

## THE INFLUENCE OF E-PROMOTION, VIRAL MARKETING, AND SOCIAL PROOF ON PURCHASING DECISIONS AT E-COMMERCE SHOPEE IN SIDOARJO



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### ABSTRACT

*The purpose of this study is to ascertain how social proof, viral marketing, and e-promotion affect consumer choices. This study's methodology makes use of quantitative techniques. Purposive sampling was the method employed in this study, which had 96 respondents in total. Questionnaires were sent as part of the data-gathering strategy. Multiple linear regression analysis, traditional assumption test analysis, and hypothesis testing using the SPSS 26 application analysis tool is an example of a data analysis methodology. This study may draw a number of conclusions from the testing and discussion outcomes, including the following: E-promotion, viral marketing, and social proof all affect e-commerce purchase decisions. Sidoarjo's Shopee.*

**Keywords:** E-Promotion; Viral Marketing; Social Proof; Purchase Decision

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## INTRODUCTION

Technological advances have made information more accessible and disseminated, so many companies are trying to market their products through online media that are in line with current technological advances (Ahdiat, 2023). Not only that, the high use of the internet certainly affects interest from the public, including the interest in online shopping which continues to increase (Komara & Daimah, 2019). With the rapid development of increasingly sophisticated technology resulting in the presence of e-commerce platforms. Where people previously had to go to stores or markets in person to shop, can now do it online and anytime. This platform is growing rapidly in Indonesia because of its convenience and low cost (Ahdiat, 2023). With the rapid development of e-commerce, many large and small entrepreneurs market their products through e-commerce platforms such as Lazada, Shopee, Tokopedia, and Bukalapak.

Shopee is one of the most popular providers among sellers and buyers (Komara & Daimah, 2019). According to data from SimilarWeb, Shopee surpassed all other Indonesian e-commerce sites in terms of traffic in the first three months of 2023. The Shopee website dominated its competitors from January to March 2023, with an average of 157.9 million visits per month (Ahdiat, 2023).

To attract buyers, Shopee has developed various promotional features available to sellers, such as store promotions, discount packages, savings combinations to various interesting actions to follow, such as the Shopee 12.12 Birthday Promo. By providing these advertising features, Shopee creates a competitive and attractive environment for stakeholders. As a result, advertising on platform e-commerce not only helps merchants boost revenue but also makes the shopping experience more attractive for customers, thus further solidifying Shopee's position as a company e-commerce which provides complete services (Putri & Suriyanto, 2024).

Besides e-promotion, viral marketing is another marketing tactic that companies use to convey their message to customers (Hamdani, 2018). Shopee is platform e-commerce which includes a video element where users can watch interesting and innovative videos related to Shopee goods, not only that some social media such as Instagram, facebook, telegram, and even tiktok are also often used by content creator to do viral marketing. A product or service by including a Shopee link in every video it makes, so that consumers or social media users can automatically connect with Shopee (Tanuwijaya & Mulyandi, 2021). There are also social proof where also plays a very important role in existing marketing strategies. Social Proof is a concept that states that a person is influenced and follows the actions of other community groups (Panjaitan & Sarkum, 2024). Because these reviews can be used to assess other people's shopping experiences and the quality of the items provided, social proof is essential in helping customers (Panjaitan & Sarkum, 2024). To ensure that the items they purchase meet the required expectations and quality standards, these reviews help customers in making judgments (Sugiarti & Iskandar, 2021). Social proof It is also very important because it can indirectly affect a person (Sugiarti & Iskandar, 2021).

Problems that exist in the purchase of goods/services through e-commerce Shopee is e-commerce continues to grow due to the convenience of the internet today. As a platform e-commerce, Shopee offers a variety of products to support consumer activities in their daily lives. Therefore, consumers or customers who buy online must think about the risks that occur related to the virtual purchase procedure, which of course can increase the risk of fraud (Marlius & Mutiara, 2022). This causes problems for consumers when they want to decide to buy or shop for products at e-commerce Shopee.

A purchase decision is the action of a potential buyer who compares various products and services before deciding which product he or she wants to buy (Marlius & Mutiara, 2022). Before making a purchase, consumers should, among other things, identify their needs, review their options and consequently determine a product or brand (Zusrony, 2008). This will help consumers in making the best decisions and making future purchase decisions (Zusrony, 2008). By conducting a study on e-promotion, viral marketing and social proof, customers can make more informed decisions about which products to buy.

