**The Influence *of Brand Ambassadors, Website Quality, Electronic Word of Mouth (e-Wom),* and *Online Customer Reviews* on Purchase Decisions: A Study on Gen Z Students in Purwokerto**

Abstract

|  |
| --- |
| **Objective:** This study aims to examine the influence of the variables of *brand ambassador, website quality, electronic word of mouth* and *online customer reviews* on purchase decisions.  **Research Design:** This research is a quantitative research, data is collected by distributing online questionnaires or google forms and the research population is active students at three Purwokerto universities, namely UMP, UNSOED and UIN SAIZU.  **Place and Duration of Research:** This research was conducted at three UMP universities, UNSOED and UIN SAIZU, from April to May 2025.  **Methodology:** The population of this study is 49,069 students at three universities in Purwokerto, the sample used is 130 students from three universities in Purwokerto, the sample technique used is *purposive sampling* with certain criteria. Data testing is carried out with Smart PLS software version 3.  **Results:** The results of this study show that *brand ambassadors, website quality* have a positive and significant effect on purchase decisions while *electronic word of mouth* and *online customer reviews* have no effect on purchase decisions.  **Conclusion:** The findings of this study can be concluded that  *a good brand ambassador*, attractive website quality, *electronic word of mouth*, and *online customer reviews* are the main reasons for consumers to choose products at Shopee. The implication of this study is the importance of Shopee's e-commerce to focus on efforts to maintain brand ambassadors and the quality of the website provided to consumers. |

*Keywords: Brand Ambassador, Website Quality, Electronic Word of Mouth, Online Customer Review, Purchase Decision.*

**1. INTRODUCTION**

Sector *E-commerce* in Indonesia is currently experiencing very rapid development in line with the increasing use of the internet and advances in technology. Indonesia, as one of the countries with the fastest digital economy development. In 2024 there will be a number of *E-commerce* In Indonesia with the highest total visitors, there was also a decrease in visitors, which ranked first, namely Shopee with 235.9 million visitors but experienced a decrease of 4.01%, the second Tokopedia with the number of visitors 100.3 million with a decrease of 0.04%, Lazada with the number of visitors 45.03 million with a decrease of 4.75%, Blibli with the number of 24.15 million with a decrease of 7.74%, and Bukalapak with a total of 4.42 million visitors with a decrease of 22.86% (edot.id, 2025).

Based on data, Shopee has experienced a decrease in the number of visitors. This decline makes purchasing decisions on e-commerce applications an interesting topic to research, as consumers are now considering various alternatives before choosing Shopee.

Generation Z is often known as the digital generation born between 1997 and 2012 (Manjillatul *et al*., 2024). Gen Z's behavior before making a purchase decision has a tendency to be more critical and selective in choosing products (Brandon & Rinabi, 2024). Generation Z prefers to shop through *E-commerce platform* that offer a seamless and interactive user experience, they use mobile apps more often and *platform* Social Media to Discover New Products (kumparan.com, 2024).

The decision to buy is a stage where the consumer identifies the problem, finds out more about a particular product or brand, and assesses the extent to which each option can solve the problem, which then leads to the decision to buy (Puspitasari *et al*., 2022). A purchase decision is a stage where consumers are aware of a problem or need, then search for information about relevant products or brands, evaluate the various alternatives available, and finally determine the option that they consider to be the best able to meet their needs (*Aryanto et al*., 2024).

Gen Z in purchasing decision-making is influenced by several factors including, first, *Brand Ambassador*. *Brand ambassador* serves as a symbol of the company's identity and is a strategy to increase sales within the company. As well as introducing certain achievements or products (*Aryanto et al*., 2024). The results of the research conducted by Lailiya, (2020); Goddess *et al*., (2020); and Imaniar *et al*., (2024)that *Brand Ambassador* have a positive and significant effect on purchasing decisions. While research has been conducted by Hertinsyana, (2024); Puspitasari *et al*., (2022); and *Aryanto et al*., (2024). Based on the results found that *Brand Ambassador* has no effect on the purchase decision. *Brand Ambassador* has no effect on the purchase decision.

The second factor that influences the purchase decision is the quality of a *Web*. Quality of a *Web* is an important factor in *E-commerce*, because customers cannot physically see the goods and can also rely on the information provided by the seller (Puspitasari *et al*., 2022). Design website It must be easy to understand and used by users in finding the necessary goods, as well as simplifying the transaction process. In other words, good website quality can support customers in getting information about products from companies (Puspitasari *et al*., 2022). Research conducted by Aryanto *et al.*, (2024); Ardhi & Wijaksana, (2020); that quality *Web* have a positive and significant effect on purchasing decisions. Meanwhile, research that has been carried out by Ghaisani & Purbawati, (2020); Dapas *et al*., (2024), based on the results found that quality *website* has no influence on the purchase decision.

The third factor that influences the purchase decision is *Electroic word of mouth (e-WOM). Electroic word of mouth (e-WOM)* is the process of informally disseminating information through the internet or online platforms by word of mouth method (Lopez *et al* 2020). When there is an exchange process of exchanging information from recommendations *electronic word of mouth,* Where customers can make an assessment by evaluating goods based on experience and existing reviews (Sri *et al.*, 2022). Research conducted by Mahliza *et al*.,(2021); Rahmawati *et al*.,(2022); and Taebenu et al., (2025), that e-WOM has a positive and significant effect on purchasing decisions. Meanwhile, research has been carried out by Wijaya *et al.,(*2022); Rahmawati *et al.*, (2023); and *Syahda et al*., (2024), The findings show that e-WOM has no influence on purchase decisions.

The fourth factor that influences the purchase decision is *Online Customer Review. Online Customer Reviews* is the opinion or assessment made by the buyer about the product or service that has been used or purchased. These reviews are published through various online platforms, such as shopping platforms, social networks, and community forums (Ghoni & Soliha, 2022). Some of the research conducted by  Tonda *et al.*, (2024); Rusniati *et al*., (2024); R *et al.*, (2023), that *Online Customer Reviews* have a positive and significant effect on purchasing decisions. Meanwhile, research that has been carried out by Khoirunisa & Nurhayati, (2024); Gabriella & Hutauruk, (2023); and Rahmawati, (2021), based on the results found *Online Customer Reviews* has no effect on the purchase decision.

