



Driving Purchase Decisions On Shopee: The Role Of Customer Engagement And E-Wom In Bandar Lampung

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ABSTRACT

This study aims to determine the effect of customer engagement and electronic word of mouth (E-WOM) on the purchasing decisions of Shopee users in Bandar Lampung City. This study uses primary data obtained directly from respondents through a questionnaire. The sampling technique used is non-probability sampling with a purposive sampling method of 120 respondents who are Generation Z aged 17-28 years, in Bandar Lampung, and have made purchases through Shopee. The data analysis method used in this study is multiple linear regression analysis. The results of the study show that (1) customer engagement has a positive and significant effect on the purchasing decisions of Shopee users in Bandar Lampung, (2) electronic word of mouth (E-WOM) has a positive and significant effect on the purchasing decisions of Shopee users in Bandar Lampung, and (3) customer engagement and electronic word of mouth simultaneously have a significant effect on the purchasing decisions of Shopee users in Bandar Lampung.

INTRODUCTION

Customer engagement is a key factor in building closeness between users and the Shopee platform. Consumers see this engagement in various features, such as shopping directly, providing reviews, and participating in digital campaigns (Chairy et al., 2025). If the platform makes customers feel emotionally engaged, they are more likely to be loyal and more willing to make repeat purchases. Customer engagement can enhance loyalty and foster strong emotional bonds. According to Pardede & Lubis (2025), active interaction with customers through digital content and features can increase customer trust and enhance the likelihood of purchase. This indicates that customer engagement is crucial for increasing the desire to purchase goods online.

The significant decline in the quality of interactions between brands and customers has become a major problem in e-commerce customer interactions. In addition, customer

engagement has also become increasingly superficial and transactional. Although the number of contacts made through chatbots, notifications, and social media has increased, these interactions are often too simple and transactional, and do not result in long-term trust or loyalty. Cross-country studies and research on e-commerce platforms have shown that technical factors (website readability, visual richness/vividness, service speed) and social factors (social presence, user reviews, e-WOM) still determine whether the experience triggers active engagement or just impulsive purchases (Taheri et al., 2024). Some online platforms rely on gamification, live-streaming, and interactive features to increase usage time and transactions, but these improvements in engagement metrics do not always lead to long-term loyalty or customer lifetime value (Reuters, 2024). This is particularly relevant to the behaviour of Generation Z in Bandar Lampung, as they are known for their digital lifestyle and consumptive tendencies, and are heavily influenced by social trends, endorsements, and promotions on platforms such as Shopee. Local studies show that the digital lifestyle and consumptive behaviour of Gen Z in Bandar Lampung influence purchasing decisions. However, external factors such as trends and promotions have a greater influence on decisions than loyalty based on trust (Nurmalia et al., 2024).

Another factor that is no less important in influencing purchasing decisions is electronic word of mouth (E-WOM). Prospective buyers' perceptions of a product are significantly influenced by E-WOM, which consists of reviews, ratings, and recommendations from other customers (Annisawati et al., 2023). E-WOM is considered a more reliable source of information than company promotions because it is based on the real experiences of customers, so positive reviews can increase customer confidence in making a purchase (Martiyanti & Rahmayana, 2024). One of the main problems with Electronic Word of Mouth (e-WOM) is the large number of fake reviews and reputation manipulation that undermine customer trust and business competition (Chen et al., 2022). Factors such as paid review practices, fake orders, 'review farms,' and reviews created or falsified by artificial intelligence make user information unreliable. However, most buyers still rely on reviews (Sammy, 2023). Leading platforms report the magnitude of this problem. For example, TripAdvisor removed approximately 2.7 million fake reviews detected in 2024 (Economics Times, 2025). As a result, authorities have begun to take action, such as the new FTC rules that came into effect on 21 October 2024, which prohibit fake reviews and reviews created by AI (Commission, 2024). As a result, e-commerce faces a major challenge in restoring the credibility of its rating system and protecting consumers and honest businesses. The increasing number of fake reviews in e-WOM in 2025 reduces customer trust in the evaluation system. Gen Z in Bandar Lampung, who frequently use Shopee and are sensitive to promotions and prices, feel uncertain when making purchasing decisions. Local studies indicate that promotions play a crucial role in the decision-making process, but their effectiveness diminishes if reviews are not credible (Belinda & Barusman, 2025).