Previous research has shown that e-promotion significantly and positively influencing consumers' decision to buy (Wilda, 2021). According to other research, e-promotion has a small direct impact on purchasing decisions (Prabarini et al., 2018). This incident also contradicts research showing how e-promotion influencing the decision to buy at the same time (Azizah & Kusnanto, 2023). The three studies mentioned show that electronic promotions and purchase choices are inconsistent.

According to previous research, viral marketing significantly and positively influencing consumers' decision to buy (Hamdani, 2018). This is different from previous research that shows viral marketing has a negligible and detrimental impact on consumer choices (Pratama et al., 2022). Contrary to results viral marketing, which simultaneously influences the judgment of what to buy (Tanuwijaya & Mulyandi, 2021). Different from the results viral marketing, which simultaneously impacts purchasing decisions.

According to previous research, social proof does not have a real and useful impact on consumers' decision to buy (Najmi, 2022). The findings differ from other studies showing that social proof influencing the decision to buy at the same time (Jaya & Agung, 2024). The two studies mentioned above show that social proof and inconsistent purchasing decisions.

Using evidence gaps, research gaps are identified based on the descriptions provided. The gap between the evidence in the field and the events that occurred is known as the evidence gap in the research. This highlights the differences between the two and offers a new approach for further research (Populix, 2022). Researchers found differences in previous research findings on the influence of social proof, viral marketing and e-promotion to purchase choices. Thus, the purpose of this study is to improve and provide data on e-promotion, viral marketing and social proof that can increase purchasing choices. Another goal of the study is to determine if this significantly and positively influences consumers' decision to buy on Shopee.

## **LITERATURE REVIEW**

### **Purchase Decision**

Choosing what to buy or not is part of the decision-making process in purchasing (Zusrony, 2008). Customers have the right to purchase during the purchase decision stage in the purchase decision making process. Brand loyalty is a two-part process that begins with the consumer's choice to buy and continues with their desire to buy (Zusrony, 2008). Based on the description, a purchase decision is a choice made by a consumer or client after they have searched for information and data, evaluated two or more possibilities, and chosen one. The following are markers of purchase decision:

- a) Product Choice: Customers should make a choice when purchasing goods and for other reasons.
- b) Choosing a Brand: Customers need to make a choice of brand because each brand has different qualities.

- c) Choice of Purchase Channels: Factors that make it easier to purchase a product for each consumer include proximity, price, choice, ease of shopping, breadth, and availability.
- d) Purchase Time Decision: When a consumer chooses to buy an item, make it, and then buy it again is determined by their purchase time decision.
- e) Order Amount: Buyers have the freedom to choose the amount they need and the amount they want to spend on the product (Wardana & Miko, 2023).

### **E-Promotion**

E-promotion is a type of advertising that uses online media and all its benefits, such as real-time, interactive, and multimedia (Pribadi, 2010). E-Promotion is a process in which parties (business entities/economic entities) are involved in activities that indirectly involve personal relationships between buyers and sellers, with the aim of promoting goods and services through online platforms or social media (Kuspriyono, 2017). Based on the description, e-promotion is a business activity that utilizes online media and the internet to provide goods or services with the aim of attracting consumers to make purchases.

E-Promotion and purchase decisions are intertwined. Promotions are an important factor that can influence a customer's purchase decision. Promotions can attract customers and influence their decision to buy because promotions are the most efficient way to introduce companies and goods to the public (Philip & Keller, 2016). Media Online allowing sellers to reach a wider range of consumers. The reach of electronic promotions is much wider than traditional advertising. The rapid development of technology and the spread of homogeneous internet networks can provide opportunities for all economic actors (Citra & Flora, 2022). In line with research (Putri & Surianto, 2024) shows that the increase in promotions in electronic media such as social media and television makes customers more aware of information about products and more confident in making purchase decisions. In promotion, there are several indicators that help the running of a promotion aforementioned. The indicators of the variables e-promotion yaitu (Haque et al., 2022),

- a) Advertising is a type of presentation that is not done by an individual and is used by a pre-selected sponsor to promote a concept, product, or service.
- b) A sales promotion is a temporary inducement to promote the purchase or sale of goods and/or services.
- c) Public relations is an effort to improve a company's reputation, address or address negative rumors, stories, or events, and improve a company's relationship with the public through positive publications.
- d) Direct marketing is interacting directly with customers one-on-one to receive immediate reactions and nurturing or improving relationships with customers.
- e) E-personal sales are a personal approach used by a company's sales reps to close deals and grow client relationships.

