

The Influence Of Price, Customer Reviews And Brand Ambassadors On Purchase Decisions At The Kahf Official Shop Online Store On The Shopee Marketplace

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Abstract

This research is focused on assessing the extent to which prices, customer reviews, and the role of brand ambassadors affect consumer purchase decisions at Kahf Official Shop operating on the Shopee marketplace. The increasingly competitive dynamics of e-commerce competition encourage brands to have a deep understanding of the determinants of consumer behavior, especially in the men's personal care product segment. The price aspect is analyzed based on the level of affordability and suitability of the benefits received by consumers, while customer reviews are examined through indicators of source credibility, review quantity, and product rating assessment. On the other hand, the brand ambassador variable is measured through image strength, the level of relevance to the product, and consumer trust in the figure that represents the brand. This study uses a quantitative approach with data collection techniques in the form of surveys to Kahf consumers on the Shopee platform. Data processing and analysis were carried out using multiple linear regression methods to determine the influence of each independent variable on purchasing decisions. The results of the study are expected to provide empirical support that pricing, customer reviews, and brand ambassadors contribute significantly, both individually and simultaneously, in shaping consumer purchasing decisions. In addition, the findings of this research are expected to be the basis for strategic recommendations for Kahf in optimizing digital marketing through competitive pricing strategies, effective management of customer reviews, and the selection of brand ambassadors that are in accordance with the brand character.

Keywords: Price, Customer Reviews, Brand Ambassadors, Purchase Decisions

INTRODUCTION

Men's awareness of the importance of self-care has experienced a marked surge in development in recent years. This trend is influenced by various factors, such as the ease of obtaining information through the internet, changes in lifestyles, and shifting social views that are now more accepting of self-care practices for men. The use of cosmetic products by men continues to increase and is no longer perceived as something taboo. Today, taking care of appearance is not only a need for women, but also men who are beginning to understand that self-care is important not only for physical appearance, but also for emotional health and well-being. (Laughter) and al. , n.d.)

This change in perspective is reinforced by several studies that link physical appearance to a person's emotional and social condition. Lewis and Griffin in their research reveal that modern men are increasingly open to self-care routines, mainly due to increased awareness regarding personal health and hygiene. In this context, self-care includes the use of various products such as skincare, cosmetics, and perfumes that function to maintain cleanliness, skin health, and increase self-confidence. (Daley and al. , 2019)

One of the local Indonesian brands that has succeeded in taking advantage of this trend development is Kahf, which is produced by PT Paragon Technology and Innovation. Launched in 2020, Kahf presents a variety of men's care products that are specially formulated to meet the skin needs of Indonesian men. In addition to carrying the concept of modern care, the brand also highlights local values such as halal and natural ingredients, which are in line with the preferences of many Muslim consumers in Indonesia. Kahf's products include facial soaps, hair care, perfumes, and other men's care products. The selection of Kahf as the object of the research was based on several reasons, one of which is that Kahf is a local men's care brand that is on the rise and is very popular among the men who are the target of the research.

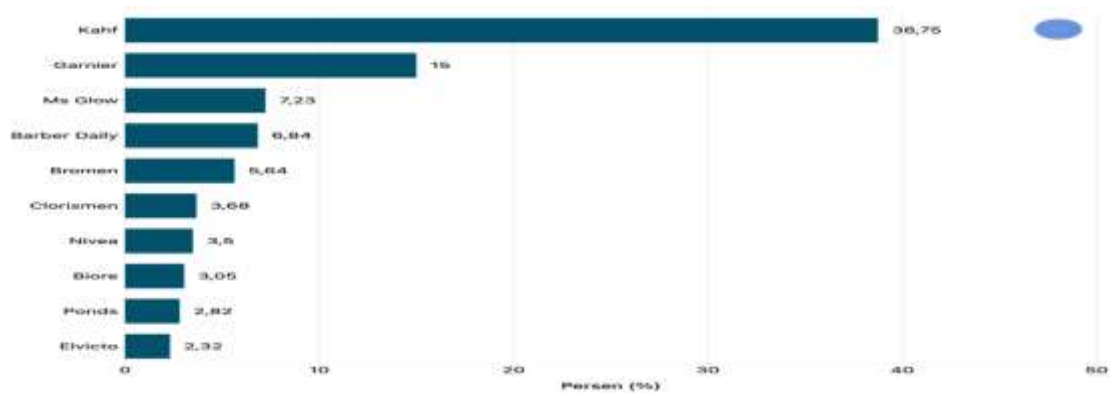


Figure I. based on Kompas.co.id (2025)

Based on 2025 sales data, Kahf is firmly at the top of sales with a market share of 38.75%, Kahf's success in achieving the top position shows that the product under the auspices of Paragon Corp is able to maintain consumer attractiveness in the midst of competition with big brands such as Garnier, Ms. Glow, Barber Daily, and others. (Muhammad, 2025)

Kahf's success is influenced by its various marketing strategies, such as the use of brand ambassadors who appear widely on TikTok, Instagram, to customer reviews on Shopee. Kahf also routinely offers various promos, ranging from discounts, flash sales, to bundling packages that tempt buyers' interest. Meanwhile, Kahf has a strong brand image thanks to its collaborations with local influencers and artists that highlight the impression of elegance and aesthetics, although its products are still priced at affordable prices.