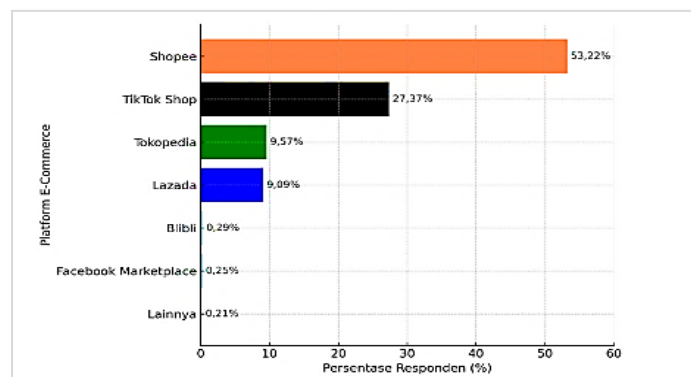
User purchasing decisions are the process by which customers choose to buy certain items through online platforms such as Shopee. The importance of purchasing decisions in e-commerce lies in their impact on customer satisfaction, loyalty, and platform reputation (Fawwas & Sriyanto, 2025). When customers are satisfied with their shopping experience, they are more likely to make repeat purchases and even give positive recommendations to others, which makes Shopee stronger in the digital market. Various factors, including customer engagement and online reviews or electronic word of mouth (E-WOM), which is how customers communicate before making a purchase, are considered to influence customer purchasing decisions in the market (Yulindasari & Fikriyah, 2022).

The extremely high cart abandonment rate of around 70% of the global average is a major problem in purchasing decisions experienced by e-commerce. This causes many purchase intentions to not become actual transactions (Baymard, 2025). Consumers also feel 'bandwidth exhausted' due to excessive content and choices. As a result, 74% of respondents said they had abandoned their carts because they were overwhelmed or faced too many choices. Payment

fraud and harmful returns also undermine trust. According to industry reports, e-commerce fraud continues to rise, while cases of unauthorised returns and return costs continue to increase (Businessinsider, 2024). Expected delivery times also influence consumer decisions. A survey revealed that delivery costs and speed significantly influence purchasing decisions, with most customers stating that delivery costs and speed are very important (AlixPartners, 2025). The global cart abandonment rate of 70% is closely related to the behaviour of Gen Z in Bandar Lampung. Local studies show that they tend to be consumptive, follow trends, and are driven by promotions and viral items in online marketplaces such as Shopee. However, Gen Z is often overwhelmed by the many choices, which results in transaction cancellations. In addition, trust issues such as high returns and payment fraud worsen the shopping experience. Delivery speed and cost are also crucial as Gen Z highly prioritises convenience and efficiency (Nurmalia et al., 2024).

In Indonesia, the growth of e-commerce has been marked by the emergence of various platforms such as Tokopedia, Shopee, Bukalapak, and Lazada, which offer customers easy access to a wide range of products (Nasution et al., 2025). Shopee is an example of an e-commerce platform that sells clothing, bags, food and beverages, home appliances, electronics, cosmetics, children's products, and much more (Saputra et al., 2023).

Figure 1 Most Frequently Accessed E-Commerce Platforms



Sources: (Lestari, 2025)

According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), Shopee is set to become the most popular online store in Indonesia by 2025, representing 53.22% of all internet users (Lestari, 2025). Shopee offers a fun, free, and reliable online shopping experience via smartphone. By using the Shopee app, customers can register their products for sale and choose from a wide range of products at the best prices, with free shipping throughout Indonesia (Nurmalia et al., 2024). Shopee has also become very popular in Bandar Lampung, especially among Gen Z and university students. For Gen Z, everything moves quickly. Not having good financial planning and not appreciating the process before achieving certain goals will trigger consumptive behaviour that can be detrimental to oneself in the future. They buy things to satisfy their desires and lifestyle, not to meet their needs (Nurmalia et al., 2024). Purchases through the Shopee app in Bandar Lampung City have shown a significant increase, with Generation Z being the main driving factor. This can be seen from the dominance of Gen Z, who are the majority of Indonesian internet users and the largest productive age group in Bandar Lampung. Their consumptive behaviour and digital lifestyle have a positive and significant impact on purchasing decisions on Shopee (Nurmalia et al., 2024; Setiawati & Alam, 2023). Research by Nurmalia et al. (2024) found that digital lifestyles influence the purchasing behaviour of Gen Z in Bandar Lampung, where accessibility, speed, and ease of use of smartphones are key factors in purchasing decisions. This is evidenced by the increase in Shopee

adoption in Bandar Lampung as a result of increased digital transactions and the use of marketplaces by MSMEs. Since 2020, the proportion of businesses using online channels has increased (BPS, 2022). Empirical studies in this city found that promotional elements such as discounts, free shipping, ease of electronic payment (Pohan & Soedarsa, 2024), and live shopping features increase shopping frequency and Gen Z engagement (Setiawati & Alam, 2023). These factors encourage impulsive purchasing behaviour, leading to increased consumptive behaviour (Ahmed et al., 2022).

