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Analysis of Brand Quality, Price Discounts, and Consumer Reviews on Kahf Product Purchase Decisions on Shopee E-Commerce in Sidoarjo City

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Abstract

This study aims to analyze the influence of brand quality, price discounts, and consumer reviews on purchasing decisions for Kahf products on the Shopee platform in Sidoarjo City. The study used a quantitative approach with a survey method of 100 respondents who are consumers of Kahf products on Shopee. The sampling technique used purposive sampling, while data analysis was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with the help of the SmartPLS 3.0 application. The results showed that brand quality, price discounts, and consumer reviews had a positive and significant effect on purchasing decisions. Consumer reviews were the variable that had the most dominant influence on purchasing decisions, followed by brand quality, while price discounts had the lowest influence. These findings indicate that consumers consider the experience and assessments of other users more than price factors in determining purchasing decisions for Kahf products on Shopee. Therefore, companies are advised to continue to improve brand quality and encourage consumers to provide positive reviews to improve purchasing decisions

Keywords Brand Quality; Price Discount; Consumer Reviews; Purchase Decision

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1. INTRODUCTION

The rapid advancement of digital technology and internet penetration has significantly transformed consumer purchasing behavior. Consumers are no longer required to visit physical stores because products and services can be accessed through electronic commerce (e-commerce) platforms. The widespread use of the internet has encouraged consumers to utilize marketplaces not only to purchase products but also to compare prices, evaluate product quality, and examine other consumers' experiences before making purchasing decisions (Kotler, P., Keller, K. L., & Chernev, 2022). This development has encouraged companies to adopt digital platforms as an essential marketing strategy to increase competitiveness and strengthen relationships with consumers. Consequently, understanding the factors that influence purchasing decisions has become increasingly important in the digital marketplace environment (Arif & Indayani, 2023).

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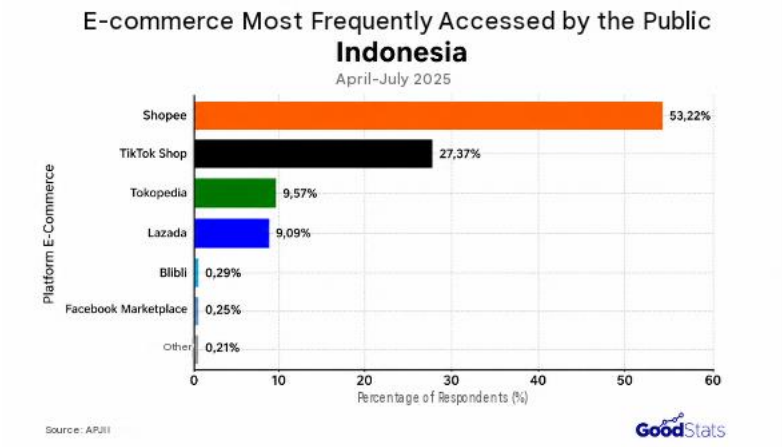
Figure 1 illustrates the growth of internet users in Indonesia based on data published by the Indonesian Internet Service Providers Association (APJII). The increasing number of internet users has accelerated the development of e-commerce and expanded opportunities for consumers to conduct online transactions.



Source: Indonesian Internet Service Providers Association (APJII) in 2025.

Figure 1. Indonesian Internet Service Providers Association (APJII) in 2025.

According to GoodStats, Shopee remained the most frequently accessed e-commerce platform in Indonesia in 2025 (Daftar E-Commerce Paling Sering Di Akses 2025, Shopee Masih Juara, 2025). Likewise, Compas reported that Shopee experienced an increase in the number of visitors during the third quarter of 2023 compared with other e-commerce platforms (Compas, n.d.). This achievement demonstrates Shopee's ability to maintain its competitiveness in the Indonesian digital market. Various marketing strategies, including promotional discounts, free shipping, convenient digital payment systems, and consumer review features, have contributed to this success. These features enable consumers to evaluate products more comprehensively before making purchasing decisions (Pramudianti et al., 2023).

