

The influence of online promotion and customer reviews on fashion dress purchase decision: The mediating role of perceived value on the Shopee platform

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World Journal of Advanced Research and Reviews, 2026, 31(01), 642–650

Publication history: Received on 02 June 2026; revised on 09 July 2026; accepted on 11 July 2026

Article DOI: <https://doi.org/10.30574/wjarr.2026.31.1.1874>

Abstract

Fluctuating sales volumes and continuous declines in purchase orders pose significant challenges to revenue performance in the highly competitive online fashion industry. Positioned within the digital retail sector, this research investigates how online promotions and customer reviews shape final purchase decisions, specifically emphasizing the mediating mechanism of customer perceived value. Employing a quantitative causal-associative design, data were collected via a structured questionnaire from 190 Shopee users in Bali, Indonesia, selected through purposive sampling based on their interaction with the fashion brand HS.Urban. Data analysis was performed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The empirical findings reveal that both digital promotions and online customer evaluations exert direct, statistically significant positive influences on customer perceived value and the ultimate purchase decision. Furthermore, perceived value directly and positively influences purchase decision. Crucially, the mediation analysis substantiates that customer perceived value serves as a complementary partial mediator, bridging the structural pathways from both digital promotional strategies and online customer reviews to the final purchase decision. These findings suggest that strategic digital promotions and credible peer evaluations generate strong psychological and cognitive appreciation, which ultimately drives final transactional checkouts. The findings of this study provide crucial theoretical implications and actionable operational frameworks that enable e-commerce practitioners to refine their digital conversion and relationship marketing strategies.

Keywords: Online Promotion; Online Customer Reviews; Perceived Value; Purchase Decision; Fashion Industry

1. Introduction

Increasing demands for digital engagement, platform accessibility, and interactive marketing in modern e-commerce spaces require online sellers to deliver optimal levels of purchasing decisions. Defined as a critical evaluative process of selection, acquisition, and consumption to satisfy personal needs, a clear purchasing decision helps secure continuous revenue streams, high transaction volumes, and stable market positions for e-commerce stores [1, 2]. However, despite its importance, recent internal metrics and observations indicate that purchasing decision levels among digital clients at fashion stores in Indonesia remain volatile and are experiencing a gradual decline [3].

To address this issue, online promotion and customer reviews serve as crucial catalysts. In highly competitive digital marketplaces with aggressive market expansions, superior online promotions such as multi-channel social media marketing, free shipping vouchers, and flash sales create attractive shopping stimuli that drive immediate buying actions, brand attention, and elevated transaction frequency [1, 3, 5]. Similarly, positive online customer reviews act as electronic word-of-mouth that reduces risk perception and enhances purchase confidence [4,8]. Conversely, poor

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review ratings or inconsistent marketing messages often trigger consumer skepticism and prolong hesitation [6]. While these factors are critical, existing literature shows inconsistent findings regarding the direct influence of promotions and customer reviews on final purchasing decisions, warranting further investigation into the micro-fashion retail sector [7].

Perceived value emerges as a critical mechanism to explain these inconsistent behavioral outcomes. It represents an evaluative response where consumers weigh product benefits against their actual transactional sacrifices [10]. High-value perceptions significantly boost a customer's willingness to transact, making perceived value a potential mediating mechanism between digital marketing inputs and final buying choices [9, 10]. Through this lens, consistently informative reviews and interactive promotions are believed to build positive consumer value perceptions, which subsequently drive purchasing decisions [7].

Despite these theoretical linkages, empirical studies evaluating perceived value as a mediator within competitive fashion marketplaces in Indonesia remain heavily limited. To bridge this gap, this study aims to examine the role of perceived value in mediating the influence of online promotion and online customer reviews on the purchasing decisions of fashion dress clients. The insights gained are expected to enrich academic literature on consumer behavior in digital micro-enterprises while offering practical empirical foundations for designing effective customer relationship management strategies in virtual marketplaces [1, 5].

