

THE INFLUENCE OF ADVERTISING, PRODUCT QUALITY, AND CUSTOMER RATING ON PURCHASE DECISIONS FOR SHOPEE USERS IN BATAM CITY

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Abstract

This research aims to find out what are the problems in online shops, in this case, these problems relate to the reciprocal relationship given by customers to the products provided by Shopee. This research aims to find out whether there is an influence from the independent variables of advertising, product quality, and customer rating on purchasing decisions. Researchers took 100 respondents who were determined using the Lemeshow formula. In this research, the researcher developed the research by adding other variables and new indicators to the research that had been carried out previously and refined it. This research is quantitative research whose data processing system uses SPSS Version 25. The data collection method is carried out using a questionnaire distributed and filled in by customers who have previously made transactions on Shopee e-commerce. The results of this test are, that partially advertising and product quality do not have a significant influence on purchasing decisions. Customer ratings partially have a significant influence on purchasing decisions. In this research, advertising variables, product quality, and customer ratings simultaneously have a significant influence on purchasing decisions for Shopee users in Batam City.

Keywords: Advertising, Product Quality, Customer Rating, Purchase Decision

Abstrak

Penelitian ini bertujuan untuk mengetahui apa saja yang menjadi masalah-masalah dalam online shop, dalam hal ini masalah tersebut merancu kepada hubungan timbal balik yang diberikan oleh pelanggan terhadap produk yang disediakan oleh Shopee. Penelitian ini bertujuan agar dapat mengetahui apakah terdapat pengaruh dari variabel indenpenden periklanan, kualitas produk, dan customer rating terhadap keputusan pembelian. Peneliti mengambil responden sebanyak 100 orang yang ditentukan dengan rumus Lemeshow. Pada penelitian ini peneliti mengembangkan penelitian dengan menambahkan variabel lainnya dan indikator yang baru kedalam penelitian yang telah dilakukan sebelumnya dan disempurnakan. Penelitian ini adalah penelitian kuantitatif yang sistem pengolahan datanya menggunakan SPSS Versi 25. Metode pengumpulan data yang dilakukan menggunakan kuesioner yang disebar dan diisi oleh pelanggan yang sebelumnya telah melakukan transaksi di e-commerce Shopee. Hasil dari pengujian ini yaitu bahwa periklanan secara parsial periklanan dan kualitas produk tidak memiliki pengaruh signifikan keputusan pembelian. Customer rating secara parsial mempunyai pengaruh signifikan terhadap keputusan pembelian. Dalam penelitian ini secara simultan variabel periklanan, kualitas produk dan customer rating mempunyai pengaruh signifikan terhadap keputusan pembelian pada pengguna Shopee di Kota Batam.

Kata Kunci: Periklanan, Kualitas Produk, Customer Rating, Keputusan Pembelian

INTRODUCTION

In the current era of digitalization, the development of all types of technology is increasing very quickly and rapidly, so of course it can create competition between businesses. This of course can trigger business people to think critically in running their business, of course by trying to think critically, creatively and innovatively and also adapting company strategy to changes that occur, changes can occur in many aspects of life such as in the political, cultural and economic fields (Suhardi, Banjarnahor et al., 2018) . This technological development can trigger the way consumers shop to fulfill their daily needs. This change can occur because it can increase the level of effectiveness and ease in shopping. Many consumers now carry out shopping transactions online , this can happen due to the development of the internet throughout the world.

According to records from the central statistics agency through a survey from Susenas 2022, in 2022 there will be 66.48 percent of Indonesian people who have accessed the internet and in 2021 there will be 62.10 percent of Indonesian people who have accessed the internet. This is of course in

accordance with the level of use of cellular telephones among Indonesian people. In 2022 there will be 67.88 percent of Indonesian people who will have cell phones and in 2021 there will be 65.78 percent of Indonesian people who will have cell phones.

Because the internet is increasingly developing, this has an impact on consumer behavior in shopping. Consumers who are used to going offline have started to switch to shopping online, *this* can happen because of the convenience provided by the online shopping system. Currently there are many applications in the marketplace. The marketplace consists of Shopee, Tokopedia, Olx, Lazada and so on.

According to internet sources, Shopee is one of the many e-commerce based on mobile applications that is developing in Indonesia. Chris Feng and Forrest Li founded Shopee in 2009 and it was first launched in 2015 in Singapore. Currently Chris Feng serves as CEO or *Chief Executive Officer* of Shopee. Currently, Shopee is known as a marketplace that dominates markets in Southeast Asia such as Indonesia, Thailand, Singapore, Malaysia, the Philippines and even Taiwan.

