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THE INFLUENCE OF CONSUMER REVIEWS, DISCOUNTS, PAYMENTS THROUGH DIGITAL BANKING, AND PEER INFLUENCE ON ONLINE SHOPPING DECISIONS ON THE SHOPEE PLATFORM: ON FEBI UIN SUMATERA UTARA STUDENTS

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Abstract

This study aims to analyze the influence of Consumer Reviews, Discounts, Payments via Digital Banking, and Peer Influence on Purchasing Decisions of FEBI UIN Sumatera Utara students on the Shopee platform. The study used a quantitative approach with the SEM-PLS method through SmartPLS 4 and data obtained from distributing questionnaires to 100 students of the class of 2022. The results showed that all variables had a positive and significant effect on purchasing decisions, both partially and simultaneously, with an R-Square value of 0.809. Payments via Digital Banking were the most dominant factor, followed by Consumer Reviews, Peer Influence, and Discounts. These findings indicate that students' online shopping decisions are influenced by a combination of informational, economic, technological, and social factors within the ecommerce ecosystem.

Keywords: Consumer Reviews, Discounts, Digital Banking, Peer Influence, Purchase Decisions

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INTRODUCTION

The rapid development of Information Technology has significantly transformed many aspects of life, particularly in the business sector (Anisah et al., 2025). Online shopping through e-commerce has become increasingly popular among the public, especially among Generation Z students (Khan et al., 2024). Shopee, one of the leading marketplaces in Indonesia, provides a wide range of products and facilitates transactions through mobile applications (Sari et al., 2024). The availability of Consumer Review features, digital bank payment options, and attractive discounts motivates students, as members of the digital native generation, to actively engage with social media in their daily lives, leading to consumptive behavior and increased online transactions (Marpaung et al., 2025). In addition, apart from digital influences, social factors, particularly peer pressure, significantly affect purchasing decisions. Hasanah et al. (Hasanah et al., 2023) noted that the campus environment can foster lifestyles that encourage individuals to imitate their peers in various aspects, including clothing, mobile devices, and transportation. Students generally follow trends, recommendations, and perspectives that emerge within their social networks.

Despite the numerous advantages of e-commerce, particularly in shopping service functions, there are inherent drawbacks that may cause consumers, especially students of FEBI UIN Sumatera Utara, to hesitate in using it, including payment security issues, fraud concerns, and substandard product quality. E-commerce employs several marketing methods that significantly influence customers and potential customers during online purchases. One of these is related to customer reviews or feedback from consumers who have conducted transactions in Shopee stores (Khofifah, 2023).

Furthermore, the convenience of payment through digital banks provides comfort, efficiency, and a sense of security in transactions, thereby increasing consumers' purchase intention. This serves as a motivational factor for students to pursue greater utilization of such services. Payment transactions can be carried out anywhere and anytime using Android devices connected to the internet. The simplicity of payment contributes to the attractiveness of sales platforms (Febriyanti et al., 2023). Promotional elements, such as discounts, also significantly influence consumer attention and accelerate purchasing decisions. Consumers tend to show greater interest in lower-priced products compared to products sold at regular prices, as substantial discounts stimulate consumer interest and influence purchasing decisions (Auli et al., 2021).

(Mahendra & Edastama, 2022) demonstrated that variables related to online customer reviews substantially influence online purchasing decisions. (Bahari et al., 2023) also found that the COD payment system, online reviews, ratings, and discounts significantly affect purchasing decisions; however, the study did not consider social aspects such as peer influence. Therefore, research integrating digital variables (consumer reviews, ease of payment through digital banking, and discounts) and social variables (peer influence) remains limited, particularly in the context of FEBI UIN Sumatera Utara students. This study was conducted to address this gap by incorporating peer influence as a new variable to enhance understanding of online purchasing decisions.

