, Shopee is also a marketplace that provides an online customer review feature. Shopee uses this feature to increase marketplace trust and credibility to consumers. The existence of online customer reviews makes it easy for consumers to get information in shopping so that it can increase purchasing decisions at Shopee. Positive reviews from Shopee consumers can have a positive impact on attracting the attention of potential new consumers to participate in purchasing a product. Meanwhile, the existence of negative reviews that express disappointment can make potential consumers to reduce their purchase interest. Shopee has received many positive reviews from its consumers, but there are still several reviews from consumers who express disappointment so that this of course can have an impact on the purchase interest and purchasing decisions of consumers, moreover there are many competitors that can be used as other alternatives in making purchases.

Based on logic reasons, the research objective is to explore the influence between social media promotion and online customer reviews on purchasing decisions through purchase intention as a mediating variable.

II. THEORETICAL FRAMEWORK

Consumer Behavior

Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and spend goods, services, ideas, or experiences to meet their needs and wants (Kotler & Keller, 2016).

Consumer purchasing behavior is influenced by cultural, social, and personal factors. Cultural factors, subcultures, and

social class are very important in influencing consumer purchasing behavior. Culture is a fundamental determinant of a person's desires and behavior, social factors such as reference groups, family, and social roles and status influence consumer purchasing behavior. Meanwhile, personal factors that influence consumer purchasing behavior include age and stage in the life cycle, occupation and economic circumstances, personality and self-concept, and lifestyle and values

Purchase Decision

According to Kotler and Keller (2009) purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them, namely to buy or not.

There are 5 indicators of purchasing decisions according to Kotler & Keller (2009) which include: (1) Stability in a product, is a decision made by consumers after considering various information about a product. The items used in this indicator are: a) Looking for information about Shopee by paying attention to the advantages and disadvantages of online customer reviews, b) Making purchasing decisions at Shopee after getting the right fit with what you want. (2) Habits in buying products, repeating the purchase of the same product continuously allows purchasing decisions. The items used in this indicator are: a) Purchase the same product through the Shopee marketplace. (3) Providing recommendations to others, by providing others with something that can be trusted, can be done by recommending a product, also inviting to join. This is included in the decision after purchase. The items used in this indicator are: a) Recommend Shopee through online customer reviews. (4) Making individual repurchases, repurchase is also a continuous purchase, after feeling comfortable with the product or service received. The items used in this indicator are: a) Make repeated purchases at Shopee because they are satisfied, b) Feel satisfied when making purchases at Shopee.

Purchase Intention

According to the explanation of Kotler & Keller (2009) Purchase interest is an attitude when a consumer has the willingness to make choices and purchases on products based on experience. According to Ferdinand (2006), purchase interest is identified through the following indicators: (1) Transactional interest, is a situation where a consumer has a tendency to buy the product they want. The items used in this indicator are: a) Interest in making purchases on the Shopee marketplace. (2) Referential interest, is a situation where a consumer who already likes a product and has a tendency to suggest the product to others. The items used in this indicator are: a) Interest in providing recommendations for making purchases through the Shopee marketplace to others. (3) Preferential interest, is an interest that defines the attitude of a consumer who has a high taste for a product. The items used in this indicator are: a) Interest in making Shopee a top priority when making a purchase, b) Interest in making a purchase, c) Interest in making a purchase, d) Interest in making a purchase. (4) Exploratory interest, is an interest that defines the behavioral state of a person in an effort to find

information about the product that is of interest (Solihin, 2020). The items used in this indicator are: a) interest in finding more information about Shopee.