2. Literature Review and Hypothesis Development

The Consumer Black Box model explains that buying behavior is built on the principle of internal cognitive transformation and psychological processing of external stimuli within a dynamic marketplace ecosystem. When economic actors encounter diverse environmental triggers, such as digital commercial incentives and interpersonal information exchanges, they are encouraged to co-create subjective evaluation models rather than merely generating instant, mechanical market responses [12, 13]. In this study, online promotion and online customer reviews are seen as forms of external marketing stimuli that facilitate internal cognitive filtering, which subsequently drives consumer value attribution and the final purchase decision within the digital commerce ecosystem [12, 13, 20]. Consumer Black Box activation impacts structural finalization choices in e-commerce customers through reflective behavioral mechanisms, particularly in highly interactive, choice-abundant digital retail environments, confirming the principle of structured information synthesis between firms and prospective buying actors [5, 11]. High promotional execution is perceived as an effective deployment of dynamic marketing resources, supported by Stimulus-Organism-Response (S-O-R) theory as a supporting framework which explains that this operational performance fosters a positive cognitive evaluation and a sense of "pleasurable fulfillment" when promotional incentives and contextual signals are structurally integrated [15, 27]. In return, digital shoppers are encouraged to demonstrate positive and proactive transactional actions, one of which is by committing to a definite purchase decision to sustain transactional utility and maintain product satisfaction within the e-commerce platform. This process further increases transactional velocity as a form of active brand choice and co-created relationship stability within the modern online marketplace [14, 16, 17].

Strategic digital advertising creates a highly interactive, cost-efficient promotional environment that highly values customer expectations. Based on the Consumer Black Box and supporting S-O-R perspectives, this encourages consumers to reciprocate by increasing their real-time purchasing activities characterized by positive necessity alignment, strategic brand prioritization, and finalized checkout execution. Previous findings confirmed that high-intensity online advertising execution is correlated favorably with immediate purchase decision in all contemporary electronic commerce contexts [18, 19, 20].

Hypothesis 1 (H1): Online promotion has a positive and significant effect on purchase decision.

Excellent user-generated communication provides space for consumers to evaluate electronic word-of-mouth (e-WOM) arguments and manage their buying risks independently. Reviewing platforms demonstrate transparent awareness of actual product performance, value the specific diagnostic needs of their actors, and are open to providing immediate responsive feedback, creating a psychologically secure and highly reliable information adoption environment. In such an interactive communication atmosphere, prospective buyers feel structurally validated and empowered, giving them the space and confidence to prioritize specific online brands for their fashion procurement needs. This condition encourages proactive search efforts by consumers to analyze specific review narratives, build more robust cognitive trust toward digital vendors, and rely on the shared transaction histories of previous buyers independently [8, 21, 22, 23]. Superior review comprehensiveness can help break down structural information asymmetry and provide reliable evaluation clarity for clients to manage their expectations more efficiently and take responsibility for their own commercial transactions [4]. An integrated and verifiable online review ecosystem encourages customers to develop

deep brand preference. Based on empirical findings, it can be rationally assumed that the valence and volume of online consumer reviews positively affect final purchase decision [24, 25].

Hypothesis 2 (H2): Online customer reviews have a positive and significant effect on purchase decision.

Customers who perceive high tactical attractiveness in digital marketing activities show significant improvements in the dimensions of functional appreciation, monetary benefit confirmation, and emotional fulfillment, which are key indicators of customer perceived value. These digital actors tend to experience a better fit between their expected financial sacrifices and actual psychological rewards, thereby increasing their sense of transactional worth, economic happiness, and positive utility perception within the marketplace ecosystem. Previous empirical research supports that the enhancement of digital incentive attributes directly leads to elevated customer value evaluations [26, 27, 28].

Hypothesis 3 (H3): Online promotion has a positive and significant effect on perceived value.

