TASHARRUF
JOURNAL OF ISLAMIC ECONOMICS AND BUSINESS

Tasharruf : Journal of Islamic Economics and Business | Page : 53 - 66
Vol.07 - No.01 - Mei 2026 | e-ISSN/p-ISSN : 2962-8407/2962-1836
https://ejournal.unupasuruan.ac.id/index.php/tasharruf
DOI : https://doi.org/10.55757/tasharruf.v7i1.1307

The Influence Of Brand Image, Product Quality, And Price On Consumer Purchase Decisions On The Shopee E-Commerce Platform

Popon Srisusilawati [1], Dian Meliza [2], Ahmad[3]

[1] Sharia Banking Universitas Islam Bandung, Indonesia
Email : Poponsrisusilawati@unisba.ac.id
[2] Universitas Islam Kuantan Singingi, Indonesia
Email : dianhabibi2011@gmail.com
[3] Universitas Islam Kuantan Singingi, Indonesia
Email : Ahmadbone32@gmail.com

Submit : **12/02/2026** | Review : **12/03/2026** s.d **20/04/2026** | Publish : **24/05/2026**

Abstract
This study aims to analyze the influence of brand image, product quality, and price on consumer purchase decisions on the Shopee e-commerce platform. The research background is based on the rapid growth of the e-commerce industry in Indonesia, particularly the increasingly intense inter-platform competition, making it necessary to empirically examine the factors that shape consumer purchase decisions. The study employed a quantitative approach using a survey method through a Likert scale 1–5 questionnaire. The research sample consisted of 70 respondents who are active Shopee consumers. Instrument testing included validity and reliability tests, while classical assumption tests covered normality, multicollinearity, and heteroscedasticity. Data analysis was performed using multiple linear regression. The results show that brand image (X1) has a positive and significant effect on purchase decisions with a significance value of 0.000, while product quality (X2) also has a positive and significant effect with a significance value of 0.008. In contrast, price (X3) does not have a significant effect on purchase decisions with a significance value of 0.131. Simultaneously, all three variables have a significant effect on purchase decisions with F = 18.639 and significance of 0.000. The coefficient of determination (R^2) of 0.459 indicates that 45.9% of the variation in purchase decisions can be explained by the three independent variables. The study concludes that brand image and product quality are the dominant factors influencing consumer purchase decisions on Shopee.
Kata kunci **:** *Brand Image, E-Commerce, Product Quality, Price, Purchase Decision, Shopee*

Abstrak
Penelitian ini bertujuan untuk menganalisis pengaruh brand image, kualitas produk, dan harga terhadap keputusan pembelian konsumen di platform e-commerce Shopee. Latar belakang penelitian didasarkan pada pertumbuhan pesat industri e-commerce di Indonesia, khususnya persaingan antarplatform yang semakin ketat, sehingga faktor-faktor pembentuk keputusan pembelian konsumen perlu dikaji secara empiris. Penelitian menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner berbasis Skala Likert 1–5. Sampel penelitian terdiri dari 70 responden yang merupakan konsumen aktif Shopee. Uji instrumen meliputi uji validitas dan reliabilitas, sedangkan uji asumsi klasik mencakup uji normalitas, multikolinearitas, dan heteroskedastisitas. Analisis data dilakukan menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa brand image (X1) berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai signifikansi 0,000, sedangkan kualitas produk (X2) juga berpengaruh positif dan signifikan dengan nilai signifikansi 0,008. Sebaliknya, harga (X3) tidak berpengaruh signifikan terhadap keputusan pembelian dengan nilai signifikansi 0,131. Secara simultan, ketiga variabel

Copyright © 2026 The Author(s) | Published by: Universitas Nahdlatul Ulama Pasuruan

berpengaruh signifikan terhadap keputusan pembelian dengan nilai F = 18,639 dan signifikansi 0,000. Nilai koefisien determinasi (R^2) sebesar 0,459 menunjukkan bahwa 45,9% variasi keputusan pembelian dapat dijelaskan oleh ketiga variabel bebas tersebut. Kesimpulan penelitian menegaskan bahwa brand image dan kualitas produk merupakan faktor dominan dalam mempengaruhi keputusan pembelian konsumen Shopee.
Kata kunci **:** *Brand Image, E-Commerce, Harga, Keputusan Pembelian, Kualitas Produk*