Online Customer Review

According to Latifa Putri and Harimukti Wandebori (2016) Online Customer Review is a part of marketing communication that is very important in moderating the role of marketing where there is room for exploration and discussion such as experience in use, specifications, results, pros and cons of a product. The following is an explanation of the online customer review variable indicators in this study: (1) *Perceived usefulness*, is the benefit that potential customers feel in using online customer reviews. The items used in this indicator are: a) Online customer reviews make it easy for consumers to search and find information about Shopee. (2) *Source credibility*, is the perception of the recipient of the information on the information and also the expertise of the source. The items used in this indicator are: a) Trust in reviews provided by other consumers. (3) *Argument quality*, is the strength of the persuasive argument inherent in the information message. The items used in this indicator are: a) Shopee reviews can provide a complete picture of the company as a whole, b) Reviews at Shopee can provide clear information, and c) Shopee reviews can provide clear information. (4) *Valance*, is a positive or negative response to a statement in a review. The items used in this indicator are: a) Shopee reviews can provide information about the advantages and disadvantages that are reviewed.

Social Media

According to Kotler & Keller (2012) social media promotion is a means for consumers to share information in the form of text, images, video and audio with each other and with companies and vice versa. According to Chris Hauer in Syahbani & Widodo (2017), the dimensions of promotion through social media consist of: (1) Context, is how we form a message including the use of language and the content of the message. The items used in this indicator are: a) The messages conveyed on Shopee's social media are clear and easy to understand, b) The messages conveyed on Shopee's social media are packaged in an interesting way so that they can attract attention. (2) Communication, is how to share messages (information) as well as we listen, respond, and grow in various ways that make listeners feel comfortable and information can be conveyed properly. The items used in this indicator are: a) The information conveyed on Shopee social media is clear and easy to understand. (3) Collaboration, is how to work together to make things better. The items used in this indicator are: a) The collaboration carried out by Shopee with consumers on social media makes the promotion process run more effectively and efficiently. (4) Connection, is how to foster a relationship that has been built. Can be done consistently so that the relationship with customers becomes closer. The items used in this indicator are: a) Shopee social media is one of the connecting or communication media between consumers and the company, b) Shopee social media can make it easier for consumers to find information related to the company again.

III. CONCEPTUAL FRAMEWORK

Social media promotion is one of the marketing strategies that is closely related to consumer buying interest, where according to Assael (2002) there are two factors that influence consumer buying interest, namely the environment around consumers and also stimulus from marketing that can attract consumers to foster buying interest. Promotion through social media that is done well will lead to increased interest in purchasing a product (Mulyati et al: 2022). Based on the results of Fahmi's research (2020) that the relationship between social media promotion and purchasing decisions shows positive and significant results. These results can be interpreted that if promotion through social media is good, it will also increase purchasing decisions and vice versa.

H1: It is suspected that there is a positive and significant influence between social media promotion on purchase intention in the Shopee marketplace.

H3: It is suspected that there is a positive and significant influence between social media promotion on purchasing decisions in the Shopee marketplace.

H6: It is suspected that there is a positive and significant influence between social media promotion on purchasing decisions through purchase intention in the Shopee marketplace.

Reviews from good consumers tend to support consumers to make purchasing decisions. The existence of positive and good reviews will influence consumers in creating buying interest in a product and can influence other consumers to make purchases. Fakhri (2016) where his research supports this research, the results of which show that online customer reviews have a positive and significant influence on buying interest in consumers and Widiartanto et al., (2019) stated the same results in his research that online customer reviews have a positive and significant influence on purchasing decisions.

H2: It is suspected that there is a positive and significant influence between online customer reviews on purchase intention in the Shopee marketplace.

H4: It is suspected that there is a positive and significant influence between online customer reviews on purchasing decisions in the Shopee marketplace.

H7: It is suspected that there is a positive and significant influence between online customer reviews on purchasing decisions through purchase intention in the Shopee marketplace.

Purchase interest is one of the things that can influence consumers to make purchasing decisions. Sriyanto et al (2019) in their research state that buying interest has a positive and significant influence on purchasing decisions. Purchase interest is the determination to have something with sacrifice so that the higher the consumer's buying interest, the higher the chance of a consumer making a purchase decision. Based on the description above, the research hypothesis is formulated as follows:

H5: It is suspected that there is a positive and significant influence between purchase intention on purchasing decisions in the Shopee marketplace.