Advertising

Advertising is non-personal communication through various media paid for by business-based companies, non-profit-based organizations and individuals, which is carried out in several ways in conveying advertising messages and hopes to inform or persuade individuals who receive the advertising message. (Suhardi, 2023) It is highly recommended that a company carry out advertising, so that a product can be delivered to consumers which functions to create a sustainable effect between consumers and producers. Advertising can be successful if the quality of the product offered is good and attractive (Isyanahapsari & Nurseto, 2018); (Suhardi, 2018)

Product Quality

Product means everything in the form of goods or services needed by consumers to facilitate their daily needs and satisfy consumers (Aji et al., 2019; Femiyati Saputri & Suhardi, 2023; Stefanny, 2023). Product quality is a product capability. The quality of the product itself can be said to be the design, usability, condition of the product and appearance of the product itself. So, in selling a product, the seller must provide goods that meet standards (fit for use) and have good quality to consumers, so that it can create a reciprocal relationship between producers and consumers over a long period of time (Diven & Khoiri, 2023; Hondro & Suhardi, 2022; Irsanni & Suhardi, 2023; Selamat; Suhardi, 2020).

Customer Rating

Rating is a star symbol given by customers as it means to express the customer's income for the product or service offered. Customer Ratings are given by customers to the products or services offered. Customer Ratings are given by customers who have carried out online purchase transactions and are published on the seller's stall or website, so it can also be concluded that customer ratings are feedback given by consumers to sellers. Customer ratings are not only about the product but also how the seller serves the consumers themselves. Customer ratings are information used to personally recommend sellers (Hariyanto & Trisunarno, 2021).

Purchase Decision

A purchasing decision is a decision to choose from two or more purchasing options. A person can be said to make a purchasing decision if there are two or more options available. Purchasing decision is a stage where consumers are sure to buy. And also a purchasing decision is an integration process that compares knowledge to evaluate two or more goods or services and makes a decision to choose one of them. (Astini & Yustian, 2020; Latifah & Suhardi, 2020; Siregar & Suhardi, 2020; Tan & Suhardi, 2021; Vinny & Suhardi, 2020).

Research Framework

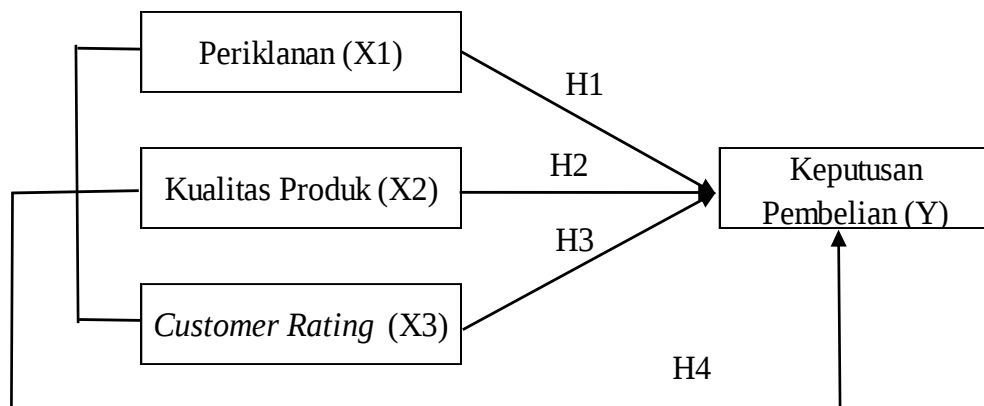


Figure 2. 1 Research Framework

Source: (Researcher, 2023)

RESEARCH METHODS

This research was carried out by processing data with the aim of finding out the final results of the truth test or hypothesis that has been determined. Where in processing the data the researcher decided to use the SPSS (Statistical Product and Service Solutions) application as a place or container to process the data obtained and carry out analysis of the data. Therefore, researchers want to describe the influence of advertising, product quality and customer ratings on purchasing decisions for Shopee users in the city of Batam. Research using quantitative methods such as the opinion of (Husda et al., 2023; Sugiyono, 2016) where this research is aimed at a certain population or sample. Data collection carried out in this research is by analyzing data that has a quantitative nature which uses statistics as a reference in order to test the hypothesis that the researcher has set. In this case the researcher distributed questionnaires to several samples to obtain data for processing it.