When peer-to-peer informational interactions within the digital ecosystem seamlessly validate buyer benchmarks, the resulting social validation substantially amplifies customer perceived value. Highly detailed review content, source expertise, and deep structural objectivity from independent reviewers serve as critical antecedents that meet the informational requirements of online shoppers. Empirical consensus confirms that a superior and transparent information experience actively drives the internal psychological state of utility evaluation and risk minimization [9, 29, 30].

Hypothesis 4 (H4): Online customer reviews have a positive and significant effect on perceived value.

Within the behavioral framework, customer perceived value acts as the foundational driver that directly translates positive cognitive balances into long-term transactional compliance. High-value-perceiving clients consistently develop deep consumption preferences, reducing their likelihood of switching to cross-platform competitors and motivating them to act as brand advocates. Extensive marketing literature validates that higher levels of consumer perceived value inevitably yield robust final purchase decision [31, 32, 33].

Hypothesis 5 (H5): Perceived value has a positive and significant effect on purchase decision.

Digital promotions are projected to determine purchase decisions both directly and indirectly, using customer perceived value as an intervening psychological response mechanism. Promotional structural excellence alone does not automatically guarantee final brand retention unless it successfully translates into functional value confirmation and pleasurable benefit assessment. Prior empirical literature has substantiated that customer perceived value exerts a statistically significant indirect impact on the ultimate purchase decision, thereby demonstrating a robust mediation mechanism [34, 35, 36].

Hypothesis 6 (H6): Perceived value significantly mediates the effect of online promotion on purchase decision.

Online customer reviews are expected to influence final purchase decision not only directly but also indirectly through perceived value, serving as the core risk-mitigation mechanism within the digital shopping ecosystem. While direct electronic word-of-mouth interactions lay the groundwork for product familiarity, the long-term transactional commitment of actors is fully actualized when the comprehensive and reliable peer-review delivery successfully establishes an optimal state of utility and value perception. Empirical evidence strongly supports that customer perceived value acts as a powerful mediating conduit that bridges online reviewer communications and ultimate purchase decision [10, 37, 38].

Hypothesis 7 (H7): Perceived value significantly mediates the effect of online customer reviews on purchase decision.

3. Methods

The empirical investigation was conducted focusing on Shopee e-commerce platform users in Indonesia who have purchased or have the potential to purchase fashion dress products from the HS.Urban brand. The structural impacts of online promotion (X_1) and online customer reviews (X_2) as exogenous variables on purchase decision (Y) as the primary endogenous variable were systematically examined using a quantitative approach and a causal associative research design, with customer perceived value (M) functioning as the strategic mediating variable. The population under investigation comprised an infinite and dynamic universe of digital shoppers on the Shopee marketplace. Since the exact

total population could not be definitively determined, a non-probability sampling methodology via a purposive sampling technique was deployed to select qualified respondents. Following the sample sizing rule of thumb which prescribes a minimum threshold of 5 to 10 times the total number of research indicators, the final sample size was established within the range of 95 to 190 respondents based on the 19 distinct operational indicators evaluated in this study.

Primary data collection was executed through the administration of a structured electronic questionnaire built upon a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Online promotion (X_1) was operationalized across five core dimensions: promotional frequency, promotional quality, promotional quantity, timing, and target accuracy. Online customer review (X_2) was measured using four foundational criteria derived from electronic word-of-mouth dynamics, including reviewer awareness, frequency of use, review comparison behavior, and perceived review effect. Perceived value (M) was evaluated via a multidimensional framework encompassing quality value, emotional value, social value, perceived sacrifice, and epistemic value. Lastly, the ultimate target variable, purchase decision (Y), was quantified using five essential behavioral metrics: suitability of needs, brand selection, purchasing timing, location choice, and post-purchase behavior. Secondary data supporting the theoretical modeling were synthesized from relevant textbooks and academic literature.