The Shopee marketplace continues to experience rapid improvement as the digital era develops. Various innovations in online shopping platforms have changed the way consumers shop more efficiently, by offering easy access, time savings, and an increasingly practical transaction process. Seeing the high public interest in online shopping, many business people have begun to adapt and expand their businesses to digital platforms. This situation makes the development of a secure and reliable system very important for marketplace providers to maintain and increase user loyalty. With the creation of a credible and trustworthy marketplace ecosystem, the platform's function as a means of online transactions can run more optimally. (Sopali and al. , 2022)

This gap is the basis for the implementation of this research. The author intends to examine how much the influence of price, customer reviews, and brand ambassadors on the purchase decision of Kahf products on Shopee. This research not only plays a role in filling

the literature gap, but also provides practical benefits for local brands in developing more effective and targeted marketing strategies in the digital age.

THEORETICAL FOUNDATION

Pricing

Price has a strategic role in determining consumer purchasing decisions. At the pre-purchase stage, consumers usually consider the price listed, not a few even judge the quality of the product based on the high and low price. Kotler and Armstrong explain that price is the amount of money or exchange rate that a person must spend to acquire and utilize a good or service. (Kotler & Armstrong , 2010)

In the context of marketing, price also plays a strategic role in determining the position of products in the market. High-priced products are often perceived to be of better quality, while lower-priced products tend to appeal to cost-sensitive consumers. Therefore, proper pricing helps companies balance providing value to consumers and achieving profits. Thus, price is one of the main variables that influence consumer purchasing decisions. (Monroe, 2003)

Price influence indicators

According to (Kotler & Armstrong, 2019), the price indicators are as follows:

- 1) **Price List:** information about the amount of the price that is presented openly and easily accessible to consumers, either through the menu display or listed directly on the product.
- 2) **Discount:** refers to a reduction in the price given directly to the consumer, generally under certain conditions such as purchases in bulk or during certain promotional periods.
- 3) **Discount:** a form of reduction in the price value given by the manufacturer to consumers against a particular product as part of a marketing strategy.

Customer Reviews

Customer reviews are categorized as a form of e-WOM which functions as a communication medium between consumers in conveying evaluation and purchase experience of a product, service, or company. According to Yubo and Jinhong, the growing online market makes customer reviews an important source of information for sellers, retailers, and manufacturers. (Lackermair et al., 2013) (Chen et al., 2004)

Reviews written by consumers in the review column in online stores provide insights about the product for potential buyers, so that they can reduce their worries before making

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a purchase. Positive reviews submitted by consumers can increase potential buyers' confidence in the products offered by online stores, foster trust, and strengthen the reputation and quality of services provided.

Customer reviews are also the main element in the product recommendation feature on the marketplace with the aim of providing personalized advice to consumers. However, some users are less motivated to write reviews because they find it a hassle. In addition, reviews can usually only be provided after the consumer buys or uses the product or service. (Your & Khoshgoftaar, 2009)

Before making a purchase, consumers usually first browse through information that is considered relevant and valuable. This benefits consumers because the process of searching for information can be done without having to visit different sellers directly. (Yasmin and al., 2015)

Customer Review Indicators

Indicator Customer Reviews Based on the research of Latifa P. and Harimukti W. as follows: (Princess & Wandebori, n.d.)

- 1) **Perceived Usefulness:** Consumers benefit from online customer reviews on shopping sites. Some statements to measure this indicator include: online customer reviews make the shopping process easier and help in finding and obtaining information about products.
- 2) **Source Credibility:** Credibility describes the level of expertise and trust possessed by the conveyor of the message according to the recipient of the information. Messages from credible sources tend to have more influence on product ratings than messages from less trusted sources. The indicator of source credibility is assessed through consumer confidence in the review features on Sociolla as well as trust in reviews provided by other users.
- 3) **Argument Quality:** The quality of an argument has to do with how strong and convincing the information presented in the review is. Some of the rating items include: product reviews on Sociolla provide clear information about their advantages and disadvantages, as well as help consumers make purchasing choices.
- 4) **Valence:** Valence refers to the positive or negative nature of a review that can influence consumer attitudes, which in turn impacts a purchase decision. Valence measurement includes: reviews on Shopee provide accurate information, present a comprehensive picture of the product, positive reviews form a good opinion of the product, and negative reviews make consumers look for other alternatives.