From the explanation that has been presented, it can be concluded that the hypothesis proposed is:

*H1 : E-Promotion has an Influence on Purchase Decisions At E-Commerce Shopee in Sidoarjo*

## **Viral Marketing**

One of the marketing phenomena that utilizes social media and technology is viral marketing. Viral marketing encourages the dissemination of information, goods, and services to others through text or video (Gunawan, 2019). One of the marketing phenomena that utilizes social media and technology is viral marketing. Viral marketing encourages the dissemination of information, goods, and services to others through text or video (Hamdani, 2018). According to the definition mentioned, viral marketing is an online marketing tactic that aims to spread marketing messages about products and services by encouraging people to engage with each other.

Purchase options and viral marketing have a relationship. When used in internet marketing, viral marketing will achieve the goal of collecting information about products and services and encourage others to spread the information so that the message reaches a wider audience, which is likely to lead to more people making a purchase (Hamdani, 2018). Viral marketing has the potential to influence purchasing decisions because of its ability to distribute and disseminate content faster on social media (Asriana, 2022). This shows how viral marketing It can help businesses in accelerating the dissemination of information about the promoted goods to influence consumer choices and encourage others to buy the advertised goods. The following are the signs viral marketing (Kholiq & Sari, 2021) :

- a) Social media makes it easy for customers to find what they're looking for, especially when it comes to sharing information.
- b) Product knowledge in particular, product knowledge that makes it easier to buy for customers.
- c) Product details are easy to understand and provide customers with complete information about the items they are purchasing.
- d) Discussing the product, i.e. obtaining more information.

From the discussion that has been outlined, it can be concluded that the hypothesis proposed is:

*H2 : Viral Marketing Has an Influence on Purchase Decisions At E-Commerce Shoppee in Sidoarjo*

## **Social Proof**

Social Proof explains the tendency to imitate the actions of others in confusing or inappropriate contexts; this is the concept of social intellectualism (Quesenberry, 2021). Social proof is an effective marketing tool to increase sales. People who receive celebrity endorsements or read product reviews tend to make purchasing decisions faster. An easy way to maximize social proof is to use a website or blog (Nikmah & Zaidah, 2022). Based on the theory, social proof is a marketing strategy where people receive endorsements from celebrities and reviews from other consumers, a psychological behavior where a person tends to follow the behavior of following others.

There is a relationship between social proof and purchase decisions. Consumer or customer behavior can also be influenced by social aspects such as reference groups, family, and social status roles, this influence makes it easier for people to make purchasing decisions (Sarafina, 2018). Social proof can be found in many situations, including when people make decisions about their purchases, careers, and social interactions and seek advice from others to decide what to do (Jaya & Agung, 2024). There is an indicator Social proof as follows (Jaya & Agung, 2024):

- a) The number of reviews, the results of user or customer evaluations of the product, and the number of reviews can be used as a standard for evaluating the quality or popularity of a product.
- b) The level of ratings, ratings and reviews given will help members or VIPs, customers be more comfortable and increase trust when deciding to buy or use products.
- c) The like rate, which is an assessment of whether or not the product is interesting from consumers.
- d) The number of buyers, that is, the more people buy a product, the more it will strengthen other consumers to buy a product.
- e) The description of experts/artists/the public, namely a review of artists/celebrities/experts about a product, greatly affects the purchase of a product.

From this explanation, a temporary hypothesis formulation was produced in this study.

*H3 : Social Proof Has an Influence on Purchase Decisions At E-Commerce Shopee in Sidoarjo*

## METHOD

The methodology of this research is quantitative. Quantitative methods use mathematical analysis and objective measurements with data samples collected through research tools including surveys, tests, questionnaires, and many more (Sugiyono, 2013). A population is a set of generalizable things or people that are selected by researchers based on a set of predetermined characteristics to be studied and drawn from (Sugiyono, 2013). Everyone who lives in Sidoarjo is part of the research. Researchers select a small portion of the population to be used as a sample for data collection. A non-probability sampling approach, namely a purposive sampling strategy. Purposive sampling is a sampling technique that selects subjects based on certain criteria or considerations that have been determined by the researcher (Sugiyono, 2013). This study uses the following sampling criteria:

- 1) Sidoarjo community members who have made purchases through the Shopee application.
- 2) People who live in Sidoarjo.