(Ashari & Sudarwanto, 2022) showed that peers function as a source of knowledge for individuals and are capable of influencing the purchasing decision-making process. This

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finding contradicts the results of (Nabilah, 2021), which indicated that the peer environment does not have a positive and significant influence on purchasing decisions. Peers serve as a source of knowledge and social reference that can influence individuals' perceptions, preferences, and selection of products or services. Individuals often place greater trust in the opinions of peers derived from social interactions, discussions, and shared experiences than in information disseminated through advertisements or media. The presence of peers can significantly affect purchasing decisions, particularly among adolescents and young adults.

This study aims to examine the impact of consumer reviews, discounts, ease of digital banking payments, and peer influence on the online shopping decisions of FEBI UIN Sumatera Utara students on the Shopee platform. Furthermore, this study seeks to determine the influence of each variable on students' digital consumption behavior.

RESEARCH METHOD

This study employed a quantitative research strategy using an associative methodology. According to Sugiyono (2019), associative research is defined as an investigation that examines the relationship between two or more variables. Associative research was used to determine the extent of the influence of Consumer Reviews (X1), digital bank payments (X2), discounts (X3), and Peer Influence (X4) on purchasing decisions (Y). This study utilized primary data, which, according to Sugiyono (2019), refers to data obtained directly from the original source through questionnaires and observations of the research subjects. The sample in this study consisted of Shopee marketplace users among students of the Faculty of Islamic Economics and Business, UIN Sumatera Utara, class of 2022.

The researchers used the Slovin formula to determine the sample size. Based on the Slovin formula calculation, with a population of 1,088 FEBI UINSU students from the 2022 cohort and a margin of error of 10%, a minimum sample size of 92 respondents was required. In this study, data analysis was conducted using SmartPLS software with a total sample of 100 respondents. This was done to meet the rule of thumb proposed by Hair (2018), which recommends a minimum sample size of 100 to ensure model estimation stability, statistical power, and to anticipate the possibility of invalid or incomplete data.

This study employed a nonprobability sampling technique. Nonprobability sampling is a strategy that does not provide equal opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2019). Specifically, this study used a purposive sampling strategy. Purposive sampling, as defined by Sugiyono (2019), is a method that relies on certain conditions or criteria to ensure the representativeness of the population being studied. The measurement scale used in this study was a five-point Likert scale, consisting of: 1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Disagree, 4 = Agree, and 5 = Strongly Agree.

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RESULTS AND DISCUSSION

Data analysis in this study was conducted using Structural Equation Modeling (SEM). The SEM analysis was performed using SmartPLS 4 software. The testing process consisted of three stages: outer model testing, inner model testing, and hypothesis testing, which included the R-square and F-square metrics. A p-value criterion of less than 0.05 indicates the acceptance of the research hypothesis (Alwadiah et al., 2025).

Measurement Model Evaluation (Outer Model)