- 5) **Volume of Reviews:** The volume of reviews describes the total *word-of-mouth interactions* online. The number of reviews reflects the number of consumers who are interested or have previous experience with the product. The items used include: the more positive reviews, the better the image of the product, and the number of reviews and discussions shows the level of popularity of the product.

Brand Ambassador

A Brand Ambassador is someone who is in charge of representing a product or company by introducing and conveying information related to products so that they are able to make a positive contribution to business activities (Osak and Pasharibu, 2020). The use of brand ambassadors is a strategy to build a product image through influential figures who are able to communicate messages to consumers effectively. In general, the strength of a brand ambassador lies in his ability to execute promotional strategies that can increase connection with customers and influence the audience.

According to Greenwood (2012:282), brand ambassadors are a medium of communication between the company and the public that is oriented towards increasing sales, so the selection needs to be adjusted to consumer needs and preferences. Choosing the right brand ambassador not only serves to influence consumers, but can also be a trendsetter for the products marketed. Thus, the existence of brand ambassadors is expected to be able to increase consumer interest and purchase of the company's products.

Brand Ambassador Indicator

According to Royan (2004), there are three main indicators that a brand ambassador must have, namely:

- 1) **Attractiveness:** not only related to physical appearance, but also includes various characteristics that can be observed by the public in a brand ambassador, such as the level of intelligence, personality, lifestyle, to certain abilities or achievements.
- 2) **Trustworthiness:** reflects the extent to which a brand ambassador is perceived as trustworthy and reliable by consumers.
- 3) **Expertise:** refers to the level of knowledge, experience, and skills possessed by a brand ambassador that is relevant to the product or field he or she represents.

Purchase Decision

Purchase decisions are often used as a reference by companies as basic data before developing a marketing strategy. Purchasing decisions describe a series of processes that consumers go through starting from determining choices, choosing products, to using

products or services that suit their needs. Kotler and Keller (2012) stated that the purchase decision does not happen instantly, but through several stages that help consumers in determining the product or service to be chosen after considering the various alternatives available. These stages include the identification of needs, information search, alternative evaluation, purchase decisions, and post-purchase behavior. This decision-making process is complex because it is influenced by internal factors, such as consumer attitudes, perceptions, and preferences, as well as external factors that include price, product quality, and promotional activities.

Furthermore, Schiffman et al. (2007) stated that purchasing decisions are the result of consumers' consideration of the benefits provided by a product. Consumers will choose products that are considered to provide the highest value, both in terms of function and emotion. Thus, this decision is an effort by consumers to balance the benefits obtained with the costs that must be incurred.

Purchase Decision Indicators

According to (Kotler & Keller, 2016) there are four indicators in purchasing decisions, as follows:

- 1) **Stability to the product:** Products with good quality will foster consumer trust because they are considered able to meet needs and provide satisfaction.
- 2) **Habits in buying products:** When consumers have trusted and are satisfied with the quality of a product, they tend to make repeated purchases until it finally becomes a habit.
- 3) **Giving recommendations to others:** A positive perception of the benefits and quality of the product encourages consumers to recommend the product to others.
- 4) **Make a repurchase:** Consumers are willing to buy a product again when they feel satisfied, whether it's quality, price, brand image, promotions, discounts, or other factors that convince them to make a next purchase.

RESEARCH METHODS

Research Conceptual Framework

The conceptual framework is a practical guideline for describing the relationships between variables with various perspectives that have been identified as important factors (Sugiono, 2017)

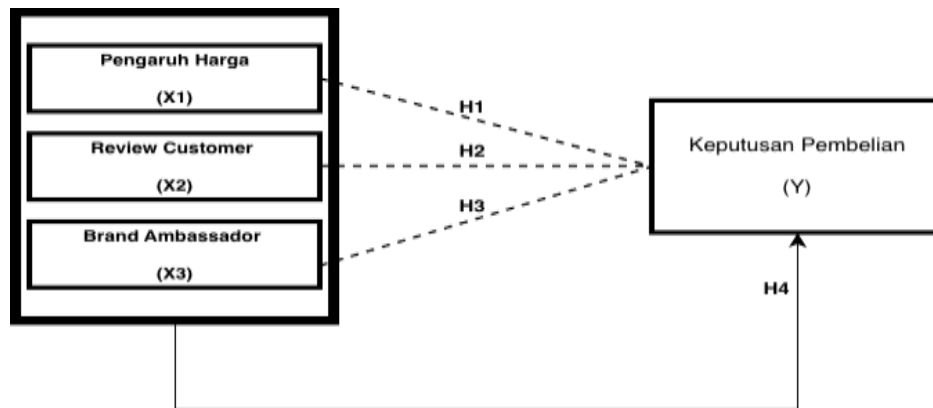


Figure II Conceptual Concepts

Description : —————> simultaneous influence
 - - - - -> Partial influence

Hypothetical

Hypotheses are temporary answers to the formulation of research problems, it is said to be a temporary answer because it is only based on theory (Sugiyono, 2019). The hypotheses of this study are as follows:

