

## The Influence of Brand Image and Online Customer Reviews Against Purchasing Decisions on the Marketplace Lazada

Winda Oktaviani <sup>1</sup>, Dadang Suhardi <sup>2</sup>, Indah Dwi Kusumawati <sup>3</sup>, Dila Seliana <sup>4</sup>  
Universitas Kuningan

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### ABSTRACT

The purpose of this study was to determine: (1) The influence of brand image on purchasing decisions. (2) The influence of online customer review on purchasing decisions. (3) The influence of brand image and online customer review on purchasing decisions. The method used is a quantitative method using descriptive analysis. The population in this study are Lazada users in Kuningan Regency whose number is unknown. Sampling used the Lemeshow formula with a total sample of 100 respondents. The sampling technique is non probability sampling using a purposive sampling method. The data collection technique used in this study was by distributing questionnaires and measuring them using an interval scale. Data analysis used multiple linear regression analysis assisted by IBM SPSS version 23 software. Based on the results of the research that has been done, it shows that (1) Brand image has a positive and significant influence on purchasing decisions. (2) Online customer review has a positive and significant influence on purchasing decisions. (3) Brand image and online customer review simultaneously have a positive and significant influence on purchasing decisions.

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### Corresponding Author:

Winda Oktaviani  
Universitas Kuningan  
Email: [winda.oktaviani@uniku.ac.id](mailto:winda.oktaviani@uniku.ac.id)

## INTRODUCTION

The rapid and increasingly advanced development of technology in this era of globalization provides many benefits for everyday life. Technology has an important role in everyday life because it was created to facilitate and help humans in carrying out various activities. One of the results of technological advances is the existence of the Internet. Many benefits can be obtained from the internet such as making it easier to communicate over long distances and a means to find and obtain information. But not only that, currently the internet is used as a business facility and infrastructure that will provide convenience for business people. The Internet has made great changes and rapid progress in the field of business. This can be seen in changes in business processes and buying and selling transactions. Before the Internet, the process of buying and selling transactions was carried out directly or face-to-face. However, now with the internet that is easily accessible to everyone, the process of buying and selling transactions can be done through a platform or place where sellers can market their products online called the marketplace.

The marketplace acts as an intermediary between sellers and buyers in carrying out the process of buying and selling transactions online. There are various kinds of marketplaces in Indonesia

including Tokopedia, Shopee, Lazada, Bukalapak, and Blibli. Here is the Top Brand Index Marketplace data:

**Table 1. Top Brand Index Marketplace Tahun 2022**

No	Brand	TBI	Keterangan
1.	Shopee	43,70%	TOP
2.	Tokopedia	14,90%	TOP
3.	Lazada	14,70%	TOP
4.	Blibli	10,10%	TOP
5.	Bukalapak	8,10%	TOP

Source: <https://www.topbrand-award.com> (accessed 7 February 2023)

Based on Table 1, the data Top Brand Index (TBI) of 2022 above shows that marketplace Shopee, Tokopedia, Lazada, Blibli, and Bukalapak are the five brand marketplace Top by Top Brand Award. Marketplace Shopee, Tokopedia, and Lazada are included in the TOP category, while two marketplaces namely Blibli and Bukalapak are not included in the TOP category.



**Figure 1. Comparison of Brand Index Marketplace 2019-2022**

Source: <https://www.topbrand-award.com> (accessed 7 February 2023)

Based on figure 1, shows a comparison of brand index marketplace Shopee, Tokopedia, and Lazada. Marketplace Shopee and Tokopedia continue to increase in percentage brand index from 2019 to 2022, while marketplace Lazada experienced a percentage decline in brand index which is quite large from 2019 to 2022.

