



## The Effect of Viral Marketing, Online Customer Review, Price Perception, Trust on Purchase Decisions with Lifestyle as Intervening Variables in the Marketplace Shopee in Surabaya City

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### **Abstract**

This study aims to prove and analyze the effect of Viral Marketing, Online Customer Review, Price Perception and Trust on Purchasing Decisions with Lifestyle as an Intervening Variable in the Shopee Marketplace in Surabaya City. Collecting research data using the documentation method. The data analysis technique of this research uses descriptive statistical analysis and hypothesis testing of the Inner model and Outer model. Sources of data obtained from questionnaires with a picket measurement scale distributed to Shopee marketplace users in the city of Surabaya. This type of research is an associative research. This study shows that Viral Marketing, Price Perception, Trust has a positive and significant effect on lifestyle. Online Customer Reviews do not have a positive effect on lifestyle. Meanwhile, Viral Marketing, Online Customer Reviews, Price Perception, Trust have a positive and significant effect on purchasing decisions.

**Keywords:** *Viral Marketing; Online Customer Reviews; Price Perception; Trust; Purchase Decisions; Lifestyle*

### **Introduction**

Social media has come into consideration in purchasing decisions. This can be seen from the lifestyle of the people who are required to follow developments, so that it becomes an opportunity for business, especially for companies engaged in the marketplace. According to research in January 2020, the Ministry of Communication and Information, the number of users will continue to increase. The number of internet users in Indonesia has reached 175.4 million people.

According to Analytic Data Advertising (ADA), online shopping activities have increased by 400% since March 2020 due to this pandemic. Bank Indonesia (BI) noted, purchase transactions via e-commerce in March 2020 reached 98.3 million transactions. That figure is an increase of 18.1% compared to February. This is certainly a great opportunity for marketplaces like Shopee. More and more consumers are turning to online shopping in Indonesia, creating competition for online shopping businesses to find targeted market segments. One of the popular online shopping in Indonesia is Shopee.

The iprice chart survey shows that in 2017 - 2019 Shopee has good stability to maintain its position and in 2020 the first quarter of shopee visitors via the web has reached 71.5 million. Shopee, as one of the e-commerce platforms, recorded an increase in transactions in 2020, up 130% compared to the same period last year which means around 260 million transactions on the Shopee platform.

Google research and the German market research institute GFK (Gesellschaft Fur Konsum for schung) in 2017, showed the city of Surabaya as the region with the highest percentage of online shopping. The percentage of online shopping in Surabaya beat the city of Jakarta. The percentage of online shopping in Surabaya reaches 71%. Meanwhile, the percentage of online shopping in Jakarta reaches 66%. With this, the researchers saw the linkage of viral marketing as an influence of buyer decisions through lifestyle.

Viral marketing is a marketing technique that aims to make people voluntarily want to convey marketing messages to others (Kotler and Keller, 2018: 460). Viral marketing supports branding, promotion and advertising to attract consumers to visit or buy at Shopee. Like Shopee, which held a #99shopeehaul competition on Tiktok and gave several prizes, it forms a marketing strategy that follows a new lifestyle with digital trends.

Online customer reviews provide information about products and recommendations from a consumer's perspective, which is important for consumers in making online purchases. Online customer reviews are the mainstay of consumers in assessing a product personally (Stella Nathania, 2018). According to econsultancy.com, generally around 61% of buyers will read online reviews before making a purchase decision or ordering a product. This also has an impact on lifestyle changes which are interpreted as a person's condition to tend to do online shopping activities not because it is for fulfillment of needs alone, but rather a preference that is built by someone himself.

Price perception is how price information is fully understood and provides deep meaning for consumers. Price perception is an important assessment for consumers regarding the comparison of the amount of sacrifice with what will be obtained from products and services (Zeithaml in Kusdyah, 2012)). Hence, the need to establish trust (trust) in consumers. According to Kotler and Keller (2018: 112) trust is a company's willingness to depend on business partners.