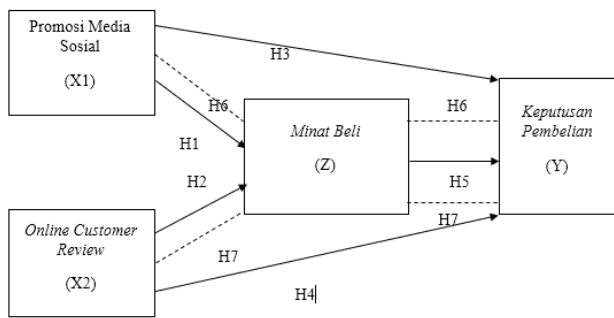


Fig. 1. Research Hypothesis

IV. RESEARCH METODOLOGY

This study uses explanatory research type. The population of this study were active students of Diponegoro University, Semarang City with a sample size of 211 respondents. This research focuses on students because based on data from Christy (2020) which shows that as many as 85% of e-commerce users are generation z and millennials. The sampling technique uses nonprobability sampling techniques using purposive sampling techniques with respondent criteria including: Shopee consumers who have made purchases more than 3 times in the past year, are over 18 years old, are active students at Diponegoro University, and are willing to fill out a questionnaire. Data was collected by distributing questionnaires directly and also via e-form to Shopee consumers at Diponegoro University who met the criteria as a sample. This research uses the SmartP LS 4.0 for Windows software tool.

V. MEASUREMENT SCALE

Social Media Promotion

Social media promotion is a form of marketing activity carried out online through Shopee social media. Chris Hauer (2010) suggests that the dimensions of social media promotion consist of: 1) context, 2) communication, 3) collaboration and 4) connection. The measurement scale in this study uses a Likert scale from a score of 1 to 5 with categorization strongly disagree to strongly agree. The validity and reliability test results show that all items are valid and reliable with a score > 0.7.

Online Customer Review

Online customer review is the provision of reviews by consumers on the experience of purchases that have been made which can generate desire from other consumers to make purchases. The indicators in this study were developed from research conducted by Latifa Putri and Harimukti Wandebori (2016), including: 1) Perceived usefulness, 2) Source credibility, 3) Argument quality, and 4) Valance. The measurement scale in this study uses a Likert scale from a score of 1 to 5 with categorization strongly disagree to strongly agree. The validity and reliability test results show that all items are valid and reliable with a score > 0.7.

Purchase Intention

Purchase intention is the desire or desire possessed by consumers to make purchases through the Shopee marketplace. According to Ferdinand (2006), purchase interest is identified through the following indicators: 1) Transactional interest, 2) Referential interest, 3) Preferential interest, and 4) Exploratory interest. The measurement scale in this study uses a Likert scale from a score of 1 to 5 with categorization strongly disagree to strongly agree. The validity and reliability test results show that all items are valid and reliable with a score > 0.7.

Purchase Decision

A purchase decision is a condition where consumers' desire to buy an item is unanimous. Indicators of purchasing decisions according to Kotler and Keller (2009) include: 1) Stability in a product, 2) Habit of buying products, 3) Provide recommendations to others, 4) Make individual repurchases. The measurement scale in this study uses a Likert scale from a score of 1 to 5 with categorization strongly disagree to strongly agree. The validity and reliability test results show that all items are valid and reliable with a score > 0.7.

VI. RESULT AND DISCUSSION

Respondent Identity

In this study, a total of 211 respondents were active students at Diponegoro University Semarang. Respondents' identities are grouped based on gender, class, faculty, length of use of Shopee and also the level of Shopee members.

