

# The Influence of Online Shopping Experience, Consumer Reviews, and Social Factors on the Purchase Decisions of Psychology Students on Shopee

Julianus Barus<sup>1</sup>, Kristi Endah Ndilosa Ginting<sup>2\*</sup>, Mella Yunita<sup>3</sup>

<sup>1</sup>Faculty of Economics and Business, Universitas Prima Indonesia, Indonesia, <sup>2</sup>PUI Human Resource Management Research and Innovation Centre, Universitas Prima Indonesia, <sup>3</sup>Management Study Program, Universitas Tjut nyak Dhien, Indonesia  
Email: [kristiendahndilosaginting@unprimdn.ac.id](mailto:kristiendahndilosaginting@unprimdn.ac.id)

This Shopee research included students from Prima Indonesia University's Faculty of Psychology. This study sets out to discover how psychological students use Shopee and what role social influences, online shopping experiences, and customer reviews play in their purchasing decisions. Quantitative methods were employed. One hundred and thirtyfive undergraduates from Prima Indonesia University's Faculty of Psychology made up the study population, with one hundred and ten serving as the sample. According to the study's findings, a partial t-test indicated that (1) online shopping experience (X1) did not significantly affect purchase decisions (Y). This is proven by the calculated t value of  $1.915 < t_{table} 2.035$  and a significance value of  $0.057 > 0.05$ . (2) The t-test partially demonstrated that consumer reviews (X2) significantly influenced purchasing decisions (Y). A significant level of  $0.008 > 0.05$  and a calculated t-value of  $2.675 > t_{table} 2.035$  show this. (3) Social Factors (X3) were determined to have a substantial impact on Purchasing Decisions (Y) in a partial t-test. The t-value of 2.566, which is greater than the t-table value of 2.035, proves this. (4) The F-test showed that Y is affected by online buying experience (X1), customer reviews (X2), and social variables (X3) all at the same time. Reasons for this include a significance level of  $0.009 > 0.05$  and an F-value of  $4.889 > F_{table}$ .

**Keywords:** Online Shopping Experience, Consumer Reviews, Social Factors and Purchase Decision

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license



## Corresponding Author:

Kristi Endah Ndilosa Ginting  
PUI Human Resource Management Research and Innovation Centre, Universitas Prima Indonesia  
[kristiendahndilosaginting@unprimdn.ac.id](mailto:kristiendahndilosaginting@unprimdn.ac.id)

## 1. Introduction

The rapid advancement of information and communication technology has brought about significant changes in various aspects of life, with consumer behavior being one of the most profoundly affected (Butarbutar et al., 2026). The transition from traditional retail to digital platforms through e-commerce represents one of the most prominent trends (Priani, 2025). E-commerce empowers customers to conduct transactions anytime and from anywhere, unrestricted by time or geographic location (Nurhidayah et al., 2025). This digital shift has fundamentally reshaped the decision-making process, as consumers now rely heavily on digital interfaces to navigate their preferences, social influences, and purchasing habits (Julsari et al., 2025). The following data details smartphone usage in Indonesia based on the *We Are Social* report from early 2025, illustrating the scale of this digital integration and its implications for modern consumer engagement:



reviews on platforms like Shopee. Informative and positive reviews can bolster customer confidence when making purchasing decisions.

Equally important are social factors. According to (Nasib, 2024), social factors include the influence of reference groups, family, friends, and communities, all of which shape consumer attitudes and behaviors. In the digital era, social influence is further amplified through social media, influencers, and online communities (Amelia et al., 2026). Consumers specifically students are often swayed by recommendations or trends circulating within their social circles when determining their purchase decisions (Khairani et al., 2025).

Psychology students, as members of the digital generation, possess unique characteristics when making purchasing decisions. They tend to weigh emotional, social, and cognitive aspects before acquiring a product. Consequently, it is compelling to examine how social factors, customer reviews, and the online shopping experience influence the purchasing decisions of Shopee users. This description serves as the analytical foundation for this research, titled: The Influence of Online Shopping Experience, Customer Reviews, and Social Factors on the Purchasing Decisions of Psychology Students on Shopee.

## 2. Theoretical Framework

### Online Shopping Experience

According to (Tjiptono, 2023), the online shopping experience encompasses the consumer's overall perceptions and emotional responses arising from their interaction with an e-commerce website or application throughout the entire process from searching and purchasing to the final receipt of the product. The online shopping experience serves as one of the key elements influencing consumer choices and satisfaction within the context of digital transactions (Andini et al., 2025). Furthermore, (Klaus, 2021), posits that the online shopping experience consists of both functional aspects such as ease of use and transaction speed and emotional aspects, which include comfort, a sense of security, and psychological satisfaction (Azman et al., 2026). A positive experience shapes a favorable perception of the platform, enhances consumer trust, and ultimately fosters overall customer satisfaction (Noviana, 2025).