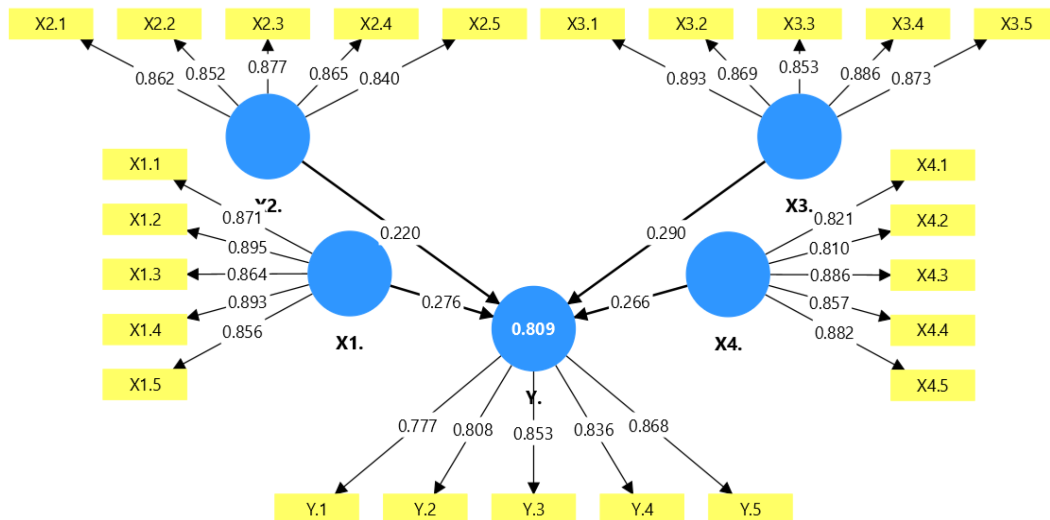

Figure 1.
Outer Model
Source: Primary Data Processed Using SmartPLS, 2026

Table 1.
Outer Loading Results for Convergent Validity Testing

	Consumer Reviews (X1)	Discounts (X2)	Payment Through Digital Banks (X3)	Peer Influence (X4)	Online Shopping Decisions on Shopee (Y)
X1.1	0.871				
X1.2	0.895				
X1.3	0.864				
X1.4	0.893				
X1.5	0.856				
X2.1		0.862			
X2.2		0.852			
X2.3		0.877			
X2.4		0.865			

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X2.5		**0.840**			
X3.1			**0.893**		
X3.2			**0.869**		
X3.3			**0.853**		
X3.4			**0.886**		
X3.5			**0.873**		
X4.1				**0.821**	
X4.2				**0.810**	
X4.3				**0.886**	
X4.4				**0.857**	
X4.5				**0.882**	
Y.1					**0.777**
Y.2					**0.808**
Y.3					**0.853**
Y.4					**0.836**
Y.5					**0.868**

Source: Primary Data Processed Using SmartPLS, 2026

The ideal outer loading value is greater than 0.7; however, in empirical research using primary data, values above 0.5 are still considered acceptable. Based on Table 1, all indicators of consumer reviews, discounts, digital bank payments, peer influence, and purchasing decisions have values greater than 0.7, indicating that all indicators are valid and meet the convergent validity requirements.

Table 2.
Convergent Validity Test Results Using Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Consumer Reviews (X1)	0.767
Discounts (X2)	0.739
Payment Through Digital Banks (X3)	0.766
Peer Influence (X4)	0.726
Online Shopping Decisions on Shopee (Y)	0.687

Source: Primary Data Processed Using SmartPLS, 2026

The next stage evaluated convergent validity through the Average Variance Extracted (AVE) values. Based on Table 2, all variables have AVE values greater than 0.50, indicating that they meet the criteria for convergent validity and are therefore considered valid.

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Table 3.
Cross Loading Results for Discriminant Validity Testing

	Consumer Reviews (X1)	Discounts (X2)	Payment Through Digital Banks (X3)	Peer Influence (X4)	Online Shopping Decisions on Shopee (Y)
X1.1	0.871	0.664	0.583	0.636	0.708
X1.2	0.895	0.577	0.610	0.568	0.672
X1.3	0.864	0.696	0.634	0.621	0.785
X1.4	0.893	0.575	0.558	0.618	0.736
X1.5	0.856	0.532	0.552	0.576	0.619
X2.1	0.551	0.862	0.479	0.507	0.629
X2.2	0.603	0.852	0.539	0.533	0.685
X2.3	0.653	0.877	0.535	0.508	0.680
X2.4	0.568	0.865	0.539	0.548	0.581
X2.5	0.625	0.840	0.517	0.379	0.604
X3.1	0.592	0.447	0.893	0.484	0.643
X3.2	0.618	0.532	0.869	0.573	0.664
X3.3	0.498	0.524	0.853	0.454	0.616
X3.4	0.586	0.642	0.886	0.538	0.756
X3.5	0.642	0.495	0.873	0.502	0.652
X4.1	0.585	0.475	0.542	0.821	0.676
X4.2	0.553	0.402	0.331	0.810	0.570
X4.3	0.602	0.578	0.565	0.886	0.685
X4.4	0.578	0.523	0.45	0.857	0.579
X4.5	0.621	0.471	0.572	0.882	0.681
Y.1	0.658	0.557	0.548	0.594	0.777
Y.2	0.634	0.566	0.744	0.596	0.808
Y.3	0.758	0.676	0.654	0.696	0.853
Y.4	0.640	0.666	0.599	0.605	0.836
Y.5	0.655	0.606	0.618	0.624	0.868