To obtain a sample size with an unknown number of populations, the formula Lemeshow (Permata & Mangoting, 2014). A total of 96.04 samples were obtained using the following procedure, and the samples were rounded to 96. In addition, in this study, the data collection strategy was carried out by distributing questionnaires to 96 Sidoarjo residents. To gather information in research, researchers often use questionnaires, which are a series of predetermined questions that participants must answer in a specific order (Malik & Chusni, 2018).

Because weights and distances are used in the assessment, the level of measurement is assessed using an interval scale, and the weight of the evaluation of respondent measurements is determined by measuring responses using a scale Likert. Scale Likert used to assess respondents' attitudes, views, and perceptions towards the events that are happening (Haryanti, 2023). At scale Likert, there are five response options: strongly disagree, disagree, neutral, agree, and strongly agree. The data analysis



technique used classical assumption test analysis, multiple linear regression analysis, and hypothesis test with SPSS 25 application analysis tool.

## RESULTS AND DISCUSSION

### Descriptive Statistics

Respondents who are users or consumers of the Shopee application in Sidoarjo City were given a questionnaire of 96 sheets in accordance with the requirements of the research sample. The following is a table of the results of the respondent characteristics test:

**Table 1**  
**Characteristics Responden**

Category	Number	Percentage (%)
<b>Gender</b>		
Man	34	35,4
Woman	62	64,6
<b>Total</b>	<b>96</b>	<b>100%</b>
<b>Age</b>		
17-21 years old	11	11,5
22-30 years old	53	55,2
31-40 years old	16	16,7
41-50 years old	16	16,7
<b>Total</b>	<b>96</b>	<b>100%</b>
<b>Work</b>		
Student	19	19,8
Guru	17	17,7
Private	24	25,0
Students	3	3,1
Self employed	9	9,4
Other	24	25,0
<b>Total</b>	<b>96</b>	<b>100%</b>

Source: Primary data processed, 2024

Breakdown of the gender of the sample as shown in Table 1: 35.4% male and 64.6% female. Furthermore, there were 11 respondents (11.5%) in the age group of 17–21 years, 53 (55.2%) in the age group of 22–30 years, 16 (16.7%) in the age group of 31–40 years, and 16 (16.7%) in the age group of 41–50 years. Furthermore, based on occupation, a sample of 19 people (19.8%) whose work is a student profession, 17 people (17.7%) whose work is a teacher, 3 people (3.1%) who are a student profession, 9 people (9.4%) who are self-employed, and 24 people (25%) who work as others.

### Data quality test

#### Validity Test

The Validity Test is a test used to test the validity of a research questionnaire. The criteria of the questionnaire can be said to be valid as follows (Arikunto & Suharsimi, 2015):

- 1) It is declared valid if the value of the correlation coefficient (R calculated) exceeds the R value of the table.
- 2) It is declared invalid if the value of the correlation coefficient (R calculated) is lower than the R value of the table.

The results of the validity test conducted by the researcher are as follows:

**Table 2**  
**Validity Test**

Variable	Variable Items	R Count	R.Table	Remarks
E-Promotion (X1)	X1.1	0,730	0.197	Valid
	X1.2	0,716	0.197	Valid
	X1.3	0,745	0.197	Valid
	X1.4	0,736	0.197	Valid
	X1.5	0,837	0.197	Valid
Viral Marketing (X2)	X2.1	0,751	0.197	Valid
	X2.2	0,711	0.197	Valid
	X2.3	0,844	0.197	Valid
	X2.4	0,789	0.197	Valid
Social Proof (X3)	X3.1	0,767	0.197	Valid
	X3.2	0,813	0.197	Valid
	X3.3	0,794	0.197	Valid
	X3.4	0,891	0,197	Valid
	X3.5	0,806	0.197	Valid
Purchase Decision (Y)	Y.1	0,796	0.197	Valid
	Y.2	0,656	0.197	Valid
	Y.3	0,799	0.197	Valid
	Y.4	0,829	0.197	Valid
	Y.5	0,760	0.197	Valid

Source : SPSS Data Output, 25.0, 2024

Based on the results of the validity test, each statement item in the questionnaire, both for variables X and Y, has a correlation coefficient value greater than the r-table ( $>0.197$ ). The results for the E-Promotion variable (X1) in the questionnaire showed that: Viral Marketing (X2), Social Proof (X3), and Purchase Decision (Y) were considered valid and relevant to measure the variables studied.