LITERATURE REVIEW

Stimulus–Organism–Response (S–O–R) Theory

The Stimulus–Organism–Response (S–O–R) Theory proposed by Mehrabian & Russell (1974) states that certain environments or stimuli (stimulus) will affect an individual's psychological state (organism), which ultimately creates a response in the form of concrete actions. In this study, Customer Engagement and Electronic Word of Mouth (e-WOM) act as stimuli that influence consumers' internal conditions before ultimately generating a response in the form of a purchase decision. Customer Engagement, such as emotional involvement, participation in promotional events, interaction with Shopee Live features, or the use of various features and vouchers, provides stimuli that shape consumers' positive perceptions and trust in Shopee. The higher the consumer engagement, the stronger the stimulus that drives them towards a purchase decision (Chairy et al., 2025). In addition, E-WOM in the form of user reviews, ratings, recommendations, and testimonials on social media also serves as an external stimulus that enriches information and influences consumer perceptions. E-WOM content that is easily accessible and considered more objective than commercial advertisements has been proven to influence consumer evaluation and confidence in products (Annisawati et al., 2023).

Customer Engagement

Customer engagement is a concept that describes the emotional and ongoing relationship between customers and a brand or company (Ardiyanti & Aththoyyar, 2025). Customer engagement includes psychological, emotional, and behavioural involvement of customers with the brand or product being offered (Pardede & Lubis, 2025). Businesses can change customer loyalty and shopping habits through emotional bonds built by consumers through active participation (Fawwas & Sriyanto, 2025). This can be achieved by attending events, commenting on products, or interacting with the company on social media. Customer engagement reflects the extent to which customers are cognitively, emotionally, and behaviourally involved in interacting with a brand or platform (Oswari, 2025). According to Tuti & Sulistia (2022), there are several indicators of Customer Engagement, including: Enthusiasm, Attention, Absorption, Interaction, and Identification.

H1: Customer Engagement has a Positive and Significant Effect on the Purchasing Decisions of Shopee Users

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) is a type of communication carried out by consumers through digital media, which includes reviews, comments, or suggestions related to specific goods, services, or brands (Annisawati et al., 2023). E-WOM differs from conventional word of mouth, which occurs verbally and is limited in scope, because it spreads through the internet, such as social media, forums, marketplaces, and review sites. This information can be in the form of user experiences, both positive and negative. Because it comes from direct user experience rather than company advertising, potential customers often consider it more authentic. Electronic Word of Mouth (E-WOM) not only serves as a source of information, but also helps build emotional connections between customers and brands. This is due to the fact that personal

experiences and customer reviews often elicit emotional responses that can reinforce positive or negative perceptions of a brand. For example, positive reviews can trigger trust and loyalty, while negative reviews can reduce purchase interest (Halawa & Wijaya, 2025). Electronic Word of Mouth increases customer satisfaction and loyalty through positive reviews, helps reduce uncertainty and speeds up purchasing decisions, expands organic reach without advertising costs, strengthens trust through testimonials, and becomes a source of evaluation for service and product improvement (Rizkyta et al., 2024). According to Goyette et al. (2010) in Annisawati et al. (2023), there are three indicators of Electronic Word of Mouth (E-WOM), namely: Intensity, Valence of Opinion, and Content.

H2: Electronic Word of Mouth has a Positive and Significant Effect on the Purchasing Decisions of Shopee Users

Purchase Decisions

According to Pardede & Lubis (2025), purchasing decisions are a complex process involving several stages, such as recognising problems, searching for information, evaluating alternatives, making purchasing decisions, and post-purchase behaviour. This process begins with the recognition of a need or problem, followed by the search for information related to suitable products, the evaluation of available alternatives, and finally the decision to purchase. According to Fawwas & Sriyanto (2025), purchasing decisions are influenced by consumer preferences, brands, life experiences, and other available options. In addition, Kotler and Keller (2016) emphasise that purchasing decisions are the final step in a series of consumer behaviours, which are influenced by internal and external factors. Motivation, perception, attitude, and previous experience are examples of internal factors, while price, social recommendations, and promotions offered are examples of external factors (Chairy et al., 2025). Digital content, reviews, ease of transaction systems, and customer interaction with online platforms are other factors that often influence purchasing decisions in e-commerce. Therefore, purchasing decisions are influenced by emotional and social factors in addition to rationality (Pardede & Lubis, 2025; Yasser & Gayatri, 2023). Purchase decisions help consumers obtain products according to their preferences and budget, thereby increasing satisfaction (Arpi & Wijayanto, 2023). For businesses, consistent decisions strengthen loyalty, reputation, and marketing planning (Astuti et al., 2023), as well as encourage repeat purchases and e-WOM, which increase customer value (Piyoh et al., 2024). According to Goyette et al. (2010) in Annisawati et al. (2023), there are several indicators of purchasing decisions, including: transactional decisions, referential decisions, preferential decisions, and exploratory decisions.