### Customer Reviews

According to (Kalus, 2021), customer reviews are a form of electronic word-of-mouth (eWOM) through which previous consumers share their personal interactions and experiences with a product or service. Prior to completing a purchase, prospective customers often utilize these reviews as a vital source of information to shape their opinions and guide their final decision-making process (Hasibuan, 2025). In the digital era, customer reviews possess significant power in shaping product image, as the majority of modern consumers rely on online feedback as a primary consideration before engaging in a transaction (Katijah et al., 2026). Within the context of Shopee, the "Ratings and Reviews" feature serves as a crucial indicator of trust that influences both the initial purchasing decision and the overall post-transaction satisfaction (Hardiansyah et al., 2025).

### Social Factors

(Kotler & Keller, 2021), define social factors as external variables derived from an individual's interactions with their social environment, which possess the power to influence attitudes, perceptions, and purchasing decisions. Key examples of social influences include family, social roles, reference groups, and social status. In the context of e-commerce platforms such as Shopee, social factors often manifest through recommendations from friends, family, influencers, or online communities (Hou et al., 2024). Consumers

tend to trust suggestions or experiences shared by others who are perceived as relevant or who possess a certain level of social authority (Amelia & Tambunan, 2024).

### Customer Satisfaction

(Kotler & Keller, 2022), define customer satisfaction as the level of happiness or dissatisfaction a client experiences as a result of comparing the actual performance of a product or service against their prior expectations. When consumers are fully satisfied, it indicates that the service or product has successfully met or exceeded their initial expectations (Tambunan et al., 2025). According to (Tjiptono, 2023), customer satisfaction is the outcome of a comprehensive evaluation of the entire purchasing experience. Factors such as service quality, delivery speed, ease of transaction, and the clarity of product information significantly influence the satisfaction levels of e-commerce users (Napitupulu, 2025).

### 3. Method

This study employs a quantitative methodology. Research that begins with theory and proceeds to the collection of numerical data in the field is classified as quantitative research. Selecting an appropriate research approach is paramount to the integrity of any study. The quantitative research methodology is also referred to as the positivist approach. This study is classified as explanatory research, which aims to investigate potential cause-and-effect relationships by testing hypotheses that either confirm or refute the assumptions of previous studies. Quantitative research involves various measurement techniques depending on the nature of the variables, and this study will focus on these specific characteristics (Ghozali, 2021). Regarding the research location and timeframe, this study will be conducted among psychology students at Universitas Prima Indonesia.

Data will be collected through an online survey using Google Forms. The research is scheduled to take place between February and April 2026. According to (Sugiyono, 2016; Sugiyono, 2018). A "population" refers to the entire set of objects or individuals selected by a researcher based on specific characteristics. The population of this study consists of approximately 135 Shopee users who have engaged in online purchasing, specifically psychology students at Universitas Prima Indonesia. Furthermore, the sample size was determined using the Slovin formula. Based on the calculation, a sample of 100 psychology students was obtained.

### 4. Results and Discussion

#### Descriptive Statistics

Table 1. Descriptive Statistics

Variabel	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Online Shopping Experience	100	2.20	3.20	2.5487	.23423	27.16
Customer Review	100	1.10	1.80	1.3817	.19860	67.302
Social Factors	100	1.01	1.40	1.1382	.12975	78.007
Purchasing Decision	100	7.90	10.00	8.7453	.53553	98.356

The table above presents the minimum, maximum, mean, and standard deviation values for the variables of Online Shopping Experience, Customer Reviews, Social Factors, and Purchasing Decisions. The results are detailed as follows: The Online Shopping Experience variable (X1), with a sample size of 100, yielded a minimum value of 2.20, a maximum value of 3.20, a mean of 2.5487, and a standard deviation of 0.23423 among Psychology students at Universitas Prima Indonesia using Shopee. The Customer Reviews variable (X2), with a sample size of 100, showed a minimum value of 1.10, a maximum value of 1.80, a mean of 1.3817, and a standard deviation of 0.19860.