*Reliability Test*

If the questionnaire respondents provide consistent or stable answers all the time, the questionnaire is considered credible. The reliability coefficient categories for reliability tests using the Cronbach alpha approach are as follows (Ghozali, 2018):

- 1) The data is considered credible if the Cronbach Alpha score is higher than 0.6.
- 2) The data is considered unreliable if the Cronbach Alpha value is less than 0.6.

The results of the reliability test can be seen in Table 3.

**Table 3**  
**Reliability Test**

Variable	N	Cronbach Alpha	Critical Value	Remarks
E-Promotion	5	0,781	0,6	Reliable
Viral Marketing	4	0,772	0,6	Reliable
Social Proof	5	0,866	0,6	Reliable
Purchase Decision	5	0,803	0,6	Reliable

Source : SPSS Data Output, 25.0, 2024

The value of the Cronbach alpha reliability coefficient for each of the following variables can be found in the table above: 0.781 for E-Promotion, 0.772 for Viral Marketing, 0.866 for Social Proof, and 0.803 for Purchase Decision. The value of the



Cronbach alpha reliability coefficient is more than 0.60 for all these variables, which indicates that the questionnaire used is considered reliable.

### Classical Assumption Test

#### Normality Test

As one of the presumptive criteria for multiple linear regression tests, if the residual data from the study does not follow the normal distribution. The normality test will try to find out the cause. Residual data is said to follow a normal distribution if the significance value is more than 0.05, and not follow the normal distribution if the significance value is less than 0.05, in accordance with the provisions of the normality test (Ghozali, 2018).

The Kolmogorov-Smirnov test for normality was carried out, and the findings were:

**Table 4**  
**Normality Test**

<i>One-Sample Kolmogorov-Smirnov Test</i>		
		Unstandardized Residual
N		96
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,82636054
Most Extreme Differences	Absolute	,077
	Positive	,077
	Negative	-,054
Test Statistic		,077
Asymp. Sig. (2-tailed)		,195 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source : SPSS Data Output, 25.0, 2024

The normality test produced a sig value of  $0.195 > 0.05$ , as seen in the table above. If  $p > 0.05$ , the data will be distributed normally. So it can be concluded that all variable data is distributed normally.

#### Multicollinearity Test

The multicollinearity test was carried out to determine whether there was a relationship or multicollinearity between independent variables. The multicollinearity test is carried out when the independent variables of the study have more than one. The criteria for detecting multicollinearity among independent variables are as follows (Ghozali, 2018).

- 1) If it has a tolerance value of  $>0.1$ .
- 2) If it has a VIF value of  $<10$ .

The results of the Multicollinearity test can be seen in Table 5

**Table 5**  
**Multicollinearity Test**

		<i>Coefficients<sup>a</sup></i>	
		Collinearity Statistics	
Model		Tolerance	VR
1	(Constant)		
	E-Promotion	0,540	1.852
	Viral Marketing	0,333	3.005
	Social Proof	0,421	2.376

a. Dependent Variable: Purchase Decision

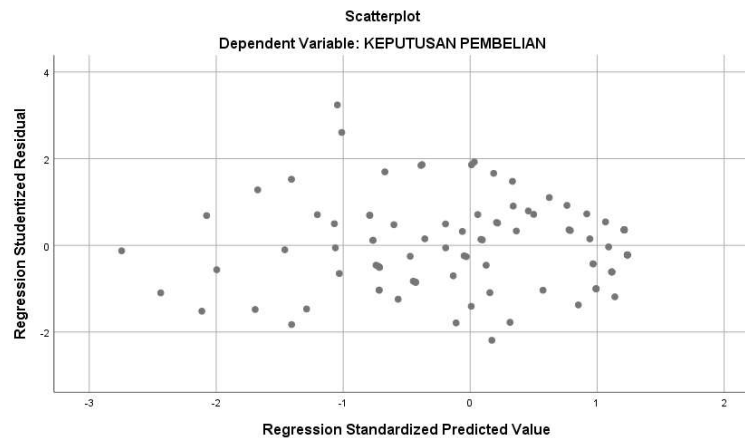
Source : SPSS Data Output, 25.0, 2024

The results of the multicollinearity test showed that the variable (X1) had a tolerance value of 0.540, the variable (X2) was 0.333, and the variable (X3) was 0.421. The VIF values obtained are 1,852, 3,005, and 2,376, which indicates that the VIF is less than 10. Therefore, the data does not indicate multicollinearity.

