BIEJ Business Innovation & Entrepreneurship Journal
Volume 7 No. 3 2025

Impact Online Customer Reviews, Discount, User Interface on Purchase Decision

(A Study of Shopee Application Users in Tasikmalaya)

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Abstract – The evolving industry has brought major changes to consumer behavior, where people now rely more on technology to fulfill their daily needs. Society is heavily influenced by technological advancements that drive a shift from traditional purchasing behavior to digitalization. Recommendations from friends, family, advertisements, and digital purchases are the main factors that influence purchasing decisions. In addition, online customer reviews and discounts are becoming important elements that influence consumer choices, allowing them to compare various products easily. The purpose of this research is to explore the extent to which online customer reviews, promotional discounts, and user interface features affect consumers' purchasing decisions on the Shopee platform within the context of Tasikmalaya City. This research applies quantitative and descriptive methods, through a causal associative approach. Sampling applied a simple random sampling technique where the total sample size was 390 respondents from a total population of 14,544 people. The data was processed and analyzed using the SPSS 2.0 software application. The results showed a significant influence of online customer reviews, discounts, and user interfaces on purchase decisions on the Shopee platform service application, both individually and simultaneously
***Keywords*: Discount, User Interface, Online Customer Review, Purchase Decision**

I. INTRODUCTION

The digital transformation of the modern marketplace has drastically changed the way consumers behave and make purchasing decisions. As technological innovations continue to penetrate daily life, individuals are becoming increasingly reliant on digital platforms to meet their everyday needs, a phenomenon supported by the Technology Acceptance Model (TAM) which explains that perceived ease of use and perceived usefulness are key drivers in technology adoption [1]. This is consistent with the findings of [2], who reported that perceived ease of use, computer self-efficacy, and trust significantly influence consumers' intention to use Tokopedia. Similarly [3] found that perceived usefulness, perceived ease of use, attitude, and intention to use positively affect the acceptance of Shopee among university students. Traditional methods of shopping are gradually being replaced by online systems that offer faster access, broader product selection, and personalized user experiences.

These shifts are particularly evident in emerging digital markets, where mobile apps and e-commerce platforms have become essential tools for consumers. Consumer behavior has transitioned from conventional habits to digitally driven decision-making processes, influenced not only by personal needs but also by online social validation. Recommendations from friends, family, and digital advertisements have evolved into tangible decision-making cues, with online customer reviews serving as one of the most trusted sources of product evaluation. The internet has empowered consumers to gather insights from peer experiences before committing to purchases, thus reshaping brand trust and perception.

In addition to peer driven insights, price sensitivity continues to play a critical role. Discounts especially those displayed prominently on digital platforms frequently encourage consumers to make faster, even impulsive, buying decisions. The economic appeal of such promotions makes digital buyers more responsive, particularly when information is easily accessible and time limited deals are emphasized. Furthermore, the user experience embedded within the digital platform commonly reflected through its interface, play a pivotal role in shaping consumer perception, satisfaction, trust and loyalty. Grounded in the stimulus organism response (SOR) framework, interface element such as visual clarity, ease of navigation, and responsive interaction serve as stimuli that influence users internal evaluations and behavioral intentions. These interface component, when synergized with emotional appeals and viral marketing cues, contribute to immersive experience that build strong brand equity and reinforce

e-ISSN : 2684-8945
DOI: https://doi.org/ 10.35899/biej.v7i3.1036

consumer purchase commitment. In this context, user experience particularly in tern of design, navigational flow, and service responsiviness has become a decisive factor in driving engagement. Given these dynamics, this study aims to examine the influence of online customer reviews, promotional discounts, and user interface design on consumers' purchasing decisions, with a particular focus on Shopee users in Tasikmalaya City. By understanding how these variables affect buying behavior, businesses can develop more targeted strategies to enhance digital competitiveness and customer retention.

Given these dynamics, this study aims to examine the influence of online customer reviews, promotional discounts, and user interface design on consumers' purchasing decisions, with a particular focus on Shopee users in Tasikmalaya City. By understanding how these variables impact buying behavior, businesses can better strategize to enhance customer engagement and digital competitiveness

II. LITERATURE REVIEW

2.1 Custumer Reviews

Basically, the digital realm of business through the growing development of the times requires consumers to be able to intelligently utilize and optimize technology to meet their daily needs. Almost the entire life of society now includes how responsive attitudes to technology are rapidly developing in society [4]. Various information is needed to be able to continue to adapt to meet various lifestyles [5]. Speaking of digitalization, digital will basically make it easier for people to get information from various sources that can be utilized by various business sectors. With all its developments in society, of course, there will be many changes that occur in consumer behavior [6].