The Influence of Online Shopping Experience, Consumer Reviews, and Social Factors on the Purchase Decisions of Psychology Students on Shopee. Julianus Barus et.al

The Social Factors variable (X3), with a sample size of 100, recorded a minimum value of 1.01, a maximum value of 1.40, a mean of 1.1382, and a standard deviation of 0.12975. Finally, the Purchasing Decisions variable (Y), with a sample size of 100, exhibited a minimum value of 7.90, a maximum value of 10.00, a mean of 8.7453, and a standard deviation of 0.53553.

### Classical Assumption Test Results

#### Normality Test Results

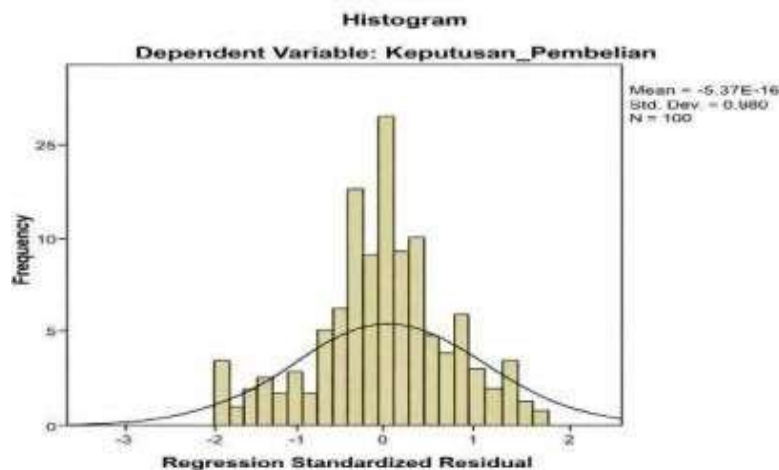


Figure 2. Results of Data Normality Test

The normality test is employed to determine whether the data under analysis are normally distributed. This assessment is conducted by analyzing a histogram graph to observe whether the data points are dispersed around and follow the diagonal line, as well as by utilizing the Normal Probability Plot (P-Plot) analysis. As shown in Figure 2 above, the curve exhibits a symmetrical (bell-shaped) distribution, indicating that the data is normally distributed.

#### Normal P-P Plot Normality Test

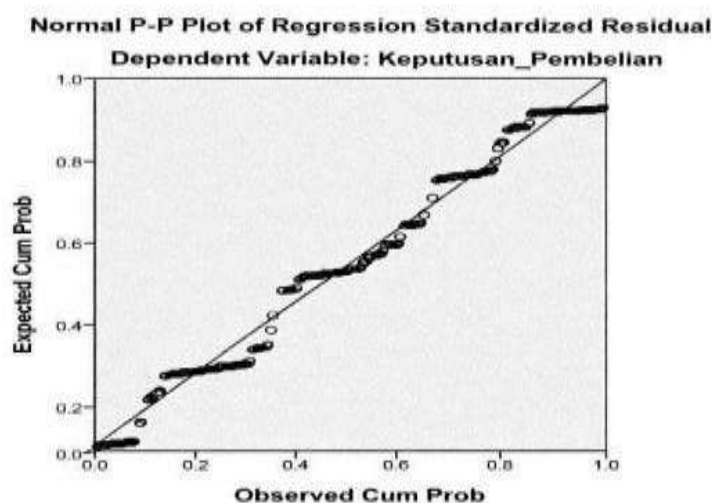


Figure 3. Results of Normal P-P Plot Normality Test

As illustrated in Figure 3, above, the data points are dispersed along the diagonal line, leading to the conclusion that the data follows a normal distribution." This visual evidence is further supported by the absence of significant deviations, suggesting that the residuals meet the assumption of normality required for subsequent parametric statistical analyses, such as multiple linear regression."

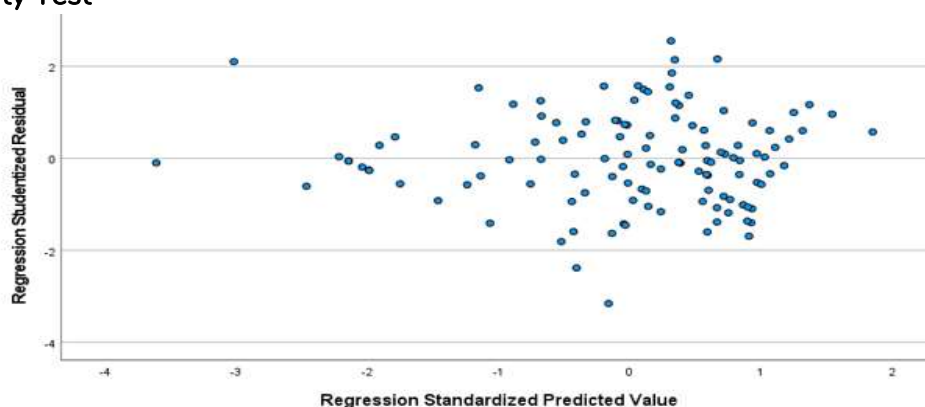
**Multicollinearity Test**

**Table 2.** Multicollinearity Test

Model	Tolerance	VIF
(Constant)		
Online Shopping Experience	.986	1.012
Customer Review	.975	1.061
Social Factors	.936	1.076