Trust depends on several interpersonal and inter-organizational factors such as competence, integrity, honesty and kindness. Trust is a multidimensional concept that can be studied from various points of view of scientific disciplines, including social psychology, sociology, economics, and marketing. Sellers are required to be able to make buyers or consumers feel confident in buying and selling transactions on the internet. The existence of fraud from products and transactions on the marketplace makes consumers ith to shop online. The need to convince consumers to trust the marketplace, of course with a survey will be able to find out whether consumers believe in buying at shopee.

Human interest in various goods is influenced by their lifestyle and the goods they buy reflect this lifestyle. According to Heru Suprihhadi. Et al (2017) that lifestyle is broadly defined as a way of life that is identified by how other people spend their time (activities) seen from work, hobbies, shopping, sports, and social activities and interests consisting of food, fashion, family, recreation and also opinion (opinion) consists of themselves, social issues, business, and products.

Lifestyle changes brought about by online shopping are a consumptive nature of society. The increasing number of e-commerce (services for means of buying and selling online) has led to changes in the shopping patterns of the people who initially shop conventionally until now they have switched to a modern way that is very practical and makes it easy to choose their goods anywhere. In addition to changes in shopping patterns, online shopping has also led to changes in consumer lifestyles, where initially shopping was only to meet basic needs, now consumers shop because they are tempted and want to try something new and they like.

Based on the data and background above, the authors are interested in conducting research with the title "The Influence of Viral Marketing, Online Customer Reviews, Price Perception, Trust on Purchasing Satisfaction with Lifestyle as an Intervening Variable at Marketplace Shopee in Surabaya City".

## **Review the Library**

### **Viral Marketing**

Viral marketing is getting website visitors and recommending them to those who will later be considered interested. They will connect the message to potential consumers who will use the goods or services offered and recommend it to other consumers. Marketing messages must be made as attractive as possible, so creativity is needed in making them. Consumers can be interested in a relevant text, containing hints and tips, demonstrations, overview, interesting ideas, special offers, vouchers, and testers. Not only that, consumers must also be given a place to provide feedback.

According to Nurleala in Yoshua Glennardo (2016) There are three components that affect viral marketing, namely: (1) Consumers are connected to one another in a network of interpersonal relationships. Family members and relatives interact with each other regularly. (2) Without this compelling topic, marketing will not multiply on its own. Interesting topics such as gossip, the latest news are proven to make people busy talking about them voluntarily. (3) There are 2 supporting psychological factors that encourage consumers to talk about a product in a positive way: Peer Pressure is the influence of the peer group so that someone changes their behavior, habits and values in order to be accepted in the group. Prestige or pride is basically everyone's need. Everyone wants to be seen and respected by those around them.

### **Online Customer Review**

Sutanto, et al (2016) defines online consumer review as a form of electronic word of mouth and can be said to be a new marketing communication that can influence and play a role in the purchase decision process. online customer reviews and ratings have a relationship with consumer buying interest because review and ratings are one of several factors that determine the emergence of online buying interest. In Theory of Reasoned Action / TRA (Fishbein & Ajzen in Hartono, 2007) Online customer reviews can be a powerful promotional tool for marketing communications. Marketers and vendors have used this medium because it provides an inexpensive and impactful channel to reach their customers.

Marketing is known to take advantage of the network of influence between customers to influence the buying behavior of potential buyers. online consumer review indicators used in this study: (1) Perceived Usefulness (2) Source Credibility (3) Quality Arqumen (4) Volume of Online Consumer Review (5) Valence of Online Consumer Review.

### **Price Perception**

Xia et al. in Lee and Lawson-Body (2011: 532) argues that price perception is a consumer judgment and an associated emotional form regarding whether the price offered by the seller and the price compared to other parties is reasonable, acceptable or justifiable. Gourville and Moon at Toncuret al. (2010: 297) states that consumer price perceptions are influenced by prices offered by other stores with the same goods.