Discussing consumer behavior, all the major changes that have occurred are based on consumer behavior that has shifted from conventional behavior to digitalization. Recommendations from friends, family, and digital advertising often influence consumer purchasing decisions today [7]. This can be obtained from online customer review assessments and is also influenced by discount factors [8]. In fact, the internet has become the main source of information for almost all components of society to find certain goods and services [9]. Online customer reviews, discounts and user experience are increasingly becoming important variables in making purchasing decisions, especially in fulfilling food needs for daily life [10].

Basically, customer online reviews refer to reviews and comments written by customers regarding their experience of products or services that have been used or consumed [11]. Customer reviews that can be accessed online have indirectly become one of the most valuable sources of information for customers in the modern era [12]. Considering the perspectives of people who have become one of the habits of society to become literate insights into the quality of goods or services to be used or consumed.

2.2 Purchase Decision

Discussing discounts, whether we realize it or not, discounts often influence purchasing decisions made by the digital community. Economic attractiveness is one of the reasons where discounts themselves are able to make prices more affordable for customers [13]. This is considered very important in the digital world, where customers can compare prices easily with various choices. In addition, discount information is able to be absorbed quickly and easily by contemporary society, especially through online platforms in the digital era, making it easier for customers to respond to these discounts, provide reactions to make purchases and encourage impulse purchases [14]. The intensity of constantly exposing various discount offers in the digital world can make customers act impulsively to buy because they feel they must immediately take advantage of the opportunity. In short, discounts are often a catalyst for purchase decisions [15].

Not only that, in addition to online customer reviews and discounts, the variables of pleasant and easy customer experience when interacting with a service platform are also able to increase customer trust and loyalty to ultimately have the opportunity to influence decisions [16]. Understanding how these things work together and impact online purchasing behavior will help businesses to be able to create better business plans to increase sales and retain customers [17]. Simply put, this user experience includes the overall interaction and experience of customers when interacting with the goods or services used. Components related to this customer experience include: service response in use (for example: website appearance, ease of use, and customer service response (user experience).

III. RESEARCH METHOD

The research was conducted in 2025 using a quantitative approach to analyze the variables of online customer review, discount, user interface, purchase decision. Population taken is the people of

e-ISSN : 2684-8945
DOI: https://doi.org/ 10.35899/biej.v7i3.1036

Tawang District, Tasikmalaya City with the criteria of having used the Shopee shopping platform or online store application at least once. This study applies a simple random sampling method, which is a sampling method that gives each individual from the sampling taken the opportunity to get the same opportunity, as long as they meet the predetermined criteria. The sample amounted to 390 respondents from the population of the total population of the Tawang District community, Tasikmalaya City, totaling 14,544 people.

The research data analysis method uses SPSS software, using descriptive statistical techniques. In this study, the exogenous latent variable is explained by X1 online customer review, X2 discount, while the endogenous latent itself is explained by variable X3 user interface and variable Y purchase decision

IV. RESULTS AND DISCUSSION

Results

4.1 Respondent Characteristic

The results of the characteristics of respondents from the questionnaires that researchers have distributed to the people of Tasikmalaya City, Tawang District, users of the Shopee Indonesia application show that respondents have different percentages.

Table 1. Percentage of Respondents' Gender

Gender of Respondents	Total (Person)	Percentage
P	264	67,7%
L	126	32,3%
Number (N)	**390**	**100%**

Source: Researcher Processed Data, 2025.

Male respondents have fewer numbers than female respondents where the number of women is 67.7% and men are 32.3%.

Table 2. Percentage of Respondents' Age

Gender of Respondents	Total (Person)	Percentage
17 - 20 years	198	50,8%
21 - 25 years	156	40,0%
26 - 30 years	36	9,2%
Number (N)	**390**	**100%**

Source: Researcher Processed Data, 2025

Based on data where questionnaires were distributed to the people of Tasikmalaya City, Tawang District, the results of data collection show that those who filled out the questionnaire had an age range of 17 - 20 years of 50.8%, an age range of 21 - 25 years of 40.0% and an age range of 26 - 30 years of the least percentage of 9.2

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4.2 Validity Test

In testing the validity, researchers tested a total of 390 respondents by distributing questionnaires via Google Form. The research instrument is considered valid if the value (r-count) exceeds the value (r_table) in the table. The r_table value is obtained through statistical analysis with degrees of freedom (df) equal to N - 2 (390 - 2), with a sig level of 5% (α = 0.05). In this test, the r_table value used is 0.265 with a significance level of 5% (0.05). Conversely, the instrument is considered invalid if the r-count < r-table, the instrument is considered invalid. The following are the results of data processing for validity testing on each variable.