Table 2, shows that the Tolerance values for all independent variables (Online Shopping Experience, Consumer Reviews, and Social Factors) are 0.986, 0.975, and 0.936 which is greater than 0.10. In addition, the Variance Inflation Factor (VIF) values for these three variables are 1.012, 1.061, and 1.076 which is less than 10. Therefore, it can be concluded that there is no multicollinearity among the independent variables in this regression model.

**Heteroscedasticity Test**



**Figure 4.** Scatterplot of Heteroscedasticity Test

Based on Figure 4 (scatterplot), the data points are randomly distributed and do not form any specific pattern, indicating that the data are normally distributed. In addition, the points are spread both above and below the zero line on the Y-axis, further supporting the absence of a systematic pattern. Therefore, it can be concluded that there is no heteroscedasticity in this regression model, and the variance of the residuals is constant across all levels of the independent variables.

**Multiple Linear Regression Test**

**Tabel 3.** Uji Regresi Linear Berganda

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
(Constant)	.372	.216		1.723	0.087
Online Shopping Experience	-.143	.075	0.237	-1.915	.057
Customer Review	.236	.088	0.344	2.675	.008
Social Factors	.025	.044	0.317	2.566	.025

The regression equation is as follows: Constant = 0.372 – 0.143 Online Shopping Experience + 0.236 Consumer Reviews + 0.25 Social Factors

Based on this equation, it can be explained as follows:

1. Online Shopping Experience (X1), The t-value is -1.915, while the t-table value with degrees of freedom (df)  $n-k-1 = 100-3-1 = 96$  is 2.035. Since  $t\text{-value} < t\text{-table}$  ( $-1.915 < 2.035$ ), it can be concluded that Online Shopping Experience does not have a significant effect on Purchase Decision.

The Influence of Online Shopping Experience, Consumer Reviews, and Social Factors on the Purchase Decisions of Psychology Students on Shopee. Julianus Barus et.al

In addition, the significance value is  $0.057 > 0.05$ , which means that Online Shopping Experience is not significant in influencing Purchase Decision.

2. Consumer Reviews (X2), The t-value is 2.675, while the t-table value with degrees of freedom  $n-k-1 = 100-3-1 = 96$  is 2.035. Since  $t\text{-value} > t\text{-table}$  ( $2.675 > 2.035$ ), it can be concluded that Consumer Reviews have a significant effect on Purchase Decision. Furthermore, the significance value is  $0.008 < 0.05$ , indicating that Consumer Reviews significantly influence Purchase Decision.
3. Social Factors (X3), The t-value is 2.566, while the t-table value with degrees of freedom  $n-k-1 = 100-3-1 = 96$  is 2.035. Since  $t\text{-value} > t\text{-table}$  ( $2.566 > 2.035$ ), it can be concluded that Social Factors have a significant effect on Purchase Decision. In addition, the significance value is  $0.025 < 0.05$ , which means that Social Factors significantly influence Purchase Decision.

### Coefficient of Determination Test

**Table 4.** Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868	.723	.746	.26689

Table 4, shows that the result of the coefficient of determination analysis indicates an Adjusted R Square value of 0.746 or 74.6%. This means that 74.6% of the variation in the dependent variable, Purchase Decision, can be explained by the independent variables, namely Online Shopping Experience (X1), Consumer Reviews (X2), and Social Factors (X3).

Meanwhile, the remaining 25.4% is explained by other factors outside the model tested. This suggests that the model has a strong explanatory power, as a large proportion of the variability in Purchase Decision is accounted for by the included variables. Therefore, although the model is considered good, there are still other influencing factors not examined in this study that may also contribute to Purchase Decision.