TABLE I. Respondent Grouping

Gender	Total	Percentage
Male	53	25,1%
Female	158	74,9%
Total	211	100%
Year of Entry	Total	Percentage
2017	2	0,9%
2018	1	0,5%
2019	133	63%
2020	57	27%
2021	14	6,6%
2022	4	1,9%
Total	211	100%
Faculty	Total	Percentage
Faculty of Law	12	5,7%
Faculty of Engineering	13	6,2%
Faculty of Economics and Business	23	10,9%
Faculty of Social and Political Sciences	48	22,7%
Faculty of Humanities	13	6,2%
Faculty of Public Health	13	6,2%
Faculty of Psychology	14	6,6%
Faculty of Medicine	13	6,2%
Faculty of Animal Husbandry and Agriculture	14	6,6%
Faculty of Fisheries and Marine Science	15	7,1%
Faculty of Science and Mathematics	16	7,6%
Vocational School	17	8,1%
Total	211	100%
Length of Use	Total	Percentage
< 3 years	25	12%
3-5 years	119	56%
> 5 years	67	32%
Total	211	100%
Member Shopee	Total	Percentage
Classic	22	10,4%
Silver	95	45%

Gold	75	35,5%
Platinum	19	9%
Total	211	100%

Source: Primary data processed, 2023

Based on the table above, it can be seen that most Shopee consumers are female, the majority are students with an entry year of 2019, with the largest number of respondents coming from the Faculty of Social and Political Sciences, the highest average length of use of Shopee for 3-5 years, and the highest member level is in silver members as many as 95 respondents.

Convergent Validity

TABLE II. Convergent Validity Test

Variable	Average Variance Extracted (AVE)
Social Media Promotion	0,578
Online Customer Review	0,616
Purchase Intention	0,673
Purchase Decision	0,604

Source: Primary data processed, 2023

Based on this table, it can be seen that the AVE value in 3.10 has met the requirements, namely with a value above 0.5 so that convergent validity has met the requirements and can be declared valid.

Discriminant Validity

After the convergent validity value is met, then we look at the discriminant validity test, namely by looking at the cross loading value. Discriminant validity can be said to be fulfilled if the correlation value between indicators on latent variables is higher than the correlation with other variables. The social media promotion variable on each item has a value of more than 0.7. The online customer review variable on each item has a value of more than 0.7. Then the purchase interest variable on each item has a value of more than 0.7. Finally, the purchase decision variable on each item has a value of more than 0.7.

Composite Reliability and Cronbach Alpha

The reliability test on a model that has a reflective indicator model can be seen in 2 ways, namely by looking at the Cronbach's alpha and composite reliability values. Both elements must have a value above 0.7 to be considered to have the accuracy of an instrument in measuring constructs. The data is presented in the following table:

TABLE III. Construct Reliability and Validity Value

Variable	Cronbach Alpha	Composite Reliability
Social Media Promotion	0,853	0,857
Online Customer Review	0,844	0,850
Purchase Intention	0,837	0,838
Purchase Decision	0,868	0,874

Source: Primary data processed, 2023

Based on this table, it shows that the Cronbach Alpha and Composite Reliability values in this study have a value of more than 0.7 so that it can be said that the instrument in this study has met the standard reliability value. This also shows the accuracy of the instrument to test its constructs.

Inner Model

Inner model evaluation is an evaluation that explains the structure, especially regarding the relationship between variables in the model. This inner model evaluation includes the R square test, F square and sees the significance in the estimate for path coefficients.

R square is a goodness-fit model test where in this section it explains the influence between certain exogenous variables on the endogenous variables in this research model. The following is a table that contains the R-square value in this study, including the following:

TABLE IV. Nilai R Square Value

Variable	R Square
Purchase Decision	0,717
Purchase Intention	0,410

Source: Primary data processed, 2023

Based on table 4, it can be seen that the R Square value is in the range of values above 0.33, namely 0.410 and 0.717 so that in this value it is included in the moderate category. The meaning of this word is that the purchasing decision variable is influenced by the variable social media promotion and online customer review by 71.7% and the other 28.3% is influenced by other factors outside the model. Furthermore, buying interest is influenced by social media promotions and online customer reviews by 41% and 59% is influenced by other factors outside the model.