Purchasing decisions represent the final stage of the consumer decision-making process after identifying needs, searching for information, evaluating alternatives, and selecting the most appropriate product (Nasution & Sari, 2021). Keller (2008) explained that purchasing decisions occur when consumers have confidence in the selected product after evaluating available alternatives. Similarly, Arafah (2022) stated that purchasing decisions reflect consumers' actions in choosing products based on various considerations. Therefore, purchasing decisions have become an important issue in e-commerce because consumers are exposed to abundant product information before completing transactions.

One factor that may influence purchasing decisions is product quality. Product quality reflects consumers' perceptions regarding a product's ability to provide benefits, performance, and value that

meet their expectations (Kotler, 2022). Consumers generally prefer products with superior quality because such products increase confidence and satisfaction, thereby encouraging purchasing decisions.

Another important factor is price discount. Price discounts refer to temporary reductions from normal selling prices that are intended to attract consumers and encourage purchases (Riska, Cindy Febya, Ilmi Nabilah, Julietha Lindasari Fortuna Natalia, 2022). In highly competitive marketplace environments, consumers tend to be more sensitive to price promotions. Consequently, discount programs such as flash sales, vouchers, and free shipping offered by Shopee can become important considerations in purchasing decisions (Kulsum & Sidiq, 2025).

Consumer reviews also play a crucial role in influencing purchasing decisions. Consumer reviews consist of comments and ratings provided by previous buyers after using a product (Kurnia et al., 2024). These reviews provide valuable information regarding product quality, product suitability, packaging, and purchasing experiences. Positive reviews tend to increase consumer confidence, whereas negative reviews may reduce consumers' willingness to purchase a product (Amaldin, Amalya & Ratnasari, 2024).

Previous studies have reported inconsistent findings regarding the determinants of purchasing decisions. Kautsar et al. (2024) found that product quality positively and significantly influences purchasing decisions. Similar findings were reported by Savitri and Wajdi (2021), who concluded that product quality encourages consumers to make purchasing decisions. However, Apriani et al. (2023) reported that product quality did not significantly affect purchasing decisions.

Research on price discounts has also produced inconsistent results. Riska, Cindy Febya, Ilmi Nabilah, Julietha Lindasari Fortuna Natalia (2022) demonstrated that price discounts positively influence purchasing decisions. Kulsum and Sidiq (2025) also found that discount programs encourage consumers to complete purchase transactions. Nevertheless, another finding reported by Kulsum and Sidiq (2025) indicated that price discounts did not significantly affect purchasing decisions.

Similar inconsistencies are found in studies on consumer reviews. Kurnia et al. (2024) reported that consumer reviews positively influence purchasing decisions by reducing consumers' uncertainty before purchasing products. H. Setiawan et al. (2023) also found that online customer reviews increase consumers' purchasing decisions. Furthermore, Amaldin, Amalya, and Ratnasari (2024) concluded that both positive and negative reviews influence purchasing decisions in marketplaces. In contrast, Kusuma and Murniyati (2025) found that consumer reviews did not significantly influence purchasing decisions.

The inconsistent findings reported in previous studies indicate an evidence gap regarding the influence of product quality, price discounts, and consumer reviews on purchasing decisions in marketplace settings. Furthermore, previous studies have generally focused on beauty products or other consumer goods, whereas empirical studies examining Kahf men's care products purchased

through the Shopee marketplace, particularly among consumers in Sidoarjo, remain limited. This limitation highlights the need for further investigation in a different product category and research setting.

Therefore, this study aims to analyze the influence of product quality, price discounts, and consumer reviews on purchasing decisions for Kahf products through the Shopee marketplace in Sidoarjo. The findings are expected to enrich the literature on consumer purchasing behavior in e-commerce while providing practical insights for companies in developing effective marketing strategies to improve consumers' purchasing decisions.

