

Digital Marketing Strategy and Customer Rating: Impact on Purchase Decisions at Sinar Mandiri

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Abstract - The rapid growth of digital technology has transformed marketing practices, making businesses to adopt digital platforms in order to remain competitive and influence consumer behavior. In this environment, digital marketing strategies and customer rating play an increasingly important role in shaping purchasing decisions, especially for retail businesses operating in highly competitive markets. However, empirical evidence regarding the effectiveness of these factors in the context of local retail is still limited. This study employs an explanatory quantitative approach to analyze the impact of digital marketing strategies and customer evaluation on purchasing decisions at Sinar Mandiri. Data was obtained by distributing questionnaires to 100 respondents collected from customers who had made purchases and been exposed to the company's digital marketing activities through social media, online marketplaces, and other digital platforms using a five-point Likert scale questionnaire. The data was analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software. The results of the study indicate that both digital marketing strategies and customer rating have a positive and significant influence on purchasing decisions, with digital marketing strategies showing a stronger influence. These findings suggest that effective digital marketing serves as a major stimulus in shaping consumer expectations, while customer evaluations reinforce trust and perceived quality in the decision-making process. These results have practical implications for local retail businesses in developing more targeted digital marketing strategies and managing customer feedback to improve purchasing decisions.

Keywords: Consumer behavior; Customer rating; Digital marketing strategy; Purchase decision

1. Introduction

The rapid development of digital technology has brought significant changes to modern marketing practices. Companies no longer rely solely on conventional marketing strategies such as direct promotion and print media, but must be able to reach customers through various digital platforms. (Astuti, 2025). Digital marketing has become an important component of marketing strategy because it provides measurable, fast, and interactive information that can influence customer perceptions and behavior. (Ismalia & Fasa, 2024). In a business environment that wants to maintain customer loyalty and increase purchasing options, it is necessary to use digital marketing strategies in an increasingly competitive business world. (Damayanti, 2025). One business experiencing these dynamics is Sinar Mandiri, a machine spare parts repair shop located in Bandung. Operating in the automotive sector and supplying machine components, Sinar Mandiri faces an increasingly competitive business environment. Customers now have rapid and extensive access to information regarding products, pricing, and services offered by various repair shops and spare parts providers. In this context, Sinar Mandiri's ability to adapt and implement an effective digital marketing strategy is essential to maintaining its competitiveness and enhancing sales performance. Sinar Mandiri, as a retail business that sells machine spare parts. This company has implemented digital channels to sell goods, provide information, and establish relationships with customers. This business has used digital channels such as social media, online marketplaces, and various types of digital content. digital marketing strategy influences customer purchasing decisions. Therefore, empirical research is needed to determine the extent of their contribution to customer decision making.

In addition to digital marketing, customer rating are another important factor that influences purchasing decisions. (Nurhalim, 2023). In the modern era, customers increasingly on rating, testimonials, and previous customer ratings to reduce uncertainty and assess product quality. (Ramadhani & Ali 2025). Customer rating serve as social proof that can increase trust, reinforce perceived value, and shape customer confidence before making a purchase. If there are many positive reviews about a product, customers tend to be more confident in buying it, while negative reviews can reduce the desire to purchase the product, even if the marketing strategy has been well executed. (Cindy, et al., 2025). As a result, customer rating have become an important factor in the purchasing

decision-making process, especially on digital platforms that allow customers to share their experiences. Theoretically, the relationship between digital marketing, customer perception, and purchasing decisions can be explained through marketing theory and customer behavior.

In this context, digital marketing strategies serve as modern marketing that deliver information, convey value propositions, and set customer expectations before they make purchasing decisions. (Saputri, 2025). In addition, (Schiffman & Wisenblit, 2019). Explaining that perceptions, attitudes, and experiences are created during interactions with marketing communications and previous customers. Customer ratings shape customer perceptions by increasing trust, reducing perceived risk, and increasing confidence in a product or service. Customer evaluations, such as reviews and ratings, are therefore crucial. By combining effective digital marketing strategies with positive customer reviews, customers are more likely to develop a favorable attitude, which ultimately contributes to purchasing decisions. (Pramesti & Abdillah, 2024). Previous studies have shown that digital marketing influences purchasing decisions. (Zakia & Pambudi, 2025). In the spare parts industry, purchasing decisions are significantly influenced by digital marketing strategies. (Danisa & Muthohar, 2023) Finding that the intention to purchase goods is enhanced by the quality of digital marketing content, which impacts purchasing decisions. Meanwhile, (Aliyah & Mardinata, 2024). This shows that customer reviews have a significant influence on customer trust and serve as an important component in making purchasing decisions in the online marketplace. Similar findings were reported by (Nuryani, 2025). Which concludes that consumer perceptions of quality and willingness to purchase are directly influenced by customer reviews posted on digital platforms.