H3: Customer Engagement and Electronic Word of Mouth Simultaneously Have a Significant Effect on the Purchasing Decisions of Shopee Users

METHODS

This study utilised a quantitative approach with an associative research design, namely a method based on positivism philosophy that emphasises empirical data in the form of numbers and is analysed using statistical tools to test hypotheses (Sugiyono, 2022). According to Sugiyono (2022), the population refers to the generalisation area that includes subjects or objects determined by the researcher for the study, so that conclusions can be drawn. In this study, the population consists of active users of the Shopee platform who reside in Bandar Lampung City. The reason for choosing this technique was because there was no definite knowledge about the size of the population, so a method that allowed for selective sampling was needed. In addition, the researcher established several sample criteria so that the respondents would be in line with the research objectives, namely: (1) Respondents aged 17-28, (2) Gen Z residing in Bandar Lampung City, (3) Have made at least one purchase using the Shopee platform. As a substitute for the unknown population size, an approach based on theory (Hair et al., 2022) was used,

taking a minimum of 5 to a maximum of 10 times the total number of statement indicators. In this study, there are 12 indicators divided into independent variables, namely Customer Engagement and Electronic Word of Mouth, and dependent variables, namely Purchase Decision. Considering this, the sample size was determined to be $12 \times 10 = 120$. Therefore, this study will involve the participation of 120 respondents as samples.

This study utilised a primary data collection method obtained directly from respondents through the distribution of a Google Form-based questionnaire (Sihotang, 2023). The questionnaire was chosen because it was able to collect data systematically and efficiently in large quantities. The research instrument contained a series of questions or written statements that had to be answered by respondents according to their conditions and perceptions (Sugiyono, 2022). To measure the research variables, a Likert scale consisting of five answer choices was used, namely Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. This scale was used to assess the attitudes, opinions, and perceptions of respondents towards the phenomenon being studied. The collected data was then processed and analysed quantitatively using Statistical Package for the Social Sciences (SPSS) version 22 software to obtain accurate and measurable research results

RESULTS

Validity Test

The questionnaire statement is considered valid if the correlation value for the variable is compared with the r-table at $n=120$ using the formula $df = n-2$ and a significance level of 0.05, so that the r-table is 0.1793. The validity test results can be seen in the table below:

Table 1. Validity Test Results

Variable	Indicator	r-calculated	r-table	Conditions	Result
Customer Engagement (X1)	Enthusiasm	0.502	0.1793	r-calculated > r-table	Valid
		0.565	0.1793	r-calculated > r-table	Valid
		0.664	0.1793	r-calculated > r-table	Valid
	Attention	0.701	0.1793	r-calculated > r-table	Valid
		0.802	0.1793	r-calculated > r-table	Valid
		0.772	0.1793	r-calculated > r-table	Valid
	Absortion	0.890	0.1793	r-calculated > r-table	Valid
		0.831	0.1793	r-calculated > r-table	Valid
		0.842	0.1793	r-calculated > r-table	Valid
		0.902	0.1793	r-calculated > r-table	Valid
		0.891	0.1793	r-calculated > r-table	Valid
		0.775	0.1793	r-calculated > r-table	Valid
	Interaction	0.841	0.1793	r-calculated > r-table	Valid
		0.871	0.1793	r-calculated > r-table	Valid
		0.861	0.1793	r-calculated > r-table	Valid
		0.861	0.1793	r-calculated > r-table	Valid
	Identification	0.873	0.1793	r-calculated > r-table	Valid
		0.795	0.1793	r-calculated > r-table	Valid
		0.729	0.1793	r-calculated > r-table	Valid
Electronic Word of Mouth (X2)	Intensity	0.767	0.1793	r-calculated > r-table	Valid
		0.863	0.1793	r-calculated > r-table	Valid
		0.862	0.1793	r-calculated > r-table	Valid