The value of F square or commonly referred to as effect size where the value of F square is used to determine the magnitude of the influence of exogenous variables on endogenous variables. This F square test is carried out to assess the goodness of the model. The value of the F test can be classified into 3 types, namely considered weak value if the F square value is 0.02. It is said to be medium if the F square value is at 0.15 and is said to be large if it is worth 0.35 (Ghozali, 2015). The following data is presented F square in the following table:

TABLE V. F Square Value

	Purchase Decision	Purchase Decision	Purchase Decision	Purchase Decision
Purchase Decision				
Purchase Intention	0,340			
Online Customer Review	0,398	0,074		
Social Media Promotion	0,105	0,315		

Source: Primary data processed, 2023

Based on table 5, it can be seen that the F Square value in this research model has a value that can be stated as follows: a) The effect of buying interest on purchasing decisions has an F Square value (0.340) which means it is in the medium category. b) The effect of online customer reviews on purchasing decisions has an F Square value (0.398) which means it is in the large category. c) The effect of online customer reviews on buying interest has an F Square value (0.074) which means it is in the weak category. d) The effect of social media promotion on purchasing decisions has an F Square value (0.105) which means it is in the weak category.

e) The effect of social media promotions on buying interest has an F Square value (0.315) which means it is in the medium category.

VII. DISCUSSION

Hypothesis testing can be conducted by looking at the path parameters in the path coefficient and the significant level of the T-statistic. The results of the hypothesis test prove the correlation between the variables that are hypothesized. The path parameter in the path coefficient will describe the negative or positive correlation of the hypothesized variables. If the p-value has a value below the significant level of 5% or 0.05, the hypothesis is accepted.

Hypothesis testing is carried out using bootstrapping techniques. The one tailed path coefficient significance test is seen through the t-statistic score with a t-table score at 5% or 1.65 significance. The one tail path coefficient has a meaningful effect if the t-statistic score exceeds the table score of 1.65 (Hair Jr et al, 2017).

supported by the F Square value of 0.315, which means that it is in the medium category because it is below 0.35, which means that social media promotion has a medium effect on Shopee consumers' buying interest. Based on the results of this data processing, it can be concluded that Social Media Promotion has an influence on Buying Interest so that the first hypothesis is accepted.

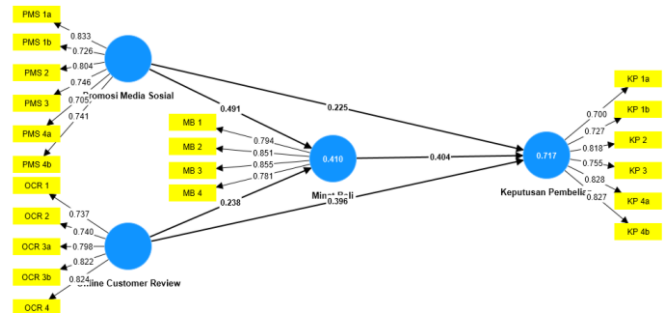


Fig. 2. Path Diagram

TABLE VI. Path Coefficients of Hypothesis Test Results

	Original Sample (O)	T - Statistics	P - Values	Conclusion
Direct effect				
Social Media Promotion (X1) - Purchase Intention (Z)	0,491	8,262	0,000	H1 Accepted
Online Customer Review (X2) - Purchase Intention (Z)	0,238	3,430	0,001	H2 Accepted
Social Media Promotion (X1) - Purchase Decision (Y)	0,225	3,899	0,000	H3 Accepted
Online Customer Review (X2) - Purchase Decision (Y)	0,396	6,859	0,000	H4 Accepted
Purchase Intention (Z) - Purchase Decision (Y)	0,404	6,366	0,000	H5 Accepted
Indirect effect				
Social Media Promotion (X1) - Purchase Interest (Z) - Purchase Decision (Y)	0,198	5,121	0,000	H6 Accepted
Online Customer Review (X2) - Purchase Intention (Z) - Purchase Decision (Y)	0,096	3,166	0,002	H7 Accepted