How to Cite this article (APA 7 th Edition):
Srisusilawati, P., Meliza, D., & Ahmad. (2026). The Influence Of Brand Image, Product Quality, And Price On Consumer Purchase Decisions On The Shopee E-Commerce Platform. *Tasharruf : Journal of Islamic Economics and Business*, *7*(1), 45–58. https://doi.org/10.55757/tasharruf.v7i1.1307

Pendahuluan

The digital revolution has fundamentally reshaped the landscape of modern commerce, giving rise to e-commerce platforms that have redefined how consumers discover, evaluate, and purchase products. Indonesia, as one of Southeast Asia's fastest-growing digital markets with over 200 million internet users, stands at the forefront of this shift. Indonesian consumers have embraced online shopping at an extraordinary pace, turning platforms such as Shopee, Tokopedia, and Lazada into central fixtures of everyday economic life. Within this competitive digital marketplace, understanding what drives consumer purchase decisions is not merely an academic exercise it is a strategic imperative for businesses seeking sustainable growth (Pratiwi & Ekawati, 2020).

Among the most studied factors in marketing literature are brand image, product quality, and price three variables that consistently emerge as key determinants of consumer choice. Brand image in the digital age is no longer confined to logos and advertising; it is constructed through user reviews, platform reputation, and the cumulative experience of millions of transactions. Product quality presents a unique challenge in online environments where consumers cannot physically inspect goods prior to purchase, making trust and digital cues all the more consequential. Price, meanwhile, remains influential, though its role is complicated by the proliferation of promotional tools and a growing consumer preference for value-based purchasing over price-minimization alone (Romadon et al., 2023).

Shopee, as the primary object of investigation in this study, offers a particularly rich context for examining these dynamics. Having rapidly established itself as a market leader in Indonesia through aggressive marketing strategies, an

intuitive user interface, and extensive logistical networks, Shopee represents a platform where brand image, product quality, and price simultaneously compete for consumer attention. Its wide user base spanning various age groups and socioeconomic segments makes it an ideal setting for studying consumer behavior at scale. Despite its commercial dominance, empirical research examining the relative influence of these three variables on purchase decisions within the Shopee ecosystem remains limited, leaving a gap that this study seeks to address (Dewi & Suartina, 2022).

The rapid development of information and communication technology has driven major transformations in trade, most notably through the emergence of e-commerce platforms that transcend geographical boundaries; Indonesia, as one of Southeast Asia's largest internet user bases, has seen consistent year-on-year growth in e-commerce transactions, making this market both highly potential and highly competitive. This paper addresses that landscape by providing quantitative evidence on the effects of brand image, product quality, and price on purchase decisions among active Shopee users through multiple linear regression analysis on 70 respondents, offering actionable insights for platform managers and marketers toward consumer satisfaction and long-term loyalty (Falah et al., 2023). Shopee is one of the leading e-commerce platforms operating in Indonesia and various other Southeast Asian countries. Since its arrival, Shopee has succeeded in capturing the attention of millions of consumers through various innovative marketing strategies, such as flash sale programs, free shipping, and a user-friendly interface. Shopee's success in dominating the national e-commerce market is inseparable from its ability to build a strong brand, provide quality products, and offer competitive prices for its consumers (Nasution et al., 2020).

Brand image, product quality, and price are among the most influential factors shaping consumer purchase decisions in e-commerce. A positive brand image builds trust that drives consumers to buy, and in digital contexts this extends beyond visual identity to encompass platform reputation, shopping experience, and community-formed perceptions qualities that Shopee is widely recognized for across diverse Indonesian demographics (Pratiwi & Ekawati, 2020; Putri et al., 2023). Product quality carries equal weight, particularly since e-commerce

consumers cannot physically inspect items before purchase and must instead rely on descriptions, photos, buyer reviews, and seller ratings as proxies for quality assessment features that Shopee actively facilitates to support informed decision-making (Rahman, 2022; Wulansari & Hayuningtias, 2023).