Source: Primary Data Processed Using SmartPLS, 2026

Discriminant validity testing can be evaluated based on cross-loading values and the Fornell-Larcker criterion. Ghozali (2021) emphasized that the assessment of cross-loading values involves analyzing the correlation between indicators and constructs within alternative blocks. An indicator is considered valid if its correlation with its own construct is higher than its correlation with other constructs. Based on Table 3, the cross-loading analysis results indicate that each indicator demonstrates the highest value within its

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respective measured construct compared to the other constructs. Therefore, it can be concluded that all variables in this study possess valid discriminant validity.

Table 4.
Composite Reliability Test Results

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Consumer Reviews (X1)	0.924	0.928	0.943
Discounts (X2)	0.912	0.914	0.934
Payment Through Digital Banks (X3)	0.923	0.927	0.942
Peer Influence (X4)	0.905	0.910	0.930
Online Shopping Decisions on Shopee (Y)	0.886	0.888	0.916

Source: Primary Data Processed Using SmartPLS, 2026

The reliability test in this study employed the Cronbach's Alpha and Composite Reliability methods, where values above 0.70 indicate good reliability for the measured constructs. Based on Table 4, it can be concluded that all constructs and variables demonstrate good reliability, as both the Composite Reliability and Cronbach's Alpha values are greater than 0.70.

Structural Model Evaluation (Inner Model)

Table 5.
R-Square Test Results

	R-Square
Online Shopping Decisions on Shopee (Y)	0.809

Source: Primary Data Processed Using SmartPLS, 2026

The R-Square criterion consists of three classifications: values greater than 0.671 are categorized as strong, values between 0.331–0.670 are categorized as moderate, and values between 0.190–0.330 are categorized as weak. Based on Table 5, the R-Square value for online shopping decisions is 0.809, which falls into the strong category. These results indicate that the variability of online shopping decisions can be explained by the variables of consumer reviews, discounts, digital bank payments, and peer influence by 80.9%, while the remaining 19.1% is influenced by variables not included in this study.

Hypothesis Testing

Table 6.
Bootstrapping Output Results

	Original sample (O)	T statistics (|O/STDEV|)	P values
X1. -> Y.	0.276	2.570	0.010

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X2. -> Y.	0.220	2.811	0.005
X3. -> Y.	0.290	3.621	0.000
X4. -> Y.	0.266	3.060	0.002

Source: Primary Data Processed Using SmartPLS, 2026

The hypotheses were tested using the bootstrapping technique in SmartPLS, with the criteria of t-values greater than 1.96 and p-values less than 0.05 to determine the acceptance or rejection of the hypotheses.

The results of data analysis using SEM-PLS through SmartPLS 4 indicate an R-Square value of 0.809, which falls into the strong category. This finding demonstrates that the variables Consumer Reviews (X1), Discounts (X2), Payment Through Digital Banks (X3), and Peer Influence (X4) simultaneously explain 80.9% of the variation in Purchasing Decisions (Y), while the remaining 19.1% is explained by other variables outside the research model. Therefore, this research model has a very strong capability in analyzing the online shopping decisions of FEBI UIN Sumatera Utara students on the Shopee platform.

The bootstrapping test results reveal that all independent variables have a positive and significant effect on purchasing decisions, as indicated by t-statistic values greater than 1.96 and p-values less than 0.05. Sequentially, the variable with the strongest influence is Payment Through Digital Banks (0.290), followed by Consumer Reviews (0.276), Peer Influence (0.266), and Discounts (0.220).