This research develops from research Rahmawati *et al*., (2022). By adding a variable *Online Customer Reviews* In this study, it is based on changes in consumer behavior in the digital era, where reviews from other customers are one of the main sources of information to make purchases.

The formulation of the problem in this research is whether *Brand Ambassador, Website Quality, e-WOM,* and *Online Customer Review* have a positive effect on purchasing decisions for Generation Z. The purpose of this research is to analyze the influence of *Brand Ambassador,*  Website Quality*, e-WOM,* and *Online Customer Review* which have a positive effect on Gen Z's purchasing choices on Shopee.

2. Materials and methods

**2.1 Consumer Behavior Theory**

Consumer behavior is an individual, group, or organization in determining buyer choices, utilizing, and disposing of goods, services or experiences that can help meet their needs and desires (Kotler & Armstrong, 2008). According to Neisser, (1967), which states that a person's perception is influenced not only by stimuli from the environment, but also by the cognitive schemas or structures that already exist in the individual's mind. Thus, cognitive processes always occur in the context of interactions between one's environment and internal experiences.

Cognitive theory describes the psychological processes that affect the way a person thinks, understands, and evaluates an event. In the context of purchases, consumers consider aspects such as price, quality, and benefits before deciding. This process includes attention, understanding, experience, evaluation, and decision-making in purchasing (Neisser, 1967). Cognitive theory encompasses three main processes: 1) seeking information from the environment to form understanding, 2) integrating information to assess and select products, and 3) recall information to support judgment. This process is important in consumer decision-making (Neisser, 1967).

**2.2 Brand Ambassador to the purchase decision**

Brand ambassadors are often referred to as brand advocates in using celebrities and are chosen alternately. Celebrities play a role as a psychological factor that can have an impact on buyers' views and beliefs towards certain items (Ramadhan & Saputri, 2021). Brand ambassadors play a role in attracting interest and influencing consumer choices as a reference and trendsetters. Choosing the right brand ambassador can drive purchasing decisions through influence *Aryanto et al*., (2024). According to Timpal *et al*., (2022), the brand ambassador indicators are, Visibility, Credibility, Attraction, Power.

In the context of cognitive theory according to Neisser, (1967), *Brand ambassador* plays an important role in shaping consumer perceptions, attitudes, and decisions. As an external stimulus, *Brand Ambassador* can influence consumer cognition through persuasive communication, making information easier to understand. This helps to form an emotional connection between the consumer and the brand.

Research conducted by Lailiya, (2020); Goddess *et al*., (2020); and Ramadhan & Saputri, (2021), which states *Brand Ambassador* have a positive and significant effect on purchasing decisions.

*H1 : Brand ambassadors have a positive and significant influence on purchasing decisions.*

**2.3 Wesbite quality against the purchase decision**

Website quality refers to the overall experience that users feel when accessing online shopping sites, seen from the perspective of consumers. Through the website, consumers can search for information related to products or promos, so that website quality is considered as a factor that affects consumer shopping decisions *(Aryanto et al*., 2024). The quality of a website is crucial because the user's perspective on the quality of the website directly impacts their choice in making a purchase (Rahman & Hossain, 2022). According to Asnawi *et al*., (2023), The quality indicators of the website are, Usability, Information, Interaction.

The decision-making process is heavily influenced by the quality of the website. Refers to cognitive theory Neisser, (1967), website quality plays an important role in attracting consumers to make a purchase, Websites that have an attractive design, complete information, and clear navigation can affect how much consumers get the information they want.

Research conducted Puspitasari *et al.*, (2022); Ardhi & Wijaksana, (2020); Scott, (2025). The quality of the website has a positive and significant effect on the purchase decision.

*H2 : Website quality has a positive and significant effect on purchase decisions.*

**2.4 E-WOM on the purchase decision**

*Electronic Word of Mouth* is a method of promotion that is carried out through interaction between individuals using digital media, which is related to the experience when buying or using products and services (Rahmawati *et al.,* 2022). E-WOM can be interpreted as information that can be used by potential buyers to recognize goods or products that they have purchased before or experiences that they have gained while shopping (Rahmadani et al., 2024). In the digital age, the internet greatly influences the way consumers make purchasing decisions. This process does not occur automatically, but is influenced by several elements, one of which is electronic word of mouth which can stimulate shopping choices (Marcella *et al*., 2023). According to Sinaga & Sulistiono, (2020), The e-WOM indicators are, Intensity, Positive Valence, Negative Valence, Content.

In the cognitive view according to Neisser, (1967), *Electronic word of mouth* E-WOM functions as an external medium influencing the way consumers assess and evaluate products. Compared to traditional advertising, E-WOM is considered more credible, able to generate trust, positive emotions, and interest in the brand. This encourages consumers to transact and reduces uncertainty and risk perception in decision-making.

Research conducted by Taebenu *et al*., (2025); Mahliza *et al*., (2021); and Rahmawati *et al*., (2022), which states that E-WoM has a positive and significant effect on purchasing decisions.

*H3: E-WOM has a positive and significant effect on purchasing decisions.*

**2.5 *Oline Customer Reviews* of the purchase decision**

*Online Customer Reviews* It also has a role as a supporting tool in the decision-making process, as a way to convey feedback from customers, and as a suggestion system within the platform *E-commerce (Herdiana et al*., 2023). *Online consumer review* It also serves as a medium to help the decision-making process, a mechanism for providing feedback, and a suggestion system on online shopping sites (Rusniati *et al*., 2024). *Online customer reviews* is a type of communication in marketing that contains statements that have a positive or negative impact produced by potential clients, as well as previous customers about a good or company, which has been accessed by various institutions and individuals through the internet network (Dalimunthe & Komalasari, 2024). According to Angguelyna *et al.*,(2024). The indicators of online customer reviews are, Source Credibility, Argument quality, Perceived usefulness, Review valene, Quantyty of reviews.