2. METHODS

This study uses a quantitative method of a descriptive approach. Quantitative method means that the data obtained in this study is presented in the form of numbers, analysis is carried out using statistical methods (Prof. Dr. Sugiyono, 2022). Meanwhile, the descriptive approach describes a phenomenon by using accurate data and systematically researched (Prof. Dr. Sugiyono, 2022). There are two types of variables in this study, namely independent variables, which are variables that affect or cause the formation of bound variables and are observed to determine their impact on bound variables [29]. In this study, there are three independent variables, namely, Brand Quality (X1), Price Discount (X2) and Consumer Reviews (X3). While the bound variable itself is a variable that is influenced by the independent variable, namely the Purchase Decision (Y) (Prof. Dr. Sugiyono, 2022).

Population is the entire object of research which generally consists of individuals, various objects, transactions or events that are to be studied further as the main subject in scientific research (Prof. Dr. Sugiyono, 2022). The population in this study is all Sidoarjo people who buy products on Shopee, with a population that cannot be known for sure. Samples are a small part of the population, samples are selected in such a way that they reflect the criteria that the population has (Prof. Dr. Sugiyono, 2022). The sample in this study was determined by the sampling method *Non – Probability Sampling* with the *Purposive Sampling*. *Non – Probability Sampling* It is a sampling where not all members of the population have the opportunity to be selected as a sample because there are criteria determined by the researcher [29]. While *Purposive Sampling* is a method of determining respondents to be used as a sample based on certain criteria, this is done to ensure that the sample taken is appropriate and provides in-depth insights related to the research topic (Machali, 2023). The sample criteria set in this study are men with vulnerable age 17-45 years and above and domiciled in Sidoarjo who have bought Kahf products at least 1 time.

The population in this study could not be determined because the researcher could not know exactly how many respondents met the criteria of the research object [29]. So to determine the minimum

sample number, this study utilizes the Lemeshow formula with the following formula (Machali, 2023):

$$n = \frac{z^2\, p(1-p)}{d^2}$$

Description:

n : the number of samples needed

z : Z value according to the confidence level

P : percentage of unknown population

d : Acceptable error rate

In the formula, the confidence level applied in this study is 95%, which is equivalent to a value of 1.96. The unknown population figure is 0.5 with the error rate set at 10% or 0.1. Therefore, the calculation of the determination of sample size in this study can be explained as follows:

$$n = \frac{z^2\, P(1-p)}{d^2}$$

$$n = \frac{1{,}96^2\ .0{,}5(1-0{,}5)}{0{,}10^2}$$

$$n = \frac{0{,}9604}{0{,}01}$$

n = 96.04

Based on the results of the calculation, the minimum sample number obtained is 96.04, but in this study the number is rounded to 100 respondents, because to determine the size of this sample is considered feasible based on Roscoe's theory, which states that the ideal sample number in a study ranges from 30 to 500 respondents (Sekaran, 2016). So the sample used was 100 respondents from Shopee users.

The data used in this study consisted of primary data and secondary data. Primary data is data obtained directly by researchers from the first source. Primary data collection was carried out through questionnaires or questionnaires. Questionnaire is a data collection technique by giving a number of questions to respondents to answer [29]. In this study, primary data was obtained through the distribution of online questionnaires using Google Form. Meanwhile, secondary data is obtained from various references such as journals, books, websites, previous research, and other sources relevant to the research topic [29]. Data was collected through the distribution of online questionnaires using *google forms* to respondents through a list of statements arranged in a structured manner using a likert scale or a 5-point scale [29]. There are 5 rating scales on the statement, namely 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), 5 (Strongly Agree).

Data analysis was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 3.0 software. This technique is used to analyze the relationships between latent variables that are measured through several indicators simultaneously and are able to accommodate complex research models (Hair et al., 2021). The analysis is carried out through two

stages, namely the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model).