Variable	Indicator	r-calculated	r-table	Conditions	Result
	<i>Valence of Opinion</i>	0.858	0.1793	r-calculated > r-table	Valid
		0.817	0.1793	r-calculated > r-table	Valid
		0.821	0.1793	r-calculated > r-table	Valid
	<i>Content</i>	0.821	0.1793	r-calculated > r-table	Valid
		0.841	0.1793	r-calculated > r-table	Valid
		0.838	0.1793	r-calculated > r-table	Valid
Purchase Decisions (Y)	Transactional Decisions	0.876	0.1793	r-calculated > r-table	Valid
	Referential Decisions	0.877	0.1793	r-calculated > r-table	Valid
	Prefential Decisions	0.827	0.1793	r-calculated > r-table	Valid
	Exploratory Decisions	0.771	0.1793	r-calculated > r-table	Valid

Sources: Data Proceed SPSS 22 (2025)

Validity testing aims to measure the validity of statements in questionnaires used in research. Based on the validity test results in Table 1, it can be seen that all indicators used in the study show a calculated r value > table r value of 0.1793. This indicates that each indicator is able to accurately measure the intended construct, so that all research instruments are declared valid and suitable for use.

Reliability Test

The reliability test was conducted by comparing Cronbach's Alpha values. The Cronbach's Alpha values of all variables were greater than 0.60 and were declared reliable, meaning they could be used as research tools. The following are the results of the reliability test conducted using SPSS software.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha Value	Results
Customer Engagement	0.966	Reliable
Electronic Word of Mouth	0.944	Reliable
Purchase Decisions	0.854	Reliable

Sources: Data Proceed SPSS 22 (2025)

Reliability testing is used to determine the level of consistency and reliability of research instruments in measuring a variable. In other words, reliability testing aims to ensure that the measuring instrument (questionnaire) will provide relatively similar and stable results when used repeatedly in similar research conditions and on similar objects. Based on the reliability test results in Table 2, all research variables have a Cronbach Alpha value greater than 0.60, so all instruments are declared reliable.

Multiple Linear Regression Analysis

The following is a table of regression analysis results from the data that has been collected:

Table 3. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2,816	1,425		1,977	0,050
Customer Engagement	0,073	0,013	0,467	5,690	0,000
Electronic Word of Mouth	0,216	0,047	0,375	4,565	0,000

Sources: Data Proceed SPSS 22 (2025)

Multiple linear regression analysis is used to determine and measure the effect of two or more independent variables on one dependent variable simultaneously or partially. Based on Table 4.9, it is known that the multiple linear regression equation is as follows:

$$Y = 2,816 + 0,073X_1 + 0,216X_2$$

1. Constant = 2,816

A constant value of 2.816 indicates that if all independent variables (Customer Engagement and Electronic Word of Mouth) are assumed to be zero, then the dependent variable (Purchase Decision) has a value of 2.816.

2. $b_1 = 0,073$

The regression coefficient value for the Customer Engagement variable is 0.073. This indicates that Customer Engagement has a positive and significant effect on Purchase Decisions, as the significance value is $0.000 < 0.05$.

3. $b_2 = 0,216$

The regression coefficient value for the Electronic Word of Mouth (e-WOM) variable is 0.216. This indicates that e-WOM has a positive and significant effect on Purchase Decisions, as evidenced by a significance value of $0.000 < 0.05$. This means that every 1-unit increase in e-WOM will increase the Purchase Decision by 0.216.

Simultaneous Test (F-Test)

The results of simultaneous hypothesis testing or F-testing in this study are as follows:

Table 4. Simultaneous Test Results (F)

F-Table Value	F-Calculated	Sig.
3.07	90,772	0,000

Sources: Data Proceed SPSS 22 (2025)

The F-test is used to determine the simultaneous (combined) effect of independent variables on the dependent variable. Based on Table 4 above, it can be seen that the F-test can be performed by comparing the calculated F-value with the table F-value at a significance level of 0.05. The calculated F-value in Table 4 is 90.772 and the table F-value with $df_1 = k - 1$ ($df_1 = 3 - 1 = 2$), so the numerator degree is 2 and $df_2 = n - k$ ($df_2 = 120 - 3 = 117$), so the denominator degree is 117, resulting in a f-table value of 3.07. This means that the calculated $F > \text{table } F$, i.e. $90.772 > 3.07$. The significance value is $0.000 < 0.05$, so in the F test, it can be concluded that Customer Engagement and Electronic Word of Mouth simultaneously (together) have a significant effect on the Purchase Decisions of Shopee Users in Bandar Lampung.

