

## The Effect Of Price, Transaction Security, Online Consumer Review, and Viral Marketing on Purchase Decision in E-Commerce Shopee

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**ABSTRACT.** This study aims to determine the effect of price, transaction security, online consumer reviews, and viral marketing on purchase decisions in e-commerce shopee (a survey of students domiciled in Sleman). The sampling technique used in this study is accidental sampling, provided that 100 respondents have made a purchase in the e-commerce Shopee. The analysis technique used is multiple linear regression analysis. From the results of this study it is known that price, transaction security, online consumer reviews, and viral marketing together (simultaneously) have an effect on purchase decisions in e-commerce Shopee among students domiciled in Sleman at a significance level of  $0.00 < 0.05$  and The Adj R square value is 65.9%, meaning that the variable price, transaction security, online consumer review, and viral marketing is able to explain 65.9% of the purchase decision variable and the remaining 34.1% or 0.341 is influenced by variables outside of this study. Then partially, the four variables consisting of price, transaction security, online consumer review.

Keyword: online consumer review, price, purchase decision, transaction security, viral marketing

## INTRODUCTION

Coronavirus (Covid-19) is a newly discovered virus that causes respiratory tract infections in humans. The coronavirus (Covid-19) pandemic has caused impacts in various fields. One of them is in the economic sector. E-commerce is one of the drivers of the Indonesian economy during the coronavirus (Covid-19) pandemic. There is a change in seller behavior from a direct marketing system to increasing or adding online marketing and sales due to PSBB (Large-scale Social Restrictions) (Aryanto, 2020). Changes in the behavior of business actors are also directly proportional to changes in consumer behavior in Indonesia in buying necessities, where they are more likely to shop online than come to a market or shop that is seen as riskier because they interact directly with many people. One of them can be seen in e-commerce, e-commerce itself is a forum for buying and selling goods online using the internet.

Changes in consumer behavior in making online purchase decisions in Indonesia during the coronavirus (Covid-19) pandemic can be seen from the increase in daily transactions on e-commerce by up to 4.8 million and the percentage of new consumers up to 51% during the pandemic (Koesno, 2020). In addition, according to the results of the *dailysocial.id* survey (Nabila, 2020), e-commerce ranks third in applications used every day at the implementation of the #DiRumahSaja (Large-scale Social Restrictions) PSBB. In Indonesia, there are many e-commerce sites such as Tokopedia, Shopee, Blibli, Lazada, and many more. According to *dailysocial.id*, several e-commerce companies were popular during the pandemic, namely Shopee, which was in the first position with the most access by 85%. Based on Indonesian media. com Shopee has recorded 260 million transactions in the second quarter of 2020 with an average of more than 2.8 million transactions per day. Related to the above phenomenon, the researcher chose the object of research in the e-commerce Shopee. Where Shopee is under the auspices of PT Shopee Indonesia which became popular in 2018. Shopee offers a shopping experience with a wide selection of categories ranging from fashion, electronics, home appliances, phone credit and internet packages, needs of mothers and children, and many more.

According to Kotler and Keller (2016), purchase decisions are all experiences in studying, choosing, using, and even disposing of a product or service. Based on the results of preliminary research (September, 2020), it was found that 6 out of 10 respondents made a purchase decision at Shopee. With details, 60% of consumers have decided to purchase online at Shopee at the time of the coronavirus (Covid-19) pandemic. However, there are still 40% who do not make purchases online. So not all consumers during the coronavirus (Covid-19) pandemic made purchases online. According to Kelvin Prilano et.al (2020) indicators of purchase decisions are as needed, have benefits, and accuracy in buying products. Consumer purchasing decisions in Shopee's e-commerce during this pandemic were influenced by various factors. Among them are prices, Kotler, Armstrong, and Opresnik (2018) say that price is an amount of money charged to a product or service, where the amount of money is the amount of value that consumers exchange to obtain a benefit or use of goods or services that have become their property. Price is one of the reasons why consumers prefer to use Shopee e-commerce when making purchase decisions because Shopee offers cheaper prices for several items for example for products sent from abroad. However, even though an item sold at Shopee is considered cheap, the quality of the goods sold is not good or comparable to the price. From this, price has not fulfilled its role, namely the role

of information. According to Meithiana (2019: 40) The role of price information teaches information to consumers about product factors such as quality, if buyers have difficulty seeing the value of the benefit factors of the product. According to Kelvin Prilano et.al (2020) and Nur Laili Hidayati (2018) indicators of price are price affordability, price compatibility with product quality, price compatibility with benefits, and price competitiveness.

