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## Online Promotion Strategy and the Role of Customer Reviews on Purchasing Decisions in E-Commerce

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### Abstract

The purpose of this study is to analyze Online Promotion Strategy and the Role of Customer Reviews on Purchasing Decisions in E-Commerce. Literature review is used as the method of this study. to collect, analyze, and summarize previous research on the topic. The results of the literature review analysis indicate that Online Promotion Strategy partially has a significant effect on purchasing decisions in E-Commerce; Customer Reviews partially have a significant effect on purchasing decisions in E-Commerce; Simultaneously Online Promotion Strategy and Customer Reviews have a significant effect on purchasing decisions in E-Commerce

**Keywords:** Online Promotion Strategy, Customer Review, Purchase Decision,

### INTRODUCTION

Online trading that is growing rapidly is becoming a new phenomenon in Indonesia, high e-commerce trade transactions must be utilized to realize economic equality in Indonesia, this is expected to have a positive impact on welfare through equality (kompas.id, 2017). The development of digital technology must be utilized as well as possible, one of its uses can be used as an online trading medium. The development of digital technology and easy internet access, make people increasingly accustomed to making various transactions through e-commerce platforms, leaving behind traditional shopping methods that require them to come directly to physical stores, another aspect of technological development is convenience and comfort.

Online shopping also allows consumers to gain access to more diverse and unique products (Edji, 2024). Based on this explanation, Online trading has benefits for sellers and buyers, as a medium for sellers to market the products they sell and make it easier for consumers to get the products they want by utilizing online shopping applications, business competition is becoming increasingly complex and dynamic, characterized by the emergence of various companies that are present to meet the needs and desires of consumers. People now have a new lifestyle that relies heavily on electronic devices. The rapid advancement of digital technology has brought great changes in the modern world (Helmi, 2019),

therefore there are things that must be considered in transactions using e-commerce, namely consumer security and trust, to protect consumers' personal and financial data, therefore it is necessary to promote the products being sold and customer reviews from other buyers who can share experiences after buying the product (Utomo et al., 2024).

Consumers decide to buy a product, possibly because they are interested in the promotion carried out. Online promotion is a promotion carried out by sellers by utilizing internet media. The benefits that can be obtained with online promotion are that the messages conveyed are not limited by geography and time (Rob Stokes, 2008), online promotions must also be able to provide information to consumers so that the message conveyed to consumers on a product can be conveyed properly.

Online marketing is important for several reasons (Erislan, 2024): 1) Increasing product awareness in the advanced period makes it easier to find information on the web. 2) With the help of computerized marketing, businesses can determine a more specific target market based on characteristics such as age, gender, location, interests, and consumer behavior. 3) The increase in sales companies allows consumers to reach out more easily, quickly and quickly, and introduce more accurate and persuasive products through effective computerized marketing; 4) Increase consumer commitment in advanced marketing. Interaction with users can be easily and quickly through various types of social media and e-miles. 5) Computerized marketing provides more accurate business and goals, so you can accurately manage one of the reasons why advanced marketing is important and provides goals. Some previous findings show the impact of online advertising strategies on purchasing decisions (H1) (Al Mutanafisa & Retnaningsih, 2021; Anwar et al., 2023; Erislan, 2024; Ghea Ocktalissa Maedia & Ayi Muhiban, 2023)

In today's Data Age, clearing the way for the involvement economy, shoppers attempt out items and administrations in individual or look for proposals from others who have utilized the item some time recently, since a customer may not be able to test everything they listen around a brand within the media, buyers frequently depend on the reports of others. Customers conversation to neighbors, mail colleagues, and read online client audits, within the nonappearance of coordinate experience, word of mouth has ended up one of the foremost important sources of data almost brands, items, and administrations (Cakim, 2010). Audits given by shoppers for encounters that have been gotten on a item are valuable for other buyers to choose to purchase comparative items.