1. Measurement Test (*Outer Model)*

This model describes the relationship between latent variables and their indicators. In other words, the outer model shows how each indicator is related to its latent variable. Testing on the outer model includes several things (Hair et al., 2021). First, *convergent validity,* that is, the loading factor value between the latent variable and the indicator, with an expected value of more than 0.7. Second, *discriminant validity*, i.e. the value *cross loading* which is used to ensure that a construct is quite different from other constructs, Testing is carried out by ensuring that the loading value of the intended construct must be higher than other constructs. In addition, composite reliability is also used as an indicator of construct reliability, where a >0.8 value indicates a high level of reliability. Value *Average Variance Extracted (AVE)* It is expected to be more than 0.5. Reliability tests are also strengthened by *Cronbach's Alpha,* with an expected value of more than 0.6 for the entire construct.

2. Structural Test *(Inner Model)*

Tests on structural models were carried out to determine the relationship between latent constructs. In the structural model there are several tests, one of which is R Square in endogenous constructs. Value *R Square* is a coefficient of determination that shows how much an endogenous variable can be explained by other variables (Hair et al., 2021). Value *R Square* 0.67 was categorized as strong, 0.33 moderate, and 0.19 weak. In addition, there is an Estimate for *Path Coefficients* which indicates the magnitude of the path coefficient or the degree of influence between latent constructs, which is generally calculated using the bootstrapping procedure. Furthermore, *Effect Size (f square)* It is used to assess the contribution of each variable in shaping the quality or goodness of the structural model. In addition, a test of the path coefficient was carried out to measure the strength of the relationship or influence between latent constructs in the structural model. The value of the path coefficient indicates how much an influence one construct has on another construct. This testing is done through a procedure *bootstrapping* in SmartPLS to obtain a stable coefficient estimate while testing its statistical significance. Furthermore, the test is also used *prediction relevance (Q-square*) or *Stone-Geisser* to assess the predictability of the model through the procedure *blindfolding*. Value *Q-square* It is categorized into 0.02 (small), 0.15 (medium), and 0.35 (large), and this test can only be applied to endogenous constructs with reflective indicators.

3. FINDINGS AND DISCUSSION

Table 1. Respondent Characteristics

Type	Category	Frequency	Presentase
Gender	Male	100	100
Age	17-23 Years	45	45
	24-:30 Years	39	39
	31-37 Years	16	16
Jobs	Student/Student	55	55
	Employees	44	44
	Civil Servant	1	1

Source: Data processed, (2026)

Based on the table above, it is known that all respondents in this study are male as many as 100 respondents or 100%. This is because Kafh is a special care product for men, so the majority of consumers are men. Thus, the characteristics of the respondents are in accordance with the target market of the product being researched. Based on the age of the respondents, the majority were in the age range of 17–23 years as many as 45 respondents or 45%, followed by the age of 24-30 years as many as 39 respondents or 39%, and the age of 31-37 years as many as 16 respondents or 16%. This shows that Kafh products are more in demand by young people to adults who actively use e-commerce to buy personal care products. Of the respondents' jobs, most of them have the status of students/students as many as 55 respondents or 55%, then employees as many as 44 respondents or 44%, and civil servants as many as 1 respondent or 1%. This shows that consumers of Kafh products on the Shopee platform are dominated by students/students and employees who actively shop online and consider brand quality, price discounts, and consumer reviews before making a purchase decision.

A. Measurement Model Analysis *(Outer Model)*

The model measurement in this study uses *Partial Least Square (PLS) analysis* through the evaluation of *the outer model (measurement model).* The outer model is used to measure the relationship between indicators and latent variables. Testing on the outer model includes *convergent validity, discriminant validity*, and reliability test.