Table 3. Online Customer Review Validation Test

R Table	(r count)		
X_1.item 1	0,565	0.265	Valid Items
X_1.item 2	0,583	0.265	Valid Items
X_1.item 3	0,692	0.265	Valid Items
X_1.item 4	0.518	0.265	Valid Items
X_1.item 5	0,675	0.265	Valid Items

Source: Researcher Processed Data, 2025

Based on the validity test results in table 6, there are 5 statement items with an r_count value greater than the r_table value (0.265). This shows that all question items for the online customer review variable are considered valid in this study.

Table 4. Discount Validity Test

Question Item Variable	*Pearson Correlation* (r count)	R Table	Description
X_2.item 1	0,677	0.265	Valid Items
X_2.item 2	0,694	0.265	Valid Items
X_2.item 3	0,628	0.265	Valid Items

Source: Researcher Processed Data, 2025.

Based on the validity test results in table 7, there are 3 statement items with an r_count value greater than the r_table value (0.265). This shows that all question items on the discount variable are considered valid in this study.

e-ISSN : 2684-8945
DOI: https://doi.org/ 10.35899/biej.v7i3.1036

Table 5. User Interface Validity Test

Question Item Variable	*Pearson Correlation* (r count)	R Table	Description
X_3.item 1	0,611	0.265	Valid Items
X_3.item 2	0,659	0.265	Valid Items
X_3.item 3	0,652	0.265	Valid Items
X_3.item 4	0.584	0.265	Valid Items
X_3.item 5	0,503	0.265	Valid Items
X_3.item 6	0,635	0.265	Valid Items

Source: Researcher Processed Data, 2025

Based on the validity test data in table 8, there are 6 statement items with an r_count value greater than the r_table value (0.265). This shows that all question items on the user interface variable are considered valid in this study.

2) Reliability Test

Reliability shows how accurate and consistent the measurement of a test of a statement instrument is where the (CA) or Cronbach's Alpha method is intended to evaluate the reliability of the questionnaire distributed. If the CA value> 0.60, it means that the variable is considered to have a good or qualified construction. Conversely, if the CA value is <0.60, it means that the variable is considered to have a good or qualified construction or is not reliable.

Table 7. Online Customer Review Reliability Test

Cronbach' s Alpha	N Items
.821	5

Table 8. Discount reliability test

Cronbach' s Alpha	N Items
.855	3

Table 9. User interface reliability test

Cronbach' s Alpha	N Items
.834	4

Judging by the overall value of the reliability test results on the variables that the researchers have processed, the results obtained the CA value of the Online Customer Review variable 0.821> 0.60, the CA value of the Discount 0.855> 0.60, the CA of the User Interface variable 0.806> 0.60 and the CA of the Purchase Decision variable 0.834> 0.60. In the reliability test that has been carried out, the Cronbach's Alpha value exceeds 0.60 for all variables. In short, all instruments in each are declared reliable or have good construction (qualified).

3) Classical Assumption Test

The normality test in the regression model is carried out through a histogram graph and a normal probability plot test graph using SPSS2.0 statistics, where the residual distribution is considered and assumed to be normal if the data is spread following the diagonal line on the graph or the data is evenly distributed around the diagonal line following the direction of the diagonal line**.**

Table 10. Kolmogorov Smirnov test

Unstandardized Residual

N		390
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	3.6658975
Most Extreme Differences	Absolute	.050
	Positive	.050
	Negative	-.035
Asymp. Sig. (2-tailed)		.135c,d

Source: Researcher Processed Data, 2025

Judging from the results of the Kolmogorov-Smirnov Test normality test on SPSS 2.0, it can be seen that the Asymp. Sig is 0.135> 0.05, this indicates that the nature of the research is or is normally distributed.