Population and Sample

What is meant by population is an area consisting of several subjects and having different characteristics which is intended to be used as a tool in conducting research by obtaining views from several subjects related to advertising, product quality and customer ratings where the data is obtained will be processed and obtain certain conclusions (Sugiyono, 2016). In this research, the researcher decided that Shopee users in the city of Batam would be the population and because the number of the population they wanted to study was unknown, the researcher used the Lemeshow formula and obtained a sample of 96 people and rounded it up to 100 people.

A sample is a small part of a population that has certain characteristics. If a population is not possible for researchers to conduct research on all of it, then a sample is the answer to this problem. Where the formula used by researchers to determine the sample size is Lemeshow which has the following explanation:

$$n = \frac{Z^2 \cdot p (1-p)}{d^2}$$

With description:

n = Total Samples searched

z = Estimated value (1.96) with a confidence level of 95%

p = Unknown proportion of population (0.5)

d = Alpha (0.10)

then the calculation using the formula above is as follows:

$$n = \frac{1.96^2 \cdot 0.5 (1 - 0.5)}{0.1^2}$$

$n = 96.04 = 96$ and rounded to 100 respondents.

Sampling Techniques

In this study, the researcher used the technique used to determine the sample, namely using a non-probability sampling technique, namely the accidental sampling technique. This happens because the research carried out involves a population that cannot be clearly known (Sanusi, 2014). Data was obtained directly from Shopee users in Batam city by distributing closed questionnaires which became a medium or tool for researchers to obtain data. The questionnaire was created to determine responses from respondents and uses a Likert scale which makes it easier for respondents to answer their statements.

RESULTS AND DISCUSSION

Data Quality Test

Validity test

This test aims to find out whether the accuracy in this research works well between the object and the reported data. If similarities are stated, it is proof that the data is valid (Sugiyono, 2016). Where to determine the similarity using the calculated r value and r table. Where the r table value is determined using the $n-2$ formula, namely $30-2=28$. By looking at the table, it is found that the r value of the table is 0.196. The results of this test are:

Table 1 Validity Test data output

Variable	Items	R _{count}	R _{table}	Information
Advertising (X1)	X1.1	0.761	0.361	Valid
	X1.2	0.707		
	X1.3	0.852		
	X1.4	0.826		
Product Quality (X2)	X2.1	0.667		Valid
	X2.2	0.732		
	X2.3	0.790		
	X2.4	0.774		
	X2.5	0.824		
Customer rating (X3)	X3.1	0.722		Valid
	X3.2	0.742		
	X3.3	0.788		
	X3.4	0.757		
Purchase decision (Y)	Y.1	0.477		Valid
	Y.2	0.741		
	Y.3	0.682		
	Y.4	0.706		

Source : Researcher data processing results (2023)

The results of the data in Table 1 show that it can be said that the research conducted has valid data because the value of the calculated r is greater than the value of the r table. It can be concluded that this research has indicators that are appropriate to the variables or it can be said that the indicators can be a benchmark for these variables.

Reliability Test

Reliability testing is an instrument that aims to produce consistent results even though it has been tested repeatedly on the same person (Sugiyono, 2016). In determining whether a study is reliable or not, use the Conbrach's Alpha formula. A value is said to be reliable or not based on the values in its column. If it is more than 0.6 then it is said to be reliable and if it is below 0.6 then it is not reliable.

Table 2 Reliability Test Data Output

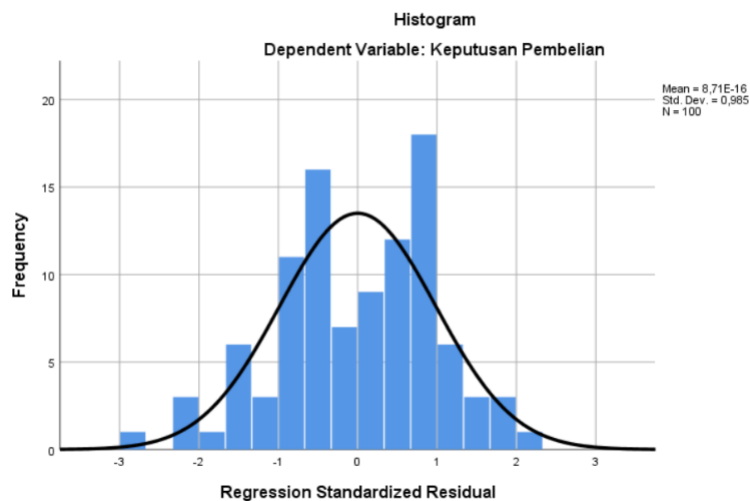
Variable	Conbrach's Alpha	N of Items	Information
Advertising (X1)	0.795	4	Reliable
Product Quality (X2)	0.813	5	Reliable
Customer Rating (X3)	0.743	4	Reliable
Purchase Decision (Y)	0.615	4	Reliable

Source : Researcher data processing results (2023)

Referring to Table 2, the value of Conbrach's Alpha from this table shows that the data is reliable because it has a value greater than 0.6. Therefore, it can be concluded that the statements used in this research variable have data that can be proven to be true.