1. Convergent Validity

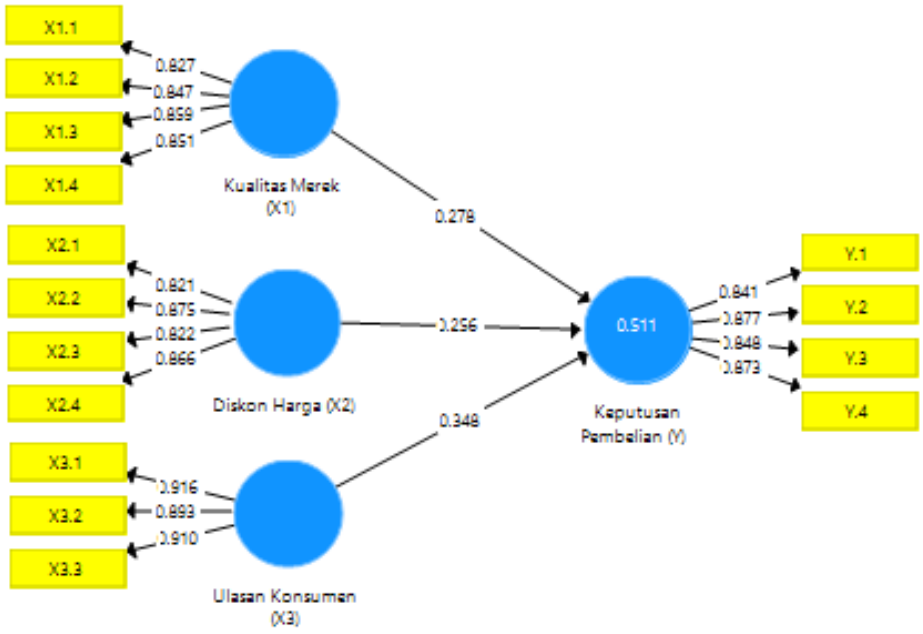


Figure 3. *Loading Factor*

Source: Smartpls 3.0 processed data (2026)

In convergent validity testing, the assessment is carried out based on the relationship between the indicator and the latent variable being studied. The validity test in this study was carried out through *the outer loading* and *Average Variance Extracted (AVE) values*. The *outer loading* value is declared good if it has a value above 0.60 and the indicator is declared valid if it has a value of more than 0.50. The following are the results of convergent validity testing on brand quality variables, price discounts, consumer reviews, and purchase decisions that have met the test criteria.

Table 2.

	Brand Quality (X1)	Discounted Price (X2)	Consumer Reviews (X3)	Purchase Decision (Y)	Explanation
X1.1	0.827				Valid
X1.2	0.847				Valid
X1.3	0.859				Valid
X1.4	0.851				Valid
X2.1		0.821			Valid
X2.2		0.875			Valid
X2.3		0.822			Valid
X2.4		0.866			Valid
X3.1			0.916		Valid
X3.2			0.839		Valid
X3.3			0.910		Valid
Y.1				0.841	Valid

Y.2				0.877	Valid
Y.3				0.848	Valid
Y.4				0.873	Valid

Source: Smartpls 3.0 processed data (2026)

Based on table 2, it is known that the indicators on the variables of brand quality, price discounts, consumer reviews, and purchase decisions have an outer loading value above 0.7. Thus, all indicators in this study were declared valid and suitable for further testing.

Tabel 3. *Convergent validity*

	Average Variance Extraced (AVE)	Remarks
Brand Quality(X1)	0.716	**Valid**
Discounted Price (X2)	0.716	**Valid**
Consumer Reviews (X3)	0.821	**Valid**
Purchase Decision (Y)	0.740	**Valid**

Source: Smartpls 3.0 processed data (2026)

Convergent validity can also be evaluated through *the Average Variance Extracted (AVE) value.* A construct is said to meet the criteria if *the AVE* value is above 0.50. Based on the table above, all variables in this study have *an AVE* value greater than 0.50. These results show that the research indicators have met the convergent validity, both based on the loading factor and *AVE,* so that the entire construct is declared valid and can be used for further analysis.