Partial Test (T-Test)

The results of the partial hypothesis test or t-test in this study are as follows:

Table 5. Partial Test Results (T)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2,816	1,425		1,977	0,050
Customer Engagement	0,073	0,013	0,467	5,690	0,000
Electronic Word of Mouth	0,216	0,047	0,375	4,565	0,000

Sources: Data Proceed SPSS 22 (2025)

The T-test is used to determine the extent to which each independent variable partially influences the dependent variable. Based on Table 4.11, hypothesis testing in this study was conducted at a significance level of 0.05, and the t-table value can be calculated in the t-test table using the formula $t = n - k$ or $t = 120 - 3 = 117$. Thus, the t-table value obtained is 1.980. To determine the extent of the partial influence of each independent variable on the dependent variable, the following explanation is provided:

1. H1 = Hypothesis testing of the Customer Engagement variable (X1) on Purchase Decisions (Y) through the results obtained, which show that the t-count is $5.690 > t\text{-table } 1.980$ with a significance level of $0.000 < 0.05$. This means that the Customer Engagement variable partially has a positive and significant effect on the Purchase Decision of Shopee users in Bandar Lampung. A positive effect means that the relationship between Customer Engagement and Purchase Decision is unidirectional, so that the higher the level of Customer Engagement, the greater the likelihood of users making a purchase decision. Meanwhile, a significant effect means that Customer Engagement is an important factor that has a real influence on Purchase Decisions, so that changes in the level of user engagement directly affect their decisions to make purchases, rather than occurring by chance.
2. H2 = Hypothesis testing of the Electronic Word of Mouth variable (X2) on Purchase Decision (Y) through the calculation results obtained that t-count $4.565 > t\text{-table } 1.980$ with a significance level of $0.000 < 0.05$. This means that the Electronic Word of Mouth variable partially has a positive and significant effect on the Purchase Decision of Shopee users in Bandar Lampung. A positive effect means that the better and more Electronic Word of Mouth received by users, such as online reviews and recommendations, the higher the tendency for Shopee users to make a purchase decision. Meanwhile, a significant effect indicates that Electronic Word of Mouth is an important factor that actually influences users' purchasing decisions, so that this effect does not occur by chance.

Coefficient of Determination (R^2)

The following are the results of the Coefficient of Determination Test (R^2) in this study:

Table 6. Coefficient of Determinations Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,78	0,608	0,601	1,71875

Sources: Data Proceed SPSS 22 (2025)

Based on Table 6, the coefficient of determination (R^2) test shows that the R Square value is 0.608. This indicates that the independent variables in this study, namely Customer Engagement and Electronic Word of Mouth, are able to explain 60.8% of the dependent variable, Purchase Decision. In other words, these two independent variables provide more than half of the information needed to predict changes in the Purchase Decision variable.

Meanwhile, the Adjusted R Square value of 0.601 indicates that after adjusting for the number of variables in the model, the Customer Engagement and e-WOM variables are still able to explain 60.1% of the variation in the Purchase Decision variable. This value also indicates that the regression model used is good and feasible because most of the changes in the dependent variable can be explained by the independent variables. The remaining 39.9% is influenced by other factors not included in the research model.

DISCUSSION

The Influence of Customer Engagement on the Purchasing Decisions of Shopee Users in Bandar Lampung

Based on the results of this study, there is a positive and significant effect of Customer Engagement on the Purchasing Decisions of Shopee Users in Bandar Lampung. This can be proven by the partial test (t-test) results for the Customer Engagement variable, which obtained a t-value of 5.690 with a significance level of ($0.000 < 0.05$), and the regression value showed a value of 0.073. Therefore, this study successfully proves that H1, which states that 'Customer Engagement has a positive and significant effect on the purchasing decisions of Shopee users,' is accepted.

This finding is in line with the Stimulus–Organism–Response (S–O–R) Theory proposed by Mehrabian & Russell (1974). In the context of this study, Customer Engagement acts as a stimulus, which is a stimulus that comes from various forms of user engagement on the Shopee platform, such as interaction with application features, participation in promotions, providing reviews, and engagement in interactive content. This stimulus is then processed by the consumer as the organism, namely through cognitive and affective processes in the form of attention, emotional attachment, trust, and positive perceptions of Shopee. This process subsequently generates a response in the form of a purchasing decision. This is also reinforced by the respondents' answers, which show that most respondents agree to strongly agree with each statement representing Customer Engagement indicators, namely enthusiasm, attention, absorption, interaction, and identification. Respondents feel enthusiastic when interacting with Shopee, pay attention to the information and promotions displayed, and feel comfortable and immersed when using the application. In addition, respondents also actively interact through reviews, ratings, and other features provided, and feel that Shopee suits their needs and digital lifestyle.