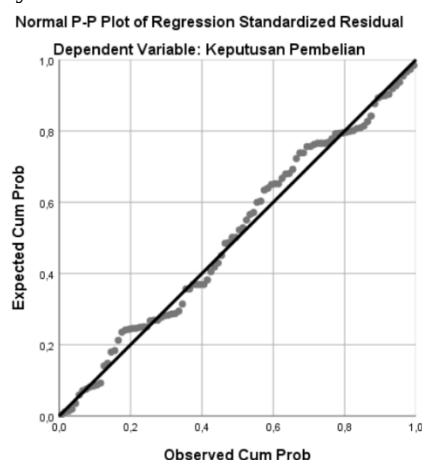
Normality test

Normality Test is a graph in the form of a histogram which will then become comparative data for making observations and distribution data that approaches normality values. In this test, researchers can use 3 methods, namely the Kolmogrov-Smirnov test, histogram test and normal probability plot test(Ghozali, 2018). After testing, results will appear as follows:

**Picture 1** Histogram Test

Source: Researcher data processing results (2023)

Through analysis of Figure 1 it can be concluded that the curve resembles a bell shape . Based on these results, it can be said that based on the assumption of normality, it can be concluded that this research data passed the normality test.

**Picture 2** P-Plot Test

Source : Researcher data processing results (2023)

Through analysis of Figure 2 , it shows that the data passed the normality test because it can be seen from the results which show that the pattern of points is in a straight line or can also be said to be along a diagonal line.

Table 3 Kolmogrov-Smirnov Test Data Output

One-Sample Kolmogrov-Smirnov Test		
		Unstandardized Residuals
N		100
Normal Parameters ^{a, b}	Mean	,0000000
	Std. Deviation	1.29195102
Most Extreme Differences	Absolute	0.72
	Positive	0.49
	Negative	-,072
Statistical Tests		,072
Asymp. Sig (2-tailed)		,200 ^{c,d}
a. Test distribution is Normal b. Calculated from data. c. Lilliefors Significance Correction. d. This is a lower bound of the true significance.		

Source: Researcher data processing results (2023)

Through analysis from Table 3, it shows that the results at the level of significance where the value of Asymp. Sig (2-tailed) in this study is 0.200, where this value is greater than the significance value, namely 0.05. Based on these data, it can be said through the Kolmogrov-Smirnov test that this research is normally distributed.

Multicollinearity Test

This multicollinearity test aims to find out whether there is a relationship between the dependent and independent variables (Ghozali, 2018). This can be seen from the tolerance value and variance inflating factor. If the value of the variance inflating factor is greater than 10 with the tolerance column value being smaller than 0.1, it can be concluded that this research has symptoms of multicollinearity. The following are the results of this research testing:

Table 4 Multicollinearity Test Data Output

Coefficient ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Advertising	,355	2,816
	Product quality	,416	2,403
	Customer Ratings	,490	2,039
a. Dependent Variable: Purchase Decision			

Source : Researcher data processing results (2023)

In the description of Table 4 above, the data states that there is no indication of symptoms of multicollinearity in the regression model because *the tolerance* of each variable exceeds the value of 0.10 and also the value of the VIF is not more than 10 so that in this research there are no symptoms of multicollinearity.

Heteroscedasticity Test

This test aims to detect whether there is the presence of residual variables that are different between variables by carrying out the *Glejser test*. The condition required for this test is said to be that heteroscedasticity does not occur, namely if the result of the sig column value is greater than 0.05

(Ghozali, 2018). The following are the results of the researcher's SPSS data processing in testing the heteroscedasticity test:

Table 5 Heteroscedasticity Test Data Output

Coefficients ^a		
Model		Sig.
1	(Constant)	
	Advertising	0.055
	Product quality	0.677
	Customer Ratings	0.177
a. Dependent Variable : Purchase Decision		

Source: Researcher data processing results (2023)

Through the analysis in Table 5, the sig value obtained for each variable above exceeds the minimum point, namely 0.05, which can be concluded that this research is said to not indicate heteroscedasticity.