According to Romindo et.al (2019), e-commerce transaction security is a system used to maintain consumer security and comfort in processing transactions on e-commerce. E-commerce Shopee to ensure consumer safety has provided good payment methods such as banks (including BRI, BNI, and others), Alfamart, Indomart, Shopee Pay, and COD) besides that, it has also provided shopee guarantees by being able to see the packaging period and delivery if there is no update of the data within a certain amount of time then the money will be returned to the consumer. The money given to product payments is not directly given to the seller but is still in the third hand, namely Shopee itself, which will later be passed on to the seller when the transaction is complete. However, even though it has provided transaction security, there are still complaints from buyers, this was stated at mediakonsumen.com (Kafabih, 2019), where there is a mode where the goods sent are not received by the buyer but it is confirmed that the buyer has received them, then there are several comments on Shopee where consumers provide complaints that the goods received are not suitable and still less than the initial agreement In addition, one consumer respondent stated that he had experienced online fraud where the item purchased was not the same as the item he ordered. However, other respondents stated that it is safe to make purchasing decisions at Shopee. You can see the insights that there are still cons to guaranteed transaction security at Shopee. (Homami Rahayu et.al (2020) and Kelvin Prilano et).

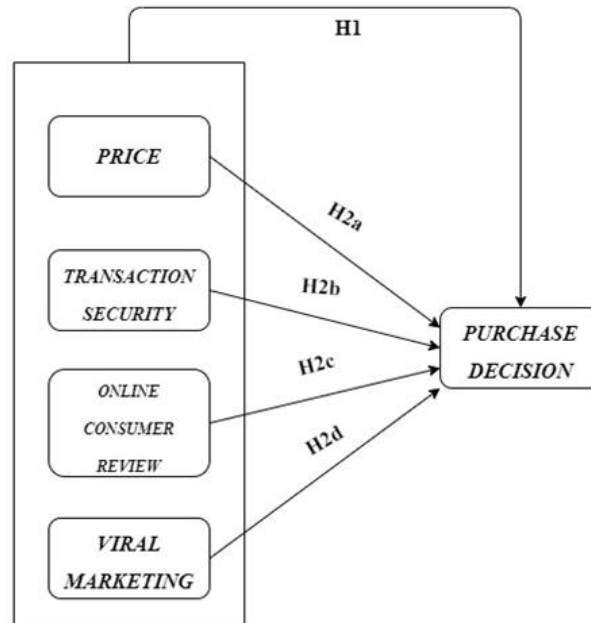
According to Prasetyo et.al (2018), online consumer review is a comment whether it is negative, positive, or neutral comments on brands, services or products made by former consumers and shared with other consumers in a structured format such as posts on personal blogs. or it can also be published in general. Consumers usually in making a purchase decision for a product always compare the reviews presented on the product to be purchased between stores in Shopee. Apart from seeing online consumer reviews on the Shopee application, these respondents also use social media. However, online consumer reviews do not always make consumers make a purchase decision after seeing this information. Then based on research by Laili Hidayati (2018) at Shopee in Surabaya; Homami Rahayu et. al (2020) in Shopee (Case Study of Management Economics Faculty Student, University of Muhammadiyah Bengkulu), it was found that online consumer reviews had a positive and significant effect on purchase decisions. Meanwhile, Khafidatul Ilmiyah and Indra Krishermawan (2020) at Shopee in Mojokerto; Widya and Riptiono (2019) on Instagram in Kebumen, based on their research it is known that online consumer reviews have no effect on purchase decisions. From the results of these studies, there are differences of opinion between researchers. According to Riska Sari Melati and Renny Dwijayanti (2020) indicators of online consumer reviews are the usefulness of online consumer reviews, expertise reviews, timeless of online consumer reviews, volume of online consumer reviews, valence of online consumer reviews, and comprehensiveness of online consumer reviews.