2. Discriminant Validity

The discriminant validity test aims to ensure that each construct in the study has a clear difference from the other constructs. This test is carried out through a cross loading value, where an indicator is declared to meet the criteria if it has a value greater than 0.50. *Cross loading* is used to compare the relationship between indicators with their respective constructs as well as with other constructs, so that the degree of separation between variables in the research model can be determined.

Tabel 4. *Cross Loading*

	Brand Quality (X1)	Discounted Price (X2)	Consumer Reviews (X3)	Purchase Decision (Y)
X1.1	0.827	0.375	0.405	0.516
X1.2	0.847	0.213	0.402	0.440
X1.3	0.859	0.366	0.410	0.468
X1.4	0.851	0.385	0.485	0.442
X2.1	0.351	0.821	0.352	0.339
X2.2	0.362	0.875	0.482	0.528
X2.3	0.225	0.822	0.365	0.414
X2.4	0.396	0.866	0.530	0.528
X3.1	0.478	0.474	0.916	0.579
X3.2	0.482	0.480	0.839	0.530
X3.3	0.499	0.470	0.910	0.578

Y.1	0.510	0.422	0.449	0.841
Y.2	0.431	0.531	0.545	0.877
Y.3	0.501	0.404	0.546	0.848
Y.4	0.470	0.524	0.589	0.873

Source: Smartpls 3.0 processed data (2026)

Based on the table above, it can be seen that the *cross loading* value on each indicator displayed with thickening shows the highest value compared to other constructs. This indicates that each indicator has a good match for its respective variables. In addition, all indicators in each variable had a *cross loading* value above 0.50, so it can be concluded that all variables in this study have met the *discriminant validity criteria.*

3. Reliability Test

The reliability test is used to assess the consistency of research instruments through *Cronbach's Alpha* and *Composite Reliability values.* A construct is declared reliable if *Cronbach's Alpha* and *Composite Reliability* values are greater than 0.70. Based on Table 4, it is known that all research variables, namely brand quality, price discounts, consumer reviews, and purchase decisions, have *Cronbach's Alpha* and *Composite Reliability* values above 0.70. Thus, all variables in this study were declared reliable and suitable for further analysis.

\Tabel 5. *Construct Reliability and Validity*

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Remarks
Brand Quality (X1)	0.868	0.870	0.910	Reliabel
Discounted Price (X2)	0.869	0.891	0.910	Reliabel
Consumer Reviews (X3)	0.891	0.893	0.932	Reliabel
Purchase Decision (Y)	0.883	0.885	0.919	Reliabel

Source: Smartpls 3.0 processed data (2026)

B. Structural Model Analysis (Inner Model)

1. *R Square*

The *R-Square* value is used to measure how much influence independent variables influence dependent variables in a research model. In other words, *R Square* indicates the degree of ability of an independent variable to explain a bound variable. The results of the test *value of R Square* can be seen in the following table.

Tabel 6. *R Square*

	R-square	*R-square adjusted*
Employee Performance (Y)	0.511	0.495

Source: Smartpls 3.0 processed data (2026)

Based on the table above, it is known that *the R Square* and *R Square Adjusted values* are used to measure the magnitude of the influence of brand quality variables, price discounts, and consumer reviews on purchase decisions. The *R Square* value in the Purchase Decision variable (Y) is 0.511 and *the R Square Adjusted* is 0.495. This shows that the ability of independent variables to explain the purchase decision variable is in the moderate category, because it is in the range of 0.33–0.67. Thus, brand quality variables, price discounts, and consumer reviews have a sufficient influence in explaining the purchase decision of Kafh products on the Shopee platform in Sidoarjo City.

