

The Influence of *Customer Reviews* , *Customer Ratings* , Price Perceptions on Purchasing Decisions for Fresh Perfumes on the Shopee Marketplace

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Article Information

Submission date	: January 2, 2025
Revised date	: February 27, 2025
Accepted date	: March 22, 2025

Abstract

Research aim : This research aimed to analyze the impact of customer reviews, ratings, and price perceptions on purchasing decisions for Fresh perfume on the Shopee marketplace, both individually and collectively.

Design/Methode/Approach : This study utilizes a quantitative research approach with a causal research design, aiming to examine cause-and-effect relationships between variables. The research population comprises students enrolled in the Faculty of Economics and Business at Universitas Nusantara PGRI Kediri who have purchased Fresh perfume through Shopee. A sample of 40 respondents was selected using purposive sampling. The process of data analysis in this study was carried out using the multiple linear regression method. This statistical technique was employed to assess and measure the extent to which customer reviews, customer ratings, and consumers' perceptions of price influence their purchasing decisions.

Research Finding : The study results show that customer reviews significantly influence purchasing decisions, whereas customer ratings and price perceptions do not. However, all three variables collectively impact purchasing decisions.

Theoretical contribution/Originality : This research contributes to understanding the factors that affect consumer purchasing decisions on Shopee, particularly for Fresh perfume products.

Practitioner/Policy implication : This research offers valuable marketing strategy insights for companies, particularly in managing customer reviews, ratings, and pricing to enhance purchasing decisions on Shopee.

Research limitation : This research is limited to three independent variables, leaving the possibility that other unmeasured factors also affect purchasing decisions.

Keywords : Customer Review, Customer Rating, Price Perception, Purchase Decision.

1. Introduction

Advances in information and communication in recent decades has significantly changed consumer behavior, especially with the increasing access to the internet that allows consumers to search for product information, compare prices, view customer reviews, and make purchases online *without* leaving home. This change provides a great opportunity for *e-commerce platforms* or *marketplaces* to grow rapidly along with the increasing public interest in digital shopping. *Marketplaces*, which are the main center for accessing various products from various categories in one integrated platform, are now the main choice for modern consumers thanks to their convenience without time or location restrictions. According to Ravika, A *marketplace* serves as a *platform* or environment where sellers and buyers come together to conduct transactions online. [1] .

The following is a table showing data on the highest number of monthly visitors in some of the largest *marketplaces* in Indonesia.

Table 1
Five *Marketplaces* with the Most Visitors in Indonesia

No	Marketplaces visited	Most visitors
1	Shopee	235,9 M
2	Tokopedia	100,3 M
3	Lazada	45,02 M
4	Blibli	24,15 M
5	Bukalapak	4,42 M

The table shows the top five global *marketplaces* in February 2024. Shopee leads with 235.9 million visitors, followed by Tokopedia (100.3 M), Lazada (45.02 M), Blibli (24.15 M), and Bukalapak (4.42 M) [2] . This data reflects Shopee's dominance and consumer trust in these platforms. Shopee is an e-commerce platform operating as an online marketplace, originating from Singapore. It was founded by Forrest Li in 2009, with the aim of creating a digital space where sellers and buyers can easily conduct transactions. The platform was officially introduced and launched to the public in 2015. Now, Shopee has expanded to various Southeast Asian countries, including Indonesia, offering a variety of products such as fashion, snacks, electronics, and vehicles. Shopee makes online shopping easier by providing fast delivery, a secure payment system, and review features that help consumers make decisions [3] . For sellers, Shopee provides broad market access, reduces operational costs, and provides promotional features to increase sales. However, this *marketplace* also faces challenges such as tight competition, the risk of counterfeit products, and sales commissions that increase product prices. Delays in delivery are also a logistical problem that needs to be fixed. Even so, Shopee remains in demand because of the practicality, security, and convenience it offers [4] .