H_1: The Influence of Consumer Reviews (X1) on Purchasing Decisions (Y)

The results of this study indicate that Consumer Reviews (X1) have a positive and significant effect on Purchasing Decisions (Y), with a path coefficient value of $\beta = 0.276$ and a p-value of 0.010. This finding suggests that improvements in the quality of consumer reviews on the Shopee platform are directly associated with an increase in students' purchasing decisions. Consumer reviews serve as a crucial source of information in the decision-making process for e-commerce transactions.

The outer loading test revealed that indicator X1.1, Source Credibility, obtained a value of 0.871, indicating that consumers place greater trust in reviews written by individuals who possess relevant experience or expertise regarding the product. The reliability of information sources is highly important because buyers generally place more confidence in the authentic experiences of other users than in promotional content provided by sellers.

Furthermore, indicator X1.2, Argument Quality, recorded the highest outer loading value of 0.895. This result demonstrates that reviews containing clear explanations and strong arguments regarding a product greatly influence consumers' evaluations of that product. Informative reviews assist consumers in understanding both the strengths and weaknesses of products, thereby facilitating the evaluation process before making a purchase decision.

Indicator X1.3, Perceived Usefulness, obtained an outer loading value of 0.864, indicating that online customer reviews provide substantial benefits for consumers in obtaining information before making a purchase. Such information helps consumers compare products and reduce uncertainty in online transactions.

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Furthermore, indicator X1.4, Review Valence (positive and negative reviews), recorded an outer loading value of 0.893. This finding demonstrates that both positive and negative reviews from other customers influence consumers' attitudes when considering the purchase of a product. Consumers generally examine various types of reviews to obtain a more objective understanding of the quality of the products offered.

The final indicator, X1.5, Review Quantity, obtained an outer loading value of 0.856, indicating that a large number of reviews for a product can increase consumer trust in that product. A higher volume of reviews strengthens consumers' perceptions that the product has been widely used, thereby enhancing their confidence in proceeding with the purchase.

The findings of this study are consistent with the research conducted by Mahendra and Edastama (2022) as well as Bahari et al. (2023), which demonstrated that online customer reviews significantly influence consumers' purchasing decisions on e-commerce platforms. Theoretically, these findings are supported by Philip Kotler's consumer behavior theory (2016), which states that purchasing decisions begin with information searching and the evaluation of alternatives before consumers choose a product. In online shopping, consumer reviews function as an external source of information that helps consumers reduce uncertainty prior to making a purchase.

H_2: The Influence of Discounts (X2) on Purchasing Decisions (Y)

The study findings indicate that Discounts (X2) have a positive and significant effect on Purchasing Decisions (Y), with a path coefficient value of $\beta = 0.220$ and a p-value of 0.005. This result demonstrates that promotional strategies in the form of price discounts can increase students' purchasing decisions on the Shopee platform.

The outer loading test results revealed that indicator X2.1, Discount Amount, obtained a value of 0.862, indicating that the discounts offered by sellers significantly influence consumers' purchasing decisions. Consumers tend to be more interested in products that provide attractive price reductions because they perceive greater economic benefits from the purchase.

Furthermore, indicator X2.2, Discount Period, recorded an outer loading value of 0.852, demonstrating that the duration of discount offers also affects consumers' purchasing decisions. When discount periods are limited, consumers are more likely to feel encouraged to make immediate purchases in order not to miss the opportunity to obtain products at lower prices.

Indicator X2.3, Selection of Discounted Product Types, obtained the highest outer loading value of 0.877, indicating that consumers are more interested in purchasing products they already desire when those products are offered at discounted prices. This finding suggests that discounts become more effective when applied to products that match consumers' needs and preferences.

Indicator X2.4, Cash Discounts for Timely Payment, recorded an outer loading value of 0.865, demonstrating that price reductions provided for timely payments can encourage consumers to complete purchase transactions more quickly. Consumers tend to

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perceive such discounts as additional financial benefits that make the transaction more attractive.

The final indicator, X2.5, Quantity Discounts, obtained an outer loading value of 0.840, indicating that discounts provided for bulk purchases can increase the quantity of products purchased by consumers. Consumers are often motivated to buy in larger quantities to maximize the benefits gained from discounted prices.