Price is a classic variable in marketing that has always been an important consideration for consumers. In a highly competitive e-commerce environment, competitive pricing often becomes a decisive factor for consumers when choosing a shopping platform. Shopee is known for actively offering various price promotions, discount coupons, and free shipping programs that directly affect consumers' perceptions of shopping value on the platform. However, the influence of price on purchase decisions is not always linear, as modern consumers increasingly consider the overall value of the shopping experience, not just low prices (Rahayu et al., 2024; Romadon et al., 2023).

Consumer purchase decisions are the result of a complex evaluation process, involving various internal and external factors. In the context of e-commerce, consumers tend to consider the platform's reputation, trust in the product, price suitability, and ease of transaction process before ultimately deciding to buy. A deep understanding of the factors influencing purchase decisions is very important for digital business actors in designing effective and targeted marketing strategies (Devi & Fadli, 2023; Marsalin & Hendratmoko, 2023). Based on this background, this study is designed to empirically and measurably examine how brand image, product quality, and price both simultaneously and partially influence consumer purchase decisions on the Shopee platform. Using quantitative research methods and multiple linear regression analysis on 70 active Shopee consumer respondents, this study is expected to contribute theoretically to the development of digital marketing science, as well as provide practical recommendations for e-commerce platform managers in formulating policies oriented toward consumer satisfaction and loyalty (Nadia et al., 2025).

Materials And Methods

This study employs a quantitative approach, a research method grounded in positivism philosophy, used to study specific populations or samples, with data collection using research instruments, statistical data analysis, and the purpose of

testing predetermined hypotheses. Primary data were collected through questionnaires distributed to active Shopee consumers. The measurement scale used is a Likert Scale of 1–5, where a value of 1 indicates strongly disagree and a value of 5 indicates strongly agree (Sugiyono, 2019). This study involves four main variables. The independent variables consist of: (1) Brand Image (X1), measured through four indicators: brand recognition, positive brand image, visual identity, and trust in the platform; (2) Product Quality (X2), measured through four indicators: conformity of product with description, product quality and durability, availability of quality options, and fulfillment of consumer needs; and (3) Price (X3), measured through four indicators: price affordability, price-quality ratio, availability of discounts/promotions, and price competitiveness. The dependent variable is Purchase Decision (Y), measured through four indicators: consideration in decision-making, satisfaction with the decision, repurchase intention, and willingness to recommend the platform (Dewi & Suartina, 2022; Lestari & Azizah, 2023).

The research sample consisted of 70 active users of the Shopee platform. The sampling technique used was purposive sampling, with the criteria that respondents are individuals who have made at least one purchase on Shopee within the last three months. A sample size of 70 respondents is considered adequate for multiple regression analysis with three independent variables, in accordance with the requirement that the minimum number of samples is 10 times the number of independent variables. The validity test is used to measure the level of validity of the research instrument. The method used is Corrected Item-Total Correlation, where an item is declared valid if the calculated r-value is greater than the r-table value. At a significance level of 5% with n = 70, the r-table value used is 0.235. The reliability test was conducted using Cronbach's Alpha method, with the criterion that an instrument is declared reliable if the Cronbach's Alpha value is greater than 0.60.

Before performing multiple linear regression analysis, classical assumption tests were conducted, encompassing three tests. First, the Normality Test was conducted to determine whether the residuals of the regression model are normally distributed. The method used is the One-Sample Kolmogorov-Smirnov Test, with

the criterion that data is normally distributed if the significance value (Sig.) is greater than 0.05. Second, the Multicollinearity Test was conducted to detect whether there is high correlation among the independent variables (Sugiyono, 2019). The method used is the Variance Inflation Factor (VIF), with the criterion that there is no multicollinearity if the Tolerance value is greater than 0.10 and the VIF value is less than 10.00. Third, the Heteroscedasticity Test was conducted to examine whether unequal variances of residuals occur in the regression model from one observation to another. The method used is the Glejser Test, with the criterion that there is no heteroscedasticity if the significance value is greater than 0.05 (Ghozali, 2018).