Prior to full-scale model estimation, a rigorous pilot study involving 30 respondents was performed to verify instrument validity and reliability using SPSS 31.0 software. The diagnostic results confirmed that all questionnaire items achieved a Pearson product-moment correlation coefficient above the 0.30 structural threshold, while all reflective constructs demonstrated high internal consistency with Cronbach's Alpha coefficients comfortably exceeding the 0.60 statistical baseline. Main statistical analysis and structural hypotheses testing were conducted via Partial Least Squares-Structural Equation Modeling (PLS-SEM) utilizing SmartPLS software. The evaluation protocol followed a comprehensive two-stage approach: first, assessing the measurement model (outer model) by confirming convergent validity (standardized loading factors > 0.70 and Average Variance Extracted/AVE > 0.50), discriminant validity (Fornell-Larcker criterion), and construct reliability (Composite Reliability > 0.70); second, evaluating the structural model (inner model) via explanatory power (R^2 values ranging from 0.25 to 0.75), predictive relevance, and path coefficients. Hypothesis validation was accepted at a significance level of $p < 0.05$ or a t-statistic > 1.96 , complemented by a multi-stage mediation analysis to determine whether perceived value exerted full, partial, or zero mediation effects on the structural paths.

4. Results

In terms of convergent validity at the construct level, the Average Variance Extracted (AVE) values for all latent variables ranged between 0.811 and 0.901. Since all values firmly surpass the recommended benchmark of 0.50 (AVE > 0.50), it implies that the latent constructs capture more than 50% of the variance in their underlying indicators. Furthermore, the internal consistency and reliability of the model were substantiated by the Composite Reliability (CR) scores, which ranged from 0.955 to 0.978. These results are well above the conventional threshold of 0.70 (CR > 0.70), indicating exceptional measurement stability and conceptual reliability.

The empirical evaluation of the structural model was executed to validate the proposed research hypotheses, with the finalized path analysis metrics detailed in Table 1. The structural path coefficients (β), t-statistics, and corresponding p-values were calculated using a comprehensive bootstrapping procedure within the PLS-SEM framework.

Table 1 Hypothesis Testing Result

Construct	Original sample (O)	T statistics (O/STDEV)	P-values	Remarks
Direct Effects				
Online Promotion (X_1) -> Purchase Decision (Y)	0.238	2.305	0.011	Significant
Online Promotion (X_1) -> Perceived Value (M)	0.317	4.080	0.000	Significant
Online Customer Review (X_2) -> Purchase Decision (Y)	0.317	2.326	0.010	Significant
Online Customer Review (X_2) ->	0.660	8.691	0.000	Significant

Perceived Value (M)				
Perceived Value (M) -> Purchase Decision (Y)	0.343	2.510	0.006	Significant
Indirect Effects				
Online Promotion (X ₁) -> Perceived Value (M) -> Purchase Decision (Y)	0.109	2.113	0.017	Significant
Online Customer Review (X ₂) -> Perceived Value (M) -> Purchase Decision (Y)	0.227	2.379	0.009	Significant

(Primary Data, 2026)

Based on the statistical outputs tabulated in Table 1, the specific empirical findings for each hypothesized path are elaborated as follows:

- **The Effect of Online Promotion on Purchase Decision**
The structural model assessment reveals that online promotion (X₁) exerts a positive and statistically significant direct effect on purchase decision (Y). This relationship is verified by a path coefficient (β) of 0.238, accompanied by a t-statistic of 2.305 (> 1.96) and a p-value of 0.011 (< 0.05). Consequently, (H1) is empirically accepted.
- **The Effect of Online Customer Review on Purchase Decision**
The direct path from online customer reviews (X₂) to purchase decision (Y) is statistically verified as positive and significant. The analysis yields a path coefficient (β) of 0.317, an observed t-statistic of 2.326, and a p-value of 0.010 (< 0.05). This statistically authenticates the structural path, meaning H2 is accepted.
- **The Effect of Online Promotion on Perceived Value**
Online promotion (X₁) exhibits a highly significant, positive direct influence on customer perceived value (M). The bootstrapping analysis generated a path coefficient (β) of 0.317, a robust t-statistic of 4.080, and a p-value of 0.000 (< 0.001). Therefore, the empirical evidence strongly supports H3.
- **The Effect of Online Customer Review on Perceived Value**
Notably, online customer reviews (X₂) demonstrate the most pronounced structural impact on customer perceived value (M) within the entire inner model. This dominant relationship is substantiated by a substantial path coefficient (β) of 0.660, a dominant t-statistic of 8.691, and a p-value of 0.000 (< 0.001). Hence, H4 is robustly supported.
- **The Effect of Perceived Value on Purchase Decision**
Lastly, the direct relationship between the strategic mediator, perceived value (M), and the final purchase decision (Y) is confirmed to be positive and statistically significant. The structural trajectory indicates a path coefficient (β) of 0.343, a t-statistic of 2.510, and a p-value of 0.006 (< 0.01). Accordingly, H5 is accepted, confirming that elevated consumer utility directly drives final transactional checkout behaviors.

