

## Analysis of Product Differentiation, Brand Image, and Consumer Perceptions of Purchasing Decisions in E-Commerce

M. Farid Hilmi Najim, Kumara Adji Kusuma\*, Dewi Komala Sari

Universitas Muhammadiyah Sidoarjo, Indonesia

Email: faridhilmi603@gmail.com, adji@umsida.ac.id\*, dewikomalasari@umsida.ac.id

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Product Differentiation;  
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### Abstract

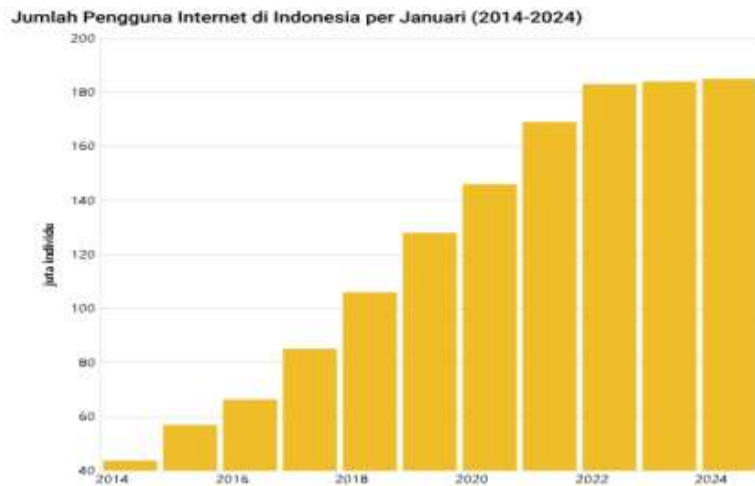
The fast growth of online shopping has altered the ways in which consumers typically make purchases. The main objective of this study is to examine how product uniqueness, brand image, and customer feelings influence online shopping behavior. One hundred participants from the Management Study Program at Muhammadiyah University of Sidoarjo were interviewed using a purposive sampling method in this quantitative study. Multiple linear regression in SPSS was used to analyze the data. The study showed that the three factors have a positive and significant effect on purchasing decisions, with their respective levels of significance: product differentiation ( $t = 2.603$ ;  $p = 0.011$ ), brand image ( $t = 9.038$ ;  $p = 0.000$ ), and consumer perception ( $t = 9.534$ ;  $p = 0.000$ ). Consumer perception is the most dominant variable. The conclusion of this study emphasizes the importance of differentiation strategies, strengthening brand image, and understanding consumer perception. The implication is that e-commerce players need to focus on product value and customer experience to increase loyalty and sales.

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## INTRODUCTION

The internet in particular has had a profound influence on people's daily lives in our modern digital era. Today, the internet is almost an integral part of everyone's daily life, and is no longer seen as a foreign phenomenon (Reni, 2021). Organizations must struggle to keep up with technological developments in today's corporate environment, which is changing very quickly. The internet is an important medium to facilitate e-commerce, or buying and selling goods and services online. Online companies, or e-commerce, have been on the rise in Indonesia, thanks in part to the growing number of internet users in the country. The rise of online retailers is a direct result of the rapid growth of e-commerce. The rise of e-commerce has given consumers more and more options to buy and search for information online (Hermansyah et al., 2022).

Users E-commerce in Indonesia is currently developing very rapidly, because in e-commerce There is a lot of significant business potential and growth opportunities in many industries, such as the sale of goods and services. The reasons include the fact that more and more people cannot function without the internet and how important the internet is to their daily lives in cyberspace (Sari et al., 2024).



**Figure 1. Internet user data in Indonesia**

Source: Badan Pusat Statistik (2025), as cited in Ismartini (2025)

Figure 1 shows that there has been a dramatic growth in the number of internet users in Indonesia in the last decade. Nearly 141.3 million more people use the internet today than in January 2014. The number of people using the internet in the country increased by 28.4 percent in January 2017, which is the fastest growth rate. January 2023 had the slowest growth rate, with a 0.6% increase in the number of national internet users. At the beginning of 2024, the number will reach 93.4 million people, which is the 7th the greatest number of internet users (Ismartini, 2025).