Multiple linear regression analysis is used to determine the influence of independent variables simultaneously and partially on the dependent variable. The regression equation model used is: Y = a + b1X1 + b2X2 + b3X3 + e, where Y is the purchase decision, a is the constant, b1, b2, b3 are the regression coefficients of each variable, X1 is brand image, X2 is product quality, X3 is price, and e is the error term. Hypothesis testing was conducted through the F-test (simultaneous) and t-test (partial) at a significance level of 5% (Ghozali, 2018).

Results And Discussion

A. Descriptive Statistics

The following is a summary of descriptive statistics for the research variables obtained from 70 respondents:

Table 1. Descriptive Statistics of Research Variables

Variable	N	Min	Max	Mean	Std. Dev.	Category
Brand Image (X1)	70	8	20	15.47	2.770	Good
Product Quality (X2)	70	8	20	14.77	2.890	Good
Price (X3)	70	6	20	14.69	2.764	Sufficient
Purchase Decision (Y)	70	6	20	15.76	2.876	Good

Based on the descriptive statistics table above, the brand image variable has a mean value of 15.47, which falls into the good category, meaning respondents positively perceive Shopee's brand. Product quality has a mean of 14.77 (good category), while price has a mean of 14.69 falling into the sufficient category. The purchase decision variable received the highest mean of 15.76 (good category), indicating that consumers have a positive purchase decision tendency toward Shopee.

B. Validity Test

The validity test was conducted using the Corrected Item-Total Correlation method for each questionnaire item. With n = 70 and a significance level of 5%, the r-table value used is 0.235. The results of the validity test for all items are presented in the following table:

Table 2. Validity Test Results

Variable	Item	r-count	r-table	Conclusion
Brand Image (X1)	BI1	0.947	0.235	Valid
	BI2	0.857	0.235	Valid
	BI3	0.846	0.235	Valid
	BI4	0.902	0.235	Valid
Product Quality (X2)	KP1	0.890	0.235	Valid
	KP2	0.898	0.235	Valid
	KP3	0.877	0.235	Valid
	KP4	0.902	0.235	Valid
Price (X3)	H1	0.902	0.235	Valid
	H2	0.895	0.235	Valid
	H3	0.905	0.235	Valid
	H4	0.870	0.235	Valid
Purchase Decision (Y)	KPem1	0.915	0.235	Valid
	KPem2	0.867	0.235	Valid
	KPem3	0.911	0.235	Valid
	KPem4	0.892	0.235	Valid

The validity test results show that all 16 statement items from the four research variables have calculated r-values ranging from 0.846 to 0.947, all

exceeding the r-table value of 0.235. Therefore, it can be concluded that all research instruments used are declared valid and appropriate for measuring the relevant variables.

C. Reliability Test

The reliability test was conducted using Cronbach's Alpha method. An instrument is declared reliable if the Cronbach's Alpha value is greater than 0.60. The reliability test results are presented in the following table:

Table 3. Reliability Test Results

Variable	Items	Cronbach's Alpha	Min. Standard	Conclusion
Brand Image (X1)	4	0.911	0.60	Reliable
Product Quality (X2)	4	0.914	0.60	Reliable
Price (X3)	4	0.915	0.60	Reliable
Purchase Decision (Y)	4	0.918	0.60	Reliable

All research variables show Cronbach's Alpha values above 0.90, far exceeding the minimum standard of 0.60. This means all research instruments have a very high level of internal consistency and are reliable for measuring the intended constructs under different measurement conditions.

D. Normality Test

The normality test was conducted using the One-Sample Kolmogorov-Smirnov Test on the regression model residuals. The normality test results are presented in the following table:

Table 4. Normality Test Results

Test Method	Statistic	df	Sig. (2-tailed)	Criterion	Conclusion
Kolmogorov-Smirnov Z	0.075	70	0.804	> 0.05	Normal
Shapiro-Wilk	0.992	70	0.934	> 0.05	Normal

The Kolmogorov-Smirnov test results show a statistical value of 0.075 with a significance value (Sig.) of 0.804. Since the significance value of 0.804 is greater than 0.05, it can be concluded that the regression model residuals are

normally distributed. This result is reinforced by the Shapiro-Wilk test, which yielded a significance value of 0.934 > 0.05. Thus, the normality assumption in the multiple linear regression model is satisfied.