According to Tjiptono [5] , The purchase decision is a process in which consumers

identify a problem, seek information about products or brands that can be a solution, start it, then make a choice to buy. Many factors influence purchasing decisions, such as *customer reviews*, *customer ratings*, and price perceptions. In the digital era, customer reviews and product ratings are very important, because they can influence consumer views. Therefore, understanding these factors is very important for marketers to design influenceive strategies in increasing product sales.

Customer reviews are consumer evaluations from real experiences after purchasing or using a product [6]. These reviews provide objective information that helps other consumers choose a product. Positive reviews increase trust and purchase intention, while negative reviews can raise doubts. *Customer reviews* are also an important tool in building brand reputation in the market. *Customer ratings* are assessments in the form of numbers or scales, such as stars, that reflect the level of consumer satisfaction [7]. High *ratings usually attract consumers' attention*, while *low ratings* can reduce purchase intention. *Customer reviews* and *customer ratings* complement each other in helping consumers assess product quality. Price perception is the way consumers perceive the cost of a product [8]. Prices that are comparable to the quality and benefits of the product will increase customer satisfaction and encourage purchasing decisions. Conversely, if the price is considered too expensive, consumers tend to look for other alternatives. In addition, price perception plays an important role in influencing consumer purchasing decisions, as it can determine their interest and inclination in choosing a product.

Customer reviews can increase trust and reduce doubts, encouraging consumers to buy, although some studies such as Audria [9] show a significant positive influence, while Mokodompit [10] states the opposite. *Customer ratings* also provide a quick overview of product quality, where Cahyono's [11] study found a positive influence, but Fiona [12] had a different opinion. Meanwhile, price perception, which is influenced by consumers' evaluation of the suitability of price to quality, also has various results; Shodikin [13] shows a positive influence, while Mendur [14] states it is not significant. This shows that each factor has an influence that depends on the context and consumer perception.

The research has similarities with research previously in terms of the use of *customer review* and *customer rating variables* as factors influencing purchasing decisions. However, there are significant differences related to the variables used. Research integrates price perception as an independent variable that influences purchasing decisions, which was not discussed in several previous studies. In addition, this research focuses on a different product, namely fres perfume on Shopee *marketplace*, while other studies examine beauty products or other goods. This research is novel in combining three key variables, namely customer reviews, customer ratings, and price perceptions, in a more specific context, the marketplace. This approach provides greater insight into how these three factors influence purchase decisions on digital platforms.

This research specifically analyzes the influence of customer reviews, customer

ratings, and price perceptions on purchasing decisions for Fresh perfume in the Shopee marketplace, with a focus on FEB UNP Kediri students as respondents. The background of this research is from the increasing trend of perfume consumption among students, which is driven by the ease of shopping online through Shopee. This marketplace offers a variety of products at competitive prices and ease of transactions that attract students to make online purchases. However, in practice, there are various problems that arise, such as price differences for similar products, which often cause confusion for consumers in assessing the authenticity of the store. In addition, the phenomenon of fake reviews and dishonest high ratings is a challenge, as it can affect consumers' perceptions of actual product quality. Taking this into account, this research raises the title "The Influence of Customer Reviews, Customer Ratings, and Price Perceptions on Purchasing Decisions for Fresh Perfume at Shopee Marketplace".

1.1. Problem Statement

This research aimed to identify the influence of customer reviews on the Shopee platform in building consumer trust in Fres perfume. Customer reviews are one of the main factors that can provide an overview of previous user experiences, so that they can shape prospective buyers' perceptions of the quality and authenticity of the products offered. Customer ratings also play an important role in determining perceptions of product quality. The higher the rating given by previous customers, the more likely potential buyers are to believe that the product is of good quality. In addition, price perception is also a crucial factor in shaping consumer buying interest and purchasing decisions. Consumers tend to compare the price of a product with the quality offered and the price of similar products available in the marketplace.