In addition to evaluating the direct trajectories, a multi-stage mediation analysis via the bootstrapping procedure was executed to assess the structural capacity of perceived value (M) in transmitting the impacts of online marketing stimuli to final consumer choices, with the empirical parameters recorded in Table 1.

- **The Effect of Online Promotion on Purchase Decision via Perceived Value**

The indirect path tracing from online promotion (X₁) through perceived value (M) to purchase decision (Y) is statistically confirmed to be positive and significant. The bootstrap estimation yields an indirect path coefficient (β) of 0.109, accompanied by an observed t-statistic of 2.113 (> 1.96) and a p-value of 0.017 (< 0.05). Because both the direct path (X₁ $\rightarrow$ Y) and the indirect path (X₁ $\rightarrow$ M $\rightarrow$ Y) retain statistical significance, H6 is empirically accepted. This structural architecture indicates that perceived value (M) exerts a partial mediation effect, demonstrating that while online promotions can directly stimulate consumer checkout behaviors, their ultimate behavioral impact is significantly amplified when the promotional activities successfully elevate the consumer's subjective utility and perceived value.

- **The Effect of Online Customer Review on Purchase Decision via Perceived Value** Similarly, the structural mechanism examining the indirect influence of online customer reviews (X₂) on purchase decision (Y) via the

mediating role of perceived value (M) is validated as positive and highly significant. This mediated sequence is substantiated by an indirect path coefficient (β) of 0.227, a robust t-statistic of 2.379, and a p-value of 0.009 (< 0.01). Consequently, H7 is accepted. Given that the direct relationship between online reviews and purchase decision remains significant alongside this meaningful indirect bridge, perceived value (M) functions as a partial mediator in this path. This finding underscores that electronic word-of-mouth dynamics not only serve as a direct informational cue for buying decisions but also implicitly act as a critical value-generation mechanism that diminishes cognitive risk and strengthens the consumer's willingness to commit to a transaction.

5. Discussion

The results of this study indicate that online promotion plays a significant role in enhancing consumer purchase decisions for HS.Urban fashion dresses on the Shopee platform. Marketing stimuli through diverse promotional programs, such as discounts, vouchers, and flash sales, effectively trigger consumers' cognitive systems, thereby shifting their evaluation toward making a positive purchase decision. These results align with the theoretical foundation of the Consumer Black Box model, which posits that marketing stimuli are processed within a consumer's cognitive and psychological framework before generating a behavioral response. Empirically, these findings reinforce previous research demonstrating that digital promotional strategies significantly stimulate transactional behaviors within e-commerce ecosystems [7,22].

Furthermore, online customer reviews were found to exert a positive and significant influence on purchase decisions. In digital environments, where high information asymmetry persists, reviews from prior buyers serve as highly trusted, objective source materials that minimize perceived purchase risks. The strong emphasis consumers place on evaluating and comparing product reviews confirms that peer feedback acts as a decisive informational anchor during the alternative evaluation phase of the consumer journey. This mechanism is consistent with empirical evidence showing that positive electronic word-of-mouth (e-WOM) strengthens consumer conviction, directly escalating actual procurement actions on online marketplaces [2,4, 40].