In cognitive theory explained by Neisser, (1967)The online customer reviews help consumers filter and compare products before purchasing, by presenting factual information such as advantages, disadvantages, and customer satisfaction. In addition to being social proof, this review is the basis for cognitive considerations that influence attitudes and encourage rational purchasing decisions.

Research conducted Tonda *et al.*, (2024); Rusniati *et al*., (2024); and Rahayu *et al.*, (2023), which explains *Online Customer Reviews* have a positive and significant effect on purchasing decisions.

*H4: Online Customer Reviews have a positive and significant effect on purchase decisions.*

**2.6 Research Methods**

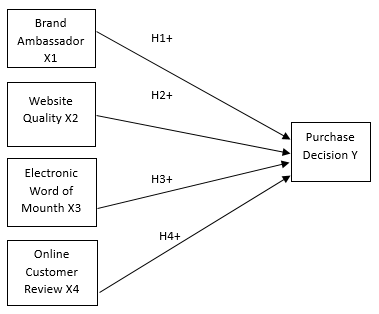
This research is quantitative with primary data obtained through the distribution of questionnaires using Google Form to students at three universities in Purwokerto. The analysis was carried out using SmartPLS software version 3.

The population in this study is gen z in Purwokerto, which focuses on students from three universities in Purwokerto, because the top three universities in Purwokerto have the most students, namely, Jenderal Soedirman University, Muhammadiyah University Purwokerto, and Saifuddin Zuhri State Islamic University Purwokerto.

The total population of the three colleges is 49,069 students by 2025. According to *Unsoed In Numbers*, (2025); *UIN in numbers*, (2025); and Academic, (2025). The Purposive Sampling method, is used to determine the total sample at each university. To determine the minimum sample count in the study, the slovin formula is used.

Based on the calculation of the slovin formula, the required number of samples is 100 people. However, to increase the representation of samples in each university, the total number of samples taken exceeded the minimum number applied, so that the total number obtained was 130 people.

To determine the minimum number of samples in each university, the *Pruposive Sampling* method combined with *non-probability sampling techniques is used*. Data was collected using a questionnaire on a likert scale of 1 to 5, which shows the extent to which respondents agreed with the statements given.

****

**Figure 1. Frame of Mind**

**Table 1. Indicators and Statements**

|  |  |  |
| --- | --- | --- |
| **variable** | **Indicators** | **Statement** |
| **Brand Ambassador** | 1.Visibility  2.Credibility  3.Attraction  4.Power  (Timpal, *et al.*, 2022) | 1. Ronaldinho is popular among Gen Z.  2. Ronaldinho shopee has high popularity.  3. Ronaldinho used by Shopee makes customers believe.  4. Ronaldinho is able to give a good image of Shopee.  5. Because of having good behavior, the interaction of Brand ambassadors on social media is able to attract customers.  6. Shopee brand ambassadors have personalities in influencing purchase decisions.  7. Funny and interesting content about brand ambassadors made by shopee can influence me to buy.  8. I will buy the product on shopee because it is tested well. |
| **Website Quality** | 1. Usability  2.Information  3. Interaction  (Asnawi *et al*., 2023) | 1. The shopee application is easy for me to understand.  2. The shopee application is easy for me to operate.  3. The Shopee application provides complete product description information.  4. The shopee application provides clear information about prices, discounts, and shipping costs.  5. Shopee provides a sense of security to users with their personal information.  6. Shopee provides convenience in communicating with companies |
| **Electronic Word of Mouth** | 1.Intensity  2.Positive Valencia  3.Negative Valence  4.Content  (Sinaga & Sulistiono, 2020) | 1. I often access information from social networking sites.  2. I found a lot of reviews written by Shopee users, to increase my confidence in making purchases.  3. I can find positive comments about items sold on Shopee.  4. I get recommendations from users of social networking sites.  5. Negative opinions from other consumers make me more cautious about buying.  6. Negative comments on Shopee are the priority to make a purchase decision.  7. I got information about the variety of products sold on Shopee  8. Attractive and clear product photos on Shopee increase my confidence to make a purchase. |
| **Online Customer Reviews** | 1.Source Credibility  2.Argument quality  3.Perceived usefulness  4. Review valene  5.Quantyty of reviewsAngguelyna *et al., (2024).* | 1. Reviews provided by other consumers are trustworthy.  2. The product ratings given by other consumers are trustworthy.  3. I know the strengths and weaknesses of Shopee products because of consumer reviews.  4. I often come across reviews that provide an in-depth explanation of the quality of the product.  5. Product reviews on the Shopee marketplace provide information about the strengths and weaknesses of the product.  6. I often see reviews on Shopee that help me avoid poor quality products.  7. Consumer reviews on Shopee helped me make a product choice.  8. Consumer reviews provide additional information that is not listed in the product description.  9. Product reviews on the Shopee marketplace provide complete information and a complete overview of the product as a whole.  10. The higher the number of positive reviews on a product, the better Shopee's reputation. |
| **Purchase Decision** | 1.Information Quality  2.Benefit  3.Value  (Agustiningrum & Andjarwati, 2021) | 1. The Shopee application has good information about the items you want to buy.  2. The Shopee application provides useful information.  3. The Shopee application provides sufficient information at the time of making a transaction.  4. I feel comfortable using the Shopee application.  5. I feel that I can save money using the Shopee application.  6. I can save time by using the Shopee application.  7. The prices offered by the Shopee application are competitive.  8. The quality of the products offered by the Shopee application is very good.  9. The facilities offered by the Shopee application are satisfactory. |