Nevertheless, several variables, such as Sinar Mandiri customers' preference for direct purchases, low intensity and quality of digital marketing, and customer assessments that have not yet been met, indicate inconsistencies in the results of this study, showing that customer assessments and digital marketing do not have a significant influence and have a negative correlation with purchasing decisions.

From a research perspective, several research gaps justify the importance of this study. First, research on customer evaluation and digital marketing has mostly focused on large industries and national e-commerce platforms, while research on local companies such as Sinar Mandiri is still limited. Second, many previous studies have only looked at one factor of customer evaluation and digital marketing, thus failing to provide a comprehensive understanding of the impact of both on purchasing decisions. Third, inconsistent empirical results indicate that contextual elements have not been fully explained. This suggests that further investigation is needed. Based on the previous discussion, the purpose of this study is to examine how customer evaluation and digital marketing strategies influence client purchasing decisions at Sinar Mandiri. This study is expected to provide deeper insights into how digital marketing succeeds and how customer reviews influence purchasing decisions. In addition, this study is expected to help Sinar Mandiri develop a more focused digital marketing strategy, enhance the company's reputation, and strengthen customer relationships.

Business digital marketing strategies must consider internal and external factors. The digital marketplace is not a concept that focuses on technology; rather, it is a concept for entrepreneurs, namely how they view entrepreneurs and use technology to build relationships with customers and increase product sales. (Saputra, et al., 2023). The race framework concept, which divides the digital marketing planning structure into five important components: governance, media, experience, messaging, and content. Exclusive content and partnerships. It is crucial to target the right market segment with exclusive content and collaborations. (Chaffey, et al., 2019). Therefore, develop campaigns that focus on this segment by creating promotions and content that align with the preferences of that segment. (Ronaldo & Winata, 2024). Social media platforms have the ability to create engaging and authentic content, such as showcasing products through tutorials and reviews, sharing personal experiences with product usage, providing tips and tricks, and creating educational and inspirational content. (Angraini & Ahmadi, 2025). In digital marketing, advertising influences online purchasing decisions. This means that advertising greatly affects how themes, visual appeal, thematic appeal, and endorser appeal influence online purchasing decisions. (Erdawati, 2020). The product procurement process will become more responsive with fast and accurate information regarding product stock. This will ensure that customer needs are met on time and customer service remains optimal. (Apriliansyah & Anah, 2025).

In the context of the machine spare parts business, Sinar Mandiri uses digital marketing strategies to sell products, create a business image, retain customers, and reach customers who need machine spare parts quickly and accurately. There are 4 indicators: digital promotion, product advertising, educational content, and information on product availability. At present businesses do not only focus on product sales. They also pay attention to service quality, which influences how customers choose products. A product can be considered good if it is capable of providing quality service to customers and meeting their needs to achieve customer satisfaction. (Putra, et al., 2023).

Prospective buyers can use reviews to help them choose what items to purchase. Buyers will usually choose products that meet their needs and desires. To find products that suit their desires, they will look at the information provided in the features. (Arbaini, 2020). Product quality must also be improved, because good product results increase customer interest. If product quality is improved, customer interest and purchasing decisions will increase. (Putra, et al., 2022). Based on product reviews and the number of products sold, the

decisions to purchase a product is also influenced by product recommendations, discount prices, and seller ratings. (Rahmawati & Suwarni, 2023). Positive shopping experience resulting from friendly, fast, and knowledgeable service encourages customers to make purchases. (Novita, 2024). In the machine spare parts industry, customer reviews are crucial because customers require assurance regarding the authenticity, quality, and functional suitability of spare parts. Therefore, customer reviews influence purchasing interest and decisions. Service quality is measured based on customer perceptions of the difference between what they expected from the service they received from the service provider, either partially or completely. If customer perceptions match expectations, then service quality is considered good, but if customer perceptions do not match expectations, then service quality is considered poor. Whether service quality is good or bad depends on the customer's ability to consistently understand customer expectations. (Sasongko, 2021). There are 5 indicators: service quality, customer rating, product quality, product reviews, and responsive service.