Price perception is related to how price information is fully understood and provides deep meaning to consumers, while purchasing decisions are a decision stage where consumers actually purchase a product (Tjiptono, 2012: 193). According to Kotler & Armstrong (2018: 8) translated by Bob

Sabran (2016: 27) there are four indicators that characterize prices, namely: (1) Affordability of prices (2) Price compatibility with product quality (3) Price competitiveness (4) Conformity price with benefits.

### **Trust**

Trust is a company's willingness to depend on a business partner. Trust depends on several interpersonal and inter-organizational factors such as competence, integrity, honesty and kindness (Kotler and Keller, 2018: 56). According to Jhon C Mowen and Michael Minor (2018: 312) Trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes and benefits. According to Andromeda (2015), consumer confidence in online shopping websites lies in the popularity of the online shopping website itself, the better a website is, consumers will be more confident and confident in the reliability of the website.

From the definitions of the experts above, it can be concluded that belief is an expectation held by an individual or a group when words, promises, oral or written statements from an individual or other group can be realized. According to Fandy Tjiptono (2016: 284) there are four indicators in the trust variable, namely; (1) Reliability (2) Honesty (3) Concern (4) Credibility.

### **Lifestyle**

Lifestyle affects a person's behavior which ultimately determines one's consumption pattern. In the world of conventional marketing, this is known as public relations or network marketing which uses associations, communities or networks of friends to spread marketing messages about the company's business (Ristania and Jerry, 2014). A person's lifestyle is usually not permanent and changes quickly. A person may quickly change the model and brand of clothing because they adjust to changes in his life (Sumarwan, 2014: 57).

Lifestyle according to Kotler (2018: 192) is a person's lifestyle in the world that is expressed in their activities, interests, and opinions. Lifestyle describes a person's whole self in interacting with their environment. According to Jhon C Mowen and Michael Minor (2018: 192) lifestyle is a pattern of one's life behavior, patterns in shopping and allocating time. The conclusion of some lifestyle experts is that human behavior is dominated by their personal life which can be expressed in activities or activities as needed. According to Sunarto in Reski Amalia (2017: 92), there are 3 indicators of a person's lifestyle, namely as follows: (1) Activities (2) Interests (3) Opinions.

### **Buying decision**

The purchase decision is defined by Kotler and Armstrong (2018: 102) "in the evaluation stage, the consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand". Whereas the purchasing decision is a series of processes that start with the consumer recognizing the problem, looking for information about a particular product or brand and evaluating how well each of these alternatives can solve the problem, which then leads to a purchase decision (Tjiptono, 2014: 21).

Based on some of the opinions of the experts above, the author comes to an understanding that the purchase decision is a stage where consumers have more or more alternative choices in deciding whether or not to buy an item or service. Purchasing decision indicators can be used to evaluate the situation or the possibility of measuring the changes that occur from time to time. Meanwhile, consumer decisions to purchase a product or service include 6 sub-decisions, according to Kotler and Keller (2018: 164), explaining the following: (1) Consumer products (2) Buyer brands (3) Buyer distributor places (4) Purchase time (5) Total consumer purchases.

## Conceptual Framework

This research aims to find out the indicators that affect viral marketing, online customer reviews, price perceptions, and trust on purchasing decisions with lifestyle as a variable in the shopee marketplace in Surabaya.

In this research, viral marketing, online customer reviews, price perception, and trust are independent variables. Meanwhile, purchasing decisions as the dependent variable and lifestyle as an intervening variable. The following is the conceptual framework that the author developed:

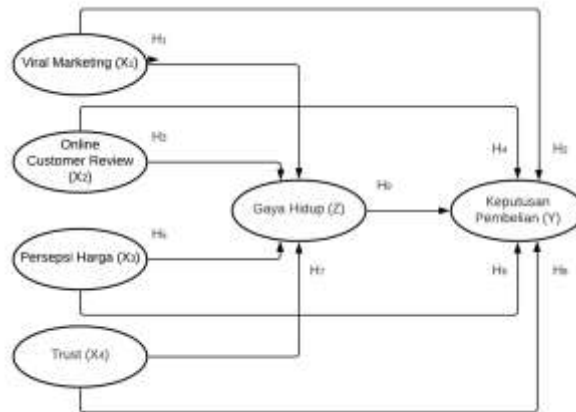


Figure 1. Conceptual Framework

## Hypothesis

This research has been proven to be true through collected empirical data. The hypothesis that the author proposes is as follows:

H1: Viral marketing has a positive and significant impact on the lifestyle of the shopee marketplace in the city of Surabaya.