H1 : Price has a significant positive effect on Purchase Decisions in the kahf Online Store on the Shopee Marketplace

H2 : Customer Reviews have a significant positive effect on Purchase Decisions at the kahf Online Store on the Shopee Marketplace

H3 : Brand Ambassadors have a significant positive effect on Purchase Decisions in the kahf Online Store on the Shopee Marketplace

H4 : Simultaneously Price, Customer Reviews, Brand Ambassadors have a significant positive effect on Purchase Decisions in the Online Store on the Shopee Marketplace

Types of Research

Based on the type, this study uses a type of quantitative research by examining the relationship between causal or causal variables.

Variable Operational Definition

According to Sugiyono (2013:38), it states that the operational definition of a variable is an explanation of certain characteristics, attributes, or values possessed by individuals, objects, or activities that show variation, which are specifically determined by the researcher for the purpose of measurement and analysis, so that they can be used as a basis for drawing

research conclusions. Based on this concept, the preparation of the operational definition of each variable in this study is explained as follows:

a) Price (X1)

1. **Price List:** Shows the amount of price given to consumers, generally in the form of base prices or prices listed in catalogs or sales storefronts.
2. **Discount:** a price cut in the form of a certain percentage that the seller provides as a strategy to attract consumer interest.
3. **Discount:** a price decrease in a certain nominal amount given directly to the buyer, usually at a specific promotional momentum.

b) Customer Review (X2)

1. **Perceived Usefulness:** The extent to which consumers feel that a given product or information is useful and helpful in achieving a goal or improving the desired outcome.
2. **Habits in buying products:** Consumer behavior patterns formed from repeated purchase actions, so that they become routines or permanent ways of choosing and buying products.
3. **Argument Quality:** How good the content and explanation in an information or review are, judging from the completeness, clarity, and strength of the reasons presented to support an opinion.
4. **Valence:** The direction or emotional nature of a review or opinion, whether positive, negative, or neutral, that reflects the author's attitude towards the product.
5. **Volume of Reviews:** The number of reviews or comments available about a product, which gives an idea of how often the product is rated or discussed by consumers.

c) Brand Ambassador (X3)

1. **Attractiveness:** Indicates the level of consumer interest in brand ambassadors, including appearance, personality, lifestyle, and character that are considered attractive.
2. **Trustworthiness:** reveal the extent to which consumers value a brand ambassador as an honest, trustworthy, and reliable person.
3. **Expertise:** Refers to the knowledge, experience, and abilities of the brand ambassador that are relevant to the product or field being promoted.

d) Purchase Decision (Y)

1. Product stability: describes the condition when consumers set a choice from a variety of available alternatives. The decision is influenced by perceptions of quality, quality, price suitability, and other factors that strengthen buying interest, including consumer belief that the product is indeed needed or worth using.
2. Habits in buying products: reflect consumer buying patterns formed from previous experiences. Products that have been known and perceived to benefit tend to be inherent in consumers' memories, so they feel less comfortable trying new products and prefer to use products that are already used.
3. Giving recommendations to others: arises when consumers feel the appropriate benefits of the purchased product. In these conditions, consumers are encouraged to suggest products to others so that they also feel the quality and superiority of the product compared to other alternatives.
4. Repurchase: indicates the intention of the consumer to return to the same product after having a satisfactory user experience, both in terms of product yield and performance.

Research Location

The research location is where the researcher gathers various information and data needed. The determination of the location should consider aspects of attractiveness, uniqueness, and relevance to the research theme. In this context, research will be conducted on the Shopee Marketplace platform.