Buyer reviews of a product in the form of Word Of Mouth are an effort to market a product or service so that consumers are willing to talk about, promote, recommend offline and online about their experiences in purchasing or using it. Buyer reviews in the form of Electronic word of mouth (eWOM) itself is a marketing communication with internet technology to create word of mouth effects to support marketing efforts and objectives, another understanding states that eWOM can be interpreted as a form of positive or negative statements from prospective or existing customers about a product or company available to many people and institutions via the internet (Erislan, 2024). Based on the results of the

previous explanation, it can be concluded that customer reviews have an effect on purchasing decisions (H2).

Buyer reviews (eWOM) of an item are dynamic and continuous. eWOM communication also creates opportunities and challenges for companies (Cakim, 2010; Erislan, 2024), such as: 1). As a marketing communication tool to create brand awareness, attract new customers and build brand equity. eWOM will be more effective when used with other communication mixes such as advertising, sales promotion, public relations, etc.; 2). eWOM is useful in product development and quality control. It helps companies understand customer reactions and opinions regarding products or services from different perspectives; 3) eWOM helps in obtaining information about competing companies' products or services through customer opinions or opinions.

The development of technology and the internet that occurs in the era of the industrial revolution 4.0, makes everything connected unlimited (Rizkinaswara, 2020), based on a report released by the Indonesian Internet Service Providers Association (APJII), the development of internet penetration in Indonesia has shown a positive trend over the past few years. In 2018, the penetration rate was at 64.8%, then in 2019 it increased to 66.20% and increased to 73.7% in 2020, 77.01% in 2022 and 78.19% in 2023. The data shows the consistent growth of internet accessibility in Indonesia over time. Technological developments make people accustomed to making various transactions through e-commerce platforms, leaving traditional shopping methods, this condition is an opportunity for producers to offer goods online by conducting online promotions (Edji, 2024). Online promotions will influence someone to decide to buy goods because of their interest in the promotions that have been carried out by producers, in addition to the promotions carried out, it turns out that consumers need reviews of the products being sold, positive reviews of a product being sold generate interest in people to buy (Erislan, 2024). The conclusion is that online promotions and customer reviews affect purchasing decisions in e-commerce (H3).

## **METHOD**

This research uses the literature review method as the main approach to explore the relationship between online promotion strategies, customer reviews, and purchasing decisions in the context of e-commerce (Creswell, 2009). This approach is carried out by reviewing and analyzing various relevant previous studies in order to obtain in-depth conceptual understanding and empirical findings related to the research topic. the steps in this literature review method include: 1) Identification of the focus of the study, namely how online promotion strategies (such as discounts, social media ads, endorsements, email marketing) and customer reviews (positive reviews, ratings, testimonials) affect consumer purchasing decisions on e-commerce platforms; 2) Literature collection was conducted through searching scientific articles from reputable sources such as Google Scholar with keywords including: online promotion strategies, customer reviews, purchase decision, e-commerce consumer behavior, and digital marketing; 3) Literature selection focused on publications within the last 10 years

(2014-2024) to ensure relevance and actuality, and prioritized indexed journals and research articles relevant to the e-commerce context; 4) Literature analysis and synthesis were conducted by classifying the findings based on the main variables, comparing the results of previous studies, and identifying patterns, relationships, and research gaps that can be the basis for developing a conceptual framework.

The use of the literature review method in this study provides a strong theoretical foundation and allows researchers to build a thorough understanding of the factors that influence consumer purchasing decisions in e-commerce, specifically through promotional strategies and customer reviews.

## **RESULTS AND DISCUSSION**

Based on the results of the review of articles that have been carried out, from various journals both national journals, international journals, national proceedings and international proceedings in the last ten years obtained from google scholar. The articles are included in the category of ISSN national journals, and Sinta accredited, international journals, reputable international journals, national proceedings and international proceedings.