According to Leonardi (2008), viral marketing consists of targeted triggering and control using word of mouth (WOM) for the purposes of companies in carrying out their marketing and services. whereas the general view is that viral marketing focuses on word of mouth stimulated advertising (WOM). Based on the article on wearesocial.com (Riyanto, 2020) where the amount of time people in Indonesia use to access or use social media is an average of 3 hours 26 minutes. Therefore,

Shopee conducted a marketing campaign, namely Shopee Haul Day (#shopeehaul) to attract consumers who use social media to spread information about products sold on Shopee. Where consumers review the items, they buy on Shopee on their social media and consumers who do so get a reward in the form of Shopee pay coins to attract other potential consumers to make purchases at Shopee. With the large amount of content circulating on social media about Shopee Haul Day, it has resulted in viral marketing. However, from preliminary research (September, 2020) it is known that some consumer respondents did not disseminate Shopee Haul Day information. In addition, there are still doubts about the goods sold on Shopee so that consumer respondents do not really follow or immediately try products that are viral without seeing the usefulness of these products. If the product is needed, then the respondent's consumer will buy. This is because the price of this viral item will skyrocket when many are in need so that the respondent's consumer does not feel the need to buy it. One respondent consumer said that he did not really follow products that were viral, but another respondent's consumer said he would buy a viral product for testing or satisfy his curiosity about the viral product. According to Nur Laili Hidayati (2018) indicators of viral marketing are activeness in social media, having an active social media group on social media, recommendations, advertising incentives, interesting information, and reviews. One respondent consumer said that he did not really follow products that were viral, but another respondent's consumer said he would buy a viral product for testing or satisfy his curiosity about the viral product. According to Nur Laili Hidayati (2018) indicators of viral marketing are activeness in social media, having an active social media group on social media, recommendations, advertising incentives, interesting information, and reviews. One respondent consumer said that he did not really follow products that were viral, but another respondent's consumer said he would buy a viral product for testing or satisfy his curiosity about the viral product. According to Nur Laili Hidayati (2018) indicators of viral marketing are activeness in social media, having an active social media group on social media, recommendations, advertising incentives, interesting information, and reviews.

It is known that according to Lokadata.id (Islahuddin and Nanang, 2020) the largest market for online purchases in Indonesia comes from millennials and gen-Z. According to Suryani (2021), it is known that the most regions make online purchasing decisions, namely Depok, South Jakarta, Sleman, Yogyakarta and Padang with 92 million users who are generation Z (born 1997 and above) and millennials (born 1981-1996). Obtained from Lokadata.id (Islahuddin and Nanang, 2020) there are 314 thousand internet users in Sleman Regency, 34% of whom have made online purchase decisions. From this phenomenon, it is known that many of the Sleman people have made purchasing decisions online, which are dominated by generation Z and millennials, including students who belong to the second generation. There are many students who study in the Sleman area, this is due to the large number of campuses standing in the Sleman area. Therefore, based on these problems, researchers are interested in conducting research with more specialization on students domiciled in Sleman to see whether there is an effect of price, transaction security, online consumer reviews and viral marketing on purchase decisions in e-commerce Shopee.

So, researchers are interested in conducting research with the title "The Effect of Price, Transaction Security, Online Consumer Reviews, and Viral Marketing on Purchase Decisions in E-commerce Shopee (Survey on Students Domiciled in Sleman)". From the explanation above, it can be expressed in the form of a framework which is described as follows:



**Figure 1. Framework**

According to Sugiyono (2015), a hypothesis is a temporary answer to the formulation of a research problem, in which the research formula has been stated in the form of a question. The hypothesis is a temporary answer based on existing theories. Based on theoretical studies, previous research and the above framework of thinking, the hypotheses in this study are as follows:

H1: Price, Transaction Security, Online Consumer Review, and Viral Marketing together have a significant effect on Purchase Decision in Shopee e-commerce for students domiciled in Sleman.

H2a: Price has a positive and significant effect on Purchase Decision in Shopee e-commerce for students domiciled in Sleman.

H2b: Transaction Security has a positive and significant effect on Purchase Decision in Shopee e-commerce for students domiciled in Sleman.

H2c: Online Consumer Review has a positive and significant effect on Purchase Decision in Shopee e-commerce for students domiciled in Sleman.