Source: Primary data processed, 2023

The first hypothesis which states that there is a positive influence between the Social Media Promotion variable on Purchase Intention has been proven. The Social Media Promotion variable (X1) has a positive and significant influence on the Purchase Interest variable (Z) which is indicated by the results of data processing on Smart PLS on the Path Coefficient which obtained a positive path value of 0.491 and a significance level value of 0.000 which means <5% so it is called positive and significant. Likewise, it is also

The second hypothesis which states that there is a positive influence between the Online Customer Review variable on Purchase Intention has been proven. The Online Customer Review variable (X2) on the Purchase Interest variable (Z) shows positive and significant results which are indicated by the results of data processing in Smart PLS on a positive path coefficient of 0.238 with a significance level that has a value of less than 5%, namely 0.001. Likewise, the results of the F Square value of 0.074 which means that it is in the weak category because it is below 0.15 which shows that the influence between online customer reviews on buying interest is relatively weak. Based on the results of this data processing, it can be concluded that Online Customer Review has an influence on Purchase Interest. So that the second hypothesis is accepted.

The third hypothesis which states that there is a positive influence between social media promotion variables on purchasing decisions has been proven. The social media promotion variable (X1) in the results of this study has a positive and significant relationship to the purchasing decision variable (Y) which is indicated by the results of data processing in Smart PLS on a positive path coefficient of 0.225 and the value at a significant level is below 5%, namely 0.000 so that the relationship between variables in this hypothesis is positive and significant. However, when viewed at the F Square value which has a value of 0.105 which means that it is in the weak category because it is below 0.15 which shows that social media promotion has a weak influence on purchasing decisions. Based on the results of this data processing, it can be concluded that social media promotions have an influence on purchasing decisions so that the third hypothesis is accepted.

The fourth hypothesis which states that there is a positive influence between Online Customer Review on purchasing decisions has been proven. The results of this study indicate that between the Online Customer Review variable (X2) and the purchasing decision variable (Y) show positive and significant results, which are indicated by the results of data processing in Smart PLS on a positive path coefficient of

0.396 and also the results of the t statistic show less than 5%, namely 0.000 so that based on the results of data processing it is declared positive and significant. Likewise, based on the results of the calculation of the F Square value of 0.398, which means that it is in the large category because it is above 0.35, which shows that the influence between online customer reviews on purchasing decisions is very large. Based on the results of the data processing, it can be concluded that Online Customer Review has an influence on purchasing decisions so that the fourth hypothesis is accepted.

The fifth hypothesis which states that there is a positive influence between buying interest on purchasing decisions has been proven. The relationship between the purchase interest variable (Z) and the purchasing decision variable (Y) provides positive and significant results as evidenced by the results of data processing in Smart PLS on a positive path coefficient of 0.404 and also the results of the t statistic show less than 5%, namely 0.000 so that based on the results of data processing it is declared positive and significant. Likewise, based on the results of the calculation of the F Square value, which is 0.340, which means that it is in the medium category because it is still below 0.35. Based on the results of the data processing, it can be concluded that buying interest has an influence on purchasing decisions so that the fifth hypothesis is accepted.

The sixth hypothesis which states that there is a positive influence between Social Media Promotion on purchasing decisions through purchase intention has been proven. The Social Media Promotion variable (X1) has a positive and significant relationship directly (direct) to the Purchasing Decision variable (Y) for Shopee consumers. Meanwhile, indirectly through the purchase interest variable (Z), the social media promotion variable and purchasing decisions also have a positive and significant relationship so that buying interest is considered to mediate the relationship between social media promotions and purchasing decisions partially due to the presence or absence of buying interest variables, the relationship between the two will also remain positive and significant. This is evidenced by the results of the data processing carried out, namely in positive results with a number of 0.225 and the value of the indirect effect is also positive, namely 0.198. The value at the significant level also shows results that are less than 5%, namely the direct effect is worth 0.000 and the indirect effect is the same value, namely 0.000, which means that it is significant. Based on the results of the data processing, the sixth hypothesis is accepted.