One of the marketplaces in Indonesia is Lazada which was founded by Rocket Internet in 2012. Lazada Indonesia is part of the Lazada Group online retail network that operates in six Southeast Asian countries, namely Malaysia, the Philippines, Singapore, Thailand, and Vietnam. The following is the data on marketplace competition in Indonesia based on the number of visitors from 2019 to 2022 in the second quarter:

**Table 2. Marketplace Competition in Indonesia  
Based on Number of Visitors 2019-2022**

No	Marketplace	Q1-Q4 2019	Q1-Q4 2020	Q1-Q4 2021	Q1-Q2 2022
1.	Tokopedia	411.468.800	355.556.000	598.446.700	315.579.967
2.	Shopee	294.638.600	390.826.700	527.556.700	264.073.367
3.	Lazada	158.043.900	105.357.100	114.313.300	51.326.700
4.	Bukalapak	287.159.800	142.913.700	119.516.700	44.400.033
5.	Blibli	119.309.100	77.015.600	70.043.400	36.063.367

Sumber: <https://iprice.co.id/insights/mapofecommerce/> (accessed March 13, 2023)

Based on table 2 data, it shows that the Lazada marketplace is ranked third based on the number of website visitors. The most visited top-ranked marketplace is Tokopedia, then the second rank is the Shopee marketplace. This means that the Lazada marketplace is still under the Tokopedia and Shopee marketplaces. Lazada Marketplace has not been able to rank first and shift Tokopedia as the marketplace that managed to reach the top rank because the number of Lazada's monthly web visitors decreased a lot in several quarters in 2019 to 2022 in the second quarter. In 2022 until the second quarter, the total visitors to the Tokopedia marketplace reached 315,579,967 visitors, the Shopee marketplace reached 264,073,367 visitors, while the Lazada marketplace only reached 51,326,700 visitors.

According to data from iPrice, the number of monthly web visitors to Lazada in the first quarter of 2019 was recorded at 52.04 million visitors. In the second quarter of 2019, the number of visitors decreased by 4.6% to 49.62 million. Then the figure again decreased by 43.6% to 27.99 million visitors in the third quarter of 2019. In the fourth quarter of 2019, the number of visitors rose 1.4% to 28.38 million. However, this increase only lasted for a moment, in the first quarter of 2020 the number of visitors again decreased by 14% to 24.4 million. The decline continued in the second quarter of 2020 by 9.7% to 22.02 million visitors. In the third and fourth quarters of 2020, the number of visitors increased but again decreased when entering the beginning of 2021.

In the first quarter of 2021, Lazada's monthly web visitor count decreased by 15.8% from 36.26 million to 30.52 million and continued to decline by 9.3% to 27.67 million in the second quarter of 2021. In the next quarter, namely the third quarter to the fourth quarter of 2021, the number of visitors increased by 0.8% from 27.95 million to 28.17 million. However, the number of visitors again decreased in the first quarter of 2022, namely by 12.4% from 28.17 million to 24.69 million, and rose 7.9% to 26.64 million in the second quarter of 2022. From the explanation of the data above, it can be concluded that the phenomenon of decreasing the number of visitors indicates a problem with purchasing decisions on the Lazada marketplace. Therefore, to overcome these problems, consumers have considerations in making purchasing decisions.

Purchasing decisions play a very important role because they can increase company profits by increasing product sales. In research conducted by (Soewito 2013) Purchasing decisions are defined as decisions made by consumers when buying a product through several processes. When making a purchase decision, consumers first go through several processes including recognition of needs, information search, evaluation of alternatives, making decisions, and post-purchase behavior.

One of the factors influencing purchasing decisions is brand image, according to Kotler and Keller (2009) Consumer purchasing behavior can be influenced by psychological factors such as motivation, perception, learning, and memory, where perception is related to brand image. Brand image can be interpreted as a perception that arises in the minds of consumers when remembering a certain brand. Brand image A strong one is one way to introduce the marketplace Lazada. Therefore, marketplace Lazada must be able to put the brand well in the mind or mind of the consumer. Brand image A good one will certainly increase the willingness of consumers to make purchasing decisions. This research is in line with research conducted by (Frimayasa and Nasution 2022) that brand image Positive and significant influence on purchasing decisions. This is contrary to the results of research conducted by (Nasution, Deception, and Ramadan 2020) which states that partially brand image does not affect purchasing decisions.

Besides the brand image, another factor influencing purchasing decisions is online customer reviews, according to Alman and Mirza (2013), online customer reviews are Used as a means for consumers to search and obtain information that will later influence purchasing decisions. Online customer reviews can be interpreted as a tool or medium for consumers to read various Reviews or reviews from other consumers who have made previous purchases. Before buying products promptly. Online, consumers will find out in advance information about the product they will buy by looking at Reviews provided by the previous buyer. Therefore, online customer reviews can be used as one factor influencing consumers in making purchase decisions in the marketplace. This research is in line with research conducted by (Martini, Sembiring, and Paul 2022) that online customer reviews Positive and significant influence on purchasing decisions. This is contrary to the results of research

conducted by (Ghoni and Soliha 2022) which states that online customer review has no effect and is not significant to the purchase decision.