H2d: Viral Marketing has a positive and significant effect on Purchase Decision in Shopee e-commerce for students domiciled in Sleman.

## **METHODS**

This research is a research that uses quantitative research. Quantitative research according to Sugiyono (2015) is based on the philosophy of positivism where seeing phenomena can be classified relatively fixed, concrete, observable, measurable and there is a causal symptom relationship, this research is used to examine a population or a particular sample with quantitative data analysis or statistics with the aim of testing the hypothesis that has been set. The type of research in this study is a type of survey research. According to Yoyo Sudaryo et al. (2019) survey research is a type of research that collects information about the characteristics, actions, or opinions of a group of respondents who can truly represent a population.

This study uses a population of all students domiciled in Sleman who have made purchases on the e-commerce Shopee. Because the size of the population in this study cannot be known with certainty, to calculate the sample size to be taken using the formula according to Sugiyono (2019), the sample size in this study obtained 100 respondents.

The research method used in this research is purposive sampling method, which is a non-probability sampling technique. The type of data used in this study is primary data. With data collection techniques in this study is to use a questionnaire through the Google form platform service. In this study, researchers used the Likert scale variable measurement.

The method of data analysis is using SPSS 25 with data analysis techniques, namely validity analysis, according to Riyanto and Hatmawan (2020) a variable is declared valid in the validity test with a significant level of  $<5\%$  (0.05), then the reliability test with a variable is declared reliable. if you have cronchbach alpha  $> 0.7$  (Riyanto and Hatmawan, 2020). In addition, descriptive analysis and multiple linear regression analysis consist of determination test, simultaneous test and partial test. The independent variables in this study are price (X1), transaction security (X2), online consumer review (X3), and viral marketing (X4), while the dependent variable is purchase decision (Y).

## **RESULT AND DISCUSSION**

### **Descriptive Analysis**

It is known that from 100 Shopee consumer student respondents who are domiciled in Sleman, it can be seen that the majority of respondents came from the Yogyakarta "Veteran" National Development University as many as 60 people or 60%, followed by Yogyakarta State University with 26 people or 26%, then Gadjah Mada University and Indonesian Islamic University each has 4 people or 4%, and finally the Indonesian Institute of the Arts Yogyakarta, the Yogyakarta Health Ministry Poltekkes, Yogyakarta 'Aisiyiah' University, and the National Land College which each have 1 person or 1%. The diversity of this university is because in Sleman Regency itself there are many established universities (campuses).

Respondents of Shopee consumer students who live in Sleman are 49 students or 49% of class 2017, followed by 28 students of 2018 or 28%, then 14 students of 2019 or 14%, then 6 students of 2016. 6%, then 2 students class 2020 or 2% and the last student class 2014 as many as 1 person or 1%.

Of the 100 respondents, 32% were male or 32 people and female 68% or 68 people. So, many Shopee consumer students who live in Sleman are female. This is because women are more likely to like shopping.

Shopee consumer student respondents who are domiciled in Sleman seem to have an income or have an allowance of less than Rp. 1,000,000 as many as 60 people or 60%, then have an income or have an allowance of Rp. 1,000,000 to Rp. 2,000,000 as many as 33 people or 33%, the category of income or allowance of more than IDR 2,000,000 to IDR 3,000,000 and categories above IDR 3,000,000 to IDR 4,000,000 have 2 people or 2% each, and the last is 3 people or 3% have an income or allowance of more than IDR 4,000,000 in a month. So, it can be seen from the most dominant who have an income or pocket money of less than IDR 1,000,000. With this income, respondents can make purchases by dividing or reducing other expenses such as food.