H2: Viral marketing has a positive and significant effect on purchasing decisions at the shopee marketplace in the city of Surabaya.

H3: Online customer review has a positive and significant effect on the lifestyle of the shopee marketplace in Surabaya.

H4: Online customer review has a positive and significant effect on purchasing decisions at the shopee marketplace in Surabaya.

H5: Perception of price has a positive and significant influence on the lifestyle of the shopee marketplace in the city of Surabaya.

H6: Perception of price has a positive and significant effect on purchasing decisions at shopee marketplaces in Surabaya.

H7: Trust has a positive and significant influence on the lifestyle of the shopee marketplace in the city of Surabaya.

H8: Trust has a positive and significant influence on purchasing decisions at the shopee marketplace in the city of Surabaya.

H9: Lifestyle has a positive and significant influence on purchasing decisions on purchasing decisions at shopee marketplaces in Surabaya.

## Research Methodology

This research uses a quantitative descriptive approach. In compiling this research, questionnaire data on shopee users in the city of Surabaya were processed in numerical or statistical form. The place for this research is PT Shopee International Indonesia which is located on Jl. Ploso 11 No. 5d Surabaya. The object of this research is a company engaged in the e-commerce site headquartered in Singapore under the SEA Group. The time used by the author for this research was carried out from September to the end of December in a period of approximately 4 (four) months of data collection and 1 (one) month of data processing which includes presentation in the form of a thesis proposal.

The type of research used is associative research. This research method uses a survey or questionnaire method as a means of collecting data, the purpose of this method is to deepen the related information to be studied on a number of respondents who represent the population. The data source used is primary data. The data used in this study were obtained from a questionnaire on shopee users in the city of Surabaya with the influence of viral marketing, online customer reviews, price perceptions and trust on purchasing decisions with a lifestyle as an intervening variable.

The population in this study is a subject related to the research that the author did in the Shopee marketplace, so the respondents of this study are people in the city of Surabaya. Sampling can be a conclusion from the population so that the sample used for research can truly represent the population. The technique used in determining this sample uses non-probability to be precise using purposive sampling, stating that purposive sampling is a sampling technique with certain considerations. The characteristics of the respondents in this study are based on the following:

1. Based on gender
2. Based on age
3. Based on the last education
4. Based on job status
5. Based on the area of residence
6. Based on average consumption (routine expenditure)
7. Based on the frequently used online shopping media
8. Based on the items that have been purchased
9. Based on How often shopping online
10. Based on the most important role in purchasing decisions

Because the number of people in the city of Surabaya is unknown, the formula needed in the study to determine the number of samples is using the Lemeshow formula (Hening, 2015).

$$n = \frac{z^2 p(1-p)}{d^2}$$

Information:

$n$  = Number of samples

$z$  = Standard Value = 1.96

$p$  = The maximum estimate = 50% = 0.5

$d$  = alpha (0,10) or sampling error = 10%

$$\text{Based on the formula, then } n = \frac{1.96^2 \cdot 0.5(1-0.5)}{0.1^2} = \frac{3.8416 \cdot 0.25}{0.01} = \frac{0.9604}{0.01} = 96,04$$

Then the results obtained from the minimum number of samples needed in this study were 96 respondents who were rounded off by the author to be 100 respondents.

The research instrument used in this study was a questionnaire or questionnaire that was made by the author himself. Sugiyono (2014: 92) states that "a research instrument is a data collection tool used to measure observed natural and social phenomena". Thus, the use of research instruments is to find complete information about a problem, natural and social phenomenon. The instrument used in this study was intended to produce accurate data by using a Likert scale.