**Table 1 Review of Articles on the Influence of Online Promotion on Purchasing Decisions**

No	Year	Title Journal	Criteria
1	2023	The influence of online prices and promotions on purchase decisions on the shopee marketplace (case study at pt. Gucci ratu textile, cimahi city, west java). Gucci ratu textile, cimahi city, west java)	Index Copernicus International
2	2020	The influence of online promotions, price and trust on purchasing decisions at online shop shopee stores	National Journal ISSN
3	2023	The influence of celebrity endorsers and online promotions on purchasing decisions through brand image	International Journal
4	2021	The effect of sales promotion and knowledge on impulsive buying of online platform consumers	Sinta 2 Accredited National Journal
5	2015	The influence of online promotions and price perceptions on purchasing decisions	National Journal ISSN
6	2023	the influence of promotion and brand image on shopee customer purchasing decisions	National Journal ISSN
7	2024	The effect of promotions and online customer reviews on purchase	Sinta 3 Accredited National Journal

8	2022	decisions mediated by brand image on erigo products on shopee e-commerce The Effect Of Promotion, Product Review, And Security On Purchasing Decision	Index Copernicus International
9	2022	The effect of promotion, price, and brand image on purchase decisions on e-commerce shopee in pangkalpinang city	Sinta Accredited National Journal 4
10	2020	Effects of e-marketing and social media marketing on e-commerce shopping decisions	Sinta Accredited National Journal 4
11	2024	The effect of digital marketing strategy, brand trust, and customer expectations on online purchasing decisions on e-commerce in west java	Index Copernicus International
12	2025	The influence of promotion, e-wom and trust on purchasing decisions on ecommerce lazada in batam city	Sinta Accredited National Journal 4
13	2024	The influence of digital marketing, e-wom, and trust on purchasing decisions at blibli.com: a case study of blibli.com e-commerce consumers in kudus	International Proceedings
14	2024	The effect of promotion, discount, service quality on consumer satisfaction through purchase decisions on e-commerce as intervening variables on students of the faculty of economics, unm	National Journal ISSN
15	2023	The influence of digital marketing, online customer reviews and promotions on purchasing decisions for shopee e-commerce users in east pejaten	Sinta Accredited National Journal 6

Based on Table 1, articles obtained from journals from 2015 to 2025, there have been various studies in the last decade on the effect of online promotions on purchasing decisions. Technological developments also have an impact on lifestyle changes, one of which is in terms of how to shop (Helmi, 2019). Consumers prefer to shop by utilizing existing technology, using cell phones, consumers can download online shopping applications because of the many conveniences offered (HIKMAH, 2023).

Research in 2015 conducted by (Jamaludin et al., 2015), showed the results that Online Promotion affects purchasing decisions. In 2020, there were two articles published in the ISSN national journal and the Sinta accredited national journal, also showing the results that the two X1 variables had an effect on Y (Pratiwi & Suwitho, 2020; Priansa & Suryawardani, 2020). In the past five years, several articles published in issn national journals, sinta accredited national journals, international journals,

Copernicus indexed international journals, as well as in international proceedings have also shown a significant effect of Online Promotion on purchasing decisions (Afrizal & Nugroho, 2022; Al Mutanafisa & Retnaningsih, 2021; Anggraini et al., 2023; Anwar et al., 2023; Ayuningrum et al., 2024; Cindrakasih et al., 2024; Ghea Ocktalissa Maedia & Ayi Muhiban, 2023; Juwita et al., 2023; Novelayanti et al., 2014; Rijal et al., 2024; Shellen & Husein, 2025; Wirastomo & Handayani, 2022).

The results of the article review that has been carried out by researchers can be concluded that online promotion strategies have an effect on purchasing decisions, this also answers hypothesis H1.