**Validity and Reliability Test**

**Table 1. Validity test**

Variable	Indicator	Item	Person correlation ( $r_{x,y}$ )	Significant	Criteria	
Price (X1)	X <sub>1.1</sub>	X <sub>1.1.1</sub>	0.821	0,000	VALID	
		X <sub>1.1.2</sub>	0.740	0,000	VALID	
		X <sub>1.1.3</sub>	0.632	0,000	VALID	
		X <sub>1.1.4</sub>	0.688	0,000	VALID	
	X <sub>1.2</sub>	X <sub>1.2</sub>	0.716	0,000	VALID	
	X <sub>1.3</sub>	X <sub>1.3.1</sub>	0.818	0,000	VALID	
		X <sub>1.3.2</sub>	0.787	0,000	VALID	
	X <sub>1.4</sub>	X <sub>1.4</sub>	0.764	0,000	VALID	
	Transaction Security (X2)	X <sub>2.1</sub>	X <sub>2.1.1</sub>	0.846	0,000	VALID
			X <sub>2.1.2</sub>	0.708	0,000	VALID
X <sub>2.2</sub>		X <sub>2.2.1</sub>	0.747	0,000	VALID	
		X <sub>2.2.2</sub>	0.765	0,000	VALID	
X <sub>2.3</sub>		X <sub>2.3.1</sub>	0.643	0,000	VALID	
		X <sub>2.3.2</sub>	0.740	0,000	VALID	
Online Consumer Review (X3)	X <sub>3.1</sub>	X <sub>3.1.1</sub>	0.909	0,000	VALID	
		X <sub>3.1.2</sub>	0.739	0,000	VALID	
	X <sub>3.2</sub>	X <sub>3.2.1</sub>	0.819	0,000	VALID	
		X <sub>3.2.2</sub>	0.565	0.001	VALID	
	X <sub>3.3</sub>	X <sub>3.3</sub>	0.595	0.001	VALID	
	X <sub>3.4</sub>	X <sub>3.4.1</sub>	0.910	0,000	VALID	
		X <sub>3.4.2</sub>	0.910	0,000	VALID	
	X <sub>3.5</sub>	X <sub>3.5</sub>	0.839	0,000	VALID	
X <sub>3.6</sub>	X <sub>3.6</sub>	0.891	0,000	VALID		
Viral Marketing (X4)	X <sub>4.1</sub>	X <sub>4.1</sub>	0.723	0,000	VALID	
	X <sub>4.2</sub>	X <sub>4.2</sub>	0.681	0,000	VALID	
	X <sub>4.3</sub>	X <sub>4.3</sub>	0.768	0,000	VALID	
	X <sub>4.4</sub>	X <sub>4.4</sub>	0.682	0,000	VALID	
	X <sub>4.5</sub>	X <sub>4.5</sub>	0.791	0,000	VALID	
	X <sub>4.6</sub>	X <sub>4.6</sub>	0.674	0,000	VALID	
Purchase Decision (Y)	Y <sub>1</sub>	Y <sub>1</sub>	0.872	0,000	VALID	
	Y <sub>2</sub>	Y <sub>2.1</sub>	0.853	0,000	VALID	
		Y <sub>2.2</sub>	0.909	0,000	VALID	
	Y <sub>3</sub>	Y <sub>3.1</sub>	0.895	0,000	VALID	
		Y <sub>3.2</sub>	0.909	0,000	VALID	

Source: Researcher Processed Data (2021)

From the results of the validity test in Table 1, it is known that all statement items (instruments) in the variable price (X1), transaction security (X2), online consumer review (X3), viral marketing (X4), and purchase decision (Y) with sig.p value  $\leq 0.05$ , then all item statements for each research variable are declared valid.

**Table 2. Reliability Test**

Variable	Cronchbach Alpha	Information
Price (X1)	0.880	Reliable
Transaction Security (X2)	0.836	Reliable
Online Consumer Review (X3)	0.920	Reliable
Viral Marketing (X4)	0.812	Reliable
Purchase Decision (Y)	0.932	Reliable

Source: Researcher Processed Data (2021)

In addition, based on the reliability test results in Table 2., it is known that all variables, namely price (X1), transaction security (X2), online consumer review (X3), viral marketing (X4), and purchase decision (Y) have Cronchbach test results. Alpha is more than 0.7. It can be concluded that all the statement instruments used in this study are reliable or consistent, so they can be used as a research instrument in this study.

### Multiple Linear Regression Analysis

**Table 3. Determination Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820a	.672	.659	.348108

*Source: Researcher Processed Data (2021)*

Based on Table 3, it is known that the correlation value (R) between the variable price, transaction security, online consumer review, and viral marketing on the purchase decision variable is 0.820. Based on the table, it is also known that Adjusted R Square is 0.659 or 65.9%, this indicates that the variable price, transaction security, online consumer review, and viral marketing can explain 65.9% of the purchase decision variable and the remaining 34.1% or 0.341. influenced by variables outside this study.