### F Test

**Table 5.** F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.443	3	.221	4.889	.009 <sup>b</sup>
	Residual	6.659	97	.045		
	Total	7.102	96			

Table 5, shows that the analysis results indicate an F-value of 4.889 with a significance value of 0.009. With a sample size of 100 and three independent variables, the residual degrees of freedom are obtained accordingly. Since the F-value is greater than the F-table value, it can be concluded that the variables Online Shopping Experience, Consumer Reviews, and Social Factors simultaneously have a significant effect on Purchase Decision among Psychology students on Shopee.

### t-test

**Table 6.** t-test

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
(Constant)	.372	.216		1.723	0.087
Online Shopping Experience	-.143	.075	0.237	-1.915	.057
Customer Review	.236	.088	0.344	2.675	.008
Social Factors	.025	.044	0.317	2.566	.025

The partial hypothesis testing based on the table can be explained as follows:

1. Partially, Online Shopping Experience (X1) does not have a significant effect on Purchase Decision (Y).  
This is indicated by the t-value of -1.915, which is smaller than the t-table value of 1.976, and the significance value of  $0.057 > 0.05$ . Therefore,  $H_a$  is rejected and  $H_0$  is accepted.
2. Partially, Consumer Reviews (X2) have a significant effect on Purchase Decision (Y).  
This is indicated by the t-value of 2.675, which is greater than the t-table value of 1.976, and the significance value of  $0.008 < 0.05$ . Therefore,  $H_a$  is accepted and  $H_0$  is rejected.
3. Partially, Social Factors (X3) have a significant effect on Purchase Decision (Y).  
This is indicated by the t-value of 2.566, which is greater than the t-table value of 1.976, and the significance value of  $0.025 < 0.05$ . Therefore,  $H_a$  is accepted and  $H_0$  is rejected.

## Discussion

### The Effect of Online Shopping Experience on Purchase Decision

Based on the partial hypothesis test (t-test), the results show that the t-value is  $-1.915 < t\text{-table } 2.035$ , with a significance value of  $0.057 > 0.05$ . This indicates that Online Shopping Experience does not have a significant effect on Purchase Decision. Therefore, the alternative hypothesis ( $H_a$ ) is rejected, while the null hypothesis ( $H_0$ ) is accepted. These findings indicate that the online shopping experience of Psychology students on Shopee has not become a major factor in determining purchase decisions. In other words, although consumers have prior experience in online shopping, this does not necessarily influence their decision to make a purchase. According to (Salqaura & Nasib, 2026), consumer experience can influence purchasing behavior; however, its effect is not always dominant because purchase decisions are also affected by other factors such as social influences, psychological aspects, and external information. In addition, according to (Eryc et al., 2026)(Arizal et al., 2024)(Prakasiwi & Nuvriasari, 2024), past experience is not always the primary determinant when consumers place greater consideration on current information, such as product reviews or recommendations from others. Thus, in the context of this study, students tend to consider other factors more than their previous shopping experience, which explains why this variable does not have a significant effect on Purchase Decision (Thamrin et al., 2022).

### The Effect of Consumer Reviews on Purchase Decision

Based on the partial hypothesis test (t-test), the results show that the t-value is  $2.675 > t\text{-table } 2.035$ , with a significance value of  $0.008 < 0.05$ . This means that Consumer Reviews have a significant effect on Purchase Decision. Therefore, the alternative hypothesis ( $H_a$ ) is accepted, and the null hypothesis ( $H_0$ ) is rejected. These findings indicate that consumer reviews play an important role in influencing the purchase decisions of Psychology students on Shopee. The more positive and favorable the reviews provided by other consumers, the greater the likelihood that someone will make a purchase.

According to (Chyan et al., 2023; Filieri, 2021) consumer reviews are a form of digital marketing communication that is highly influential because they are perceived as more honest and objective by potential buyers. In addition, (Peña-García et al., 2024)(Garner et al., 2022)(Huo et al., 2025), states that online customer reviews serve as a credible source of information that helps consumers reduce uncertainty before making online purchases. This is consistent with current consumer behavior, where individuals tend to seek references and information before making a purchase. Therefore, consumer reviews become a significant factor in influencing purchase decisions.

## The Effect of Social Factors on Purchase Decision

Based on the partial hypothesis test (t-test), the results show that the t-value is  $2.566 > t\text{-table } 2.035$ , with a significance value of  $0.025 < 0.05$ . This means that Social Factors have a significant effect on Purchase Decision. Therefore, the alternative hypothesis ( $H_a$ ) is accepted, and the null hypothesis ( $H_0$ ) is rejected. These findings indicate that social factors such as the influence of friends, family, and the surrounding environment play an important role in determining students' purchase decisions. Consumers tend to follow recommendations or habits from their social environment. According to (Durmaz & Gündüz, 2021)(Luqman A Arethusa & Taneo, 2024)(Li & Jaharuddin, 2021), social factors such as reference groups, family, as well as roles and social status can influence consumer behavior in making purchase decisions. In addition, (Tjiptono, 2023), states that individuals often adjust their consumption behavior to align with their social groups in order to be accepted within those environments. Thus, in this study, it can be concluded that Psychology students tend to be influenced by their social environment when making purchase decisions on Shopee (Manurung et al., 2025).