According to (Kotler & Keller, 2017). In research (Sauri & Alfinuri, 2023). Purchasing decisions are the process of choosing between various available product options. Purchasing decisions are part of the process of selecting desired goods and services. Discounts are able to attract customers' attention, therefore e-commerce must consider not only relying on big discounts on certain dates but also maintaining product quality and paying attention to consumer reviews as a long-term strategy to build customer loyalty. (Mulyono, 2024). Price greatly influences the buyer's desire because the buyer's ability to buy a product is determined by the money they have and compared to the facilities they get when buying the product. (Septyadi, et al, 2022). Digital payments greatly influence buyers' decisions for goods and services, and with faster speeds and lower prices, customers will be more attracted to making purchases online. (Fauzi, et al, 2023). To attract new customers and retain existing ones, employ strategies such as reducing shipping costs, expediting delivery, and developing more attractive packaging. A good customer experience will drive purchasing decisions. (Gani, et al., 2024). Satisfaction stems from comparing a product's actual performance with the user's expectations. When a product exceeds those expectations, it generates genuine joy and a sense of accomplishment. Conversely, failing to meet expectations often leads to disappointment and dissatisfaction. (Kotler & Keller, 2018). With a digital marketing strategy, Sinar Mandiri Company can market its products to a wider area and increase direct interaction with potential buyers. By implementing the right digital strategy, consumer trust, brand awareness, and purchasing opportunities will increase. The better the digital marketing strategy, the more likely customers are to make a purchase. Customers usually search for information through websites, marketplaces, product ratings, and compare brands before purchasing machine spare parts. There are 5 indicators: Promotions and discounts, Prices offered, Payment Transactions, Shipping, and product quality satisfaction.

2. Research Methods

This study employs a quantitative approach with an explanatory research design to analyze the impact of purchasing decisions for machine spare parts at Sinar Mandiri in Bandung. The purpose of this study is to explain the causal relationship between digital marketing strategies and customers' evaluations of purchasing decisions at Sinar Mandiri. According to (Sugiono, 2018). Quantitative research is a type of research that is based on positivism and is used to investigate a particular population or sample. A quantitative approach was used to obtain measurable empirical evidence regarding the influence of each variable, while an explanatory design allowed for hypothesis testing based on theories of digital marketing, consumer behavior, and customer evaluation discussed in the introduction. In this study, digital marketing strategy and customer evaluation were positioned as independent variables believed to influence purchasing decisions as the dependent variable. To test this relationship, this study used Partial Least Squares–Structural Equation Modeling (PLS-SEM) as the primary analytical technique, as it is capable of testing models with latent variables measured by multiple indicators and is flexible to sample size.

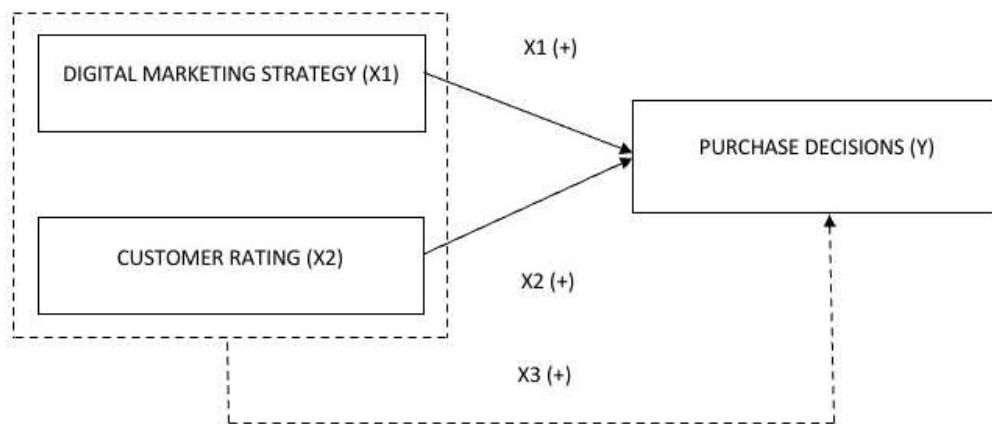
The population in this study consisted of 150 Sinar Mandiri customers, drawn from customer contacts who had made transactions and been exposed to the company's digital marketing activities through social media, online marketplaces, or other digital platforms. The researcher selected a sample of 100 from the total population because not all members of the population could be reached or were willing to participate in the study. Furthermore, this data was created to be representative and describe the population's condition. Therefore, the research results can be generalized, and purposive sampling was applied to select relevant respondents. The selected respondents were 100 customer who had made at least one purchase, had viewed or interacted with Sinar Mandiri digital content, and had experience reading or providing customer reviews. Following standard style, the sample size was determined based on PLS-SEM guidelines, ensuring it was five to ten times the number of indicators to guarantee sufficient statistical power. Data collection involved both online and offline surveys utilizing Likert-scale questionnaires designed meticulously to accurately capture participants' attitudes, perceptions, and responses. This approach aimed to obtain reliable, valid data that could effectively support comprehensive analysis and meaningful insights into the research variables.