#### *Heteroscedasticity Test*

Finding out whether the residual variance of various data in a regression model differs from each other is at the heart of heteroscedasticity testing. Heteroscedasticity is the opposite of homoscedasticity, which occurs when the variance between the residuals of one observation and another observation is constant (Ghozali, 2018).

The results of the Heteroscedasticity Test can be seen in Figure 1.

**Figure 1**  
**Heteroscedasticity Test**

Source : SPSS Data Output, 25.0, 2024

**Figure 1**  
**Heteroscedasticity Test**

The results of the Scatterplot display clearly show that there is no similarity between the residual variants of the study and that each point is randomly distributed above and below the 0 point and without any form of a meaningful pattern, such as gathering in the middle, shrinking, then enlarging, or vice versa. Based on the illustration of the scatter diagram above, the data does not show any heteroscedasticity.

## Multiple Linear Regression Analysis

Regression analysis is a statistical technique that is useful for examining and modeling relationships between variables. Multiple regression is often used to address regression analysis problems that involve relationships between two or more independent variables (Ghozali, 2018). The multiple linear regression equation model is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

If the values in Table 7 are substituted, the following values will be obtained:

**Table 7**  
**Multiple Linear Regression Analysis Test**

<i>Coefficients<sup>a</sup></i>						
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Mr.
1	(Constant)	1,483	1,686		,880	,381
	E-Promotion	,323	,086	,329	3,738	,000
	Viral Marketing	,326	,156	,235	2,097	,039
	Social Proof	,332	,101	,329	3,293	,001

a. Dependent Variable: Purchase Decision

Source : SPSS Data Output, 25.0, 2024

The following regression equation model can be derived from the given table:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Information:

Y = Purchase Decision

a = Constanta

b1 = Coefficient E-Promotion

b2 = Coefficient Viral Marketing

b3 = Coefficient Social Proof

X1 = E-Promotion Variable

X2 = Viral Marketing Variable

X3 = Variable Social Proof

e = Error St.

$$Y = 1,483 + 0,323X_1 + 0,326X_2 + 0,332X_3 + e$$

Several conclusions can be drawn from the previous equations, including:

1. In a scenario where e-promotion (X1), viral marketing (X2), and Social Proof (X3) do not affect the purchase decision variables, the value of a is 1,483. The absence of independent variables means that the purchase decision variables remain the same.
2. The e-promotion variable has a positive impact on purchase decisions, based on a regression coefficient of 0.323, assuming no other factors were considered in this study. The result was a change of 0.323 points in Purchase Decision for every one-unit increase in the e-promotion variable.
3. The viral marketing variable had a favorable influence on the purchase decision regression coefficient = 0.326 if no other factors were included in this study. This

translates to an impact of 0.326 units on purchase decisions for every 1-unit increase in viral marketing variables.

4. The regression coefficient for the social proof variable is 0.332, which shows that this variable has a positive impact on purchase decisions. This means that if other factors remain constant in this study, an increase of one unit in the social proof variable will affect the purchase decision by 0.332.

## Hypothesis Test

### *t-Test*

Assuming that all other factors remain constant, the t-test is designed to determine the significance of the impact of each independent variable on the dependent variable. 0.05 serves as the basis for determining significance (Ghozali, 2018).

- 1) The independent variable does not affect part of the dependent variable if the significance value is less than 0.05, then  $H_a$  is accepted and  $H_o$  is rejected.
  - 2) The independent variable has an influence on the dependent variable if the significance value is greater than 0.05, then  $H_a$  is rejected and  $H_o$  is accepted.
- The findings of the t-test are as follows:

The partial results of the hypothesis test can be seen in Table 8.