3. Results and discussion

**3.1 Respondent Criteria**

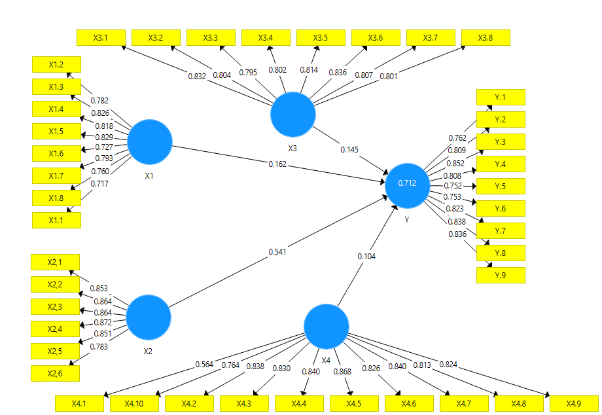
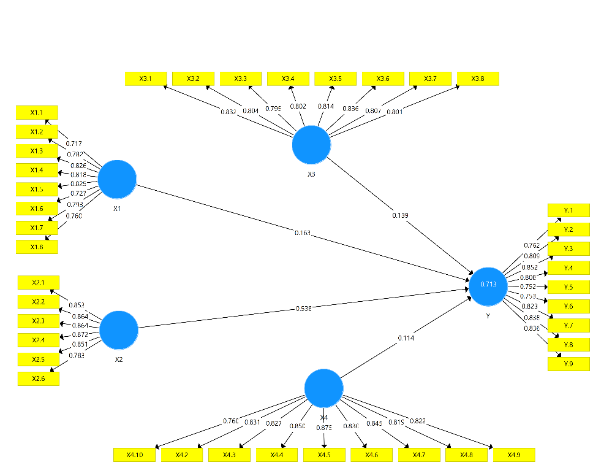
**Table 2. Respondent Criteria**

|  |  |  |
| --- | --- | --- |
| **Not** | **Group** | **Frequncey** |
| 1. | **Gender**  Man  Woman  **Entire** | 64  66  **130** |
| **2.** | **Age**  17-19 years old  20-22 years old  23-25 years old  **Entire** | 24  103  3  **130** |
| **3.** | **Pocket Money/Month**  IDR 500,000 - IDR 1,000,000  IDR1,000,000 - <IDR1,500,000  IDR1,500,000 - <IDR2,000,000  IDR >2,000,000  **Entire** | 50  35  40  5  **130** |
| **4.** | **Form University**  UMP  UNSOED  UIN SAIZU  **Entire** | 37  63  30  **130** |

*Source : Processed Data 2025*

**3.2 RESULTS OF SEM-PLS MODEL ANALYSIS**

The results of this model can be analyzed using the "Outer Model and Inner Model" tests. The Outer Model is used to test the reliability and validity of the constructs used in the model. The analysis process was carried out in 2 stages by eliminating the X4.1 indicator because it had an outer loading value below 0.7. That is to ensure that the indicators used really represent the kunstruk that is being researched accurately and consistently. While the Inner Model focuses on the structural relationships between constructs. At this stage, evaluate how strong and where the relationship between the constructs is going, and determine whether the hypothesis that has been formulated is acceptable or not.



*Runing 1* *Runing 2*

**Figure 2 SEM-PLS Model Analysis**

**3.3 OUTER LOADING TEST**

From the table below, it can be concluded that the results of the Outer Loading test have a value of > 0.7, so the calculation has met the requirements (Ghozali & Latan, 2015). With an Outer Loading value of > 0.7, it explains that in each indicator in this questionnaire or instrument there is a fairly strong relationship with latent variables. So it can be concluded that the indicators in this research have met the requirements, so further testing can be carried out.

**Table 3. Outer Loading Results**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variable** | **Items** | **Run 1** | **Run2** |
| **Brand Ambassador (X1)** | **X1.1** | **0,717** | **0,717** |
| **X1.2** | **0,782** | **0,782** |
| **X1.3** | **0,826** | **0,826** |
| **X1.4** | **0,818** | **0,818** |
| **X1.5** | **0,829** | **0,829** |
| **X1.6** | **0,727** | **0,727** |
| **X1.7** | **0,793** | **0,793** |
| **X1.8** | **0,760** | **0,760** |
| **Website Quality (X2)** | **X2.1** | **0,853** | **0,853** |
| **X2.2** | **0,864** | **0,864** |
| **X2.3** | **0,864** | **0,864** |
| **X2.4** | **0,872** | **0,872** |
| **X2.5** | **0,851** | **0,851** |
| **X2.6** | **0,783** | **0,783** |
| **E-WoM (X3)** | **X3.1** | **0,832** | **0,832** |
| **X3.2** | **0,804** | **0,804** |
| **X3.3** | **0,795** | **0,795** |
| **X3.4** | **0,802** | **0,802** |
| **X3.5** | **0,814** | **0,814** |
| **X3.6** | **0,836** | **0,836** |
| **X3.7** | **0,807** | **0,807** |
| **X3.8** | **0,801** | **0,801** |
| **Online Customer Review (X4)** | **X4.1** | **0,564** | **Rejected** |
| **X4.2** | **0,838** | **0,831** |
| **X4.3** | **0,830** | **0,827** |
| **X4.4** | **0,840** | **0,850** |
| **X4.5** | **0,868** | **0,875** |
| **X4.6** | **0,826** | **0,830** |
| **X4.7** | **0,804** | **0,845** |
| **X4.8** | **0,813** | **0,819** |
| **X4.9** | **0,824** | **0,822** |
| **X4.10** | **0,764** | **0,760** |
| **Purchase decision (Y)** | **Y.1** | **0,762** | **0,762** |
| **Y.2** | **0,809** | **0,809** |
| **Y.3** | **0,852** | **0,852** |
| **Y.4** | **0,808** | **0,808** |
| **Y.5** | **0,752** | **0,752** |
| **Y.6** | **0,753** | **0,753** |
| **Y.7** | **0,823** | **0,823** |
| **Y.8** | **0,838** | **0,838** |
| **Y.9** | **0,836** | **0,836** |

*Source : Processed Data 2025*

**3.4 CRONBACH ALPHA, COMPOSITE REABILITY, AND AVERAGE VARIANCE EXTRANCTED (AVE) TESTS**

Based on table 4, it is stated that the results of the Convergent validity test where a mandatory AVE value is above 0.5 (Ghozali & Latan, 2015). And *composite realibility* is a construct that explains the indicators used in assessing the consistency of the value, the composite realibility value must be above 0.7 (Ghozali & Latan, 2015). It can be interpreted that the results of this test show that variables above 0.5 can be concluded that the validity of this research is accurate and reliable.