The research data were systematically analyzed using SmartPLS software, with particular emphasis on evaluating both the outer and inner models to ensure the robustness of the findings. The outer model assessment focused on establishing construct validity, which was achieved through multiple criteria. Factor loadings were

examined to confirm that each indicator reliably measured its respective construct. Additionally, the Average Variance Extracted (AVE) was evaluated to ensure convergent validity, indicating that the indicators shared a substantial amount of variance with their constructs. Discriminant validity was verified using the Fornell–Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio, both of which confirmed that the constructs were distinct and well-defined. Reliability of the measurement instruments was assessed through Cronbach’s Alpha and Composite Reliability scores, ensuring internal consistency and stability of the scales used. After establishing the measurement model’s validity and reliability, the inner model was examined to analyze the relationships among key constructs: digital marketing strategy, customer evaluation, and purchasing decisions. This involved calculating the R-square values to determine the explanatory power of the model, as well as the Q-square for assessing its predictive relevance, thus providing a comprehensive understanding of the hypothesized relationships.

2.1. Conceptual Framework

The basic concepts of this research have been identified previously and the literature review has been explained previously. The main focus of this framework is how the marketing strategy and customer assessment variables influence purchasing decisions.



Figur 1. Conceptual Framework

2.2. Hypothesis

The hypotheses in this research include:

- H1: Digital marketing strategy have a positive and significant impact on Purchase decisions.
- H2: Customer rating have a positive and significant effect on Purchase decisions.
- H3: Digital marketing strategy and customer rating significantly influence Purchase decisions.

3. Result and Discussion

Figure 2 shows the results of the measurement model estimation (outer model) using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach. This model illustrates the relationship between the latent constructs of Digital Marketing Strategy, Customer Assessment, and Purchase Decisions and their constituent indicators. The outer loading value for each indicator indicates the indicator’s level of contribution in reflecting the measured latent construct.