Based on the background stated above, the formulation of the problem in this study is:

1. How brand image influences purchasing decisions on the Lazada marketplace.
2. How online customer reviews affect purchasing decisions on the Lazada marketplace.
3. How the influence of brand image and online customer reviews on purchasing decisions on the Lazada marketplace.

Based on the formulation of the problem above, the objectives of this study are:

1. To find out the influence of brand image on purchasing decisions in the Lazada marketplace.
2. To find out the influence of online customer reviews on purchasing decisions on the Lazada marketplace.
3. To find out the influence of brand image and online customer reviews on purchasing decisions on the Lazada marketplace.

## **THEORETICAL FOUNDATION**

### **1. Brand Image**

According to Kotler and Keller (2016), brand image is a perception and trust held by consumers, reflected or embedded in the mind and memory of a consumer. According to Keller (2013), brand image indicators are as follows:

1. Strength of brand association.
2. Favorability of brand association.
3. Uniqueness of brand association.

### **2. Online Customer Review**

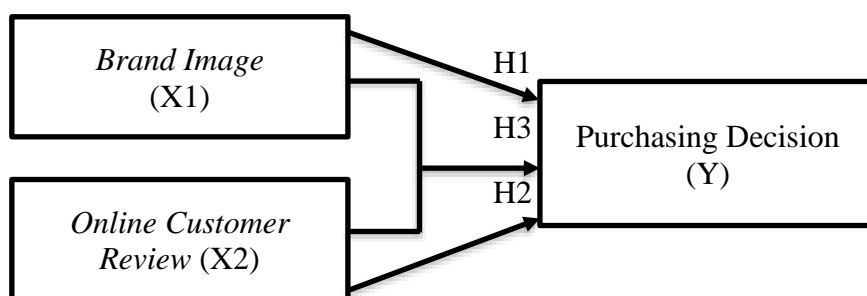
Mo et al. (2015) explain that an online customer review is a review provided by consumers related to information from the evaluation of a product about various aspects, with this information consumers can get information about the quality of the product sought from reviews and experiences written by consumers who have purchased products from sellers Online. Research conducted by (Princess and Wandebori 2016) indicates that the indicator for online customer reviews are as follows:

1. Source credibility.
2. Argument quality.
3. Perceived usefulness.
4. Review valence (valence review).
5. Quantity of reviews.

### **3. Purchasing Decision**

According to Kotler and Keller (2009) A purchasing decision is an integration process used to combine knowledge to evaluate two or more alternative behaviors and select one of them. According to Kotler and Keller (2012), purchasing decision indicators are as follows:

1. Steadiness in a product.
2. Habits in buying products.
3. Give recommendations to others.
4. Make a repurchase.



**Figure 2. Thinking Framework**

The hypotheses that will be proposed in this study are:

H1: Brand image positively influences purchasing decisions.

H2: Online customer reviews positively influence purchasing decisions.

H3: Brand image and online customer reviews simultaneously positively influence purchasing decisions.

## RESEARCH METHOD

The research method used in this study is a descriptive analysis research method using survey research methods and quantitative approaches. The population in this study is Lazada users in Kuningan Regency whose number is not known with certainty, so sampling using techniques of nonprobability sampling (Sugiyono 2018) and methods of purposive sampling (Sugiyono 2018). As well as using the Lemeshow formula so that a sample number of 100 respondents was obtained. The data collection technique carried out in this study is by distributing questionnaires and the measurement scale used is the interval scale 1-10.