The data collection technique used is documentation by collecting questionnaires and studying based on the history that occurred and then researched. Data obtained from historical data of events or events that have been published by the mass media.

Methods or data collection techniques that can be done by interviewing (interviewing), questionnaire (questionnaire), observation (observation), and a combination of the three (Sugiyono, 2017: 194). The data collection method in this study used a survey method with data collection techniques using a questionnaire. The data collection techniques are as follows:

1. The author is looking for 100 users and consumers in the Shopee mock-up in Surabaya
2. The author distributes the research questionnaire through social media (whatsapp group)
3. The author checks the questionnaire after filling it completely

The data analysis technique used in this research is Partial Least Square (PLS) which is supported by SmartPLS 3.0 software. Before doing the frequency test to show how many subjects / objects have the same and measured value in the independent variable.

### ***Findings and Discussion***

The characteristics of respondents in this study based on the SPSS frequency test can be seen that the majority of respondents are male, with a percentage of 51%. Based on age, the majority of respondents were between 20-29 years old, with a percentage of 83%. Based on the latest educational background, the majority of respondents have the latest education at the level of Strata 1, with a percentage of 52%.

Based on occupation, the majority of respondents have jobs as private employees, with a percentage of 34%. Based on the area of residence, the majority of respondents have a residential area in East Surabaya, with a percentage of 34%. Based on Average Consumption (Routine Expenditures), the majority of respondents have an Average Consumption (Routine Expenditures) of 1 - 3 million, with a percentage of 42%.

Based on the frequently used online shopping media, the majority of respondents download on the marketplace application, with a percentage of 42%. Based on the average marketplace that you have used to shop online, the majority of respondents use shopee as a marketplace that has been used to shop online, with a percentage of 100%.

Based on what items you have bought online, the majority of respondents bought fashion items (clothes, bags, shoes, accessories) online, with a percentage of 62%. Based on how often you shop online in 1 month, the majority of respondents shop online in 1 month as much as <2 times, with a percentage of 64% and Based on who has the most role in deciding online purchases., The majority of respondents have the most role in deciding online purchases is yourself, with a percentage of 90%.

## Validity Test Results

**Tabel 1.** Coefficient of determinant (R2)

Variabel	R Square
Life Style (Z)	0.603314
Trust (X4)	-
Buying Decision (Y)	0.670464
Online Customer Review (X2)	-
Price Perception (X3)	-
Viral Marketing (X1)	-

Source: PLS Data Processing Results, (2020)

Based on the data presentation, it can be seen that the R-Square value for the Purchasing Decision variable is 0.670464. The acquisition of this value explains that the percentage of the purchase decision (Y) can be explained by Viral Marketing (X1), Online Customer Review (X2), Price Perception (X3), Trust (X4) and Lifestyle (Z) of 67%. Then for the R-Square value obtained by the Lifestyle variable (Z) is 0.603314. This value explains that the effectiveness of financing risk management can be explained by Viral Marketing (X1), Online Customer Review (X2), Price Perception (X3) and Trust (X4) by 60.3%.

The goodness of fit assessment is known from the Q-Square value. The value of Q-Square has the same meaning as coefficient determination (R-Square) in regression analysis, where the higher the Q-Square, the model can be said to be better or more fit with the data. The results of the calculation of the Q-Square value are as follows:

$$Q - Square = 1 - [(1 - R^2_1) \times (1 - R^2_2)]$$

$$Q - Square = 1 - [(1 - 0.670464) \times (1 - 0.603314)]$$

$$Q - Square = 1 - [(0.329536) \times (0.396686)]$$

$$Q - Square = 1 - [(0.329536) \times (0.396686)]$$

$$Q - Square = 1 - 0.131$$

$$Q - Square = 0.869$$

Based on the results of the above calculations, the Q-Square value is 0.869. This shows the large diversity of research data that can be explained by the research model is 86.9%. While the remaining 13.1% is explained by other factors that are outside of this research model. Thus, from these results, this research model can be stated as having a good goodness of fit.