**Table 4. Cronbach Alpha, Composite Reability, and Average Variance Extrancted (AVE)**

|  |  |  |  |
| --- | --- | --- | --- |
| Variable | Composite Reliability | Average Variance Extracted (AVE) | Information |
| Independent Variable (X) | | | |
| Brand Ambassador | 0,926 | 0,612 | Reliable |
| Website Quality | 0,939 | 0,720 | Reliable |
| Electronic Word of Mounth | 0,939 | 0,658 | Reliable |
| Online Customer Reviews | 0,952 | 0,688 | Reliable |
| Dependent Variable (Y) | | | |
| Purchase Decision | 0,943 | 0,647 | Reliable |

*Source : Processed Data 2025*

**3.5 FORNELL-LACKER TEST**

Table 5 shows that the Fornell-Lacker discriminant test test shows that the research model used is discriminatically valid. This can be proven by the Fornell-Larckers value on the variable *Website Quality* that have a higher correlation value between variables *Website Quality* and other variables (Ghozali & Latan, 2015). Then on other variables such as *brand ambassador, electronic word of mouth (e-WOM)*, *Online Customer Reviews* Fornell-Lackers values have a higher correlation value than correlation with other variables. So that it can be concluded that the measurement of the validity of discrimination is stated to be met.

**Table 5. Fornell-Lacker**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Variable | BA (X1) | WQ (X2) | E-WOM (X3) | OCR (X4) | KP (Y) |
| Brand Ambassador | 0,783 |  |  |  |  |
| Website Quality | 0,528 | 0,848 |  |  |  |
| Electronic Word of Mounth | 0,567 | 0,762 | 0,811 |  |  |
| Online Customer Reviews | 0,507 | 0,726 | 0,753 | 0,829 |  |
| Purchase Decision | 0,584 | 0,813 | 0,727 | 0,692 | 0,805 |

*Source : Processed Data 2025*

**3.6 R-SQUARE TEST RESULTS**

Based on table 6, the R Square Adjusted value is used to show a number of relationships between independent variables affecting dependent variables. The results of the R Square test showed that the value of R Square Adjusted in this study was 0.703 which indicates that there is a relationship between independent and dependent variables (Ghozali & Latan, 2015).

**Table 6. R-Square**

**Information Value**

R square 0,713

R Square Adjusted 0,703

*Source : Processed Data 2025*

**3.7 MULTIPLE LINEAR REGRESSION TEST RESULTS**

1). The brand ambassador variable (X1) has a beta coefficient of 0.163 with a significance value of 0.023. Which shows that brand ambassadors have a positive effect on purchase decisions.

2). The variable (X2) of website quality has a beta coefficient of 0.538 with a significance value of 0.000. Which shows that website quality has a positive effect on purchase decisions.

3). The variable (X3) *electronic word of mouth* (e-WOM) has a beta coefficient of 0.139 with a significance value of 0.117. Which shows that EWOM has no effect on the purchase decision.

4). The variable (X4) of online customer reviews has a beta coefficient of 0.114 with a significance value of 0.125. Which shows that online customer reviews have no effect on purchase decisions.

**Table 7. Multiple Linear Regression Test**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Variable | Beta Coefficient | Error Standards | T | Sig |
| Brand ambassador ->Purchase Decision (H1) | 0,163 | 0,087 | 2,005 | 0,023 |
| Website Quality -> Purchase Decision (H2) | 0,538 | 0,112 | 4,656 | 0,000 |
| e-Wom -> Purchase Decision (H3) | 0,139 | 0,115 | 1,192 | 0,117 |
| Online Customer Review -> Purchase Decision (H4) | 0,114 | 0,095 | 1,154 | 0,125 |

*Source : Processed Data 2025*

**3.8 HYPOTHESIS TEST RESULTS**

(H1) : The original value of the sample at (H1) of 0.163 indicates a positive direction and the sig value at (H1) is below 0.05, namely (0.023 < 0.05) which means that Ha is accepted. Thus, it can be concluded that *brand ambassadors* have a positive and significant influence on purchasing decisions.

(H2) : The original value of the sample at (H2) of 0.538 indicates a positive direction and the sig value at (H2) is below 0.05, namely (0.000 < 0.05) which means that Ha is accepted. So, it can be concluded that *website quality* has a positive and significant influence on purchase decisions.

(H3): The original value of the sample on (H3) of 0.139 indicates a positive direction and the sig value on (H3) above 0.05, namely (0.117 > 0.05) means that Ha is rejected. Thus, it can be concluded that *electronic word of mouth* (e-WOM) has no effect on purchasing decisions.

(H4): The original value of the sample at (H4) of 0.114 indicates a positive direction and the sig value at (H4) above 0.05, namely (0.125 > 0.05) means that Ha is rejected. So, it can be concluded that *online customer reviews* have no effect on purchase decisions.

**Table 8. Hypothesis Test**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Hypothesis | Original Sample | T Statistics | P Values | Information |
| Brand ambassador ->Purchase Decision (H1) | 0,163 | 2,005 | 0,023 | Accepted |
| Website Quality -> Purchase Decision (H2) | 0,538 | 4,656 | 0,000 | Accepted |
| e-Wom -> Purchase Decision (H3) | 0,139 | 1,192 | 0,117 | Rejected |
| Online Customer Review -> Purchase Decision (H4) | 0,114 | 1,154 | 0,125 | Rejected |

*Source : Processed Data 2025*

4. Discussion

**4.1 The Influence *of Brand Ambassadors* on Purchase Decisions**

After conducting an analysis, the study showed that (H1) which states *brand ambassadors* has a positive effect on purchase decisions. Based on the highest respondent's answer to the statement "I will buy products at shopee because they are tested good" which means that consumers prefer products at shopee because the goods have been tested well and have good quality. For the answer of the lowest respondent lies in the statement "Ronaldinho is popular among Gen Z" which means that Ronaldinho is less popular among Gen Z.

The findings show that the role of *brand* ambassadors is very crucial in a company's marketing strategy. By choosing a figure that is in line with the brand's values and in accordance with the target audience, the Company can more effectively influence customer purchase decisions. This research confirms that brand ambassadors have a great influence on the consumer decision-making process. Therefore, choosing  *the right brand ambassador* can be a strategic step to strengthen brand appeal while driving increased purchasing decisions.