Influence Test

Multiple Linear Regression Analysis

Multiple linear regression analysis is an analysis carried out on research that has more than one variable. In this analysis, it generally relates to the cohesion between variables X and Y. This regression analysis is useful for finding out whether there is much influence between the variables advertising, product quality, and customer ratings on purchasing decisions. (Ghozali, 2018).

Table 6 Heteroscedasticity Test Data Output

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,565	1,213		6,328	,000
	Advertising	,069	,098	,089	,701	,485
	Product quality	,049	,078	,074	,629	,531
	Customer Ratings	,444	,087	,553	5.109	,000
a. Dependent Variable : Purchase Decision						

Source: Researcher data processing results (2023)

Through analysis in Table 6 above, it produces an equation, namely $Y = 7.565 + 0.069X_1 + 0.049X_2 + 0.444X_3 + e$. With a description of the results as follows:

1. The constant obtained in this study was 7.565. If the advertising variable, product quality, *customer rating* has a value of 0 or can be said to have no additional value, then it can be concluded that the purchasing decision variable will increase by 7,565.
2. Advertising (X_1) has a value of 0.069 or 6.9%, meaning that advertising has a positive influence on purchasing decisions. If advertising increases by 1 point, purchasing decisions will also increase by 6.9%.
3. Product quality (X_2) has a value of 0.049 or 4.9%, meaning product quality has a positive influence on purchasing decisions. If advertising increases by 1 point, purchasing decisions will also increase by 4.9%.
4. *Customer rating* (X_3) has a value of 0.444 or 44.4%, meaning product quality has a positive influence on purchasing decisions. If advertising increases by 1 point, purchasing decisions will also increase by 44.4%.
5. Based on the results above, it can be seen that the customer rating variable has the most significant influence on the other two variables. Because customer rating is the biggest variable when compared to advertising and product quality variables.

Coefficient of Determination Test (R^2)

According to the opinion of (Chandarin, 2017) in general R^2 or the coefficient of determination has the function of interpreting what the dependent variable is. If r squared is small then it can be said

that the existing independent variable does not represent the dependent variable as a result, so it can be said that this independent variable influences other independent variables that are not used in this research.

Table 7 Data Output for Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,670 ^a	,449	,432	1,312
a. Predictors: (Constant), Advertising, Product Quality, Customer Rating				
b. Dependent Variable : Purchase Decision				

Source: Researcher data processing results (2023)

Through the analysis in table 7 above, it can be stated that the *Adjusted R² value* is 0.432, which means 43.2%. It can be concluded from this data that the variable (Y) in the research, namely purchasing decisions, is influenced by advertising, product quality and customer rating, amounting to 43.2% with a value of 56.8% which is influenced by additional variables that are not in this research.

Hypothesis test

Partial Test / T Test

The t-test is essentially used as a tool to determine the magnitude of the influence of the independent variable on the dependent variable, whether it has a positive influence or a negative influence. In this research, this test is useful for evaluating how partial the advertising variables, product quality, and *customer rating* are to the purchasing decisions of Shopee users in the city of Batam. where the comparison is made by comparing the calculated *T_{value}* and the value from the *T_{table}*. The way to determine the value of the *T_{table}* is $nk-1$ which can be written $100-3-1$ with the result n being 96. By looking at the *T_{table}*, the number 1.98498 is obtained as a benchmark for the partial level.

Table 8 Partial Test Data Output (T)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,565	1,213		6,328	,000
	Advertising	,069	,098	,089	,701	,485
	Product quality	,049	,078	,074	,629	,531
	Customer Ratings	,444	,087	,553	5.109	,000
a. Dependent Variable : Purchase Decision						

Source: Researcher data processing results (2023)

Through the analysis in table 8 above, a summary can be made which explains that:

1. In the advertising variable (X1) on purchasing decisions (Y) with *T_{count}* (0.701) < than the *T_{table} value* (1.984), then *H_a* is rejected and *H_o* is accepted. Therefore, it can be concluded that the variables do not have a partial influence on purchasing decisions for Shopee users in the city of Batam.
2. In the product quality variable (X2) on purchasing decisions (Y) with *T_{count}* (0.629) < than the *T_{table} value* (1.984), then *H_a* is rejected and *H_o* is accepted. Therefore, it can be concluded that the variables do not have a partial influence on purchasing decisions for Shopee users in the city of Batam.
3. In the customer rating variable (X3) on purchasing decisions (Y) with *T_{count}* (5.109) > than the *T_{table} value* (1.984), then *H_o* is rejected and *H_a* is accepted. Therefore, it can be concluded that the customer rating variable has a partial influence on purchasing decisions for Shopee users in the city of Batam.