1.2 Research Objectives

This research examines the influence of customer reviews, customer ratings, and price perceptions on purchasing decisions for Fres perfume in the Shopee marketplace. Customer reviews play a role in building consumer trust through previous user experience, while customer ratings are an indicator of product quality that influences purchasing decisions. In addition, price perception determines consumer interest, especially in assessing the suitability of price to product quality. These three factors overall contribute to the increase in sales of Fres perfume by shaping positive perceptions and product competitiveness in the e-commerce marketplace.

The relationship between the variables in this study has theoretical and empirical foundations. Customer reviews shape consumers' initial perceptions through previous user experience, thereby influencing trust and purchase intentions. Customer ratings provide a quantitative assessment of product quality and are often used as a direct indicator to aid purchasing decisions. Meanwhile, price perception describes consumers' evaluation of the reasonableness of the price relative to the benefits obtained. As modern consumers rely on digital information to compare product quality, price and reputation, all three play a role in the purchase decision process. Previous research by Audria (2022),

Cahyono (2021), and Shodikin (2021) shows that each of these variables can influence purchasing decisions, although the results vary depending on the context. Therefore, this study formed a hypothesis: these three variables will influence purchase decisions simultaneously or partially.

2. Method

This study uses a quantitative approach, where the independent variables analyzed include customer reviews (X1), customer ratings (X2), and price perceptions (X3). Meanwhile, the dependent variable in this study is the purchase decision (Y). The population that is the object of this research consists of students who are members of the Faculty of Economics and Business at Universitas Nusantara PGRI Kediri. From Roscoe's guidelines for multivariate analysis, the minimum required sample size is at least 10 times the number of variables [15]. With four variables, the study includes 40 respondents. The sample was selected using purposive sampling, targeting students who have purchased Fresh perfume on Shopee. Collected data through a systematically designed questionnaire distributed to respondents using Google Forms.

Validity Test

Validity testing aimed to determine whether a questionnaire in a study can be considered valid. A questionnaire is considered valid if each question accurately measures the desired research objectives. There are several criteria that must be met to show validity, namely:

- 1) If the calculated r-value (r count) is $>$ the table r-value (r table), it is considered valid.
- 2) If the calculated r-value (r count) is $<$ the table r-value (r table), it is deemed invalid.

Table 1. Validity Test Results

Item No.	R. Calculate	R. Table 5%	Significance	Criteria
X1.1.1	0.795	0.312	0	Valid
X1.1.2	0.673	0.312	0	Valid
X1.2.1	0.831	0.312	0	Valid
X1.2.2	0.710	0.312	0	Valid
X1.3.1	0.724	0.312	0	Valid
X1.3.2	0.780	0.312	0	Valid
X1.4.1	0.752	0.312	0	Valid
X1.4.2	0.766	0.312	0	Valid
X1.5.1	0.710	0.312	0	Valid
X1.5.2	0.689	0.312	0	Valid
X2.1.1	0.642	0.312	0	Valid

X2.1.2	0.684	0.312	0	Valid
X2.2.1	0.676	0.312	0	Valid
X2.2.2	0.691	0.312	0	Valid
X2.3.1	0.719	0.312	0	Valid
X3.1.1	0.770	0.312	0	Valid
X3.1.2	0.763	0.312	0	Valid
X3.2.1	0.792	0.312	0	Valid
X3.2.2	0.705	0.312	0	Valid
X3.3.1	0.649	0.312	0	Valid
X3.3.2	0.756	0.312	0	Valid
X3.4.1	0.788	0.312	0	Valid
X3.4.2	0.763	0.312	0	Valid
X3.5.1	0.684	0.312	0	Valid
X3.5.2	0.736	0.312	0	Valid
Y1.1.1	0.736	0.312	0	Valid
Y1.1.2	0.717	0.312	0	Valid
Y1.2.1	0.712	0.312	0	Valid
Y1.2.2	0.645	0.312	0	Valid
Y1.3.1	0.712	0.312	0	Valid
Y1.3.2	0.664	0.312	0	Valid
Y1.4.1	0.695	0.312	0	Valid
Y1.4.2	0.753	0.312	0	Valid
Y1.5.1	0.704	0.312	0	Valid
Y1.5.2	0.776	0.312	0	Valid

From the table, it can be seen that the calculated r value for all statement items in this study shows a number greater than the r value listed in the r table, which indicates that all items in the variable are valid.