## RESULTS OF RESEARCH AND DISCUSSION

### A. Research Results

#### 1. Classical Assumption Test

**Table 3. Normality Test Results  
One-Sample Kolmogorov-Smirnov Test**

		Brand Image	Online Customer Review	Purchasing Decision
N		100	100	100
Normal Parameters <sup>a,b</sup>	Mean	49.18	82.68	61.76
	Std. Deviation	5.256	8.271	7.947
Most Extreme Differences	Absolute	.085	.078	.065
	Positive	.058	.055	.062
	Negative	-.085	-.078	-.065
Test Statistic		.085	.078	.065
Asymp. Sig. (2-tailed)		.069 <sup>c</sup>	.136 <sup>c</sup>	.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: SPSS Version 23 Output Results

Based on Table 3, it can be seen that the results of the normality test using a sample  $n = 100$ , for testing brand image variables and online customer review of normal distributed purchasing decisions. The brand image variable has an asymp value. sig. (2-tailed) of 0.069, the online customer review variable has an asymp value. sig. (2-tailed) of 0.136, and the purchase decision variable has an asymp. value of sig. (2-tailed) of 0.200. This indicates all variables have asymp values. sig. (2-tailed)  $> 0.05$  so it can be concluded that the data is normally distributed.

**Table 4. Multicollinearity Test Results**

		Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.031	6.019		.504	.616		
	Brand Image	.628	.153	.415	4.100	.000	.502	1.993
	Online Customer Review	.337	.097	.351	3.461	.001	.502	1.993

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Version 23 Output Results

Based on Table 4, it is known that the calculation of the tolerance value shows that all independent variables have a tolerance value of  $> 0.10$ . Brand image and online customer review variables have a tolerance value of  $0.502 > 0.10$ . The results of calculating the VIF value show that all independent variables have a VIF value of  $< 10$ . Brand image and online customer review variables have a VIF value of  $1.993 < 10$  so it can be concluded that there are no symptoms of multicollinearity.

**Table 5. Heteroscedasticity Test Results**

		Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
		B	Std. Error	Beta			
1	(Constant)	8.962	3.651		2.454	.016	
	Brand Image	-.030	.093	-.046	-.325	.746	
	Online Customer Review	-.037	.059	-.089	-.627	.532	

a. Dependent Variable: RES2

Source: SPSS Version 23 Output Results

Based on Table 5, the results of heteroscedasticity testing with the Glejser test show that the brand image variable has a significance value of 0.746, and the online customer review variable has a significance value of 0.532. This shows that all independent variables have a significance value of  $> 0.05$  so it can be concluded that heteroscedasticity does not occur.

**Table 6. Hasil Uji Autokorelasi Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.708 <sup>a</sup>	.501	.491	5.672	1.929

a. Predictors: (Constant), Online Customer Review, Brand Image

b. Dependent Variable: Keputusan Pembelian

Source: SPSS Version 23 Output Results

Based on table 6 the Durbin-Watson value can be known as 1.929. This value will be compared with the significance table value of 5%, with a sample number of 100 (n) and the number of independent variables 2 (k = 2), then in the Durbin-Watson, table obtained dU values of 1.715 and 4-dU which is  $4 - 1.715 = 2.285$ . DW values are between dU and 4-dU, namely  $1.715 < 1.929 < 2.285$  so it can be concluded that autocorrelation does not occur.

## 2. Multiple Linear Regression Analysis Test

**Table 7. Multiple Linear Regression Analysis Test Results Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.031	6.019		.504	.616
	Brand Image	.628	.153	.415	4.100	.000
	Online Customer Review	.337	.097	.351	3.461	.001

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Version 23 Output Results

From Table 7 above, the regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 3,031 + 0,628 X_1 + 0,337 X_2$$

The regression equation can be described as follows:

1. The constant value of the regression equation above has a positive value of 3.031. A positive value means that it shows a unidirectional influence between the independent variable and the dependent variable. This shows that if brand image (X1) and online customer review (X2) are fixed or  $X = 0$ , then the purchase decision (Y) is worth 3,031.
2. The regression coefficient value for the brand image variable (X1) is 0.628. This value shows that there is a positive influence (unidirectional) between brand image on purchasing decisions. This means that if the brand image variable (X1) increases by one unit score, then the purchase decision variable (Y) will increase by 0.628 assuming the other independent variables are fixed.
3. The regression coefficient value for the online customer review (X2) variable is 0.337. This value shows that there is a positive influence (unidirectional) between online customer reviews on purchasing decisions. This means that if the online customer review variable (X2) increases by one unit score, then the purchase decision variable (Y) will increase by 0.337 assuming the other independent variables remain.
4. The beta regression coefficient value for the brand image variable (X1) of 0.415 or a percentage of 41.5% is greater than the beta regression coefficient value of the online customer review variable (X2) of 0.351 or a percentage of 35.1%. This shows that the purchase decision variable (Y) is more influenced by the brand image variable (X1).