E. Multicollinearity Test

The multicollinearity test was conducted to detect whether there is high correlation among the independent variables using Tolerance values and Variance Inflation Factor (VIF). The multicollinearity test results are presented in the following table:

Table 5. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Tolerance Limit	VIF Limit	Conclusion
Brand Image (X1)	0.908	1.101	> 0.10	< 10.00	No Multicollinearity
Product Quality (X2)	0.815	1.227	> 0.10	< 10.00	No Multicollinearity
Price (X3)	0.882	1.134	> 0.10	< 10.00	No Multicollinearity

The multicollinearity test results show that all independent variables have Tolerance values greater than 0.10 and VIF values less than 10.00. The highest VIF value is 1.227 for the product quality variable, still well below the critical threshold of 10.00. The correlation matrix among independent variables also shows relatively low correlations (Brand Image–Product Quality: 0.301; Brand Image–Price: 0.128; Product Quality–Price: 0.343). Therefore, it can be concluded that no multicollinearity exists in this regression model, and the non-multicollinearity assumption is satisfied.

F. Heteroscedasticity Test

The heteroscedasticity test was conducted using the Glejser Test, by regressing the absolute values of residuals against the independent variables. An instrument does not experience heteroscedasticity if the significance value is greater than 0.05. The Glejser test results are presented in the following table:

Table 6. Heteroscedasticity Test Results (Glejser Test)

Variable	Coeff. B	t-count	Sig.	Criterion	Conclusion
Brand Image (X1)	-0.071	-1.348	0.182	> 0.05	No Heteroscedasticity

Product Quality (X2)	0.004	0.073	0.942	> 0.05	No Heteroscedasticity
Price (X3)	0.011	0.205	0.838	> 0.05	No Heteroscedasticity

The Glejser Test results show that all three independent variables have significance values well above 0.05. Brand image has Sig. 0.182, product quality has Sig. 0.942, and price has Sig. 0.838. Since all significance values are greater than 0.05, it can be concluded that no heteroscedasticity exists in this regression model. The homoscedasticity assumption has been well satisfied.

G. Multiple Linear Regression Analysis

1. Coefficient of Determination (Model Summary)

Table 7. Model Summary

Model	R	R Square	Adjusted R^2	Std. Error of Estimate
1	0.677	0.459	0.434	2.164

The R value of 0.677 indicates that there is a moderately strong relationship between the variables of brand image, product quality, and price collectively with purchase decisions. The R Square (R^2) value of 0.459 means that 45.9% of the variation in consumer purchase decisions can be explained by the variables of brand image, product quality, and price. The remaining 54.1% is explained by other variables not included in this research model.

2. F-Test (Simultaneous)

Table 8. ANOVA / F-Test Results

Model	Sum of Squares	df	Mean Square	F-count	Sig.
Regression	261.833	3	87.278	18.639	0.000
Residual	309.039	66	4.682	-	-
Total	570.871	69	-	-	-

The F-test was conducted to determine the simultaneous influence of brand image, product quality, and price on purchase decisions. The analysis results show an F-count value of 18.639 with a significance value of 0.000 < 0.05. This means that simultaneously, brand image, product quality, and price have a significant effect on consumer purchase decisions on the Shopee platform. Hypothesis H4 is accepted.

3. t-Test (Partial) - Regression Coefficients

Table 9. Regression Coefficient Results (t-Test)

Variable	B (Unstd.)	Std. Error	Beta (Std.)	t-count	Sig.	Conclusion
(Constant)	1.673	-	-	-	-	-
Brand Image (X1)	0.502	0.099	0.484	5.090	0.000	Significant (H1 Accepted)
Product Quality (X2)	0.275	0.100	0.276	2.754	0.008	Significant (H2 Accepted)
Price (X3)	0.153	0.100	0.147	1.528	0.131	Not Significant (H3 Rejected)

Based on the regression coefficient table, the multiple linear regression equation formed is:

$$Y = 1.673 + 0.502 \cdot X1 + 0.275 \cdot X2 + 0.153 \cdot X3$$

The interpretation of the regression equation is as follows. The constant of 1.673 indicates that if all independent variables are equal to zero, the purchase decision will have a value of 1.673. The brand image (X1) coefficient of 0.502 indicates that every one-unit increase in brand image will increase the purchase decision by 0.502 units, assuming other variables remain constant. The significance value of 0.000 < 0.05 proves that brand image has a positive and significant effect on purchase decisions, so H1 is accepted.