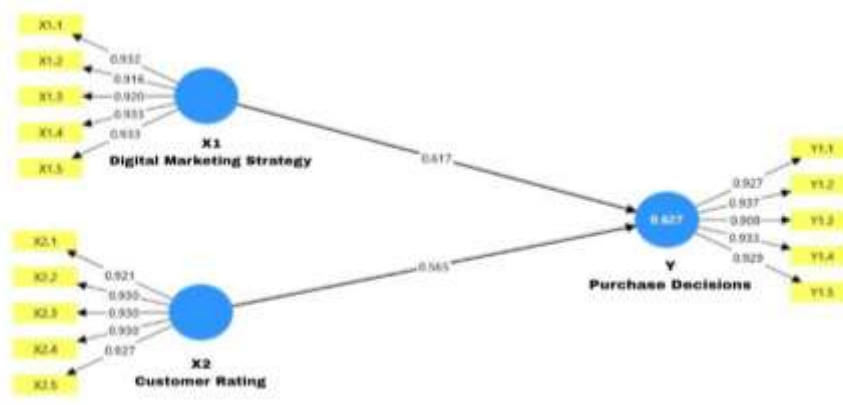


Figure 2. Evaluation Measurement Model (Outer Model) PLS-SEM

Table 1. Outer Loading Values of All Indicators

Variabel	Indicator	Outer Loading
Digital Marketing Strategy (X1)	X1.1	0.932
	X1.2	0.916
	X1.3	0.920
	X1.4	0.933
	X1.5	0.933
Customer Rating (X2)	X2.1	0.921
	X2.2	0.930
	X2.3	0.930
	X2.4	0.930
	X2.5	0.927
Purchase Decisions (Y)	Y1.1	0.927
	Y1.2	0.937
	Y1.3	0.908
	Y1.4	0.933
	Y1.5	0.929

Based on Table 1, all indicators for each construct have outer loading value above 0.70. This indicates that all indicators meet convergent validity criteria and adequately reflect the latent construct. Therefore, no indicators need to be eliminated from the measurement model.

Table 2. Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability	AVE
Digital Marketing Strategy (X1)	0.959	0.960	0.859
Customer Rating (X2)	0.960	0.957	0.860
Purchase Decisions (Y)	0.959	0.960	0.859

The results of the reliability and construct validity tests in Table 2 show that all variables have Cronbach's Alpha and Composite Reliability values above 0.70, and Average Variance Extracted (AVE) values above 0.50. These results confirm that all constructs in this study are reliable and have good convergent validity.

3.1. Inner Model

The estimation results thoroughly examine how Marketing Strategy and Customer Purchase Assessment are interconnected, exploring the strength and impact of these hidden factors on consumers' purchasing decisions. By analyzing these relationships, the study provides valuable insights into how effective marketing approaches can shape customer preferences and ultimately influence buying behavior in a competitive marketplace.

Table 3. R Square Value of Variable

Variable	R Square	R Square Adjusted
Purchase Decisions	0.627	0.619

The R-square value of 0.627 indicates that the Digital Marketing Strategy and Customer Rating variables can explain 62.7% of the variation in Purchasing Decisions. Meanwhile, the remaining 37.3% of the variation is explained by factors outside the research model. This value indicates the model's explanatory power is in the moderate to strong category.

3.2 Hypothesis Testing

This model highlights two key factors that influence consumers' purchasing decisions: Digital Marketing Strategy (X1) and Customer Rating (X2). Digital Marketing Strategy, represented by X1, measures the level of customer involvement and engagement with marketing efforts. In figure 3, the model shows a strong positive impact of 10.677 for X1, indicating that increased customer engagement through digital channels significantly encourages purchasing behavior. Essentially, the more actively customers interact with digital marketing content, the more likely they are to make a purchase. Customer Rating, represented by X2, reflects the overall attitudes and reviews provided by previous buyers. With a coefficient of 8.891, the model demonstrates that favorable customer ratings play a crucial role in influencing purchasing decisions. When customers see positive feedback and high ratings from others, their confidence in the product or service increases, leading to a higher likelihood of purchase. Overall, both digital engagement and positive customer perceptions are vital drivers of Customer buying behavior.

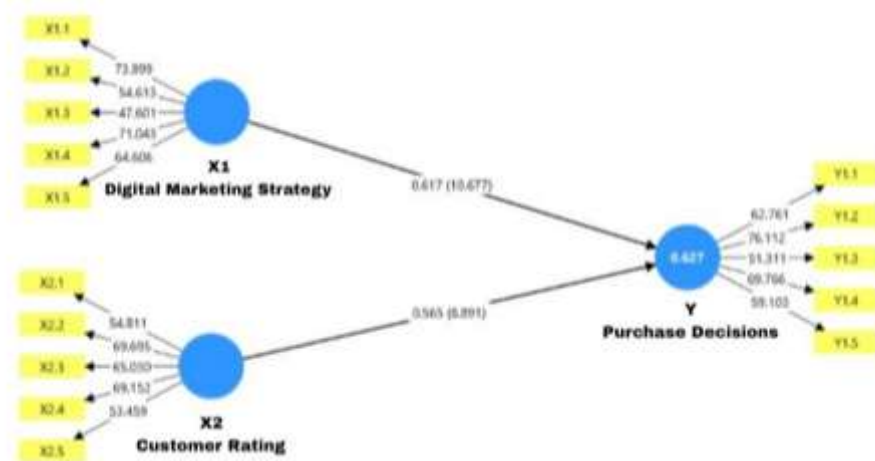


Figure 3: Hypothesis Testing

Table 4. Variance Inflation Factor (VIF) Values

Variable relationship	VIF
Digital Marketing Strategy → Purchase Decisions	1.011
Customer Rating → Purchase Decisions	1.011

Based on Table 4, all Variance Inflation Factor (VIF) values are below the 5.00 threshold. This indicates that there are no multicollinearity issues among the independent variables in the structural model, making the model suitable for further analysis.