Population and Research Sample

The population in this study is consumers who buy Kahf products on the Shopee Marketplace. The sampling technique in this study is to use the *Probability Sampling* By type *Simple random sampling*. *Simple random sampling* is the collection of sample members from a population carried out randomly without regard to the strata in that population. With the calculation of samples for unknown populations, the Cochran formula can be used which is as follows:

$$n = \frac{z^2 pq}{e^2}$$

Description:

n : number of samples required

Z : Confidence level 5% = 1.96

e: Sampling error (10%)

p : True odds = (0.5)

q : Wrong chance = (0.5)

By using the formula above, the following calculations are obtained:

$$n = \frac{z^2 pq}{e^2} = \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = \frac{0,9604}{0,01} = 96,04$$

Based on the Cochran formula above, the results were obtained and the number of samples in this study was 96 respondents. However, at the time of distributing the questionnaire in the field, the author used a research sample of 96 respondents on the Shopee Marketplace.

Data Collection Techniques

The data collection method in this study was carried out using questionnaires, which are techniques that provide a number of questions or written statements to respondents to be answered electronically through Google Forms. This method is considered practical and relevant in the digital era because it allows researchers to reach respondents more widely and efficiently through digital platforms.

Data Analysis Techniques

The data analysis techniques used in this study are instrument tests, multiple linear regression tests, classical assumption tests and hypothesis tests

Test Instruments

The instrument test includes validity test and reliability test:

a. Validity Test

According to Sugiyono, 2018:267 states that the validity test is an equation of data reported by the researcher with data obtained directly that occurs in the research subject. Validity tests are used to measure the validity or at least a questionnaire. The validity test on each question is that if $r_{\text{calculated}} > r_{\text{table}}$ at a significant level ($\alpha = 0.05$) then the instrument is considered valid and if $r_{\text{calculated}} < r_{\text{table}}$ then the instrument is considered invalid

b. Reliability Test

The reliability test is used to find out whether the data collection tool shows a level of accuracy, level of accuracy, stability or consistency in revealing certain symptoms from a group of individuals even though they are carried out at different times. The tool used to measure reliability is the *Cronbach Alpha*. For this test, the researcher also used a value limit of 0.6, so an instrument is said to be reliable, if the *Cronbach Alpha* value ≥ 0.6 , and vice versa, if the *Cronbach alpha* value < 0.6 , then the item is unrealistic.

Multiple Linear Regression Test

This study uses multiple linear regression analysis techniques, which is a regression model that involves more than one independent variable. Multiple analysis is carried out to find out the direction and how much influence independent variables have on dependent variables

Classic Assumption Test

This study uses classical assumption tests which include normality tests, multicollinearity tests, and heteroscedasis tests.

a. Normality Test

The normality test aims to test whether the regression, residual or variable model of the disruptor has a normal distribution, so that it can be said to be a good regression model. This study uses *Probability Plots* and is supported by the *Kolmogoro v Smirnov* test because of the data of more than 30 respondents, to make decisions in the *Kolmogoro v Smirnov* normality test is carried out by comparing the value of *Asymp. Sig. (2-tailed)*, with the significance used $\alpha=0.05$. The basis for decision-making is to look at the probability number p, with the following conditions:

- If the value of *Asymp. Sig. (2-tailed)* > 0.05 then the normality assumption is met
- If the value of *Asymp. Sig. (2-tailed)* < 0.05 assumption then normality is not met.

b. Multicoloniality Test

This test aims to test the regression model found a correlation between independent variables. A good content rule model is that there is no correlation between free variables. Multicolonialism can be detected by *tolerance* values and *Variance Inflation Factor (VIF)* values. So a low tolerance value is equal to a high *VIF* value (because $VIF = 1/\text{Tolerance}$). The *cut-off* value to indicate the presence of multicolonarity is a tolerance value ≤ 0.10 or equal to $VIF \geq 10$. The values that show the absence of multicollinearity problems are that the Tolerance value must be > 0.10 and the *VIF* value < 10 .

c. Heteroscedasticity Test

The test aims to test in a regression model whether there is a variance of variants from the residual of one observational observation to another. If the variant of the residual is fixed, then it is called Homoskedasticity, but if it is not fixed, it is called Heteroskedasity. A good regression is that there is no heteroscedasity, if there is a certain pattern, such as existing points forming a certain irregular pattern (wavy, widening and then narrowing), then it indicates that heteroscedasticity has occurred. If there is no continuous pattern, and the dots spread above and below the number 0 on the Y axis, then heteroscedasticity does not occur. For the Heteroscedasticity Test, this study uses *scatter plot* analysis and is supported by *the glycer* test.