These findings are consistent with the studies conducted by Auli et al. (2021) and Sari et al. (2024), which found that discounts significantly influence customers' purchasing decisions in marketplace platforms. Theoretically, discounts are considered an integral component of the marketing mix strategy, particularly within the pricing element, which according to Philip Kotler (2016), can shape consumers' perceptions of a product and thereby increase the likelihood of purchase decisions.

H_3: The Influence of Payment Through Digital Banks (X3) on Purchasing Decisions (Y)

The results of this study indicate that Payment Through Digital Banks (X3) has a positive and significant effect on Purchasing Decisions (Y), with a path coefficient value of $\beta = 0.290$ and a p-value = 0.000. This variable is the most dominant factor influencing students' purchasing decisions.

Based on the outer loading test results, indicator X3.1, Speed, obtained the highest value of 0.893, indicating that digital payment systems enable consumers to conduct transactions quickly when making purchases. Fast transaction processes increase consumer convenience and support smoother online shopping experiences on the Shopee platform.

Indicator X3.2, Ease of Use, recorded an outer loading value of 0.869, demonstrating that digital payment systems facilitate consumer transactions without requiring complicated procedures. Consumers tend to prefer payment systems that are simple, practical, and easy to access during online transactions.

Furthermore, indicator X3.3, Efficiency, obtained an outer loading value of 0.853, indicating that transactions conducted through digital systems are more efficient because they save both time and effort. Consumers no longer need to perform manual payment processes, making online shopping activities more practical and convenient.

Indicator X3.4, Transparency, obtained an outer loading value of 0.886, indicating that digital payment systems provide transparent transaction information, thereby increasing consumers' perceptions of security. Transparent payment records enable consumers to monitor their transactions more clearly and reduce concerns regarding payment errors or fraud.

The final indicator, X3.5, System Reliability, recorded an outer loading value of 0.873, demonstrating that digital payment systems that rarely experience disruptions can increase consumer trust in using such payment methods. A reliable payment system enhances consumers' confidence in conducting online transactions smoothly and securely on the Shopee platform.

These findings are consistent with the studies conducted by Febriyanti et al. (2023) and Dhani et al. (2025), which found that digital payments significantly influence consumer behavior and purchasing decisions. Theoretically, the conclusions of this study are

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supported by the Technology Acceptance Model (TAM), which states that technology acceptance is determined by perceived usefulness and perceived ease of use. Therefore, technologies that are user-friendly and beneficial are more likely to be adopted by users.

H_4: The Influence of Peer Influence (X4) on Purchasing Decisions (Y)

The results of this study indicate that Peer Influence (X4) has a positive and significant effect on Purchasing Decisions (Y), with a path coefficient value of $\beta = 0.266$ and a p-value = 0.002. This finding demonstrates that peer influence plays an important role in shaping students' purchasing decisions on the Shopee platform.

Based on the outer loading test results, indicator X4.1, Social Interaction, obtained a value of 0.821, indicating that interactions with peers can influence consumers' decisions to purchase a product. Through social interactions, individuals often exchange information, recommendations, and experiences related to products or services.

Indicator X4.2, Individual Involvement, recorded an outer loading value of 0.810, demonstrating that consumers frequently consider suggestions and opinions from their peers before making purchasing decisions. Recommendations from peers are often perceived as more trustworthy because they originate from direct social relationships and shared experiences.

Furthermore, indicator X4.3, Peer Environment Support, obtained the highest outer loading value of 0.886, indicating that support from friends can increase consumers' confidence in making purchasing decisions. Positive encouragement from peers strengthens consumers' beliefs regarding product quality and suitability, thereby increasing the likelihood of purchase decisions.

Indicator X4.4, Providing New Knowledge or Experiences, obtained an outer loading value of 0.857, indicating that experiences shared by friends can assist consumers in determining product choices. Information and experiences obtained through peer interactions help consumers gain a better understanding of product quality, usability, and suitability before making purchasing decisions.