The product quality (X2) coefficient of 0.275 indicates that every one-unit increase in product quality will increase the purchase decision by 0.275 units. The significance value of 0.008 < 0.05 proves that product quality has a positive and significant effect on purchase decisions, so H2 is accepted. Conversely, the price (X3) coefficient of 0.153 with a

significance value of 0.131 > 0.05 indicates that price does not have a significant effect on purchase decisions, so H3 is rejected.

Discussion

The findings of this study indicate that brand image is the most dominant factor in influencing consumer purchase decisions on Shopee, as indicated by the highest standardized Beta value of 0.484 and a t-count of 5.090. This result is consistent with various marketing theories stating that a strong brand creates positive associations in the minds of consumers, increases trust, and ultimately drives purchase decisions. Shopee, which has a widely recognized brand image through various massive marketing campaigns, has proven capable of creating positive perceptions that directly impact its consumers' purchasing behavior.

Product quality is proven to have a positive and significant effect on purchase decisions, although its influence is smaller than brand image with a Beta value of 0.276. This finding confirms that e-commerce consumers are increasingly selective in assessing the quality of products offered. The availability of product rating features, buyer reviews, and product authenticity guarantees on the Shopee platform helps consumers make more informed decisions based on expected product quality. This demonstrates that platform investment in product quality management systems has a real impact on consumer purchasing behavior.

Interestingly, price was not proven to have a significant effect on purchase decisions in this study, although it has a positive coefficient direction. This can be explained by several possibilities. First, modern digitally literate consumers do not only pursue low prices, but increasingly consider overall value for money that includes quality, convenience, and trust in the platform. Second, in a relatively mature e-commerce market, price differences between platforms have narrowed, making price no longer the main differentiator. Third, promotional programs and discounts that have become standard across all e-commerce platforms make the price factor less able to significantly differentiate one platform from another.

Conclusion

Based on the results of the analysis and discussion, several conclusions can be drawn. All 16 research instrument items are declared valid (r-count: 0.846–0.947

> r-table: 0.235) and reliable (Cronbach's Alpha: 0.911–0.918 > 0.60), with classical assumptions fully satisfied — residuals are normally distributed (K-S Sig. 0.804 > 0.05), no multicollinearity (Tolerance > 0.10; VIF < 10.00), and no heteroscedasticity (Glejser Sig. > 0.05) — confirming the regression model is valid and unbiased. Partially, brand image (X1) and product quality (X2) each have a positive and significant effect on purchase decisions (t = 5.090, Sig. = 0.000; t = 2.754, Sig. = 0.008), while price (X3) does not (t = 1.528, Sig. = 0.131 > 0.05); simultaneously, all three variables significantly influence purchase decisions on the Shopee platform (F = 18.639; Sig. = 0.000), with an R^2 of 0.459 indicating that 45.9% of the variation in purchase decisions is explained by these variables. Based on these findings, e-commerce platforms like Shopee are advised to prioritize strengthening brand image and improving product quality through consistent campaigns and robust quality assurance systems, while future research is recommended to incorporate additional variables such as trust, ease of use, or customer service that may further influence purchase decisions in the e-commerce context.

References

Devi, A. C., & Fadli, U. M. D. (2023). Analisis Keputusan Pembelian Produk E-Commerce Shopee di Kalangan Mahasiswa Universitas Buana Perjuangan Karawang. *Journal of Student Research*, *1*(5), 113–123. https://doi.org/10.55606/jsr.v1i5.1628

Dewi, N. P. S., & Suartina, I. W. (2022). Pengaruh Brand Awareness dan Brand Image Terhadap Keputusan Pembelian pada Shopee. *Widya Amrita: Jurnal Manajemen, Kewirausahaan Dan Pariwisata*, *2*(2), 551–561. https://ejournal.unhi.ac.id/index.php/widyaamrita/article/view/1876

Falah, M. N., Bakhri, S., & Subchan, M. (2023). Pengaruh Kemudahan, Manfaat dan Pengetahuan Terhadap Minat Penggunaan E-Commerce pada Generasi Z. *Tasharruf: Journal of Islamic Economics and Business*, *4*(1), 58–74. https://ejournal.unupasuruan.ac.id/index.php/tasharruf/article/view/221

Ghozali, I. (2018). *Aplikasi Analisis Multivariat dengan Program IBM SPSS 25* (Edisi 9). Badan Penerbit Universitas Diponegoro.