### 3. Coefficient of Determination Test

**Table 8. Coefficient of Determination Test Results  
Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708 <sup>a</sup>	.501	.491	5.672

a. Predictors: (Constant), Online Customer Review, Brand Image

b. Dependent Variable: Keputusan Pembelian

Source: SPSS Version 23 Output Results

Based on Table 8, the influence of brand image (X1) and online customer review (X2) on purchasing decisions (Y) is an Adjusted R Square value of 0.491. This means that the influence of brand image (X1) and online customer review (X2) on purchasing decisions (Y) is  $0.491 \times 100\% = 49.1\%$  and the remaining 50.9% are influenced by other variables that were not studied in this study.

### 4. Uji Hipotesis

**Table 9. t Test Results (Partial Test)  
Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.031	6.019		.504	.616
	Brand Image	.628	.153	.415	4.100	.000
	Online Customer Review	.337	.097	.351	3.461	.001

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Version 23 Output Results

Based on table 9 can be explained as follows:

#### 1. Results of Brand Image Variable Hypothesis Test on Purchasing Decisions

Based on table 9 shows that the brand image variable (X1) has a calculated value of 4.100 and a significance of 0.000 the calculated t value is consulted with ttable, based on  $t_{table} = t(a/2; n-k-1)$ , with the error level set at 5%, then a table of 1.985 is obtained. Thus the calculated value of  $4.100 > t_{table} 1.985$ , the significance value of  $0.000 < 0.05$ , and the value of standardized coefficients beta of 0.415 which means that the brand image variable (X1) influences 0.415, then  $H_0$  is rejected and  $H_a$  is accepted so that it can be concluded that brand image (X1) partially has a positive and significant effect on purchasing decisions (Y). That is, hypothesis one is accepted.

#### 2. Results of Online Customer Review Variable Hypothesis Test on Purchasing Decisions

Based on table 9 shows that the online customer review variable (X2) has a calculated value of 3.461 and a significance of 0.001 the calculated t value is consulted with ttable, based on  $t_{table} = t(a/2; n-k-1)$ , with the error level set at 5% then obtained ttable of 1.985. Thus the calculated value of  $3.461 > t_{table} 1.985$ , the significance value of  $0.001 < 0.05$ , and the standardized coefficients beta value of 0.351 which means that the online customer review variable (X2) influences 0.351, then  $H_0$  is rejected and  $H_a$  is accepted so that it can be concluded that online customer review (X2) partially has a positive and significant effect on purchasing decisions (Y). That is, hypothesis two is accepted.



**Table 10. F Test Results (Simultaneous Test)**  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3131.364	2	1565.682	48.663	.000 <sup>b</sup>
	Residual	3120.876	97	32.174		
	Total	6252.240	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Online Customer Review, Brand Image

Source: SPSS Version 23 Output Results

Based on table 10 shows that the value of  $F_{\text{calculate}}$  48.663 and significance 0.000 then the value of  $F$  count is consulted with  $F_{\text{table}}$ , based on  $dk$  numerator ( $K$ ) = 2 and  $dk$  denominator ( $n-k-1$ ) = 97, with the error level set at 5%, then  $F_{\text{table}}$  is obtained at 3.09. Thus, the  $F$  calculates the value of  $48.663 > F_{\text{table}}$  3.09 and the significance value of  $0.000 < 0.05$ ,  $H_0$  is rejected and  $H_a$  is accepted, so it can be concluded that brand image ( $X_1$ ) and online customer review ( $X_2$ ) simultaneously have a positive and significant effect on purchasing decisions ( $Y$ ). That is, hypothesis three is accepted.

## B. Discussion

### 1. The Influence of Brand Image on Purchasing Decisions on Lazada Marketplace

Based on the results of partial test research ( $t$ ) obtained a  $t_{\text{count}}$  value of 4.100 and a significance of 0.000 then the calculated value was consulted with  $t_{\text{table}}$ , based on  $t_{\text{table}} = t(a/2; n-k-1)$ , with the error level set at 5% then obtained  $t_{\text{table}}$  of 1.985. Thus the calculated value of 4.100  $> t_{\text{table}}$  1.985 and the significance value of  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. This means that brand image ( $X_1$ ) partially has a positive and significant influence on purchasing decisions ( $Y$ ).