Table 5. Path Coefficient Test Results (Path Coefficient)

Relationship between variable	Path coefficient (β)	T-Statistic	P-Value
Digital Marketing Strategy → Purchase Decisions	0.617	10.677	0.000
Customer Rating → Purchase Decisions	0.565	8.891	0.000

The path coefficient test results in Table 5 indicate that digital marketing strategy and customer rating have a positive and significant influence on purchasing decisions. This is indicated by the positive path coefficient value, t-statistic greater than 1.96, and p-value less than 0.05. Thus, improvements in marketing strategy and customer assessment tend to be followed by improvements in purchasing decisions.

Table 6. Effect Size Values (f^2)

Variabel Independent	Variabel Dependent	f^2
Digital Marketing Strategy	Purchase Decisions	1.009
Customer Rating	Purchase Decisions	0.847

Based on Table 6 the effect size (f^2) value indicates that Digital Marketing Strategy and Customer rating have a very strong influence on purchasing decisions. This indicates that each independent variable makes a substantive contribution in explaining variation in the dependent variable.

3.3 The Effect of Digital Marketing Strategy on Purchase Decisions

The results of the internal model analysis show that the digital marketing strategy (X1) has a positive and significant influence on (Y) purchasing decisions, providing a significant. Path coefficient value of 0.617, T-Statistic 10.677 and P-Value 0.000. These findings suggest that effective marketing strategies play a significant role in influencing customer decisions to purchase a product. A well-designed marketing planning strategy helps shape initial customer perceptions, increase product awareness, and clearly communicate the value proposition, ultimately driving purchasing decisions. These findings align with the marketing planning structure theory proposed by (Chaffey, et al., 2019). that an integrated marketing strategy encompassing governance, media, experiences, messaging, and content creates value for customers and directly influences purchasing decisions. Empirical evidence also supports this argument. For example, (Saputra, et al., 2023). Found that marketing strategies significantly influence customer purchasing decisions, especially when marketing activities align with customer needs and market characteristics. Product advertising emphasizes the ability to attract attention, convey

product benefits, and directly encourage purchase interest. Meanwhile, educational content focuses on delivering valuable information, increasing audience understanding, and building trust and credibility.

Similar results were reported by (Apriliansyah & Anah, 2023). States that clear and consistent product availability information strengthens customer trust and speeds up the decision-making process. The results of this study reinforce previous findings that marketing strategy is a crucial factor in shaping purchasing decisions. However, this influence should not be interpreted as absolute. Marketing strategy alone is not completely. Therefore, marketing strategy can be understood as the main trigger that triggers the purchasing decision-making process, not as the sole determinant of customer behavior.

3.4 The Effect of Customer Rating on Purchase Decisions

The results of the internal model analysis also show that customer rating (X2) has a positive and significant influence on (Y) purchasing decisions, with a significant path coefficient value of 0.565, T-Statistic 8.891 and P-Value 0.000. This finding indicates that the quality of service to customers formed through experience, satisfaction and perceived quality plays a key role in determining purchases. Responsive service increases consumer satisfaction and trust, while product quality ensures the value and benefits received are as expected. The combination of the two encourages consumers to make purchases and potentially make repeat purchases. Positive assessments from customers reflect trust and confidence in the product or service that strengthens the purchase value. This is in accordance with proposed by (Putra, et al., 2023). Which states that customer rating after purchase influences customer attitudes and purchasing decisions, in addition to the findings (Arbaini, 2020). Found that positive customer ratings significantly contribute to purchasing decisions and customer loyalty, especially in competitive markets where customers have many alternatives.