**Table 4. Simultaneous Test**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	23,638	4	5,909	48,767	.000b
Residual	11,512	95	.121		
Total	35,150	99			

*Source: Researcher Processed Data (2021)*

In Table 4, it is known that the results of the calculated F value are 48.767 with a significance value of 0.000. From these results, it is known that the significance value is  $0.000 < (\text{less than}) 0.05$ , which means that the independent variables (price, transaction security, online consumer review, and viral marketing) simultaneously or collectively have a significant effect on the dependent variable (purchase decision). So H1 is accepted.

**Table 5. Partial Test**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.327	.287		1,140	.257
Price (X1)	.271	.112	.232	2,413	.018
Transaction security (X2)	.212	.088	.211	2,410	.018
Online consumer review (X3)	.373	.079	.387	4,727	.000
Viral marketing (X4)	.112	.054	.147	2,080	.040

a. Dependent Variable: purchase decision (Y)

*Source: Researcher Processed Data (2021)*

In Table 5, the results of the t test statistics are obtained for:

1. The variable price with t count is 2.413 and a significance of 0.018. Then it can be seen that the significance is  $0.018 < (\text{smaller than}) 0.05$ . This means that the independent variable (price) has a positive and significant effect on the dependent variable (purchase decision).



*Price* affect purchase decisions with statement items ranging from product affordability, shipping costs, administrative costs, and insurance costs, price compatibility with quality, price compatibility with product benefits, and price competitiveness with competitors. Based on the results of the statement items, the results of this study indicate that price has a positive and significant effect on purchase decisions in e-commerce Shopee for students domiciled in Sleman. This means that the price in Shopee's e-commerce has fulfilled the role of allocation and information needed by consumers. The more affordable the price offered to consumers, the higher the level of consumer purchasing decisions. Conversely, the more unaffordable the price offered to consumers, hence the decreasing level of purchase. Thus the results of testing hypothesis 2a are proven. The results in this study are consistent with the research of Homami Rahayu et.al (2020); Nur Laili Hidayati (2018); and Khafidatul Ilmiyah and Indra Krishernawan (2020) who state that price has a positive and significant effect on purchase decisions.

2. The transaction security variable with a t count of 2.410 and a significance of 0.018. Then it can be seen that the significance is  $0.018 < (\text{smaller than}) 0.05$ . This means that the independent variable (transaction security) has a positive and significant effect on the dependent variable (purchase decision).

*Transaction security* effect on purchase decisions due to several things, namely security guarantees in making payments and guarantee guarantees in case of errors, confidentiality of personal information and credit card data, and guarantees of product conformity with images and explanations described in shops in e-commerce Shopee. By adjusting these considerations, the results of this study state that transaction security has a positive and significant effect on purchase decisions in Shopee e-commerce for students domiciled in Sleman. This means that the more secure transaction security facilities that consumers get, the higher the consumer's decision to make a purchase. Conversely, if the quality of transaction security is weak (insecure), then consumers will be afraid to make purchases or purchase decisions decreased. Thus, hypothesis 2b is proven. The results of this study are supported by the results of research conducted by Kelvin Prilano et.al (2020) and Homami Rahayu et.al (2020) that transaction security has a positive and significant effect on purchase decisions.

3. The online consumer review variable with t count of 4.727 and a significance of 0.000. It can be seen that the t value of 4.727 is the result of the largest t count in this study. This means that the online consumer review variable has the most dominant and greatest influence on purchase decisions. In addition, it is seen that the significance is  $0.000 < (\text{less than}) 0.05$ . This means that the independent variable (online consumer review) has a positive and significant effect on the dependent variable (purchase decision).

This online consumer review influences purchasing decisions made by Shopee consumers due to several things, namely the usefulness of online consumer reviews, expertise reviews, timelessness of online consumer reviews, volume of online consumer reviews, valence of online consumer reviews, and comprehensiveness of online consumer review. By adjusting these considerations, the results of this study indicate that online consumer reviews have a positive and significant effect on purchase decisions in e-commerce Shopee for students domiciled in Sleman. This means that reviews written by other consumers trigger purchasing decisions. The more convincing reviews given by other consumers regarding products sold on Shopee e-commerce, then the purchase decision will be made by the consumer (occurs) or higher. Conversely, if the product being sold has a bad review (not sure), then the purchase decision for that product is low or decreasing. Thus, the results of testing hypothesis 2c are proven.