a. Multicollinearity Test

Multicollinearity is done in order to find out how far the correlation of independent variables is in a regression model. The model is considered good if there is no significant correlation between the independent variables. If the tolerance value> 0.1 and the VIF (inflation factors) value < 10, it indicates that there is no multicollinearity problem between the independent variables in the regression model.

e-ISSN : 2684-8945
DOI: https://doi.org/ 10.35899/biej.v7i3.1036

Table 11. Kolmogrov Smirnov

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	OCR	.655	1.257
	Discount UI	.655	1.257
		.655	1.257

Source: Researcher Processed Data, 2025

The multicollinearity said that 3 variables, online customer rating, discount and user interface show that the overall tolerance value> 0,10 and VIF value < 10.00. In short, shows there's no indication of multicollinearity or clear.

b. Heteroscedasticity Test

Heteroscedasticity testing aims to detect whether there is an inconsistency in the variance of residuals across different values of the independent variables. A regression model is deemed appropriate when it is free from heteroscedasticity, which is reflected in the uniform dispersion of points in the scatterplot pattern. The output of the heteroscedasticity test is shown below:

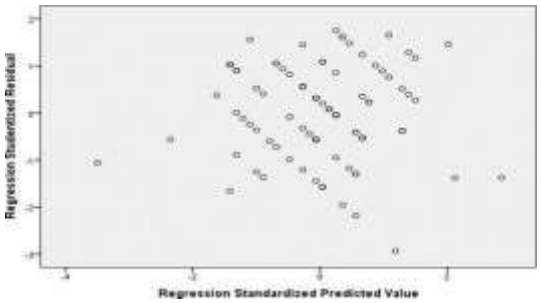

Figure 1. Heteroscedasticity Test

Based on the scatterplot results, the distribution of data points appears to be spread evenly without forming a specific pattern such as clustering or funnel shapes. This indicates that the regression model used in this research does not exhibit signs of heteroscedasticity.

2) Statistical Test Results

a. Regression Analysis (Multiple-Linear)

In the technique of analyzing research through multiple regression, this technique is carried out as to measure how much or far the influence of two or more variables on other variables. Research test's through multiple- linear regression's models produce the following results:

Table 12. Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.166	2035		2.982	.257		
	OCR	.175	.065	.075	2.263	.473	.655	1.257
	Discount	.537	.055	.175	3.885	.000	.655	1.257
	UI	.375	.048	.735	5.341	.001	.655	1.257

Source: Researcher Processed Data, 2025

Multiple regression analysis used to analyze how far the influence studied in this study is, where this study produces an equation:

Y = 2.166 + 0.175X1 + 0.537X2 + 0.375X3

This means that α 2.166 explains value the purchase decision with no influence or no changes experienced by the independent variables that affect the variable (purchase decisions). Furthermore, X_1 of 0.175 explains that any change in online customer rating has an effect of 0.175 on purchase decision Y assuming others variables are 0 (ignored). The coefficient of X_2 value of 0.537 explains that each change in discount has an effect of 0.537 on purchase decision Y with the assumption of ignoring other variables. The coefficient of X_3 value of 0.375 explains that each change in user interface has an effect of 0.375 on purchase decision Y assuming other variables are also 0 or ignored.

b. Hypothesis Test

It is found if the sig of independent or variable independent under study> 0.05. It can be interpreted that the research has successfully passed the test or has passed the entire classical assumption test. After fulfilling the stages of multiple linear analysis and classical assumption tests, and the next stage after carrying out all these tests is to test the existing hypotheses whether the previous hypothesis formula

e-ISSN : 2684-8945
DOI: https://doi.org/ 10.35899/biej.v7i3.1036

is accepted or not. Hypothesis is carried out through 3 test stages, namely:

1) T-test (Partial)

Partial testing is conducted to assess the degree to which each independent variable affects the dependent variable, under the condition that all other variables are held constant at zero. Referring to a 95% confidence interval or a significance level of α = 0.05, if the significance value is less than 0.05 (or equivalently, if the calculated t-value exceeds the critical t-value), it can be concluded that the independent variable has a statistically significant effect on the dependent variable. The outcomes of the T-test conducted in this study are presented below:

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.166	2035		2.982	.257		
	OCR	.175	.065	.075	2.263	.473	.655	1.257
	Discount	.537	.055	.175	3.885	.000	.655	1.257
	UI	.375	.048	.735	5.341	.001	.655	1.257

Figure 2. T-test (Partial) Result

Individually, the analysis indicates that each of the three independent variables exerts a notable influence on the dependent variable. The t-test results reveal that the online customer review variable significantly impacts purchase decisions, with a t-value of 2.263 surpassing the critical t-value of 1.964, and a significance level of 0.047, which is below the 0.05 threshold. Therefore, the null hypothesis (H0) is rejected in favor of the alternative hypothesis (H1), confirming a meaningful effect of Online Customer Rating on Purchase Decision.