Empirical support is also provided by (Rahmawati & Suwarni, 2023). States that customer reviews significantly influence purchasing decisions through perceived quality. customers with positive reviews tend to make purchasing decisions with more confidence and are more likely to make repeat purchases or recommend the product to others. (Putra, et al., 2022). This highlights the importance of customer ratings as a reinforcing factor in customer decision making.

Nevertheless, when compared to marketing strategy, the influence of customer rating in this study was relatively lower. This suggests that customer evaluation primarily serves as a decision-making reinforcement, while marketing strategy plays a stronger role in shaping initial expectations. In other words, purchasing decisions are formed through the interaction between expectations created by marketing strategy and final evaluations based on customer experience.

3.5 The Effect Digital Marketing Strategy & Customer Rating on Purchase Decisions

The results of the internal model analysis show that the influence of Digital Marketing Strategy (X1) and Customer Rating (X2) has a simultaneous and significant, impact on purchasing decisions (Y) Based on the results (F Test), a significance value of $0.000 < 0.05$, Therefore, the hypothesis that Digital Marketing and Customer Ratings jointly influence Purchasing Decisions is accepted. The test results also show that the influence value of Digital Marketing on Purchasing Decisions is 1.009, while the influence value of Customer Ratings on Purchasing Decisions is 0.847. simultaneously on the purchase decisions with these findings indicate that customer rating formed through experience, satisfaction, and perceived quality play a key role in determining whether customers will continue purchasing. Customer trust reflects confidence in the product or service, which strengthens the intention to purchase. These results are in line with the theory of customer behavior proposed by (Kotler, & Keller, 2017). Promotions and discounts have been proven to attract consumer attention and increase purchasing interest through perceived value. Price is also an important consideration in purchasing decisions, as suggested. (Mulyono, 2024). according to opinion (Septiyadi, et al., 2022). Customers tend to choose products that match their price and quality. Ease of payment transactions also strengthens purchasing decisions, as fast, secure, and practical processes provide a more comfortable shopping experience. Shipping significantly influences purchasing decisions because factors such as speed, cost, security, and reliability of delivery increase customer convenience and trust. Besides, (Kotler & Keller, 2018). Stating that satisfaction with product quality has a major role in forming purchasing decisions, because good quality fosters customer trust and loyalty towards products and brands. Overall, the research results show that a combination of attractive promotional strategies, competitive pricing, easy payment systems, and satisfactory product quality significantly influence consumer purchasing decisions. Therefore, companies can effectively improve their marketing and sales performance if they manage these aspects optimally and sustainably.

4. Conclusion

This study concludes that digital marketing strategy and customer rating have a positive and significant influence on purchasing decisions at Sinar Mandiri. The results of the PLS-SEM analysis indicate that digital marketing strategies play a stronger role in shaping purchasing decisions, acting as an initial stimulus that builds awareness, conveys value, and shapes consumer expectations. Customer evaluations also significantly contribute

to purchasing decisions by strengthening trust and confidence through perceived quality, satisfaction, and previous consumer experiences. Together, these two variables demonstrate substantial explanatory power, indicating that purchasing decisions are largely influenced by the interaction between digital communication strategy and customer rating. Based on the research findings, this study is subject to limitations concerning the generalizability of the results, because this study employed a purposive sampling technique, which is a non-probability sampling method, the findings have limited generalizability to the broader population. In addition data collection was conducted within one period (cross-sectional), therefore the study does not describe changes in customer behavior over time. For future research, it is recommended that the scope of the study be expanded to include a broader range of objects and geographical regions, thereby enhancing the generalizability of the findings. Moreover, subsequent studies are encouraged to adopt a longitudinal research design or a mixed-methods approach in order to achieve a more in-depth and comprehensive understanding of customer purchasing decisions.

Despite these findings, purchasing decisions cannot be fully explained by digital marketing strategies and customer evaluations. Some variation is still influenced by factors outside the model, such as individual preferences, brand loyalty, price sensitivity, and situational conditions. Therefore, digital marketing strategies should be viewed as the primary driver, while customer evaluations serve as a reinforcing mechanism in the decision-making process. The results of this study provide practical implications for Sinar Mandiri, suggesting that improving the quality of digital marketing content while actively managing customer reviews and feedback can strengthen purchasing decisions. At the same time, future research is recommended to include additional variables and broader contexts to enrich the understanding of consumer purchasing behavior in the digital environment.

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