Reliability Test

Reliability testing aims to evaluate the stability and consistency of variable indicators over time, ensuring consistent results under similar conditions. A variable in research can be said to have a good level of reliability if the Cronbach's Alpha value obtained is greater than 0.6, indicating acceptable internal consistency. This test is typically

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	N of Items	Criteria
<i>Customer Review (X1)</i>	0.908	10	Reliable
<i>Customer Rating (X2)</i>	0.621	4	Reliable
<i>Price Perception (X3)</i>	0.909	10	Reliable
<i>Purchase Decision (Y)</i>	0.891	10	Reliable

Source: SPSS 23 output results

From the data contained in the table, all variables have a Cronbach's Alpha correlation value that exceeds 0.6. This shows that each variable used in this research has met good reliability standards.

3. Results and Discussion

This study involved 40 respondents from the Faculty of Economics and Business at Universitas Nusantara PGRI Kediri who had previously purchased Fresh perfume on the Shopee marketplace. The majority of respondents came from the Management program, totaling 23 individuals or 57.5%, followed by 13 respondents or 32.5% from the Accounting program, and 4 respondents or 10% from the Economic Education program. All respondents stated that they had experience shopping online through Shopee, which confirms their suitability as samples in research focusing on consumer purchasing decisions in the digital marketplace environment.

Classical Assumption Test

a. Normality Test

Normality of distribution can be ensured through normal probability plot data from this research. Data is declared normal if it is spread along a line and moves towards the diagonal line [16] .

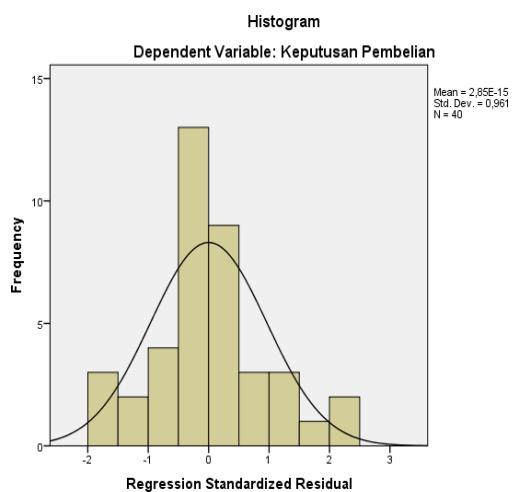
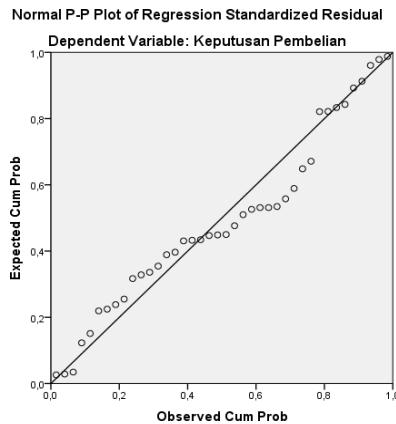


Figure 1. Histogram
Figure 2. PP Plot Graph


Source: SPSS 23 output results

From the histogram, the data pattern shows symmetrical bell shape, with the highest frequency in the middle and decreasing to both sides, in accordance with the characteristics of a normal distribution. In addition, the Normal PP Plot indicates that most of the points are spread around the diagonal line without significant deviation patterns, indicating that the residuals in the model is normally distributed. Therefore, the data in this regression model are considered to meet the assumption of normality, which is one of the important indicators of the quality of the regression model.

b. Multicollinearity Test

A multicollinearity test is used to observe for correlations between one or more independent variables [17]. If the VIF value is less than 10, multicollinearity is not present, whereas if the VIF value exceeds 10, multicollinearity exists.