Subsequent analysis demonstrates that the discount variable also significantly influences purchase decisions, evidenced by a t-value of 3.885 exceeding the critical value of 1.981, along with a p-value of 0.00, which is less than 0.05. This outcome leads to the rejection of H0 and acceptance of H2, establishing Discount as a significant determinant of Purchase Decision.

2) F-test (simultaneously)

The F test is carried out in order to be able to determine how much influence each variable independent has on variable dependent simultaneously or together. Based on the 95% confidence level or equal to α = 0.05, if the value (sig) is less than 0.05 or if the value of the F-tab < F-count, in short it can be said that the independent variable (independent) has a dominant (significant) influence on each dependent variable simultaneously.

Table 13. *ANOVA*

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	274.287	3	121.016	57.798	.000 a
Residuals	222.449	387	1.220		
Total	643.840	390			

Based on the outcomes of the analysis, it was found that the calculated F-value (57.798) exceeds the critical F-value (3.08), accompanied by a significance level of 0.000, which is well below the 0.05 threshold. This outcome confirms that the set of independent variables exerts a statistically meaningful influence. In short, online customer review, discount, and user interface simultaneously affect the purchase decision as the dependent variable. We can say, that e-customer review, discount, and user interface have a positive and significant influence on purchase decision. That is, H4: Accepted H0: Rejected. The interaction among the three independent variables reveals a synergistic effect, reinforcing the strength of their combined influence. If a e-commerse application has a high level of online customer reviews, discounts that support and are supported by a good user interface system, then all three will influence each other in customer purchasing decisions.

3) R^2 Determination Coeffecient

In testing R2, this test is intended to determine how ideal a research regression model is. The adjusted value has a range of 0-1; where the closer to 1, the better the effect of a research model. In other words, the closer the number 1, the magnitude of the independent variable's impact on the dependent variable reflects the strength of their relationship, as demonstrated by the coefficient of determination outcome (R2) of the research conducted are as follows:

Table 15. Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855 a	.876	.866	1.35986

a. Predictors: (Constant), Online Customer Review,

e-ISSN : 2684-8945
DOI: https://doi.org/ 10.35899/biej.v7i3.1036

Discount, User Interface

b. Dependent Variable: Purchase Decision

Source: *Researcher Processed Data, 2025*

The regression analysis carried out in this study indicates that the coefficient of determination (R^2) is used to evaluate the extent to which the independent variables namely Online Customer Rating (X1), Discount (X2), and User Interface (X3) influence the dependent variable, which is Purchase Decision (Y). As reflected in the data processing results presented in the table above, the Adjusted R^2 value stands at 0.866 or 86.6%.

Discussion

This implies that 86.6% of the variance in purchase decision can be accounted for by the three aforementioned variables, while the remaining 13.4% is attributable to other unobserved or unmeasured factors beyond the scope of this research. These results suggest that each of these factors independently contributes to shaping buyer behavior [18]. Furthermore, when considered collectively, these variables demonstrate a positive and significant combined effect on purchase decisions, as evidenced in the case of Shopee e-commerce application users residing in Tawang Village, Tasikmalaya City.

Furthermore, to optimize the interrelated positive influence, marketing strategies should be continuously improved to achieve the expected goals [19]. Improving customer satisfaction to increase feedback, implementing more attractive discount policies and paying attention to design can also be considered to improve customer interest graphs and purchase decisions in e- commerce platforms.

V. CONCLUSIONS AND SUGGESTIONS

The findings of this study indicate that online customer ratings, promotional discounts, and user interface each exert a distinct and statistically significant influence on consumer purchasing decisions. Some suggestions for future research are to conduct further exploration of other factors that might influence purchase decisions, such as brand trust, service quality or broader variables than these. In addition, moderating factors involved can provide a deeper understanding of the purchasing decision-making process. By applying the findings of this research to marketing practice and product or service development, it is hoped that the research can improve business competitiveness and performance in the context of online sales.

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