**Table 8**  
**t-Test**

<i>Coefficients<sup>a</sup></i>					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1,483	1,686		,880
	E-Promotion	,323	,086	,329	3,738
	Viral Marketing	,326	,156	,235	2,097
	Social Proof	,332	,101	,329	3,293

a. Dependent Variable: Purchase Decision

Source : SPSS Data Output, 25.0, 2024

As can be observed from the SPSS output display results-:

1. The significance value for the E-Promotion Variable is 0.000, which is below 0.05, indicating that the purchase decision is partially influenced by the E-Promotion.
2. There is a partial relationship between purchase decisions and viral marketing, which is shown by the significance value of the viral marketing variable of 0.039 below 0.05.
3. The significance value of the Social Proof Variable is 0.001 below 0.05, which indicates that Social Proof and Purchase Decision are partially influenced by each other.

### *Simultaneous Significant Test (F Test)*

To determine whether the independent variable and the bound variable affect each other at the same time, the F. 0.05 number is used as the basis for determining significance (Ghozali, 2018).

- 1) All independent or independent factors do not jointly affect the dependent or bound variable if the significance value is less than 0.05, in which case  $H_a$  is accepted and  $H_o$  is rejected.
- 2)  $H_a$  is rejected and  $H_o$  is accepted if the significance value is greater than 0.05, which indicates that independent factors together affect the dependent variable.

The findings of the F test include:

**Table 9**  
**F Test**

<b>ANOVA</b>						
	Model	Sum of Squares	df	Mean Square	F	Mr.
1	Regression	504,858	3	168,286	48,858	,000b
	Residual	316,881	92	3,444		
	Total	821,740	95			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Social Proof, E-Promotion, Viral Marketing

Source : SPSS Data Output, 25.0, 2024

Grade F count is 48.858 with a significance level of 0.000 below 0.05, according to the SPSS output display results. This indicates that the independent variable social proof, viral marketing, and e-promotion all simultaneously influencing the dependent variable, the purchase decision.

### **Determination Coefficient Test (R2 Test)**

The coefficient of determination aims to measure the extent to which a model can explain variations in the dependent variable. In the first test, the coefficient of determination is seen from the magnitude of the value (Adjusted R2) to determine how far the independent variable is related to the dependent variable. The value (Adjusted R2) has an interval between 0 and 1. If the Adjusted R2 value is large (detecting 1), it means that the independent variable can provide almost all the information needed to predict the dependent variable. Meanwhile, if the (Adjusted R2) has a small value, it means that the ability of the independent variable to explain the dependent variable is limited. In general, the coefficient of determination for cross-section data is relatively low due to the large variation between each observation, while for time series data, it usually has a high coefficient of determination (Ghozali, 2018).

The results of the Coefficient of Determination Test can be seen in Table 10.

**Table 10**  
**Coefficient of Determination Test**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,784a	,614	,602	1,856

a. Predictors: (Constant), Social Proof, E-Promotion, Viral Marketing

b. Dependent Variable: Purchase Decision

Source : SPSS Data Output, 25.0, 2024

Based on the model summary table, the Adjusted R<sup>2</sup> value is 0.614. This shows the impact of the variable E-Promotion, Viral Marketing, and Social Proof by 0.614 or 61.4% of the purchase decision variable. However, other factors not covered in the study accounted for the remaining 38.6%.

## CONCLUSIONS AND SUGGESTIONS

Previous debates and research have resulted in the conclusion that e-promotion, viral marketing, and social proof have a significant impact on Shopee's e-commerce purchase decisions in Sidoarjo City, as evidenced by hypothesis tests. The author provides several recommendations that need to be considered in the analysis and discussion. The researcher suggests holding attractive product promotions or providing incentives to consumers when making purchases to increase the enthusiasm of consumers so that consumers can be more satisfied when making purchases and then recommend products in e-commerce Shopee to other potential consumers.

Second, related parties continue to maintain and continue to innovate the products offered because the products offered are good enough to make consumers decide to make a purchase. Third, the researcher suggests doing some attractive price promotions so that it can increase the likelihood of potential consumers to make purchases to products in e-commerce Shopee.

The limitation of this study is, the research sample of 96 respondents, is considered to be still lacking, furthermore, only three independent variables that affect the purchase decision are used, although there are many factors that affect the purchase decision variable, the data collection technique only relies on questionnaires.

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