Beyond direct behavioral effects, the empirical evidence reveals that online promotion is a crucial determinant of customer perceived value. Strategic promotional activities do not merely capture attention; they alter the economic calculus of consumers by reducing perceived financial sacrifice. When the financial input is optimized through promotional incentives, the overall perceived utility of the offering increases substantially. This outcome supports the conceptualization of customer perceived value as a dynamic trade-off between perceived benefits and monetary sacrifices, showing that well-timed digital promotions enhance the overall utility of fashion products [11, 24, 34].

Notably, the largest path coefficient within the structural model was observed in the relationship between online customer reviews and perceived value. This dominant effect underscores that user-generated content is the primary driver in shaping how consumers perceive product quality, emotional satisfaction, and utilitarian benefits prior to transaction. Credible, high-quality reviews eliminate experiential uncertainty, allowing buyers to form stable expectations regarding material quality and fit, which subsequently amplifies the internal value ascribed to the product. This powerful linkage is widely validated by contemporary literature asserting that the informative nature of online feedback is heavily tied to the configuration of consumer-perceived benefits [8, 9,35].

The structural analysis also verifies that customer perceived value significantly impacts purchase decisions, reflecting that consumers operate as value maximizers who finalize purchases only when the product's functional, emotional, and social benefits justify the expenditure. In the context of HS.Urban, quality materials and the emotional pleasure or confidence derived from the dress drive consumers to formalize their choice. This direct path reinforces classic consumer behavior models highlighting perceived value as an immediate behavioral antecedent [26,30,39].

Crucially, this study demonstrates that perceived value acts as a *complementary partial mediator* in the relationships between both online promotion and online customer reviews toward purchase decisions. These findings clarify the internal psychological mechanisms underlying digital consumer behavior, proving that external marketplace stimuli (promotions and reviews) achieve optimal conversion when they successfully elevate the internal value perception of the consumer. This dual mediation structure conforms to the Stimulus-Organism-Response (SOR) framework, where digital inputs serve as stimuli, perceived value functions as the organismic psychological state, and the final purchase decision constitutes the behavioral response [13,27,28].

Practically, these results imply that e-commerce entrepreneurs must not only implement diverse promotional campaigns and curate credible customer review frameworks but also consistently align these efforts with the cultivation

of high product utility. Ensuring strict quality control over material standards and providing detailed, accurate product descriptions are vital to sustaining positive post-purchase reviews and optimizing consumer value perceptions, which in turn fosters sustainable long-term purchase decisions.

6. Conclusion

This study concludes that online promotion and online customer reviews have a positive and significant effect on consumer purchase decisions for HS.Urban fashion dresses on the Shopee platform, both directly and indirectly through customer perceived value. Perceived value acts as a partial mediator, strengthening the relationships between online promotion, online customer reviews, and purchase decisions. Theoretically, this study contributes to empirical research and strengthens previous studies on digital marketing and e-commerce consumer behavior by integrating marketplace stimuli with the psychological dimensions of perceived value.

Practically, HS.Urban is advised to enhance the attractiveness of its promotional campaigns by developing more creative visual and video content, while simultaneously maximizing the visibility of customer reviews on product pages by encouraging buyers to provide detailed feedback accompanied by photos or videos. Furthermore, the company needs to create an optimal online shopping experience by balancing continuous product design innovation and strict material quality control with seamless platform accessibility and distinct brand differentiation to elevate consumer perceived value and ultimately drive purchase decisions.

Compliance with ethical standards

Acknowledgments

The authors would like to express their sincere gratitude to the management of HS.Urban and the online consumers on the Shopee platform for their willingness to participate and provide valuable data for this study. Appreciation is also extended to academic supervisors, colleagues, and reviewers whose constructive feedback and guidance contributed to the improvement of this research. The authors are grateful for the institutional support that facilitated the completion of this study.

Disclosure of conflict of interest

No conflict of interest to be disclosed.

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