2. Path *Coefficients* Test

The path *coefficients* test is a test that is carried out to find out the influence between variables and prove whether the research hypothesis is accepted or not. This test can be seen through *the original sample* values, *T-statistic*, and *P-values*. The *T-statistic value* is used to measure the degree of significance of the influence of an independent variable on a dependent variable, where a relationship is declared significant if *the T-statistic* value is greater than 1.96. Meanwhile, *the P-values* are used to determine the acceptance of the hypothesis, that is, if the P-values are less than 0.05, the hypothesis is declared accepted. The results of *bootstrapping* analysis showing *T-statistic* values and *P-values* can be seen in Table

Tabel 7. *Path Coefficients*

	Original *sample (O)*	Sample mean (M)	Standard *deviation (STDEV)*	*T* statistics *(|O/STDEV|)*	P values	Results	Hipotesis
Brand Quality (X1) -> Purchase Decision (Y)	0.278	0.282	0.083	3.362	0.001	Significant Positives	Accepted
Price Discount (X2) -> Purchase Decision (Y)	0.256	0.260	0.085	2.998	0.003	Significant Positives	Accepted
Consume	0.348	0.345	0.098	3.553	0.000	Significant	Accepted

r Reviews (X3) -> Purchase Decision (Y)		Positives

Source: Smartpls 3.0 processed data (2026)

Based on the results of *the path coefficients* test in the table above, the brand quality variable (X1) to the purchase decision (Y) has an *original sample* value of 0.278 with *a T-statistic* of 3.362 (>1.96) and *P-values* of 0.001 (<0.05). These results show that brand quality has a positive and significant effect on purchasing decisions, so the hypothesis is declared accepted. This means that the better the quality of the Kafh brand, the more consumer purchasing decisions will increase. The price discount variable (X2) on the purchase decision (Y) has an *original sample* value of 0.256 with *a T-statistic* of 2.998 (>1.96) and *P-values* of 0.003 (<0.05). These results show that price discounts have a positive and significant effect on purchasing decisions, so that the hypothesis is declared accepted. This means that the more attractive the discounts given to Kafh products, the higher the consumer purchase decision. The consumer review variable (X3) on the purchase decision (Y) has an *original sample* value of 0.348 with *a T-statistic* of 3.553 (>1.96) and *a P-value* of 0.000 (<0.05). These results show that consumer reviews have a positive and significant effect on purchase decisions, so that the hypothesis is accepted. Thus, the better the consumer reviews on Kafh products, the stronger the influence on purchase decisions.

4. Discussion

The Influence of Brand Quality on Purchase Decisions

The results of the study show that brand quality has a positive and significant effect on the purchase decision of Kahf products on Shopee. This shows that the better the consumer's perception of the quality of the Kahf brand, the higher the consumer's tendency to make a purchase decision. Empirically, the X1.3 indicator regarding durability is the most dominant indicator in shaping brand quality variables. These findings show that consumers are more confident in buying Kahf products when the product is able to maintain its quality during use. Product durability gives consumers confidence that the product purchased has consistent quality and provides benefits as expected. On the other hand, the X1.1 indicator regarding performance is the indicator with the lowest contribution. This indicates that the ability of the product to carry out its main function is indeed still a consideration of consumers, but it is not yet the main aspect compared to the perception of product durability in shaping purchase decisions.

The results of this study also show that brand quality has a greater influence than price discounts, but still lower than consumer reviews. This indicates that although brand reputation and quality are

important in shaping consumer belief, information derived from other users' experiences is still a stronger consideration in determining purchasing decisions for Kahf products.

The results of this study are in line with Kotler and Keller's theory that a strong brand is able to shape positive consumer perceptions and drive purchasing decisions (Kotler, P., Keller, K. L., & Chernev, 2022). In addition, Schiffman and Wisenblit explained that the perception of the brand plays a role in the process of consumer evaluation before making a purchase (Schiffman, 2010). This finding is also supported by Safitri's research (Savitri & Wajdi, 2021) and Nasution and Limbong (Apriani et al., 2023)which shows that brand quality plays a role in increasing consumer trust so as to encourage purchase decisions.