The results of this study are supported by research conducted by Nur Laili Hidayati (2018); Homami Rahayu et.al (2020); and Riska Sari Melati et.al (2020) stated that online consumer reviews have a positive and significant effect on purchase decisions. al (2020); and Riska Sari Melati et.al (2020) stated that online consumer reviews have a positive and significant effect on purchase decisions. al (2020); and Riska Sari Melati et.al (2020) stated that online consumer reviews have a positive and significant effect on purchase decisions.

4. The viral marketing variable with a t count of 2.080 and a significance of 0.040. Then it can be seen that the significance is  $0.040 < (\text{smaller than}) 0.05$ . This means that the independent variable (viral marketing) has a positive and significant effect on the dependent variable (purchase decision).

*Viral marketing* can create a sense of curiosity or curiosity arising in consumers so that consumers want to try or use viral products. Thus viral marketing triggers purchasing decisions that are influenced by several things, namely information circulating from social media, chat groups, recommendations, advertisements that often circulate on social media, interesting information that is presented, to reviews. By adjusting these considerations, the results of the study state that viral marketing has a positive and significant effect on purchase decisions in Shopee e-commerce for students domiciled in Sleman. This means that viral marketing triggers consumers to make purchase decisions in Shopee e-commerce. The bigger the viral marketing that is happening, the higher the purchase decision. Otherwise, if there is no viral marketing, the purchase decision will decrease. Thus, the results of the 2d hypothesis testing are proven. The results of this study are supported by research by Laili Hidayati (2018) and M. Rudi Irwansyah et.al (2019) that viral marketing has a positive and significant effect on purchase decisions.

## CONCLUSION

Based on the results of the analysis and discussion of the effect of price, transaction security, online consumer reviews, and viral marketing on purchase decisions in e-commerce Shopee (a survey of students domiciled in Sleman), the following conclusions can be drawn:

1. *Price, transaction Security, online consumer review*, and viral marketing together have a significant effect on purchase decisions in e-commerce Shopee for students domiciled in Sleman.
2. *Price* has a positive and significant effect on purchase decisions in e-commerce Shopee for students domiciled in Sleman.
3. *Transaction security* has a positive and significant effect on purchase decisions in e-commerce Shopee for students domiciled in Sleman.
4. *Online consumer review* has a positive and significant effect on purchase decisions in e-commerce Shopee for students domiciled in Sleman.
5. *Viral marketing* has a positive and significant effect on purchase decisions in e-commerce Shopee for students domiciled in Sleman

In this study, it was found that the variable price, transaction security, online consumer review, and viral marketing was able to explain 65.9% of the purchase decision variable and the remaining 34.1% was influenced by variables outside of this study. It is hoped that further research can examine variables outside of this study. Variables outside this study include discount, brand ambassador, korean wave, convenience, and vlogger marketing (Initial research, September, 2020). In addition, there are also variables according to Kotler and Keller (2016: 169) promotion,

distribution, product or there is the possibility of using internal variables from consumers such as motivation, perception, and learning (Rumondang et.al, 2015: 21), so that more research perfect again. In addition, it is hoped that researchers can add samples and expand the distribution of questionnaires.

Judging from the results of this study, it is known that the most dominant variable is the online consumer review variable. Thus, it is hoped that companies and sellers can continue to pay attention to the seller's (shop) assessment and the quality of goods at Shopee. This is because consumers need information that is in accordance with what is described or written by the seller, so that if what is written by the seller turns out to be the opposite of what is reviewed by consumers who have bought and the seller does not correct the error, this can make potential consumers who will buy hesitate. to make a purchase. And companies and sellers can also increase the use of well-known experts or artists in providing reviews of products sold on Shopee to make consumers make purchasing decisions. Companies and sellers can also attract consumers who have made a purchase to provide a complete review so that the information received by potential consumers is large. In addition, companies and sellers are expected to be able to maintain and improve other variables, both the variables that have been studied in this study and those outside this study that affect the purchase decision.

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