## 5. Conclusion

The purpose of this study is to examine how Psychology students' purchase decisions on Shopee are influenced by their online shopping experience, consumer reviews, and social factors. A total of 101 Psychology students were selected as the sample from 135 respondents in the study. Based on the data analysis, hypothesis testing, and discussion, the following conclusions can be drawn:

1. Online Shopping Experience (X1) shows an insignificant effect on Purchase Decision (Y) based on the t-test. This can be seen from the calculated t-value of  $-1.915$ , which is smaller than the t-table value of  $2.035$ , and the significance value of  $0.057$ , which is greater than  $0.05$ . Therefore,  $H_0$  is accepted and  $H_a$  is rejected.
2. Consumer Reviews (X2) are proven to have a moderate but significant effect on Purchase Decision (Y) based on the t-test. This is indicated by the calculated t-value of  $2.675$ , which is greater than the t-table value of  $2.035$ , and the significance value of  $0.008 < 0.05$ . Therefore,  $H_0$  is rejected and  $H_a$  is accepted.
3. Social Factors (X3) have a significant effect on Purchase Decision (Y) based on the t-test. This is explained by the calculated t-value of  $2.566$ , which is greater than the t-table value of  $2.035$ , and the significance value of  $0.025$ , which is less than  $0.05$ . Therefore,  $H_0$  is rejected and  $H_a$  is accepted.
4. Simultaneously, the F-test shows that Purchase Decision (Y) is influenced by Online Shopping Experience (X1), Consumer Reviews (X2), and Social Factors (X3). The calculated F-value ( $4.889$ ) is greater than the F-table value, and the significance value of  $0.009 < 0.05$  indicates that  $H_a$  is accepted while  $H_0$  is rejected.

## 6. Reference

- Amelia, R., & Tambunan, D. (2024). The Influence of Brand Image and Brand Trust on The Decision to Study in the Tax Accounting Study Program ( Case Study at Politeknik Unggul LP3M ). *Journal of Finance Integration and Business Independence*, *1*(1), 9–19.
- Amelia, R., Tirtayasa, S., Fadila, Z., Fadli, A., & Elanda, Y. (2026). Reconstruction of Branding and Promotion Strategies to Enhance the Attractiveness of New Student Enrollment at Private Polytechnics in the City of Medan. *Journal of Business Integration and Competitive*, *2*(2), 26–35. <https://doi.org/10.64276/jobic.v2i2.79>
- Andini, S., Amelia, R., Julitawaty, W., & Fathoni, M. (2025). Digital Support and Human Touch : A Strategic Combination to Enhance Students ' Learning Motivation. *Journal of Business Integration and*