## Discussion

### Effect of Viral Marketing on Lifestyle

The results of the inner model evaluation show that there is a positive and significant effect of Viral Marketing on Lifestyle. Based on the theory, it explains that Viral Marketing is a marketing strategy that can cause people to talk about the business the company is doing in the socialization of their friends or their social networks. In the world of conventional marketing, this is known as public relations or network marketing, which uses associations, communities or networks of friends to spread marketing



messages about the company's business (Ristania and Jerry, 2015) while Lifestyle shows how people live, how to spend their money., and how to allocate time (Minor and Mowen, 2018: 192).

### **The Effect of Viral Marketing on Purchasing Decisions**

The results of the inner model evaluation show that there is a positive and significant effect of Viral Marketing on Purchasing Decisions. Based on the theory, it explains that Viral Marketing is word of mouth marketing through the internet version, by involving the creation of E-Mail messages or other contagious marketing events that customers will want to convey to their friends (Armstrong and Kotler, 2018: 460), whereas purchasing decisions is a series of processes that start from consumers recognizing the problem, looking for information about a particular product or brand and evaluating how well each of these alternatives can solve the problem, which then leads to a purchase decision (Tjiptono, 2014: 21) .

### **The Effect of Online Customer Reviews on Lifestyle**

The results of the inner model evaluation show that there is no positive and insignificant effect of Online Customer Review on Lifestyle. Based on the theory, it explains that online customer reviews are used as a means for consumers to find and get information that will later influence purchasing decisions (Almana and Mirza, 2013: 23). Online customer reviews can be understood as a medium for consumers to see reviews from other consumers of a company's products and services (Febriana and Yulianto, 2018: 4), while Lifestyle is individual behavior that is manifested in the form of activities, interests and individual views. to actualize his personality because of the influence of interaction with his environment”, Bernard T. Widjaja, (2009).

### **The Effect of Online Customer Reviews on Purchasing Decisions**

The results of the inner model evaluation show that there is a negative and significant effect of Online Customer Review on Purchasing Decisions. Based on the theory, it explains that online customer reviews and ratings are related to consumer buying interest because review and ratings are one of several factors that determine the emergence of online buying interest. In Theory of Reasoned Action / TRA (Fishbein & Ajzen in Hartono, 2007) interest is influenced by subjective attitudes and norms.

Subjective attitudes and norms are positive or negative feelings of a person if he has to do the behavior to be determined and one's perceptions or views of other people's beliefs. With the existence of online consumer ratings and reviews, consumers will consider shopping at the Shopee online marketplace more because it will generate beliefs, attitudes, behavior and most importantly the will or interest in buying. While the purchase decision is a consumer decision that is influenced by financial economics, technology, politics, culture, product, price, location, promotion, physical evidence, processing and processes, so as to form an attitude towards consumers to process all information and draw conclusions in the form of product responses. what to buy (Buchari Alma, 2011: 96).

### **The Effect of Price Perception on Lifestyle**

The results of the inner model evaluation show that there is a positive and significant effect on perceived price on lifestyle. Based on the theory, it explains that price perception is a consumer judgment and an associated emotional form regarding whether the price offered by the seller and the price compared to other parties is reasonable, acceptable or justifiable (Xia et al. In Lee and Lawson-Body, 2011: 532). Gourville and Moon at Toncuret al. (2010: 297) states that consumer price perceptions are influenced by prices offered by other stores with the same goods, whereas lifestyle is often described by someone's activities, interests and opinions (activities, interests, opinions). A person's lifestyle is usually not permanent and changes quickly. A person may quickly change the model and brand of clothing because they adjust to changes in his life (Sumarwan, 2014: 57).

### **The Effect of Price Perception on Purchasing Decisions**

The results of the inner model evaluation show that there is a positive and significant effect of Price Perception on Purchasing Decisions. Based on the theory of explaining that perception is a process of an individual in selecting, organizing, and translating the incoming information stimulus into a comprehensive picture, price perception is how consumers see prices as high, low and fair prices (Schiffman and Kanuk (2011: 137) This has a strong influence on both purchase interest and satisfaction in purchasing. Price perceptions are related to how price information is fully understood and gives deep meaning to consumers, while purchasing decisions are a decision stage where consumers actually purchase a product (Tjiptono, 2012: 193).