The seventh hypothesis which states that there is a positive influence between online customer reviews on purchasing decisions through purchase interest has been proven. The online customer review variable (X2) has a positive and significant relationship directly (direct) to the Purchasing Decision variable (Y) for Shopee consumers. While indirectly through the purchase interest variable (Z), the online customer review variable and purchasing decisions also have a positive and significant relationship and purchase interest is considered to be able to mediate partially so that in the presence or absence of the purchase interest variable the relationship between the two will also remain positive and significant. This

is evidenced by the results of the data processing carried out, namely in positive results with a number of 0.396 and in an indirect effect of 0.096. While the significance value of the direct effect is 0.000 and the indirect relationship is 0.002 where the value is considered significant because it is less than 5%. Based on the results of the data processing, the sixth hypothesis is accepted.

VIII. CONCLUSION

Conclusion

Based on the results of research conducted by the author related to the variables of social media promotion and online customer reviews on purchasing decisions through purchase intention as a mediating variable for 211 Shopee user respondents at Diponegoro University, the results of which can be concluded that the variables of social media promotion and online customer reviews have a positive and significant effect on purchasing decisions through purchase interest as a mediating variable. The results of this study support the theory of consumer behavior that in decision making, consumers are involved in various processes, namely problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. At the first stage, consumers will analyze their unmet or satisfied needs or wants, at this stage consumers will be influenced by several factors such as personal factors, local cultural factors and also social factors such as reference groups. The second stage, consumers will search for information related to the product that is being needed or wanted, so at this stage the existence of promotions through social media is very important because it can provide a stimulus to consumers to foster purchase interest. Consumers will also explore the desired items through their social media. In addition, to find out more deeply and ascertain whether a desired product really has the quality that is in accordance with what is desired, consumers will carry out a process of searching for reviews from other consumers who have experience with the product. at this second stage, consumers will pay more attention to a product of interest and if the level of consumer interest is strong and the information obtained is appropriate, it will continue to the next stage. The third stage of consumers will carry out the alternative evaluation stage, where at this stage it will be followed by internal stimuli as well as persuasive stimuli from outside. If the desire for an item is getting stronger, consumers will enter the fourth stage, namely making a decision to buy (action to buy) and vice versa. After the consumer decides to buy, the consumer is then in the post-purchase behavior stage, when the consumer is satisfied, the consumer has the potential to make repeat purchases and even provide a positive review to the company, which the review will also be useful as a reference for the next prospective buyer, and vice versa.

The author provides several suggestions that can be used as input for consideration for the Shopee marketplace, including:

1. Shopee companies are expected in the future to be able to maintain promotional activities through social media that have been running well, such as by sharing content on social media consistently in an attractive, educational and

easy to understand manner by potential consumers, so that consumers will feel more aware of the Shopee marketplace due to the ease of finding the information needed by consumers. Then of course it can trigger consumers to grow their purchasing interest which can lead to purchasing decisions.

2. When viewed in terms of online customer reviews, Shopee is expected to maintain easy access to review the purchase experience at Shopee. Ease in the form of providing a link to conduct a review via google reviews and creating a review writing format so that the quality of the reviews given by consumers for this purchase experience is complete and can be used by prospective buyers as a reference before making a purchase.
3. The implementation of this research has obstacles from limitations in obtaining data where in obtaining respondents with the user criteria in this study. Suggestions for further research can be carried out in other agencies, cities or regions and also on Shopee consumers in certain members in order to obtain more diverse results and renewal of results in further research. In addition, it may be possible to determine different objects and it is advisable to already have a community so that it can make it easier to obtain research data.