The Effect of Price Discounts on Purchase Decisions

The results of the study show that price discounts have a positive and positive effect on the purchase decision of Kahf products on Shopee. This shows that the more attractive the price discount given, the higher the tendency of consumers to make purchase decisions. Empirically, the X2.2 indicator regarding the frequency of giving discounts is the most dominant indicator in forming the price discount variable. These findings show that consumers are more interested in making purchases when promos or discounts are offered regularly because they provide a greater opportunity to obtain products at a more economical price. Meanwhile, the X2.1 indicator regarding the size of the rebate is the indicator that contributes the least. This indicates that the amount of the discount value is not the only consideration for consumers, but consumers also pay attention to how often promos are given when deciding to buy Kahf products on Shopee.

However, compared to other variables, price discounts are the variable that has the least influence on purchasing decisions. This indicates that consumers of Kahf products not only consider the lower price, but also pay attention to the quality of the brand as well as consumer reviews before deciding to make a purchase. In other words, the existence of discounts can increase the attractiveness of the product, but it is not the main factor that determines the consumer's purchase decision.

The results of this study are in line with Kotler and Armstrong's theory that price promotion strategies such as discounts can increase consumer interest and purchase decisions (Kotler, P., Keller, K. L., & Chernev, 2022). Tjiptono also emphasized that prices and promotions are important factors in encouraging consumer purchasing behavior (Tjiptono, 2019). These findings are supported by research by Kulsum and Sidiq (Kulsum & Sidiq, 2025) and Riska and Nabila (Riska, Cindy Febya, Ilmi Nabilah, Julietha Lindasari Fortuna Natalia, 2022) which suggests that price discounts play a role in improving purchasing decisions because they are able to increase the perception of value (*perceived value*) that consumers receive.

The Influence of Consumer Reviews on Purchase Decisions

The results of the study show that consumer reviews have a positive and significant effect on the purchase decision of Kahf products on Shopee. This shows that the better the consumer reviews, the higher the tendency of consumers to make a purchase decision. Empirically, the X3.1 indicator regarding review credibility is the most dominant indicator in shaping the consumer review variable. These findings show that consumers trust reviews that are considered honest, objective, and come from users who have actually used Kahf products, thus being able to increase consumer confidence before making a purchase. Meanwhile, the X3.2 indicator regarding the clarity of review information is the indicator that contributes the least. This indicates that although clear information is still needed, the level of trust in the content of reviews is a more important consideration in shaping the purchase decision of Kahf products on Shopee.

The results of the study also show that consumer reviews are the most dominant variable in influencing purchasing decisions. This indicates that consumers prioritize information from other users' experiences as a consideration before making a purchase. The existence of consumer reviews is able to reduce uncertainty and increase consumer confidence in the quality and suitability of the products to be purchased. Thus, the better the reviews given by consumers, the greater the likelihood of other consumers to purchase Kahf products.

The results of this study are in line with Solomon's theory which states that *electronic word of mouth* (e-WOM) plays an important role in influencing consumer behavior (Solomon, 2020). Schiffman and Wisenblit also mentioned that information coming from other consumers can influence the product evaluation process before a purchase decision is made (Schiffman, 2010). These findings are supported by Kuswanto's research (* & Vikaliana, 2020), Amaldin and Ratnasari (Amaldin, Amalya & Ratnasari, 2024), as well as Kurniawan et al. [16] who show that consumer reviews play a role in driving purchase decisions.

4. CONCLUSION

Based on the results of the study, brand quality, price discounts, and consumer reviews influence the purchase decision of Kahf products on the Shopee platform in Sidoarjo City. Consumer reviews are the most dominant variable in influencing purchasing decisions, while price discounts are the variable with the least influence. This shows that consumers consider the experience and assessment of other users more than price factors in determining the purchase decision of Kahf products. For companies, the results of this study can be considered to improve brand quality and encourage consumers to leave positive reviews. For future researchers, it is recommended to add other variables that have the potential to influence purchasing decisions, such as price, consumer trust, promotions, or live

streaming, and also expand the objects and areas of the study to get more diverse and comprehensive results.

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