Table 3. Results of the Multicollinearity

Coefficients Test		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Customer Reviews	0.162	6.183
Customer Rating	0.945	1.058
Price Perception	0.158	6.314

Source: SPSS 23 output results

Referring to Table 2, the VIF values are as follows: customer review at 6.183, customer rating at 1.058, and price perception at 6.314. Since all VIF values are below 10, then this model does not exhibit multicollinearity from the VIF criteria.

c. Heteroscedasticity Test

Heteroscedasticity Test for this determines whether or not there is heteroscedasticity, namely different residual variances between observations. If the points form a certain pattern, it indicates heteroscedasticity, whereas if the points are randomly distributed, it indicates no heteroscedasticity [18].

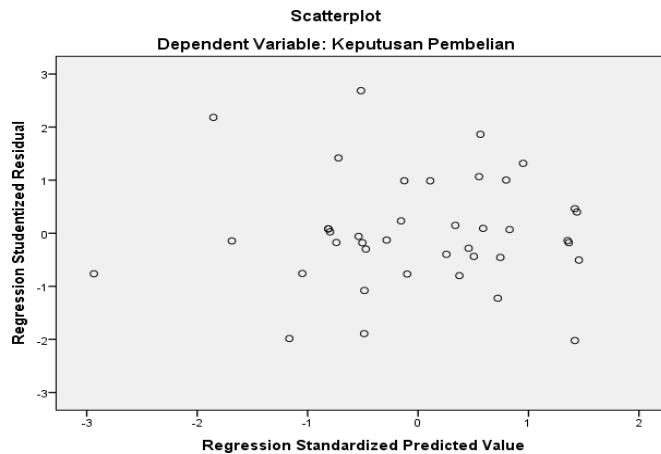


Figure 3. Results of Heteroscedasticity Test

Source: SPSS 23 output results

From the scatterplot displayed, the data points are dispersed in a random manner both above and below the 0 line on the Y-axis. The distribution does not exhibit any distinct patterns, such as wave-like formations, or a tendency to expand or contract in a systematic way. The lack of a clear pattern indicates that the regression model does not experience heteroscedasticity, meaning the residuals' variance remains consistent across different levels of the independent variable. As a result, the homoscedasticity assumption is met, ensuring the reliability of the regression analysis.

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression

Model	Coefficients a		
	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	1.189	2.913	
Customer Reviews	0.871	0.109	0.901
Customer Rating	0.078	0.105	0.035
Price Perception	0.067	0.107	0.072

Source: SPSS 23 output results

From the results, the obtained regression equation obtained is

$$Y = 1.189 + 0.871 (X1) + 0.078 (X2) + 0.067 (X3)$$

The analysis results show a constant value of 1.189, meaning that if all independent variables (X1, X2, X3) are zero, the Purchase Decision (Y) will be 1.189 units. The customer review variable (X1) has a coefficient value of 0.871, indicating that for every 1-unit increase of customer reviews, while keeping other variables constant, the Purchase Decision increases by 0.871 units. The customer rating variable (X2) has a coefficient value of 0.078, meaning that a 1-unit increase in customer rating, assuming other variables remain unchanged, results in a 0.078-unit increase in the Purchase Decision. The price perception variable (X3) has a coefficient value of 0.067, signifying that a 1-unit increase in price perception, with other factors held constant, leads to a 0.067-unit rise in the Purchase Decision.

Determination Coefficient Analysis

Table 4. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.962	0.926	0.920	1.257	2.299

Source: SPSS 23 output results

From Table 4, The coefficient of determination, which in this study is represented by the Adjusted R Square value is 0.920 or 92.0%, indicating that 92.0% of the changes in Purchase Decision (Y) are influenced by customer reviews (X1), customer ratings (X2), and price perceptions (X3). The remaining 8.0% is influenced by other factors not examined in this study. The high Adjusted R Square value signifies a strong correlation between independent and dependent variables in the research model.