REFERENCES

- [1] Annur, C. M. (2022). *Ada 204,7 Juta Pengguna Internet di Indonesia Awal 2022*. Databoks. <https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022>
- [2] Hennig-Thurau, T., Malthouse, E. C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy, A., & Skiera, B. (2010). The impact of new media on customer relationships. *Journal of Service Research*, 13(3), 311–330. <https://doi.org/10.1177/1094670510375460>.
- [3] Ichsan, M., Jumhur, H. M., & Soeparwoto, D. (2018). Pengaruh Consumer Online Rating and Review Terhadap Minat Beli Konsumen Pada Marketplace Tokopedia Di Wilayah Dki Jakarta Effect of Consumer Online Rating and Review To Buying. *E-Proceeding of Management*, 5(2), 1828–1835.
- [4] Iprice. (2019). *Peta E-Commerce Indonesia*. Iprice. <https://www.republika.co.id/berita/r0ny7a457/hasil-riset-shopee-jadi-marketplace-teratas-di-indonesia>.
- [5] Jin, L., Hu, B., & He, Y. (2014). The Recent versus The Out-Dated: An Experimental Examination of the Time-Variant Effects of Online Consumer Reviews. *Journal of Retailing*, 90(4), 552–566. <https://doi.org/10.1016/j.jretai.2014.05.002>.
- [6] Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (Jilid 1 Ed). Erlangga.
- [7] Kotler, P., & Keller, K. L. (2016). *Marketing management Global ed*. In Harlow, England: Pearson Education Limited.
- [8] Kowalewicz, R. (2022). *How Social Media Impacts Consumer Buying*. Forbes.
- [9] Selvira, A. P., Nur, A., Semule, H., Fitri, R. F., & Partamo, V. S. (2020). Pengaruh Kemanfaatan Dan Kemudahan Penggunaan. *Jurnal Ekonomi, Sosial & Humaniora*, 02(03), 26–33.
- [10] Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66(August 2017), 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>.
- [11] Tjiptono, F. (2010). *Strategi Pemasaran* (Edisi 3). Penerbit Andi.
- [12] Weinberg, T. (2009). The new community rules: Marketing on the social web. Sebastopol. In *O'Reilly Media*. O'Reilly Media/.
- [13] Annur, C. M. (2022). *Ada 204,7 Juta Pengguna Internet di Indonesia Awal 2022*. Databoks.
- [14] Hennig-Thurau, T., Malthouse, E. C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy, A., & Skiera, B. (2010). The impact of new media on customer relationships. *Journal of Service Research*, 13(3), 311–330. <https://doi.org/10.1177/1094670510375460>
- [15] Ichsan, M., Jumhur, H. M., & Soeparwoto, D. (2018). Pengaruh Consumer Online Rating and Review Terhadap Minat Beli Konsumen Pada Marketplace Tokopedia Di Wilayah Dki Jakarta Effect of Consumer Online Rating and Review To Buying. *E-Proceeding of Management*, 5(2), 1828–1835.
- [16] Iprice. (2019). *Peta E-Commerce Indonesia*. Iprice. <https://www.republika.co.id/berita/r0ny7a457/hasil-riset-shopee-jadi-marketplace-teratas-di-indonesia>.
- [17] Jin, L., Hu, B., & He, Y. (2014). The Recent versus The Out-Dated: An Experimental Examination of the Time-Variant Effects of Online Consumer Reviews. *Journal of Retailing*, 90(4), 552–566. <https://doi.org/10.1016/j.jretai.2014.05.002>.
- [18] Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (Jilid 1 Ed). Erlangga.
- [19] J Kotler, P., & Keller, K. L. (2016). *Marketing management Global ed*. In Harlow, England: Pearson Education Limited.
- [20] Kowalewicz, R. (2022). *How Social Media Impacts Consumer Buying*. Forbes.
- [21] Selvira, A. P., Nur, A., Semule, H., Fitri, R. F., & Partamo, V. S. (2020). Pengaruh Kemanfaatan Dan Kemudahan Penggunaan. *Jurnal Ekonomi, Sosial & Humaniora*, 02(03), 26–33.
- [22] Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66(August 2017), 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>.
- [23] Tjiptono, F. (2010). *Strategi Pemasaran* (Edisi 3). Penerbit Andi.
- [24] Weinberg, T. (2009). The new community rules: Marketing on the social web. Sebastopol. In *O'Reilly Media*. O'Reilly Media.