Economically, the development of internet technology has given birth to new business ideas, including the emergence of a number of websites e-commerce in Indonesia. E-commerce is a transaction or exchange of goods and services with other products that meet consumer needs and takes place online and digitally. E-commerce also helps a person in transacting and interacting through the Internet more. There are many different types of marketplaces E-commerce available in Indonesia, E-commerce is in great demand by consumers in Indonesia, as evidenced by the large number of users or visitors to the application e-commerce in Indonesia, this can be seen based on a survey conducted by Databoks and the results can be seen as follows (Ahdiat, 2024):

**Table 1. E-commerce data with the most visits during 2024**

No.	E-commerce Name	Number of Visits
1.	Shopee	2,35 billion
2.	Tokopedia	1,25 billion
3.	Lazada	762,4 million
4.	BliBli	337,4 million
5.	Bukalapak	168,2 million

Source: Databoks (2024), as cited in Ahdiat (2024)

Based on Table 1, it can be seen that Indonesian people often shop using applications e-commerce. This can be seen from the number of total visitors to the application e-commerce in Indonesia and the large number of visitors from various applications e-commerce circulating in Indonesia.

Product differentiation is essentially changing a product to make it look more attractive. True market advantage, as well as research knowledge of competitors' products, often requires extensive market research (Vernando et al., 2022). Usually, in changing a product only by changing some features, such as packaging or advertising themes, but not changing its physical properties. Even if it only makes minor changes to the details, it can bring additional value that can influence a customer's purchasing decision. With strong differentiation, companies can create added value for consumers, which in turn is expected to influence their purchasing decisions (Jauhari, 2020).

When it comes to making a purchase, there are a number of factors that consumers consider, including product differences and brand image. Customer reviews and ratings reflect customers' trust in the brand, which is gained through their knowledge and experience when making judgments, making the brand an important component that consumers need to consider when making a purchase decision for a product (Setiyawan & Kusuma, 2024). It can be understood that the positive image that has been built in the memory of consumers can later make a decent decision for consumers in making purchases. When customers have a positive impression of a brand, they are more likely to buy items that match their expectations (Arianty & Andira, 2021).

Consumer perception is just as important as product differences and brand image in influencing purchasing decisions. Consumer perception often appears when consumers read reviews of a product, find out the quality of the product or brand, and others. The way consumers choose, organize, and describe their responses to a product is called perception (Lotulung et al., 2023). Customers are more able to make purchases when consumer perception is present. Customer opinions are crucial in choosing a product or brand, especially in this era of fierce competition (Diven & Khoiri, 2023).

Some studies show that product differentiation makes consumers more likely to buy them (Rahayu & Yosepha, 2021), while other studies have found that it doesn't affect their purchasing behavior at all (Citra & Rachmawati, 2020).

Contrary to what some people may think, previous research has shown that consumers' perceptions of brands do influence their purchasing decisions (Fitrianna & Aurinawati, 2020; Triyono & Susanti, 2021).

However, some studies show that consumer perception factors do not significantly influence purchasing decisions, while other studies have found that the factor has a positive and substantial influence on sales

Based on the above phenomenon and several studies show a significant influence of these variables, while other studies have found different results. Product differentiation, brand image, and customers' views on e-commerce purchase decisions were the factors examined; However, there is still a lack of evidence to support the relationship between these variables, especially in the student context. A research evidence gap occurs when there is a difference between a phenomenon and evidence. This research will later be carried out on active students per odd semester in 2023 of the *umsida* management study program who use e-commerce. Based on the description above, the researcher is interested in analyzing the phenomenon that is happening with the title "Product Differentiation Analysis, Brand Image, and Consumer Perception of Purchasing Decisions in E-Commerce".

Based on the background and problem formulation described above, the objectives of

this study are as follows: to analyze the effect of product differentiation on purchasing decisions in e-commerce among students of the Management Study Program at Muhammadiyah University of Sidoarjo; to analyze the effect of brand image on purchasing decisions in e-commerce among the same respondents; to analyze the effect of consumer perception on purchasing decisions in e-commerce among the same respondents; and to determine the most dominant variable influencing purchasing decisions in e-commerce.