**Table 2 Review of Articles on the Effect of Customer Reviews on Purchasing Decisions**

No	Year	Journal Title	Criteria
1	2021	The impact of online reviews on e-commerce sales in India: a case study	Scopus Q2
2	2024	The Impact of Online Reviews and Ratings on Consumer Purchasing Decisions on E-commerce Platforms	Index Coperncicus International
3	2021	The effect of price, service and online promotion on purchasing decisions at the tiwul hut restaurant	Sinta Accredited National Journal 5
4	2022	The effect of price and online promotion via Instagram on purchasing decisions with purchase intention as intervening variable at rifkhasiradi shop	Sinta Accredited National Journal 5
5	2024	The Influence of Customer Experience, E-Service Quality and ewom on E-Loyalty With Customer Satisfaction as an Intervening Variable	National Journal ISSN
6	2022	The Impact of Instagram Social Media and e-Mouth of words as a Marketing Strategy on Purchasing Decisions	Sinta Accredited National Journal 4
7	2022	The influence of online customer review on trust and its implications for purchasing decisions on the Tokopedia marketplace	Sinta 3 Accredited National Journal
8	2022	Influence Analysis of Customer Ratings Reviews Online, Free Shipping Promotion and Discount Promotion on Purchasing Decisions in E-Commerce	Proceedings of the International Seminar
9	2024	The role of product quality, online customer reviews, and customer ratings on purchasing decisions for beauty products at tiktokshop	National Journal ISSN
10	2024	Analysis of Consumer Perceptions of Product Quality, Sales Promotion, and Ease of Purchase in Increasing	Index Coperncicus International

11	2021	Purchasing Decisions at Start-up Companies in Indonesia Determinants of purchasing decisions at Shopee: online customer reviews, brand image and promotions	Sinta 3 Accredited National Journal
12	2021	The Effect of Online Customer Review and Promotion through E-Trust on the Purchase Decision of Bukalapak in Medan City	International Journal
13	2024	Electronic word of mouth, brand image, purchase intention and customer purchase decisions for skinceuticals users	Sinta 3 Accredited National Journal
14	2023	The influence of online customer reviews and online customer ratings on purchasing decisions at the lazada marketplace	Sinta Accredited National Journal 5
15	2023	The influence of online customer review and online customer rating on purchasing decisions at the shopee marketplace	Sinta Accredited National Journal 5

Based on the results of a review of fifteen articles published in ISSN National Journals, accredited national journals, international journals, reputable international journals and national and international proceedings. Articles analyzed starting from articles from 2021 to 2024 show that Customer Review has an effect on purchasing decisions. (Anugrah et al., 2021; Astuti & Susila, 2022; Fahrozi et al., 2022; Hanifah & Fadila, 2023; Khuan et al., 2024; Monitaria & Baskoro, 2021; Pransiska et al., 2024; Prastiwi, 2022; Rachmiani et al., 2024; Ramadhanty et al., 2023; Regina et al., 2021; Sariyanti et al., 1967; Ullal et al., 2021; Usmiati et al., 2023; Zahid & Ruswanti, 2024), these results are in accordance with hypothesis H2.

The results of review articles that have been analyzed in the last ten years answer all hypotheses that there is an effect of online promotion. (Afrizal & Nugroho, 2022; Al Mutanafisa & Retnaningsih, 2021; Anggraini et al., 2023; Anwar et al., 2023; Ayuningrum et al., 2024; Cindrakasih et al., 2024; Constantinides & Holleschovsky, 2016; Ghea Ocktalissa Maedia & Ayi Muhiban, 2023; Jamaludin et al., 2015; Juwita et al., 2023; Novelayanti et al., 2014; Prasetyono et al., 2021; Pratiwi & Suwitho, 2020; Priansa & Suryawardani, 2020; Rijal et al., 2024; Rosário & Raimundo, 2021; Shellen & Husein, 2025; Wirastomo & Handayani, 2022) and Customer Review have an effect on purchasing decisions. The results of the data exposure are simultaneously H3, it can be concluded that online promotion strategies and customer reviews have a significant effect on purchasing decisions.

## CONCLUSION

Conclusion The results of the literature review that has been carried out that:

1. Online Promotion Strategy has a significant effect on purchasing decisions
2. Customer Review has a significant effect on purchasing decisions
3. Online Promotion Strategy affects and customer reviews have a significant effect on purchasing decisions

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