The final indicator, X4.5, Following Peer Habits, recorded an outer loading value of 0.882, demonstrating that students tend to purchase products that are also used by their friends. Consumers are often influenced by social trends and group habits, particularly within peer environments that share similar lifestyles and preferences.

These findings support the research conducted by Azizah Ayu Ashari (2022), which emphasized that peers function as a source of social knowledge influencing purchasing decisions. Theoretically, these results can be explained by the Social Learning Theory, which states that individuals acquire knowledge through observation and social interaction with others.

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H_5: The Simultaneous Influence of Consumer Reviews (X1), Discounts (X2), Payment Through Digital Banks (X3), and Peer Influence (X4) on Online Shopping Decisions on Shopee (Y)

Simultaneous Discussion and Theoretical Implications

The structural model analysis using SEM-PLS demonstrates that the variables Consumer Reviews (X1), Discounts (X2), Payment Through Digital Banks (X3), and Peer Influence (X4) collectively explain the Purchasing Decision variable (Y), with an R-Square value of 0.809. This value indicates that 80.9% of the variation in students' purchasing decisions is explained by the four independent variables examined in this study, while the remaining 19.1% is influenced by external factors not included in the research model, such as product quality, brand image, additional promotional strategies, and consumers' psychological factors.

The R-Square value of 0.809 falls into the strong category, demonstrating that the research model possesses excellent predictive capability in explaining students' purchasing decision behavior on the Shopee platform. The interaction between product information, consumer evaluations, promotional discounts, the convenience of digital payments, and peer influence significantly affects consumers' purchasing decisions.

These findings indicate that online purchasing decisions are not influenced solely by economic considerations, but also by technological and social factors. Consumer reviews provide information that reduces uncertainty in online transactions, discounts increase the attractiveness of products through perceived financial benefits, digital payment systems enhance transaction convenience and efficiency, while peer influence shapes consumer preferences through social interaction and shared experiences.

Theoretically, the results of this study strengthen several major theories related to consumer behavior and technology adoption. Philip Kotler's consumer behavior theory explains that purchasing decisions are influenced by information search and evaluation processes before consumers select products. In addition, the Technology Acceptance Model supports the finding that ease of use and perceived usefulness of digital payment systems encourage consumers to adopt online transaction technologies. Furthermore, Social Learning Theory explains how peer interactions and social environments shape consumer behavior through observation and shared experiences.

Overall, this study demonstrates that digital and social factors simultaneously play a major role in influencing the online shopping decisions of FEBI UIN Sumatera Utara students on the Shopee platform.

Theoretically, the findings of this study are consistent with the consumer behavior theory proposed by Philip Kotler and Kevin Lane Keller (2016), which states that purchasing decisions are influenced by various factors originating from psychological, social, technological, and marketing aspects. In the context of online shopping, consumer reviews function as a source of information that assists consumers in evaluating products, discounts serve as promotional strategies that enhance perceived product value, digital payment systems provide convenience and transaction efficiency, while peer influence acts as a social factor that shapes consumer preferences and purchasing behavior.

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CONCLUSION

The findings of this study reveal that Consumer Reviews (X1), Discounts (X2), Payment Through Digital Banks (X3), and Peer Influence (X4) have positive and significant effects, both individually and collectively, on the Purchasing Decisions (Y) of FEBI UIN Sumatera Utara students on the Shopee platform. The R-Square value of 0.809 indicates that these four variables contribute 80.9% to the variance in purchasing decisions, demonstrating a strong research model. Payment through digital banks emerged as the most dominant factor, indicating that transaction convenience, speed, and transparency strongly influence purchasing decisions. Consumer reviews contribute to building trust and reducing perceived risk, while discounts function as attractive economic incentives. Meanwhile, peer influence strengthens purchasing decisions through social dynamics and trends within consumers' social circles.

Overall, students' online shopping decisions are influenced by a combination of informational, economic, technological, and social factors. Therefore, optimizing review features, digital payment systems, discount strategies, and community-based approaches becomes essential in enhancing purchasing decisions in a sustainable manner.

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