This research is expected to provide both theoretical and practical benefits. Theoretically, the findings contribute to the development of marketing management knowledge, particularly in the fields of consumer behavior, e-commerce, and purchasing decision models. This study also reinforces or challenges existing theories regarding the influence of product differentiation, brand image, and consumer perception on purchasing decisions. Practically, the results are beneficial for e-commerce managers and sellers to design more effective differentiation strategies, strengthen brand image, and understand consumer perceptions in order to increase customer loyalty and sales. Furthermore, for academics and future researchers, this study serves as a reference for further investigations into online purchasing behavior, especially among the younger generation (Gen Z) in the context of digital markets..

## **RESEARCH METHOD**

This type of research was included in quantitative research, quantitative research is an approach to research natural phenomena by collecting data that can be measured numerically and then analyzed using statistical techniques and its use to determine the influence of the independent variable (X) on the bound variable (Y)[30]. The independent variables in this study are Product Differentiation (X1), Brand Image (X2), Consumer Perception (X3) and Purchase Decision as variables (Y). The data collection of this research will be carried out online through Googleforms, and data is collected using social media platforms. The study used a Likert scale with a response rate of "Strongly Agree (SS), Agree (S), Normal (N), Disagree (TS), and Strongly Disagree (STS)."

When all individuals have certain characteristics, we say that there is a population. Participants are active online buyers of the Umsida Management study program. The researchers chose this group because most of the students majoring in management are members of Generation Z, who grew up with computers and the internet. Real and relevant data will be provided by their knowledge of digital trends and online shopping habits. As a demographic, this group of students represents a younger generation of buyers. The researcher chose the University of Muhammadiyah Sidoarjo as the research site because of its strategic location and attractive economic dynamics in this rapidly growing city. The purpose of this research is to increase knowledge about how people shop online, with a special emphasis on students studying in the Umsida Management study program. This study uses non-probability sampling along with objective sampling. Those selected are Generation Z management students who have shopped online at least once. The researcher used the following formula to conduct sampling using the Lemeshow Formula because the population size is unknown (Garaika & Darmanah, 2019):

**Description:**

n = number of samples sought

Z = z score at 95% confidence = 1.96

P = focus case/ maximum estimate = 0.5

e = alpha (0.010) or 10% sampling error

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

$$n = \frac{1.96^2 \times 0,5(1 - 0,5)}{0,01}$$

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

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

$$= 96,4 \rightarrow 100$$

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

After the calculation is carried out using the formula *Lemeshow* The results were obtained by 96.4 respondents. Based on theory *Roscoe* i.e. To meet the needs of the research, it is stated that the equivalent number of samples in a study ranges from 30 to 500 samples (Z & Yusri, 2020). So, the sample size set is 100 samples.

After the data is obtained, the data will then be processed using the SPSS analysis program. The data will be processed with several test procedures, namely: "Research Instrument Test (validity test and reliability test), Classical Assumption Test (normality test, multicollinearity test, Heteroscedasticity test), Multiple Linear Regression Analysis and Hypothesis Test (Partial Test (T Test)" (Sugiyono, 2021).

### 1. **Validity and Reliability Test:**

Verifying the validity and reliability of the measuring instrument is a prerequisite for conducting regression analysis. Finding how well the measuring tool captures the target variable is the primary goal of validity testing. To ensure that the questionnaire is valid, the researcher compares the resulting r-value for each item. A valid item is an item whose calculated r-value is greater than the corresponding r-value.

Meanwhile, the reliability test ensures the consistency of measurement results (Ismail & Indrawati, 2022). The Cronbach Alpha ( $\alpha$ ) test was used to assess the reliability in the reliability test of this study. If the Cronbach Alpha value is more than 0.70, then the variable or construct can be considered reliable.

### 2. **Classic Assumption Test:**

To ensure that the regression model is appropriate before running the regression, a classical assumption test must be performed. The following are some of the things included in this examination:

1. **Multicollinearity Test:** VIF is a useful metric for determining whether or not two independent variables have a strong relationship with each other. A very high VIF value indicates that these independent variables are highly correlated with each other.