Hypothesis Test

Hypothesis testing is used to find out whether there is an influence of independent variables on dependent variables either partially or simultaneously, as well as how much influence these independent variables have in the regression model.

a. Partial Test (t-test)

The test uses a significance level of 5% and performs a comparison between the t count and the t table. If t is calculated $> t$ table, then each independent variable that has been studied will have a significant effect on the related variable. On the other hand, if the value of t is calculated $< t$ table, then each variable will be free to be researched without a significant effect on the related variable.

b. Simultaneous Test (Test f)

The F-point test has basically shown whether the independent variable simultaneously has the influence of a related variable. The f-test can be seen from the significance value of the annova table assisted by using the SPSS program. f calculates $> f$ table = 5%, then H_0 is rejected, H_a is accepted or the independent variable is simultaneously accepted which has an influence on the related variable. f calculate $< f$ of tablei at $\alpha = 5\%$, then H_0 is accepted, H_a is rejected or the independent variable simultaneously has no influence on a related variable.

c. Coefficient of Determination

The coefficient of determination is used to measure how far the model goes in order to explain the variance of dependent variables. The value of the coefficient of determination is between zero and one. If the number of the coefficient of determination is getting closer to 1, then the influence of the independent variable on the dependent variable is getting higher. A value that is close to one means an independent variable variable that provides almost all the information needed to predict the variation of the dependent variable.

The coefficient of determination (R^2) is calculated by the following formula:

$$KD = r^2 \times 100\%$$

Description:

KD = Coefficient of determination

r^2 = Multiple correlation coefficient

RESEARCH RESULTS

The following discussion wants to briefly review the results of the analysis tests that have been carried out, so the following results are obtained:

Test Instruments

Validation Test

Table 1. Validity Test Results

Variable	Statement	R Count	R Table	Remarks
Pricing (X1)	X1.1	0,2006	0,777	Valid
	X1.2	0,2006	0,812	Valid
	X1.3	0,2006	0,771	Valid
Customer Re-views (X2)	X2.1	0,2006	0,463	Valid
	X2.2	0,2006	0,668	Valid
	X2.3	0,2006	0,681	Valid
	X2.4	0,2006	0,828	Valid
	X2.5	0,2006	0,554	Valid
Brand Ambas-sador (X3)	X3.1	0,2006	0,756	Valid
	X3.2	0,2006	0,826	Valid
	X3.3	0,2006	0,798	Valid
Purchase Deci-sion (Y)	Y1.1	0,2006	0,764	Valid
	Y1.2	0,2006	0,796	Valid
	Y1.3	0,2006	0,719	Valid
	Y1.4	0,2006	0,620	Valid

Source: Output Results by SPSS Data Year 2026 (by researchers)

From the data above, it shows that all r values of the table get a greater value compared to r calculation of (0.2006) so that all statements in this study can be said to be valid and can be carried out the next test, namely reliability.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Criteria	Remarks
Price (X1)	0,686	0,60	Reliable
Customer Review (X2)	0,641	0,60	Reliable
Brand Ambassador (X3)	0,706	0,60	Reliable
Purchase Decision (Y)	0,695	0,60	Reliable

Source: Output Results by SPSS Data Year 2026 (by researchers)

The reliability test in this study was carried out by comparing the Cronbach alfa value, where all research variables obtained a Cronbach alpha value > 0.60, so that it can be decided to be reliable.

Classic Assumption Test

Normality Test

The following are the results of the Normality test:

Table 3. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardiz ed Residual
N		114
Normal Parameters ^{a,b}	Red	,0000000
	Std. Deviation	1,82374461
Most Extreme Differences	Absolute	,084
	Positive	,053
	Negative	-,084
Test Statistic		,084
Asymp. Sig. (2-tailed)		.048c
Monte Carlo Sig. (2-tailed)	Sig. (2-Sig.	
	99%	Confidence Lower Bound
	Interval	Upper Bound
		,369
		,394

Source: Output Results by SPSS Data in 2025

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Source: Output Results by SPSS Data Year 2026 (by researchers)

The normality test in this regression model uses the kolmogrov smirnov test with a significance criterion of > 0.05 . From the results of the test above, it shows that the significance value obtained is $0.381 > 0.05$, which means that the data in this study can be decided to be normally distributed.

Multicollinearity Test

The following are the results of the Multicollinearity test:

Table 4. Multicollinearity Test Results

Coefficient								
Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIVID
1	(Constant)	3,321	2,507		1,325	,188		
	TOTAL_X1	,381	,107	,308	3,550	,001	,937	1,068
	TOTAL_X2	,281	,069	,356	4,090	,000	,934	1,071
	TOTAL_X3	,230	,089	,218	2,591	,011	,997	1,003

Source: Output Results by SPSS Data in 2025

a. Dependent Variable: TOTAL_Y

Source: Output Results by SPSS Data Year 2026 (by researchers)