The results of this study are supported by previous research conducted by (Frimayasa and Nasution 2022) states that brand image Positive and significant influence on purchasing decisions.

### 2. The Influence of Online Customer Reviews on Purchasing Decisions on Lazada Marketplace

Based on the results of the partial test study ( $t$ ) obtained a calculated value of 3.461 and a significance of 0.001 then the calculated value was consulted with  $t_{\text{table}}$ , based on  $t_{\text{table}} = t(a/2; n-k-1)$ , with the error level set at 5% then obtained  $t_{\text{table}}$  of 1.985. Thus the calculated value of 3.461  $> t_{\text{table}}$  1.985 and the significance value of  $0.001 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. This means that online customer review ( $X_2$ ) has a partial positive and significant effect on purchasing decisions ( $Y$ ).

The results of this study are supported by previous research conducted by (Martini, Sembiring, and Paul 2022) states that online customer reviews Positive and significant influence on purchasing decisions.

### 3. The Influence of Brand Image and Online Customer Reviews on Purchasing Decisions on Lazada Marketplace

Based on the results of simultaneous test research ( $F$ ) obtained a  $F_{\text{calculate}}$  value of 48.663 and a significance of 0.000 then the calculated  $F$  value was consulted with  $F_{\text{table}}$ , based on the numerator  $dk$  ( $K$ ) = 2 and the denominator  $dk$  ( $n-k-1$ ) = 97, with the error level set at 5%, then the  $F_{\text{table}}$  was obtained at 3.09. Thus the value of  $F_{\text{calculate}}$   $48.663 > F_{\text{table}}$  3.09 and the significance value of  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. This means that brand image ( $X_1$ ) and online customer review ( $X_2$ ) simultaneously have a positive and significant influence on purchasing decisions ( $Y$ ).

The results of this study are supported by previous research conducted by (In the ashes, in the pardi, and Hatnery 2021) states that brand image and online customer reviews have Simultaneously positive and significant influence on purchasing decisions.

## CONCLUSION

Based on the results of research and discussion with data processing using IBM SPSS software version 23, regarding the influence of brand image and online customer reviews on purchasing decisions on the Lazada marketplace, the following conclusions can be drawn:

1. Brand image partially has a positive and significant influence on purchasing decisions. This means that the stronger and better the brand image in the minds of consumers towards the Lazada marketplace, the more purchasing decisions will increase on the Lazada marketplace.
2. Online customer reviews have a partial positive and significant effect on purchasing decisions. This means that the more positive reviews given by previous consumers, the more purchase decisions will increase on the Lazada marketplace.
3. Brand image and online customer reviews simultaneously have a positive and significant influence on purchasing decisions. This means that the better the brand image and the more positive reviews, the more purchase decisions on the Lazada marketplace will increase.

## Suggestion

Based on the research results, discussions, and conclusions stated above, the researcher provides several suggestions to be used as input in the future. The researchers' suggestions are as follows:

1. Of all the indicators in the brand image variable, it is known that the lowest questionnaire value is on the 2nd item strength of brand association indicator with the statement "Lazada is the brand marketplace that sticks most in my mind or mind". Based on responses about these indicators, to improve purchase decisions, the Lazada marketplace should be able to strengthen and maintain a positive brand image in the minds or minds of consumers, because a brand image that is well known by consumers will make consumers confident to make purchases on the Lazada marketplace.
2. Of all the indicators in the online customer review variable, it is known that the lowest questionnaire value is the 4th item argument quality indicator with the statement "I believe reviews from consumers in the Lazada marketplace are by facts or reality". Based on responses about these indicators, to improve purchase decisions, online shops in the Lazada marketplace should pay more attention to the products sold so that consumers who have purchased these products provide reviews that are facts or reality it will make other consumers confident to make purchases on the Lazada marketplace.
3. This study only tests and analyzes the influence of brand image variables and online customer reviews on purchasing decisions. Therefore, it is expected that further researchers can review and further develop this research with other variables that influence consumer purchasing decisions in online shopping such as price, digital marketing, product quality, and so on, so that variables that influence purchasing decisions can be known more.

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