2. **Normality Test:** The Kolmogorov-Smirnov or Shapiro-Wilk test can be used to check whether the regression model residual follows a normal distribution. The normal distribution of the data is indicated by a p-value greater than 0.05.
3. **Heteroscedasticity Test:** There are two methods to determine whether residual variance is constant: the Breusch-Pagan test and the residual plot.
4. **Autocorrelation Test:** The application of the Durbin-Watson test will guarantee that the residual is not correlated. The absence of autocorrelation is indicated by the Durbin-Watson value which ranges from 1.5 to 2.5.

### Data Analysis Techniques

#### 1. Multiple Linear Regression Analysis

Once the necessary conditions are met, multiple linear regression analysis can be performed to determine the impact of product differences, *brand image*, and customer perception of dependent variables, i.e. purchase decisions, simultaneously. This study aims to shed light on the relationship between dependent variables (purchase decisions) and independent factors (product differentiation, *brand image*, and consumer perception).

The linear regression equations of this study are as follows:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e_i$$

Where:

Y = Purchase Decision (bound variable)

$\alpha$  = Constant (If the value x is 0, then the value of Y will be a or constant)

b<sub>1</sub>, b<sub>2</sub>, b<sub>3</sub> = Regression coefficients for each independent variable (product differentiation, *brand image*, and consumer perception)

X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub> = Independent variables (product differentiation, *brand image*, and consumer perception)

e<sub>i</sub> = Error term

#### 2. Partial Test (t-test)

The t-test serves to test the significance of the influence of each independent variable (product differentiation, *brand image*, and consumer perception) of individual dependent variables (purchasing decisions). Using the t-test, researchers can determine whether each independent variable has a significant influence on purchasing decisions in the *e-commerce*. This test is carried out by comparing the value of t calculated with the t of the table with the following conditions:

- a. If  $t_{hitung} < t_{tabel}$ , then  $H_0$  is rejected and  $H_a$  is accepted.
- b. If  $t_{hitung} > t_{tabel}$ , then  $H_0$  is accepted and  $H_a$  is rejected

## RESULTS AND DISCUSSION

### Research Results

#### Validity Test

**Table 2. Validity Test Results**

Variable	Item Questions	Sig. (2-tailed)	Pearson (r tabel = 0,188)	Description
Product Differentiation (X1)	1	0.000	0,188	Valid
	2	0.000	0,188	Valid

	3	0.000	0,188	Valid
	4	0.000	0,188	Valid
	5	0.000	0,188	Valid
Brand Image (X2)	1	0.000	0,188	Valid
	2	0.000	0,188	Valid
	3	0.000	0,188	Valid
	4	0.000	0,188	Valid
Consumer Perception (X3)	1	0.000	0,188	Valid
	2	0.000	0,188	Valid
	3	0.000	0,188	Valid
	4	0.000	0,188	Valid
Purchase Decision (Y)	1	0.000	0,188	Valid
	2	0.000	0,188	Valid
	3	0.000	0,188	Valid
	4	0.000	0,188	Valid

Variabel	Item Questions	Sig. (2-tailed)	Pearson (r tabel = 0,188)	Keterangan
Diferensiasi Produk (X1)	1	0.000	0,188	Valid
	2	0.000	0,188	Valid
	3	0.000	0,188	Valid
	4	0.000	0,188	Valid
	5	0.000	0,188	Valid
Brand Image (X2)	1	0.000	0,188	Valid
	2	0.000	0,188	Valid
	3	0.000	0,188	Valid
	4	0.000	0,188	Valid
Persepsi Konsumen (X3)	1	0.000	0,188	Valid
	2	0.000	0,188	Valid
	3	0.000	0,188	Valid
	4	0.000	0,188	Valid
Keputusan Pembelian (Y)	1	0.000	0,188	Valid
	2	0.000	0,188	Valid
	3	0.000	0,188	Valid
	4	0.000	0,188	Valid

Source: Data processed using SPSS 25

Based on the validity test findings, there was a substantial relationship between all statement items in each variable, with a p value of less than 0.05 and a correlation coefficient higher than 0.3. Consider all indications in the following variables: Product Differentiation (X1), Brand image (X2), Consumer Perception (X3), and Purchase Decision (Y) when creating this app. After careful consideration, it has been determined that each item in this research instrument is valid and appropriate for assessing variables.