### **The Effect of Belief on Lifestyle**

The results of the inner model evaluation show that there is a positive and significant effect of trust on lifestyle. Based on the theory, it explains that trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes and benefits (Mowen and Minor in Donni June, 2017: 116) while Kotler and Keller (2016: 192) suggest that the notion of style life is a person's lifestyle in the world that is expressed in their activities, interests and opinions. Lifestyle describes a person's whole self in interacting with their environment.

### **The Effect of Trust on Purchasing Decisions**

The results of the inner model evaluation show that there is a positive and significant effect of trust on purchasing decisions. Based on the theory, it explains that "Trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and benevolence ". Where, trust is the willingness of the company to rely on business partners. Trust depends on a number of interpersonal and inter-organizational factors, such as company competence, integrity, honesty and kindness (Kotler & Keller, 2012: 225) while the purchasing decision according to Schiffman and Kanuk (2000) is "the selection of an option from two or alternative choices". So, a purchase decision is a person's decision where he chooses one of several alternative options.

### **The Effect of Lifestyle on Purchasing Decisions**

The results of the inner model evaluation show that there is a positive and significant influence of Lifestyle on Purchasing Decisions. Based on the theory, it explains that lifestyle is basically a behavior that reflects what problems actually exist in the mindset of customers who tend to mingle with various things related to emotional and psychological problems of consumers (Nugroho, 2015: 80) ", while purchasing decisions according to Peter Jerry C. Olson (2013), a decision includes a choice between two or more alternative actions or behaviors. Marketers are specifically interested in buyer behavior, especially consumer choices regarding the brands to buy.

## **Conclusion**

Based on the results of the research and discussion described in the previous chapter, the researchers can draw the following conclusions:

First, Viral Marketing has a positive and significant effect on Lifestyle at the Shopee marketplace in Surabaya City. The t-statistic shows a value of 22.899970 which means it is significant because it is greater than 1.96 ( $\geq 1.96$ ). Second, Viral Marketing has a positive and significant effect on research decisions on the Shopee marketplace in the city of Surabaya. With the t-statistic, it shows a value of 11.588354 which means it is significant because it is greater than 1.96 ( $\geq 1.96$ ). Third, Online Customer

Reviews do not have a positive effect on Lifestyle at the Shopee marketplace in Surabaya. With the t-statistic, it shows the value of 0.937939 which means it is smaller than 1.96 ( $\geq 1.96$ ).

Forth, Online Customer Reviews have a positive effect on Purchasing Decisions at the Shopee marketplace in Surabaya. The t-statistic shows a value of 6,728100 which means it is greater than 1.96 ( $\geq 1.96$ ). Fifth, Price Perception has a positive effect on Lifestyle in the Shopee marketplace in Surabaya City. The t-statistic shows a value of 12.940972 which means that it is greater than 1.96 ( $\geq 1.96$ ). Sixth, Price Perception has a positive effect on Purchasing Decisions at the Shopee marketplace in Surabaya City. The t-statistic shows a value of 8.027301 which means that it is greater than 1.96 ( $\geq 1.96$ ). Seventh, Perceptions of trust have a positive effect on Lifestyle at the Shopee marketplace in Surabaya. The t-statistic shows a value of 5.710375 which means it is greater than 1.96 ( $\geq 1.96$ ). Eighth, Perceptions of trust have a positive effect on Purchasing Decisions at the Shopee marketplace in Surabaya. The t-statistic shows a value of 13.975672 which means that it is greater than 1.96 ( $\geq 1.96$ ). The last, Lifestyle has a positive effect on Purchasing Decisions at the Shopee marketplace in Surabaya. The t-statistic shows a value of 816.765811 which means that it is greater than 1.96 ( $\geq 1.96$ ).

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