Lestari, D. F., & Azizah, J. N. (2023). Pengaruh Digital Marketing dan Brand Image Terhadap Keputusan Pembelian Konsumen E-Commerce Shopee di Kota Cilegon. *Jurnal Administrasi Bisnis Terapan*, *6*(1). https://doi.org/10.7454/jabt.v6i1.1094

Marsalin, & Hendratmoko. (2023). Pengaruh Kepercayaan, Kemudahan, Brand Image dan Kualitas Informasi Terhadap Keputusan Pembelian pada Pengguna E-Commerce Shopee di Kota Sukoharjo. *Jurnal Bintang Manajemen*, *1*(3), 192–214.

Nadia, S. Z., Arifia, K., Masrukhin, N. H. S., & Fatah, M. I. (2025). Beyond Words: Bagaimana Kemampuan Berbahasa Mendorong Inovasi dalam Strategi Pemasaran Digital. *Tasharruf: Journal of Islamic Economics and Business*, *6*(2). https://ejournal.unupasuruan.ac.id/index.php/tasharruf

Nasution, S. L., Limbong, C. H., & Ramadhan, D. A. (2020). Pengaruh Kualitas Produk, Citra Merek, Kepercayaan, Kemudahan, dan Harga Terhadap Keputusan Pembelian pada E-Commerce Shopee. *Ecobisma: Jurnal Ekonomi, Bisnis Dan Manajemen*, *7*(1), 43–53. https://doi.org/10.36987/ecobi.v7i1.1528

Pratiwi, N. K. A., & Ekawati, N. W. (2020). Brand Image Memediasi Hubungan E-Commerce dengan Keputusan Pembelian Konsumen. *E-Jurnal Manajemen Universitas Udayana*, *9*(6), 2268–2287. https://doi.org/10.24843/EJMUNUD.2020.v09.i06.p11

Putri, R. A., Ellyawati, N., & Permatasari, I. (2023). Pengaruh Brand Image dan Brand Trust Terhadap Keputusan Pembelian Pelanggan Shopee. *Educational Studies: Conference Series*, *3*(2), 273–280. https://jurnal.fkip.unmul.ac.id/index.php/escs/article/view/3186

Rahayu, I. F., Oktafiah, Y., & Rachmawati, D. L. (2024). Pengaruh Harga dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pengguna Shopee Melalui Online Customer Review sebagai Variabel Moderating di Kota Pasuruan. *BISEI: Jurnal Bisnis Dan Ekonomi Islam*, *9*(2), 119–127. https://doi.org/10.33752/bisei.v9i2.6977

Rahman, A. (2022). Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Melalui Marketplace di Shopee. *Jurnal Manajemen Dan Bisnis Indonesia*, *8*(2). https://jurnal.unmuhjember.ac.id/index.php/JMBI/article/view/8577

Romadon, A. S., Pramusinto, M. A., & Kamelia, S. N. (2023). Pengaruh Kualitas Produk, Citra Merek, dan Harga Terhadap Keputusan Pembelian Melalui Shopee. *Jurnal Ilmiah Bidang Ilmu Ekonomi (SOLUSI)*, *21*(3), 259–269. https://doi.org/10.26623/slsi.v21i3.7080

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Edisi ke-2). Alfabeta.

Wulansari, O. A., & Hayuningtias, K. A. (2023). Pengaruh Kualitas Produk, Persepsi Harga, dan Citra Merek Terhadap Keputusan Pembelian pada Konsumen Maybelline di Kota Semarang. *J-MAS: Jurnal Manajemen Dan Sains*, *8*(1), 241–247. https://jurnal.stie.asia.ac.id/index.php/jpro