### Reliability Test

**Table 3. Reliability Test Results**

No.	Variable	Cronbach's Alpha	Description
1	Product Differentiation (X1)	0.779	Reliable
2	Brand Image (X2)	0.789	Reliable

3	Consumer Perception (X3)	0.778	Reliable
4	Purchase Decision (Y)	0.807	Reliable

With an Alpha Cronbach value above 0.7, all variables (X1, X2, X3, and Y) are considered reliable based on the findings of the reliability test. The high level of internal consistency shown by these results indicates that the instrument is reliable. Thus, all variables are trustworthy.

### Classic Assumption Test

#### Normality Test

**Table 4. Normality Test Results  
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		102
Normal Parameters <sup>a, b</sup>	Mean	0.0000000
	Std. Deviation	3.48402163
Most Extreme Differences	Absolute	.077
	Positive	.046
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed) <sup>c</sup>		.144

The Kolmogorov-Smirnov test is used to determine residual normality. The results showed a significance level higher than 0.05, with a value of 0.144. This indicates that the residual follows a normal distribution. Therefore, it is assumed that normality has been met.

#### Multicollinearity Test

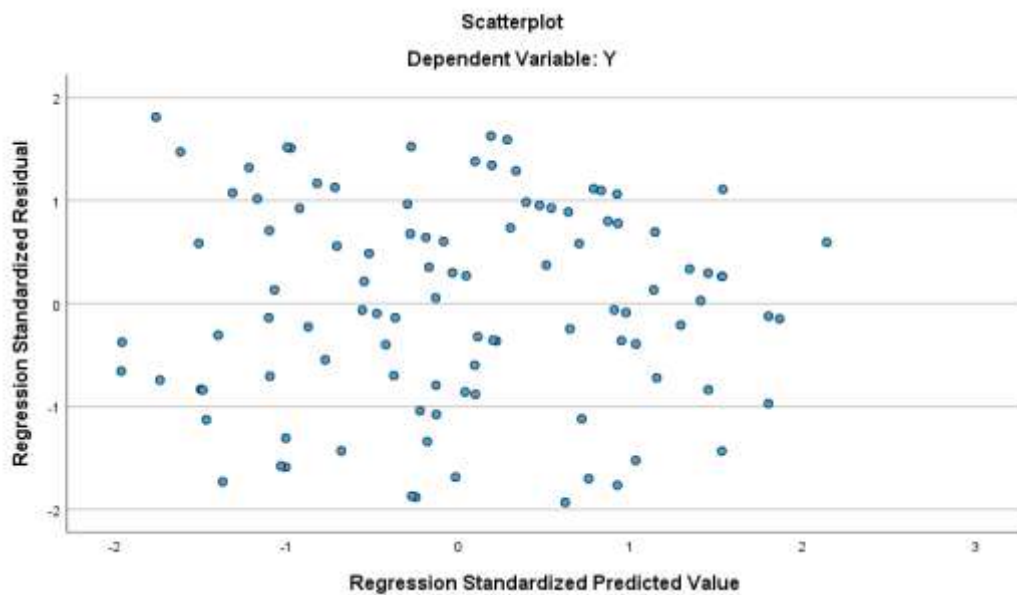
**Table 5. Multicollinearity Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	5.411	.691		7.832	.000		
Diferensiasi Produk (X1)	.071	.027	.162	2.603	.011	.982	1.019
Brand Image (X2)	.271	.030	.558	9.038	.000	.995	1.005
Persepsi Konsumen (X3)	.287	.030	.592	9.534	.000	.983	1.017

**Dependent Variable:** Purchase Decision

Based on the test results, all variable VIF values are less than 10, thus eliminating the possibility of multicollinearity.

## Heteroscedasticity Test



**Figure 2. Heteroscedasticity Test Results**

The heteroscedasticity test showed an even residual distribution pattern, not forming a specific pattern. Thus, heteroscedasticity does not occur.

## Autocorrelation Test

**Table 6. Autocorrelation Test Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.793 <sup>a</sup>	0.629	0.618	1.061	2.148

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Purchase Decision

Due to the absence of autocorrelation in the model, the Durbin-Watson test yielded a value of 2.148.