The high level of engagement indicates that the stimuli provided by Shopee have successfully triggered positive psychological states in consumers. This aligns with the 'organism' concept in S–O–R theory, whereby strong emotional and cognitive engagement enhances consumers' confidence in making decisions. In other words, the higher the level of customer engagement experienced by users, the stronger the internal drive leading to a purchase decision.

The results of this study support the findings of Fawwas & Sriyanto (2025) and Chairy et al. (2025), which state that customer engagement has a positive and significant influence on purchasing decisions. Active user engagement through various Shopee features creates a more meaningful and personal shopping experience, so that consumers are not only encouraged to buy, but also feel more confident about the decisions they make. Thus, it can be concluded that Customer Engagement plays an important role as a factor triggering the purchasing decisions of Shopee users in Bandar Lampung. Through emotional involvement, attention, and intense

interaction, users process the stimuli provided by the platform positively, which ultimately strengthens their response in the form of purchasing decisions. T

The Impact of Electronic Word of Mouth on the Purchasing Decisions of Shopee Users in Bandar Lampung

Based on the results of this study, there is a positive and significant effect of Electronic Word of Mouth on the purchasing decisions of Shopee users in Bandar Lampung. This is evidenced by the results of the partial test (t-test) for the Electronic Word of Mouth variable, which yielded a calculated t-value of 4.565 with a significance level ($0.000 < 0.05$), and a regression coefficient of 0.216. Therefore, this study successfully proves that H2, which states that 'Electronic Word of Mouth has a positive and significant effect on the purchasing decisions of Shopee users', is accepted.

These findings can be explained by the Stimulus–Organism–Response (S–O–R) Theory. In this study, Electronic Word of Mouth acts as the stimulus—that is, an external stimulus derived from online reviews, product ratings, comments from other consumers, and recommendations available on the Shopee platform and social media. This information is received and processed by consumers as the organism through cognitive and affective processes, such as the formation of perceptions of product quality, trust in the seller, and risk assessment prior to making a purchase. This process then results in a response in the form of a purchasing decision. This is also reinforced by the respondents' answers to the Electronic Word of Mouth variable, which shows that the majority of respondents agreed to strongly agreed with statements representing E-WOM indicators, namely intensity, valence of opinion, and content. Respondents acknowledged that positive and negative comments on social media and the Shopee platform influenced their interest in shopping. In addition, respondents considered reviews, ratings, and other consumers' experiences to be the main sources of information before deciding to purchase products on Shopee. The high level of respondent agreement with the intensity indicator shows that the frequency and number of reviews available make consumers more confident in evaluating products. The valence of opinion indicator is reflected in the dominance of positive reviews that build trust and perceptions of product quality, while the content indicator shows that complete, clear, and relevant information in reviews helps consumers understand the product more deeply. This condition reinforces the organism process in the S–O–R theory, where consumers feel more confident and less risk when making a purchase.

Empirically, the results of this study are in line with the findings of Halawa & Wijaya (2025) and Annisawati et al. (2023), which state that Electronic Word of Mouth has a positive and significant effect on purchasing decisions. Information shared by other consumers is considered more objective and credible than company promotions, thus having a strong influence on shaping consumer beliefs. It can therefore be concluded that Electronic Word of Mouth is a key factor in influencing the purchasing decisions of Shopee users in Bandar Lampung. High exposure to E-WOM acts as a stimulus that influences consumers' psychological state, builds trust, and reduces uncertainty when shopping online. This process ultimately results in a stronger and more confident purchasing decision.

The Influence of Customer Engagement and Electronic Word of Mouth on the Purchasing Decisions of Shopee Users in Bandar Lampung

Based on the results of the simultaneous test (F-test) in this study, the calculated F-value obtained was $90.772 > F\text{-table}$, which is 3.07, with a significant value of $0.000 < 0.05$. It can be concluded that Customer Engagement and Electronic Word of Mouth simultaneously have a significant effect on Shopee Users' Purchase Decisions, therefore H3 is accepted. Customer Engagement has a coefficient (b1) of 0.073, meaning that every 1% change in the Customer Engagement variable will increase the Purchase Decision by 0.073. Furthermore, Electronic Word of Mouth has a coefficient (b2) of 0.216, meaning that every 1% change in the Electronic Word of