Based on the cognitive theory presented by Neisser, (1967), The decision-making process involves three elements: knowledge, emotions, and actions. Consumers respond to external stimuli cognitively and affectively to shape purchasing behavior. In this case, brand ambassadors play an important role as an external stimulus that influences consumers' views and evaluations of a brand. The results of this study are in line with the research conducted by Lailiya, (2020); Goddess *et al*., (2020); and Imaniar *et al*., (2024) that *Brand Ambassador* have a positive and significant impact on purchasing decisions. However, it is inversely proportional to the research conducted by Hertinsyana, (2024); Puspitasari *et al.*, (2022); and Aryanto *et al.*, (2024). Based on the results found that *Brand Ambassador* has no effect on the purchase decision.

**4.2 The Influence of Website Quality on Purchase Decisions**

The findings of the study in (H2) which stated that website quality has a significant positive impact on the choice to buy. Based on the highest respondent's answer to the statement "The shopee application is easy for me to operate" which means that consumers prefer shopee because it is easier for consumers to operate. The lowest respondent answer lies in the statement "Shopee provides convenience in communicating with the company" which means that Shopee does not provide convenience in communicating with consumers. These findings emphasize the importance for companies to prioritize the use of website quality to improve the user experience. A well-designed website can communicate information about the product clearly, build a professional image, and provide convenience when transacting. This study also confirms that *website quality* is one of the main factors that influence consumer purchase decisions.

In cognitive theory, according to Neisser, (1967). Purchasing decisions are formed through the cognitive processing of external stimuli that match consumer expectations. They will judge the brand as professional and trustworthy, then form a preference. In this case, the quality of the website becomes an external factor that influences the reception of information, brand ratings, and purchasing decisions. This research is in line with research conducted by Aryanto *et al*., (2024); Ardhi & Wijaksana, (2020), that quality *Web* have a positive and significant effect on purchasing decisions. However, it is inversely proportional to the research conducted by Ghaisani & Purbawati, (2020); Dapas *et al.*, (2024), based on the results found that quality website has no influence on the purchase decision.

**4.3 The Influence *of Electronic Word of Mouth* on Purchase Decisions**

The findings of the study in (H3) explain that *Electronic word of mouth* (*e-WOM*) does not affect the purchase decision. Based on the answer of the highest respondent to the statement "I got information about the variety of products sold on Shopee". However, Shopee users are not affected by the existence of information about product variations. For the lowest respondent answer lies in the statement "I often access information from social networking sites" which means that a person rarely accesses information contained in social networks. In this context, the impact *Electronic word of mouth* (*e-WOM)* The influence of e-WOM on customers is still minimal, showing the weakness of the company's marketing strategy in utilizing it. Therefore, information from e-WOM needs to be processed cognitively in order to build consumer trust and confidence in making shopping decisions at Shopee. In the view of cognitive theory according to Neisser, (1967), which explains that the choice to buy from consumers is influenced by three main elements, namely the environment, consumer information processing, and consumer response. stimuli from the outside that are analyzed cognitively until they produce certain instincts or behaviors. This research is in line with what was carried out by Wijaya *et al*.,(2022); Rahmawati *et al*., (2023); and Syahda *et al.*, (2024), shows that e-WOM has no influence on purchase decisions. However, it is inversely proportional to the research conducted by Mahliza *et al.*, (2021); *Rahmawati et al.*,(2022); and Taebenu et al., (2025s), that e-WOM has a positive and significant effect on purchasing decisions.

**4.4 The Influence of *Online Customer Reviews* on Purchase Decisions**

The findings of the study in (H4) show that *Online Customer Reviews* does not affect the choice of purchase decision. Based on the highest respondent's answer to the statement "the higher the number of positive reviews on a product, the better the reputation of Shopee". However, it turns out that Shopee users are not affected by positive reviews. For the lowest respondent answer lies in the statement "I often come across reviews that give an in-depth explanation of the quality of the product" which means that the reviews provided by customers have not provided a good explanation. Online customer reviews still have limited influence on purchasing decisions, as varied reviews often create uncertainty. Differences in preferences between consumers make it difficult to form consistent trust in the product. In cognitive theory Neisser, (1967)Online customer reviews serve as an important source that shapes perception, evaluation, value, risk, and trust in a product or brand. This research is in line with Khoirunisa & Nurhayati, (2024); Gabriella & Hutauruk, (2023); and Rahmawati, (2021), based on the results found *Online Customer Reviews* has no effect on the purchase decision. However, it is inversely proportional to the research conducted by Tonda *et al.*, (2024); Rusniati *et al*., (2024); R *et al*., (2023), that *Online Customer Reviews* Positive and significant effect on purchasing decisions.

5. Conclusion

The results of this research show that brand ambassadors and website quality are proven to have a significant and positive impact on purchase decisions in Shopee e-commerce. On the other hand, the electronic word of mouth (e-WOM) variable and online customer reviews have no influence on purchase decisions on Shopee e-commerce. These findings indicate that choosing the right brand ambassador and having a good website can increase consumer trust and convenience when shopping. However, while electronic word of mouth (e-WOM) and reviews from online customers can provide useful information, they do not have much of an impact on their purchasing decisions. Therefore, companies are advised to focus more on improving the quality of their websites and selecting suitable brand ambassadors in order to optimize their marketing strategies on the Shopee e-commerce platform.

The next research is suggested to explore more deeply the role of brand ambassadors and website quality with quantitative approaches such as in-depth interviews or FGDs. Seen in the R-Square test, the variables in this study only affect 70% while 30% are influenced by other variables that affect purchasing decisions at Shopee. Other variables such as consumer trust, viral marketing, and service quality can be added to provide a more comprehensive picture. This research is also limited to students in Purwokerto. So that follow-up research can involve a wider population because the results of the research will be more representative and reflect the condition of the population more accurately.

**Consent**

As per international standards or university standards, respondents’ written consent has been collected and preserved by the author(s).

**DISCLAIMER (ARTIFICIAL INTELLIGENCE)**

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

**REFERENCES**

Agustiningrum, D., & Andjarwati, A. L. (2021). Pengaruh Kepercayaan, Kemudahan, dan Keamanan terhadap Keputusan Pembelian di Marketplace. *Jurnal Ilmu Manajemen*, *9*(3), 896-906.