Hypothesis Testing

a. T-test

Table 5. Results of the T-Test (Persial Test)

Model	Coefficients			t	Sig.
	B	Unstandardized Coefficients	Standardized Coefficients		
1 (Constant)	1.189	2.913	-	0.408	0.686
Customer Reviews	0.871	0.109	0.901	7.997	0.000
Customer Rating	0.078	0.105	0.035	0.747	0.460
Price Perception	0.067	0.107	0.072	0.631	0.532

Source: SPSS 23 output results

From the coefficients table, the partial test (t-test) results show that the customer review variable has a significance value of 0.000, below 0.05, leading to the rejection

of the null hypothesis and confirming that customer reviews significantly impact purchasing decisions. On the other hand, the customer rating variable has a significance value of 0.460, greater than 0.05, leading to the acceptance of the null hypothesis, indicating that customer ratings do not significantly influence purchasing decisions. Similarly, the price perception variable has a significance value of 0.532, also greater than 0.05, leading to the acceptance of the null hypothesis, meaning price perception does not have a significant influence on purchasing decisions. Among the three independent variables tested, customer reviews exert the most significant and dominant influence on purchasing decisions, as reflected by the highest regression coefficient value.

b. F Test

Table 6. F Test (Simultaneous Test)

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	712,451	3	237,484	150,189	0
Residual	56,924	36	1,581		
Total	769,375	39			

Source: SPSS 23 output results

From the results the significance value (Sig.) of 0.000 is less than 0.05 thus the results of the analysis allow for the rejection of the null hypothesis and acceptance of the alternative hypothesis. This indicates that the independent variables, consisting of customer reviews (X_1), customer ratings (X_2), and price perception (X_3), together have a significant impact on the dependent variable, purchasing decisions (Y). Therefore, this regression model effectively explains the correlation from these three variables and purchasing decisions, showing that their combined influence is significant.

The findings indicate that customer reviews significantly affect purchasing decisions, aligning with the results of Audria (2022) which show that positive user reviews increase trust and purchasing intention. However, customer ratings and price perceptions did not show a significant impact, which may be due to consumer awareness of manipulated ratings or variable price expectations among students. This contrasts with research by Shodikin (2021), who found that price perception significantly influenced decisions. These results highlight the importance of authentic customer feedback over numerical ratings and price evaluations in student purchasing behavior on Shopee.

4. Conclusion

The results revealed that the customer review variable (X_1) significantly influences purchasing decisions (Y) for Fresh perfume on Shopee, with a regression coefficient of 0.871 and a significance value of 0.000. In contrast, the customer rating (X_2) and price

perception (X_3) variables do not significantly impact purchasing decisions, with significance values of 0.460 and 0.532, respectively. Overall, the regression model demonstrates that the three independent variables together significantly influence purchasing decisions, with an Adjusted R Square of 0.920, meaning 92% of the variation in purchasing decisions is explained by these factors.

This research offers valuable insights into the factors influencing consumer purchasing decisions in the Shopee marketplace, particularly for Fresh perfume products. Scientifically, the findings reinforce the notion that customer reviews play a crucial role in shaping purchasing decisions. Practically, the results suggest that sellers should focus on strategies for managing customer reviews, such as encouraging positive feedback and enhancing services from customer input, to boost sales. The novelty of this research lies in its emphasis on specific products within the marketplace ecosystem and its integrated analysis of multiple independent variables.

This research has limitations, including only involving three independent variables, so there is a possibility that other factors also influence purchasing decisions but were not measured in this research. In addition, the data was only collected on the Shopee *marketplace*, so the results may be less generalizable to other platforms or products. Future research agendas can include analyzing other factors, such as promotions, brand loyalty, or product quality, and applying this model to different products and marketplaces to expand the findings.

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