

ABSTRACT

This study aims to analyze the effect of customer reviews, brand image, and promotion intensity on purchasing decision making (empirical study on Shopee e-commerce customers in Padang Panjang), as well as to determine the most influential variables on purchasing decision making, so that it can be used as a review in develop strategies to improve customer purchasing decisions.

The population in this study are Shopee e-commerce customers in Padang Panjang City who are over 17 years old and have made a purchase at Shopee at least once in the past year. The number of samples used is 150 respondents selected by purposive sampling, and using non-probability sampling technique using multiple linear regression analysis.

The results of this study indicate that customer reviews have a positive and significant effect on making purchasing decisions. Brand image has a positive and significant effect on making purchasing decisions. Promotion intensity has a positive and significant effect on purchasing decision making.

Keywords: Customer reviews, Brand image, Promotion intensity, Purchase decision making.