Mouth variable will increase the Purchase Decision by 0.216. This finding can be explained through the Stimulus–Organism–Response (S–O–R) Theory, in which Customer Engagement and Electronic Word of Mouth act as stimuli received by consumers when interacting with the Shopee platform. Customer Engagement is reflected in users' emotional and behavioural involvement, whilst Electronic Word of Mouth manifests through reviews, ratings, and recommendations from other consumers. Both stimuli are processed cognitively and affectively by consumers, thereby shaping perceptions of quality, trust, and confidence, which ultimately result in a stronger purchasing decision. This is also reinforced by the respondents' answers in the study. On the Customer Engagement variable, the majority of respondents agreed to strongly agreed with statements indicating enthusiasm, attention, and comfort in using Shopee, as well as a willingness to interact and feel connected to the platform. Meanwhile, on the Electronic Word of Mouth variable, respondents also showed a high level of agreement with statements indicating that reviews, comments, and recommendations from other consumers greatly influenced their interest and confidence before purchasing products on Shopee.

The results of this study support the findings of Listyawati et al. (2023) and Zabrina & Saktiana (2025), who state that Customer Engagement and Electronic Word of Mouth (e-WOM) have a significant influence on purchasing decisions. Active user engagement through interaction with application features, comfort in using the platform, and emotional closeness to Shopee create a more meaningful and personal shopping experience. Meanwhile, reviews, comments, and recommendations from other consumers as a form of e-WOM also influence consumer confidence, making consumers feel more confident in making purchasing decisions. This indicates that purchasing decisions are not influenced solely by user engagement or information from other consumers in isolation, but rather by a combination of both. Customer Engagement fosters a sense of connection and comfort in shopping, whilst Electronic Word of Mouth reinforces consumer trust and confidence in the products they intend to purchase. This combination encourages consumers to be more confident, thereby increasing the likelihood of a purchase and reducing uncertainty when shopping online

CONCLUSION

Based on the data obtained from the analysis results, the following conclusions can be drawn:

1. Customer Engagement has a positive and significant effect on the purchasing decisions of Shopee users in Bandar Lampung. Customer Engagement identifies that indicators such as Enthusiasm, Attention, Absorption, Interaction, and Identification have been met. This means that the higher the level of customer engagement provided by a product to users in their interactions on the Shopee platform, whether through reviews, participation in content, or other activities, the stronger the decision made by users to make a purchase.
2. Electronic Word of Mouth has a positive and significant effect on the purchasing decisions of Shopee users in Bandar Lampung. Electronic Word of Mouth indicates that indicators such as Intensity, Valence of Opinion, and Content have been met. This means that the higher the intensity of Electronic Word of Mouth (e-WOM) received by users of a product through online reviews, recommendations from other consumers, and various comments appearing on the Shopee platform, the stronger the user's decision to make a purchase.

Customer Engagement and Electronic Word of Mouth simultaneously have a significant effect on the purchasing decisions of Shopee users in Bandar Lampung. Purchasing decisions identify that indicators such as transactional, referential, preferential, and exploratory decisions have been met. This indicates that the higher the level of Customer Engagement in interacting with Shopee's features and activities, and the more positive and credible the E-WOM information received, the greater the likelihood of users making a purchase decision.

LIMITATION

Based on the results of the research that has been conducted, the following suggestions can be made:

1. Respondents in this study were limited to Generation Z Shopee users residing in Bandar Lampung City, so the results of the study cannot be generalised to other age groups or regions. Further research is recommended to expand the scope of respondents, both in terms of age, occupational background, and research area.
2. This study was conducted over a specific period of time (cross-sectional), and is therefore unable to capture dynamic changes in consumer behaviour over time. Consequently, it is recommended that future research adopt a longitudinal design in order to observe and analyse changes in the influence of customer engagement and electronic word of mouth on purchasing decisions over the long term.

This study focuses on only two independent variables; therefore, it does not fully account for other factors that may influence purchasing decisions. Further research is recommended to include or add other variables such as price, promotions, quality, content marketing, trust, or brand image. .

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MS: Conceptualization, Methodology, Data Collection, Data Analysis,
I: Writing – Original Draft, Visualization, Review and Editing
SAC: Supervision
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4. **Research Ethics:**
 The study did not involve any intervention, biological specimens, vulnerable groups, or sensitive personal data. Participation was voluntary, and the confidentiality of the respondents was maintained.
5. **Use of Artificial Intelligence (AI):**
 No Use of AI. The authors declare that generative AI was not used in the preparation of this article.

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