## Multiple Linear Regression Test

**Table 7. Multiple Linear Regression Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

(Constant)	5.411	0.691	7.832	0.000	
Product Differentiation (X1)	0.071	0.027	0.162	2.603	0.011
Brand Image (X2)	0.271	0.030	0.558	9.038	0.000
Consumer Perception (X3)	0.287	0.030	0.592	9.534	0.000

a. **Dependent Variable:** Purchase Decision

The results of multiple linear regression analysis allow us to obtain the following equations:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e_i$$

$$Y = 5.411 + 0.71X_1 + 0.271X_2 + 0.287X_3 + e_{gg}$$

Interpretation of Results:

a. Constant ( $\alpha$ )

Without changes to independent variables such as Product Differentiation, *Brand image*, and Consumer Perception, the dependent variable, Purchase Decision, will remain at 5.411, as indicated by the constant value of 5.411.

b. Product Differentiation (X1), Assuming all other factors remain the same, a one-unit increase in Product Differentiation will result in a 0.071 unit increase in the Purchase Decision, according to the Product Differentiation coefficient of 0.071. A p-value of 0.011, which is less than the critical threshold of 0.05, indicates that this variable significantly influences the Purchase Decision.

c. *Brand Image (X2)*, An increase of one unit in *the Brand image* will cause an increase of 0.271 units in the Purchase Decision, according to the *Brand image* coefficient of 0.271 units. The influence on the Purchase Decision is statistically significant, as shown by the significance value of  $0.000 < 0.05$ .

d. Consumer Perception (X3), If Consumer Perception increases by one unit, Purchase Decision will increase by 0.287 units, according to the Consumer Perception Coefficient of 0.287. In addition, a substantial influence is indicated by a significance value of  $0.000 < 0.05$ .

### Uji Hypothesis

Partial Test (T Test)

**Table 8. Partial Test Results (T-Test)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.411	0.691		7.832	0.000
Product Differentiation (X1)	0.071	0.027	0.162	2.603	0.011
Brand Image (X2)	0.271	0.030	0.558	9.038	0.000
Consumer Perception (X3)	0.287	0.030	0.592	9.534	0.000

a. **Dependent Variable:** Purchase Decision

### Product Differentiation Affects Purchasing Decisions

According to the study's findings, product differentiation influences customers' choice to buy. Most survey respondents said they would pay more for a product if it stood out compared

to other products in the same category. In this case, the difference does not always have to lie in the main function of the product, but can also be in the form of physical appearance such as design, style, shape, and uniqueness of packaging. Most respondents admit that when they make a purchase online, the first thing that catches their attention is the visuals and detailed information of the product that is different from other products. They feel that the differentiation reflects the value of a product and shows the manufacturer's efforts to understand consumer needs. Therefore, respondents tend to be more confident and encouraged to buy products that show certain uniqueness or advantages.

This is in line with the idea that a strong competitive position and increased perceived value by customers can be achieved through effective differentiation. Since online buyers cannot physically inspect items before purchasing them, the different characteristics and advantages must be clearly communicated to influence their judgment. According to these results, the competitiveness of products in the online market can be improved by businesses that can reliably develop and communicate unique selling points through e-commerce platforms. Another benefit of differentiation is that it gives buyers a practical and subjective reason to prefer one product over another (Kotler et al., 2021).

The findings of this study reinforce the findings of other studies that show that product differentiation affects consumers' tendency to buy (Johari & Supriyono, 2021). Product differentiation impacts purchasing decisions, according to another study (Rahayu & Yosepha, 2021). In addition, previous research has shown that product differentiation effectively influences consumers to make more profitable purchases.

### **Brand Image Affects Purchase Decisions**

Consumers' perception of brands also plays an important role in their final purchase decisions. Well-known and respected companies inspire greater trust and confidence in consumers, according to most survey respondents. The positive image formed from personal experiences, reviews of other users, and the professional appearance of the brand on the e-commerce platform makes them feel more secure in transactions. According to respondents, brand image is not only about a well-known brand, but also about how the brand provides trust, quality, and consistency. Because it has passed the judgment of many people, brands that are widely known and have loyal customers are considered more trustworthy. They also said that brands that often appear on social media, have fast service, and have an attractive marketplace appearance tend to be more remembered and chosen.