Simultaneous Test / F Test

The f-test is essentially useful for proving whether, at the same time, an independent variable can have an influence on the dependent variable. In this research, this test is useful for evaluating how simultaneous the advertising variables, product quality, and *customer rating* are on the purchasing

decisions of Shopee users in the city of Batam. where the comparison is comparing the value from the calculated F and the value from the F_{table} . The way to determine the degrees of freedom is $K-1 = 4-1 = 3$ with the value $nk-1$ which means $100-3-1=96$. Based on this, the value obtained from the F_{table} is 2.70 as a benchmark for the level of simultaneity.

Table 9 Simultaneous Test Data Output (F)

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	134,545	3	44,848	26,055	,000 ^b
	Residual	165,245	96	1,721		
	Total	299,790	99			
a. Dependent Variable : Purchase Decision						
b. Predictors: (Constant), Advertising, Product Quality and Customer Rating						

Source: Researcher data processing results (2023)

Through analysis in table 9, the value of the F_{table} in this study can be obtained, namely 2.70. So it can be concluded that H_0 is declared not accepted and then H_a is declared accepted. This was concluded because the calculated F value was $26,055 >$ than the F_{table} value of 2.70. With a sig value below 0.05.

Discussion

The Influence of Advertising on Purchasing Decisions

This test was carried out with SPSS version 25 which proves that advertising does not have a partial influence on purchasing decisions. Where the significance value is greater than the *alpha value* ($0.485 > 0.05$). So it can be said that the first hypothesis (H_1) in this study is rejected. The results of this research are in line with research conducted by (Susanti & Mulyani, 2022) which states that advertising variables do not affect purchasing decisions. So it can be said that the first hypothesis is rejected.

The Influence of Product Quality on Purchasing Decisions

This test was carried out with SPSS version 25 which proves that product quality has no partial influence on purchasing decisions. Where the significance value is greater than the *alpha value* ($0.531 > 0.05$). So it can be said that the second hypothesis (H_2) in this study is rejected. The results of this research are in line with research conducted by (Nasution et al., 2020) which states that product quality variables do not influence purchasing decisions.

The Influence of Customer Ratings on Purchasing Decisions

This test was carried out with SPSS version 25 which proves that customer ratings have a partial influence on purchasing decisions. Where the significance value is smaller than the *alpha value* ($0,000 < 0.05$). So it can be said that the third hypothesis (H_3) in this research is accepted. The results of this research are in line with research conducted by (Hariyanto & Trisunarno, 2021) which states that the customer rating variable partially influences purchasing decisions.

The Influence of Advertising, Product Quality and Customer Ratings on Purchasing Decisions

This test was carried out with SPSS version 25 which proves that advertising variables, product quality and *customer ratings* have a simultaneous influence on purchasing decisions. This happens because the calculated F value is $26.055 >$ than the F_{table} value of 2.70. With a sig value below 0.05. So it can be said that the fourth hypothesis (H_4) in this research is accepted.

CONCLUSION

Based on the results of research regarding the influence of advertising, product quality, and customer ratings on purchasing decisions for Shopee users in Batam City. by using the SPSS version 25 application, the conclusion is that Advertising (X1) has no influence on purchasing decisions of Shopee users in Batam City, Product Quality (X2) has no influence on the purchasing decisions of Shopee users in Batam City, Customer Rating (X3) has a direct influence partial impact on purchasing

decisions of Shopee users in Batam City and Advertising, Product Quality and Customer Rating as a whole have a simultaneous positive influence on purchasing decisions of Shopee users in Batam City.

Suggestion

It is hoped that Shopee can improve advertising as a forum for obtaining customer purchasing decisions by implementing interesting advertising innovations. It is hoped that Shopee can improve the quality of the products they have so that customers can become regulars and trust Shopee itself. It is hoped that the *Shopee Customer Rating* on the Shopee application will be paid attention to and maintained so that customers can continue to use *Shopee E-Commerce* itself. It is also hoped that future researchers can add or replace other independent variables in their research so that it becomes a broader topic and can also carry out tests on larger samples to get better results.

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