- Competitive*, 1(2), 99–107. <https://doi.org/https://doi.org/10.64276/jobic.v1i2.20>
- Arizal, N., Nofrizal, Dwika Listihana, W., & Hadiyati. (2024). Gen Z Customer Loyalty in Online Shopping: An Integrated Model of Trust, Website Design, and Security. *Journal of Internet Commerce*, 23(2), 121–143. <https://doi.org/10.1080/15332861.2024.2330812>
- Azman, N. S., Hassim, A. A., & Al-amrani, S. N. (2026). Consumer And Commercial Practices in International Business from An Economic Perspective. *Journal of Business Integration and Competitive*, 2(2), 1–15. <https://doi.org/10.64276/jobic.v2i2.74>
- Butarbutar, S. E., Handayani, C., & Amanda, S. (2026). Appetizing Digital Strategies : Optimizing Social Media Marketing to Enhance Brand Awareness of Café Klambir Kupi. *Applied Multidisciplinary Science*, 1(3), 22–30. <https://doi.org/10.64276/ams.v1i3.77>
- Dewi, P., Amelia, R., Febrina, D., Kelana, J., & Tambunan, D. (2025). Service Quality and Customer Satisfaction in Ethnic Cuisine : Insights from a Nasi Kebuli Restaurant in Indonesia. *Journal of Business Integration and Competitive*, 1(2), 42–54.
- Djohan, D., Budiman, I., Nasib, Razaq, M. R., & Fathoni, M. (2025). Fintech , Digital Branding , and Customer Engagement to Enhance Gayo Arabica Coffee SMEs ' Performance. *Jurnal Ilmiah Manajemen Kesatuan*, 13(5), 3349–3360. <https://doi.org/10.37641/jimkes.v13i5.3540>
- Durmaz, Y., & Gündüz, G. (2021). a Theoretical Approach To Social Factors Influencing Consumer Behavior. *International Journal of Research -GRANTHAALAYAH*, 9(11), 252–257. <https://doi.org/10.29121/granthaalayah.v9.i11.2021.4390>
- Eryc, Nasib, Fahrurrozi, M., Ikhsan, R. Z., & Parker, J. (2026). Strategic Business Forecasting and Market Trends Analysis Using Machine Learning Techniques. *Journal of Computer Science and Technology Application (CORISINTA)*, 3(1), 11–20.
- Garner, B., Thornton, C., Luo Pawluk, A., Mora Cortez, R., Johnston, W., & Ayala, C. (2022). Utilizing text-mining to explore consumer happiness within tourism destinations. *Journal of Business Research*, 139(February), 1366–1377. <https://doi.org/10.1016/j.jbusres.2021.08.025>
- Hardiansyah, H., Amelia, R., Harianto, A., & Syahlina, M. (2025). Digital Transformation and Its Impact on Production Improvement : A Case Study at PT Gajah Mada Plastik. *Journal of Business Integration and Competitive*, 1(2), 108–115. <https://doi.org/https://doi.org/10.64276/jobic.v1i2.21>
- Hasibuan, L. H. (2025). Strategi Promosi dan Dampaknya terhadap Keputusan Pembelian Konsumen : Studi Empiris pada Pro Barbershop Medan. *Applied Multidisciplinary Science*, 1(2), 99–110. <https://doi.org/10.64276/ams.v1i2.59>
- Hou, A., Djohan, D., & Hastuty, W. (2024). The Influence of Business Networks and Perception of Product Quality on the Competitive Advantage of SME Products in Langkat. *Journal of Finance Integration and Business Independence*, 1(1), 1–8. <https://doi.org/https://doi.org/10.64276/jofibi.v1i1.7>
- Huo, H., Yao, J., Li, Q., Wu, R., Wang, C., & Yu, D. (2025). Economic vs. ecological benefit for organic food: the role of perceived values in online consumer reviews. *Frontiers in Sustainable Food Systems*, 9(January), 1–14. <https://doi.org/10.3389/fsufs.2025.1469869>
- Julsari, A., Amelia, R., Djohan, D., Albert, & Novirsari, E. (2025). Analysis Of Marketing Strategies To Enhance Service Quality In Electronic Repair Workshops: A Case Study At Natemu, Southeast Aceh. *Journal of Business Integration and Competitive*, 1(2), 84–98.
- Katijah, S., Amelia, R., & Gani, A. (2026). Do Facebook Testimonials Increase Consumer Trust ? A Study of Khaira Rumah Jahit. *Applied Multidisciplinary Science*, 1(3), 64–74. <https://doi.org/10.64276/ams.v1i3.84>
- Khairani, R., Tantri, O., & Putri, S. (2025). The Contribution of E-Commerce and Financial Management to Enhancing MSME Performance in Indonesia. *Journal of Business Integration and Competitive*, 2(1), 50–62. <https://doi.org/10.64276/jobic.v2i1.30>