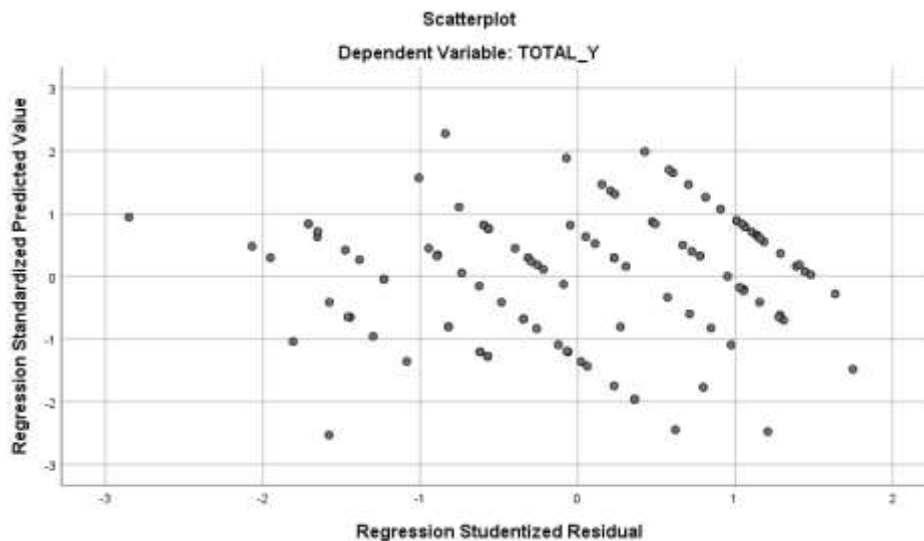
From the results of the above test, it is known that the Tolerance and VIF values in this study meet the criteria for multicollinearity testing, namely $\text{Tolerance} > 0.1$ and $\text{VIF} < 10$. So it can be decided if the regression model of this study is free from the symptoms of multicollinearity.

- Price (X1) obtained a Tolerance value of $0.937 > 0.1$ and VIF of $1.068 < 10$
- Customer Reviews (X2) obtained a Tolerance score of $0.934 > 0.1$ and VIF of $1.071 < 10$
- Brand Ambassador (X3) obtained a Tolerance score of $0.997 > 0.1$ and VIF of $1.003 < 10$

Heterokedasticity Test

The following are the results of the Heterokedasticity test:

Table 5.Heterokedasticity Test Results



Source: Output Results by SPSS Data Year 2026 (by researchers)

From the image of the test results above, it shows that the data in the regression model of this study is free from heterokedasticity, because the data points are randomly spread above and below the 0 line on the Y axis.

Multiple Linear Regression Test

The following are the results of multiple linear regression analysis presented in the table below:

Table 5. Multiple Linear Regression Analysis Test Results

Coefficient						
Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,321	2,507		1,325	,188
	TOTAL_X1	,381	,107	,308	3,550	,001
	TOTAL_X2	,281	,069	,356	4,090	,000
	TOTAL_X3	,230	,089	,218	2,591	,011

Source: Output Results by SPSS Data in 2025

a. Dependent Variable: TOTAL_Y

Source: Output Results by SPSS Data Year 2026 (by researchers)

$$Y = 3.321 + 0.381X_1 + 0.281X_2 + 0.230X_3$$

From the results of the above test, the data from the multiple regression analysis equation above can be explained as follows:

1. The Constant value is obtained at 3.321 which means that if the value of the free variables, namely Price, Customer Review, and Brand Ambassador is at 0, then the value of the Purchase Decision variable is 3.321.
2. The value of the coefficient of the Price variable (X_1) is obtained as 0.381, which means that if there is an increase in the value of 1 in the Price variable, then the purchase decision will also increase by 0.281.
3. The coefficient value of the Customer Review (X_2) is obtained as 0.281, which means that if there is an increase in the value of 1 in the Customer Review variable, then the purchase decision will also increase by 0.281.
4. The coefficient value of the Brand Ambassador (X_3) is obtained as 0.230 which means that if there is an increase in the value of 1 in the Brand Ambassador variable, then the purchase decision will also increase by 0.230

T test

The following are the results of the t-test presented in the table below:

Table 6. Partial Test Results (t)

Coefficient						
Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,321	2,507		1,325	,188
	TOTAL_X1	,381	,107	,308	3,550	,001
	TOTAL_X2	,281	,069	,356	4,090	,000
	TOTAL_X3	,230	,089	,218	2,591	,011

Source: Output Results by SPSS Data in 2025
a. Dependent Variable: TOTAL_Y

Source: Output Results by SPSS Data Year 2026 (by researchers)

Partial testing is carried out using decision-making criteria if t calculates $> t$ table and the significance < 0.05 , then it can be said that there is a partial influence. To determine t the table, a formula is needed to determine in table t , namely $df = n - k - 1$ ($96 - 4 - 1 = 91$) with a

significance level of 0.05, so that the table t value is obtained as 1.986. From the existing results, all variables in this study can be said to be influential, because:

1. Price (X1) obtained a t-value calculated as $3.550 > t$ table 1.986 and a significance of $0.001 > 0.05$, which means that Price has a partial effect on the Purchase Decision.
2. Customer Reviews (X2) obtained a calculated t value of $4.090 > t$ table 1.986 and a significance of $0.000 > 0.05$, which means that Customer Reviews have a partial effect on Purchase Decisions.
3. Brand Ambassador (X3) obtained a t-value of $2.591 > t$ of table 1.986 and a significance of $0.011 > 0.05$, which means that the Brand Ambassador has a partial effect on the Purchase Decision.