Akademik, Biro UMP. (2025). “Data Dan Statistik.” https://baa.ump.ac.id/.

Ardhi, B. M., & Wijaksana, T. I. (2020). the Impact of Website Quality on Trust and Purchase Decision (Study on the User of Bukalapak Website in 2019) 1). *E-Proceeding of Management*, *7*(1), 1413-1421.

Aryanto, F., Kusdyah, I., & Rahman, A. (2024). Pengaruh Kualitas Layanan, Kualitas Website, dan Brand Awareness terhadap Keputusan Pembelian pada Generasi Milenial Kota Semarang di E-commerce Shopee. *Jurnal Ilmiah Riset Aplikasi Manajemen*, *2*(1).

Asnawi, A., Arfani, M., Priyanto, P., Kamariyah, S., & Dwijosusilo, K. (2023). Pengaruh Kepercayaan Dan Kualitas Website (Webqual) Terhadap Keputusan Pembelian Tiket Kereta Api Melalui Aplikasi Kai Access Di Surabaya. *Jurnal Ilmiah Administrasi Bisnis Dan Inovasi*, *7*(1), 17-34.

Angguelyna, S., Slamet, A. R., & Mahardani, A. S. (2024). Pengaruh Lifestyle, Quality Product, Online Customer Review, Dan Online Customer Trust Terhadap Keputusan Pembelian Smartphone Iphone (Studi Kasus Pada Mahasiswa Di Kota Malang). *E-JRM: Elektronik Jurnal Riset Manajemen*, *13*(01), 1718-1727.

Brandon, I. P., & Tanamal, R. (2024). Analisis Shopee Live Streaming Features, Collaboration Branding, Brand Ambassador, dan Kepercayaan terhadap Keputusan Pembelian pada Aplikasi E-Commerce Shopee (Studi Kasus Gen Z Surabaya). *Business Management Journal*, *20*(2), 153-162.

Dalimunthe, U. R., & Komalasari, E. (2024). Pengaruh Online Customer Review Terhadap Keputusan Pembelian Di Shopee (Survei Pada Toko Bening Kosmetik Pekanbaru). *JIABIS: Jurnal Ilmu Administrasi Bisnis dan Sosial*, *2*(2), 1-12.

Dapas, C. C., Sitorus, T., Purwanto, E., & Ihalauw, J. J. (2019). The effect of service quality and website quality of zalora. Com on purchase decision as mediated by purchase intention. *Calitatea*, *20*(169), 87-92.

Dewi, L. G. P. S., Oei, S. J., & Siagian, H. (2020). *The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya, Indonesia* (Doctoral dissertation, EDP Sciences).

Rahmadani, D., Febriansah, R. E., Yulianto, M. R., & Pebrianggara, A. (2024). Pengaruh Content Marketing, Celebrity Endorsement, dan e-WOM Terhadap Keputusan Pembelian Produk di Shopee (Studi pada Mahasiswa Universitas Muhammadiyah Sidoarjo). *Jurnal Darma Agung*, *32*(3), 77-91.

edot.id. (2025). *5 Most Popular E-Commerce Platforms in Indonesia 2024*. Edot.Id. https://edot.id/articles/5

Gabriella, C. G., & Hutauruk, B. M. (2023). Pengaruh Celebrity Endorser, Brand Image Dan Online Customer Review Terhadap Keputusan Pembelian Produk Erigo Di E-Commerce Shopee (Studi Kasus Masyarakat Kabupaten Bekasi). *Jurnal Ilmiah Wahana Pendidikan*, *9*(18), 143-154.

Ghaisani, F. A. P., & Purbawati, D. (2020). Pengaruh citra merek (brand image) dan kualitas website (website quality) terhadap keputusan pembelian (purchase decision) melalui kepercayaan (e-trust) sebagai variabel intervening (studi pada konsumen e-commerce zalora. co. id di kota semarang). *Jurnal Ilmu Administrasi Bisnis*, *9*(1), 230-241.

Ghoni, M. A., & Soliha, E. (2022). Pengaruh Brand Image, Online Customer Review dan Promotion Terhadap Keputusan Pembelian Pada Marketplace Shopee. *Jurnal Mirai Management*, *7*(2), 14-22.

Herdiana, D., Darna, N., & Muhidin, A. (2023). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Purchasing Decisions Online Shop (Suatu Studi Pada Konsumen Amir Cell Cijulang). *Business Management and Entrepreneurship Journal*, *5*(4), 108-121.

Hertinsyana, D. (2024). Pengaruh Brand Ambassador, Awareness Dan Image Terhadap Keputusan Pembelian Pada Pengguna E-Commerce Shopee Di Wilayah Jabodetabek. *Jurnal Ekonomi dan Manajemen*, *3*(1), 32-43.

Lopez, A., Guerra, E., Gonzalez, B., & Madero, S. (2020). Consumer sentiments toward brands: the interaction effect between brand personality and sentiments on electronic word of mouth. *Journal of Marketing Analytics*, *8*, 203-223.

I. Ghozali And H. Latan. (2015). *Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0*.

Khoirunisa, F., & Nurhayati, S. (2024). Pengaruh Customers Online Review, Customers Online Rating, dan Harga Produk terhadap Keputusan Pembelian Melalui Marketplace Shopee. *INOBIS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, *7*(4), 456-469.

Kotler,P., & Armstrong, G. (2008). *Prinsip prinsip pemasaran*.

kumparan.com. (2024). *Perilaku Belanja Online dan Tren E-Commerce Generasi Z*. <https://kumparan.com/pengetahuan-umum/perilaku-belanja-online-dan-tren-e-commerce-generasi-z-23HJ9EjgxKn/1>

Lailiya, N. (2020). Pengaruh brand ambassador dan kepercayaan terhadap keputusan pembelian di Tokopedia. *IQTISHADequity jurnal MANAJEMEN*, *2*(2), 113-126.