- Li, S., & Jaharuddin, N. S. (2021). Influences of background factors on consumers' purchase intention in China's organic food market: Assessing moderating role of word-of-mouth (WOM). *Cogent Business and Management*, 8(1), 1–27. <https://doi.org/10.1080/23311975.2021.1876296>
- Luqman A Arethusia, & Taneo. (2024). The Influence Of Storytelling, Social Media Marketing, and Customer Reviews Of Coffee Roasters On The Purchase Decision Of Single-Origin Arabica Coffee Beans By Coffee Shops. *International Journal of Management Research and Economics*, 2(2), 139–155. <https://doi.org/10.54066/ijmre-itb.v2i2.1775>
- Manurung, S. A., Purba, P. Y., & Swardi, J. (2025). The Influence of Influencer Marketing , Flash Sale , and Product Quality in Increasing Consumer Trust on the Shopee Platform. *International Conference On Digital, Social, And Science*, 02(December), 760–769.
- Napitupulu, R. R. (2025). Optimasi Pemasaran Konten Digital untuk Meningkatkan Engagement Konsumen di Instagram. *Applied Multidisciplinary Science*, 1(2Napitupulu, R. R. (2025). Optimasi Pemasaran Konten Digital untuk Meningkatkan Engagement Konsumen di Instagram. *Applied Multidisciplinary Science*, 1(2), 78–84. <https://doi.org/10.64276/ams.v1i2.57>, 78–84. <https://doi.org/10.64276/ams.v1i2.57>
- Nasib. (2024). The Influence of Ethnic Identity and Brand Trust on College Choice Decisions (Case Study at IT & B Campus). *Journal of Business Integration and Competitive (JoBIC)*, 1(1), 10–20. <https://doi.org/https://doi.org/10.64276/jobic.v1i1.3>
- Noviana, D. (2025). Lokasi Strategis dan Store Atmosphere : Determinan Keputusan Pembelian Konsumen di Outlet Kopi Kenangan Kota Medan. *Applied Multidisciplinary Science*, 1(2), 85–98. <https://doi.org/10.64276/ams.v1i2.58>
- Nurbayan, K., Amelia, R., Nazah, K., Fathoni, M., & Hernawati, M. (2025). Unlocking Buyer Intent : How the Marketing Mix Shapes Purchasing Decisions at Ummah Cahaya Restaurant. *Journal of Business Integration and Competitive*, 1(2), 18–30.
- Nurhidayah, A., Amelia, R., Andi, Y., Kosasih, H., & Chaniago, S. (2025). Innovative Marketing Strategies in Culinary MSMEs: A Case Study of Warkop Agam Medan. *Journal of Business Integration and Competitive*, 1(2), 11–17. <https://doi.org/https://doi.org/10.64276/jobic.v1i2.13>
- Peña-García, N., Losada-Otálora, M., Auza, D. P., & Cruz, M. P. (2024). Reviews, trust, and customer experience in online marketplaces: the case of Mercado Libre Colombia. *Frontiers in Communication*, 9(September), 1–14. <https://doi.org/10.3389/fcomm.2024.1460321>
- Prakasiwi, L., & Nuvriasari, A. (2024). The Impact of E-Wom, Shopping Lifestyle, and Sales Promotion on Online Impulsive Buying. *Research Horizon*, 1(1), 1–19.
- Priani. (2025). Penerapan Konsep Experiential Marketing Dalam Meningkatkan Engagement Konsumen Pada Toko MY HOCKY ACC. *Applied Multidisciplinary Science*, 1(2), 128–137. <https://doi.org/10.64276/ams.v1i2.62>
- Purnama Sari, Ratih Amelia, Jessica Andre, Tina Linda, & Ahmad Fadli. (2025). A Critical Analysis of Marketing Strategies in Enhancing the Competitive Advantage of Cafe Pondok Rezeki Deli Tua. *Journal of Business Integration Competitive*, 1(2), 70–83. <https://doi.org/10.64276/jobic.v1i2.18>
- Salqaura, S. A., & Nasib. (2026). *AI- Driven Predictive Analytics in Neuromarketing: Unveiling Consumer Minds for Strategic Marketing Insights*. IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-3373-5997-7.ch002>
- Siregar, N. W., Ratih Amelia, Charles Barkley, Agus Susanto, & Zakia Fadila. (2025). Analysis of Marketing Strategies in Improving Service Quality at Aska Printing and Photocopy Services. *Journal of Business Integration Competitive*, 1(2), 116–124. <https://doi.org/10.64276/jobic.v1i2.22>
- Tambunan, D., Harefa, M. H., & Wibowo, M. C. (2025). Driving Repurchase Intention in E-Commerce : The Synergistic Role of Promotional Innovation and User Experience among Lazada Consumers. *Journal*

*of Business Integration and Competitive*, 2(1), 31–39. <https://doi.org/10.64276/jobic.v2i1.28>

Thamrin, T., Stevy, S., Linda, T., & Sembiring, L. (2022). Investigating the Online Shopping Pattern for Beauty Brands Most Liked by Indonesian Women. *Frontiers in Business and Economics*, 1(1), 24–34. <https://doi.org/10.56225/finbe.v1i1.82>

Tirtayasa, S., Khair, H., & Tusakdiah, H. (2025). The influence of Brand Awareness on Purchase Decision Mediated by Purchase Interest on Cosmetic Products Online in Medan City. *Journal of Business Integration and Competitive*, 1(2), 125–140. <https://doi.org/https://doi.org/10.64276/jobic.v1i2.23>