Test F

The following are the results of the F Test presented in the table below:

Table 7. Simultaneous Test Results (F)

NEW ERA						
Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107,604	3	35,868	10,498	,000b
	Residual	375,843	110	3,417		
	Total	483,447	113			
Source: Output Results by SPSS Data in 2025						
a. Dependent Variable: TOTAL_Y						
b. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2						

Source: Output Results by SPSS Data Year 2026 (by researchers)

To determine f the table, a formula is needed to determine in table f, namely $df1 = k - 1$ ($4 - 1 = 3$), $df2 = n - k - 1$ ($96 - 4 - 1 = 91$) so that the f-value of the table is obtained as 2.705 with a significance of 0.05. From the data above, it shows that f calculates $10.498 > f$ table 2.705 with a significance value of $0.000 < 0.05$ which means that there is a simultaneous influence between price, customer reviews, and brand ambassadors on purchase decisions.

Coefficient of Determination

The following are the results of the determination coefficient presented in the table below:

Table 8. Determination Coefficient Test Results

Model Summary ^b				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,472a	,223	,201	1,848
a. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2				
b. Dependent Variable: TOTAL_Y				

Source: Output Results by SPSS Data Year 2026 (by researchers)

In the determination coefficient test, an R Square (R^2) value of 0.223 was obtained, which means that the independent variable in this study had a variation of influence of 22.3% and the remaining 72.7% was influenced by other variables that were not studied in the regression mode of this study.

CONCLUSIONS AND SUGGESTIONS

Based on the results of data analysis and hypothesis testing that have been carried out regarding *the Influence of Price, Customer Reviews, and Brand Ambassadors on Purchase Decisions at the Kahf Official Shop Online Store on the Shopee Marketplace*, the following conclusions can be drawn:

1. The Price Variable (X_1) has a positive and significant effect on the Purchase Decision (Y). This is evidenced by a significance value of 0.001 (< 0.05). This means that the more suitable the price offered by Kahf Official Shop, both in terms of price lists, discounts, and discounts, the higher the consumer purchase decision on the Shopee marketplace.
2. The Customer Review variable (X_2) has a positive and significant effect on the Purchase Decision (Y). This is indicated by a significance value of 0.000 (< 0.05). This means that the more positive, credible, and informative customer reviews are displayed on the Kahf Official Shop, the more consumer purchase decisions will increase. The customer review variable is also the most dominant variable influencing purchasing decisions in this study.
3. The Brand Ambassador variable (X_3) has a positive and significant effect on the Purchase Decision (Y). This is evidenced by a significance value of 0.011 (< 0.05). This means that the attractiveness, trust, and expertise of Kahf brand ambassadors are able to shape positive consumer perceptions and encourage purchase decisions.

4. Simultaneously, the variables Price (X_1), Customer Reviews (X_2), and Brand Ambassador (X_3) have a significant effect on Purchase Decisions (Y). This is evidenced by the significance value of the F test of 0.000 (< 0.05), so that the fourth hypothesis (H_4) is accepted. Thus, these three variables together have an important role in influencing the purchase decision of Kahf products on Shopee.

Suggestions

Based on the results of the research and the conclusions that have been obtained, the researcher gives the following suggestions:

1. For Kahf Official Shop, it is recommended to maintain and optimize a competitive pricing strategy, especially through consistent discount, flash sale, and discount programs, as prices have been proven to have a significant effect on consumers' purchasing decisions.
2. Optimizing customer reviews needs to be the main focus, considering that this variable is the most dominant factor. Kahf is advised to encourage consumers to provide positive and informative reviews through incentive programs, as well as maintain consumer trust by responding to reviews actively and professionally.
3. The selection and management of brand ambassadors should continue to be adjusted to the characteristics of the target market, especially figures who have credibility, attractiveness, and relevance to the modern male lifestyle so that the brand message is conveyed effectively.
4. For future researchers, it is recommended to add other variables that have not been studied in this study, such as product quality, brand image, or consumer trust, as well as expand the research object to other marketplaces so that the research results can be more general.

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