Imaniar, N., Safitri, N. A., Rahmat, A. A., & Yusuf, R. (2024). Pengaruh Brand Ambassador Exo terhadap Keputusan Pembelian Scarlett Whitening. *Journal of Accounting, Management, Economics, and Business (ANALYSIS)*, *2*(1), 54-61.

Lopez, A., Guerra, E., Gonzalez, B., & Madero, S. (2020). Consumer sentiments toward brands: the interaction effect between brand personality and sentiments on electronic word of mouth. *Journal of Marketing Analytics*, *8*, 203-223.

Urba, M., Ramadhani, A., Afriani, A. P., & Suryanda, A. (2024). Generasi Z: Apa Gaya Belajar yang Ideal di Era Serba Digital?. *DIAJAR: Jurnal Pendidikan Dan Pembelajaran*, *3*(1), 50-56.

Marcella, I., Nursal, M. F., & Wulandari, D. S. (2023). Pengaruh Electronic Word of Mouth Dan Brand Ambassador Terhadap Keputusan Pembelian Melalui Minat Beli Skincare Somethinc Di Kota Bekasi. *Jurnal Economina*, *2*(10), 2775-2790.

Neisser U, (1967). *Cognitive psychology*

Mahliza, F., Nugroho, L., & Putra, Y. M. (2021). The effect of e-wom, brand trust, and brand ambassador on purchase decisions at tokopedia online shopping site. In *Iop conference series: Materials science and engineering* (Vol. 1071, No. 1, p. 012017). IOP Publishing.

Puspitasari, I. D., Sari, P. O., & Fatmala, I. A. (2022). Pengaruh Brand Ambassador Dan Kualitas Website Terhadap Keputusan Pembelian Pada E-Commerce Tokopedia Dengan Citra Perusahaan Sebagai Variabel Intervening (Studi Kasus Pada Masyarakat Di Kota Madiun). In *SIMBA: Seminar Inovasi Manajemen, Bisnis, dan Akuntansi* (Vol. 4).

Ramadhana, R., & Ratumbuysang, M. F. N. G. (2022). Pengaruh online customer review terhadap keputusan pembelian pada marketplace: Influence of online customer review on purchase decisions on the marketplace. *Prospek*, *1*(1), 157-165.

Rahman, M. F., & Hossain, M. S. (2023). The impact of website quality on online compulsive buying behavior: evidence from online shopping organizations. *South Asian Journal of Marketing*, *4*(1), 1-16.

Rahmawati, A. I. (2022). Pengaruh Online Customer Review, Online Customer Rating Dan Kepercayaan Terhadap Keputusan Pembelian Online (Studi Kasus Pada Mahasiswa Feb Universitas Pgri Semarang). *Jurnal Ilmiah Manajemen Bisnis Dan Ekonomi Kreatif*, *1*(1), 18-23.

Rahmawati, N. D., Winarso, W., & Anas, H. (2023). Pengaruh flash sale, live shopping, dan electronic word of mouth terhadap keputusan pembelian pada Brand Skintific di Shopee (Studi kasus mahasiswa Bhayangkara Jakarta Raya). *Jurnal Economina*, *2*(10), 2740-2755.

Rahmawati, R., Jatmiko, R. D., & Sa'diyah, C. (2022). The effect of brand ambassador, website quality, and E-WOM on purchase decision in Shopee E-commerce. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, *12*(1), 218-233.

Ramadhan, I., & Saputri, M. E. (2021). Pengaruh Cristiano Ronaldo sebagai Brand Ambassador terhadap Keputusan Pembelian pada E-commerce Shopee. *eProceedings of Management*, *8*(1).

Rusniati, R., Haq, A., & Priyougie, P. (2024). Online Customer Reviews and Price Discounts on Online Purchasing Decisions on The Shopee Marketplace. *Asian Journal of Management, Entrepreneurship and Social Science*, *4*(03), 433-442.

Sinaga, B. A., & Sulistiono, S. (2020). Pengaruh electronic word of mouth dan promosi media sosial terhadap minat beli pada produk fashion Eiger.

Syahda, H. I., Lukitaningsih, A., & Cahya, A. D. (2024). Pengaruh E-Wom, Ease Of Use, Dan Service Quality Terhadap Purchase Decision Pada Pengguna Aplikasi E-Commerce Shopee Di Kota Klaten. *Jurnal Manajemen Terapan dan Keuangan*, *13*(04), 1277-1287.

Taebenu, M., Fanggidae, A. H., Riwu, Y. F., & Fanggidae, R. P. (2025). Pengaruh Sosial Media Marketing Dan Electronic Word Of Mounth (E-Wom) Terhadap Keputusan Pembelian Produk Di Shopee (Studi Kasus Pada Generasi Z Di Kota Kupang). *Glory Jurnal Ekonomi dan Ilmu Sosial*, *6*(2), 627-637.

Tamba, D. E., & Sulistyo, W. (2025). Pengaruh Keamanan Data, Kepercayaan Dan Kualitas Website Terhadap Keputusan Pembelian Pada Tiktok Shop Dan Facebook Marketplace Pada Kota Salatiga. *JIPI (Jurnal Ilmiah Penelitian dan Pembelajaran Informatika)*, *10*(1), 675-685.

Timpal, R. S., Massie, J., & Pandowo, M. (2022). The role of brand ambassadors on consumer purchase decision on Tokopedia marketplace. *EMBA Journal: Journal of Economics, Management, Business and Accounting Research*, *10*(3), 652-659.

Tonda, F., Ali, H., & Khan, M. A. (2024). Pengaruh Promosi dan Online Customer Reviews Terhadap Keputusan Pembelian Melalui Minat Beli (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Dan Pemasaran Digital*, *2*(3), 181-194.

*UIN dalam angka*. (2025). https://sisca.uinsaizu.ac.id/angka/.

*Unsoed dalam angka*. (2025). https://www.uda.unsoed.ac.id/.

Wijaya, I. G. N. S., Pratami, N. W. C. A., Muryatini, N. N., & Yasa, G. D. (2022). Pengaruh electronic word of mouth (e-wom), persepsi risiko, kepercayaan pelanggan, dan keputusan pembelian e-commerce tokopedia (Doctoral dissertation, Udayana University).