The theory mentioned in this study states that brand image is a mental representation of a brand that is formed through the accumulation of customer experience, information, and expectations. In the context of e-commerce, brand image is very important because consumers rely heavily on digital information such as product reviews, ratings, and previous customer testimonials. This shows how important brand reputation is for consumers in the decision-making process. People tend not to hesitate to buy online when they have a positive impression of the brand, which is especially important when people cannot physically check the item before buying it (Kotler & Armstrong, 2020).

This confirms what other studies have shown, that consumers' positive perceptions of brands significantly influence their purchasing decisions (Triyono & Susanti, 2021). Brand image significantly and positively influences purchasing decisions, according to another

research. Brand image has a favorable influence on consumers to make purchases (Rahma & Firdaus, 2021). Brand image has a profound influence on purchasing decisions (Rahma et al., 2024).

### **Consumer Perception Affects Purchase Decisions**

Evidence shows that consumers' subjective impressions are the most important factor in determining their final purchasing decisions. From the respondents' responses, it can be concluded that the way consumers view the quality, benefits, and uniqueness of a product greatly determines their choice in buying. Perceptions are formed by various sources of information, such as personal experiences, reviews from other users, product displays in e-commerce applications, and explanations of features available online. Respondents in this study said that their understanding of the benefits of a product greatly influenced the final decision. If a product is considered to be able to meet needs functionally or emotionally, then the tendency to make a purchase becomes higher. They also acknowledge that information about product variety, advantages over similar products, and how popular the brand is with other users is helpful in considering purchasing decisions.

The results support the idea that perception is a mental operation in which people select, organize, and understand inputs to form mental representations. Customers' past expectations and experiences shape their view of reality. This shows that consumer opinion is not a rigid rule, but rather the product of a process that includes the processing and interpretation of many different information (Schiffman & Kanuk, 2020).

Research has shown that customer perception has a huge impact on consumer purchasing decisions (Fadhila et al., 2020). This is supported by research that shows how consumer perceptions greatly influence their purchasing decisions (Aprilliya & Sari, 2023). The impact of customer impressions on purchasing decisions is profitable and large (Herlin & Susanti, 2024).

### **CONCLUSION**

The following are some findings and explanations taken from this study based on research and discussion, taking into account the formulation of the problem and the research objectives that have been set: Product Differentiation Has a Significant Effect on Purchase Decisions, According to the study's findings, product differentiation significantly and positively influences the final purchase decision of online shoppers. Compared to competing goods, consumers are more likely to buy items that stand out because of their distinguishing qualities, attractive designs, unique features, or added value. It seems that with the right approach to differentiating products, customers may feel more comfortable and engaged when shopping online; Brand Image has a significant effect on Purchase Decisions, A customer's perception of a brand is very important when making a purchase. Brands that are well-known, respected, and have earned excellent evaluations across various digital platforms inspire greater trust and confidence in consumers when they purchase their items. As a result of the positive associations that consumers have with well-known brands, they are more likely to buy their products; Consumer Perception has a significant effect on Purchase Decisions, Consumer perception has proven to be the most dominant variable in influencing purchasing decisions. The way consumers view the benefits, advantages, and popularity of a product is very decisive

in decision-making. The information obtained from reviews, product features, and brand reputation affects consumers' confidence to buy products through e-commerce. Based on the conclusions above, the following suggestions are offered. For e-commerce managers and sellers, it is recommended to continuously enhance product differentiation through innovation in features, packaging, and unique selling points that can be clearly communicated online. Building a strong brand image through consistent quality, responsive customer service, and positive review management on digital platforms is also essential. Since consumer perception is the most dominant factor, companies should actively manage product information, user testimonials, and ratings to shape positive perceptions that ultimately drive purchasing decisions. For future researchers, it is advisable to expand the population and sample beyond university students to the general public, and to include other variables such as trust, ease of use, or digital promotion to gain a more comprehensive understanding of purchasing decisions in e-commerce.

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