

**THE INFLUENCE OF BRAND AWARENESS AND ONLINE CUSTOMER  
REVIEWS ON CUSTOMER PURCHASE DECISIONS IN SHOPEE  
MARKETPLACE**

**(Study: Millennial Generation in Padang)**

**THESIS**

Thesis is submitted to fulfill the requirements for bachelor degree in Management  
Department Faculty of Economics and Business Universitas Andalas



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**The Influence of Brand Awareness and Online Customer Reviews on Customer Purchase Decisions in Shopee Marketplace (Study: Millennial Generation in Padang)**

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**ABSTRACT**

It's been two years since the Corona Virus Disease A191 (Covid-19) pandemic spread worldwide. Therefore, the activities carried out by the Indonesian people have many obstacles. In general, many Indonesian people like Millennial Generation buy online and sell on e-commerce. This study aims to test and provide empirical evidence regarding the influence of Brand Awareness and Online Customer Reviews on Customer Purchase Decisions in the Shopee Marketplace (Millennial Generation in Padang). The object of study is Millennial Generation in Padang who use the Shopee marketplace in January to August 2022. This study applied quantitative descriptive with online survey technique. In this study used a sample size of 125 respondents with the sampling technique used a purposive sampling method. Respondents responses in this study processed and analyzed using SmartPLS 4.0. The study found that brand awareness has positive and significant effect on customer purchase decisions. The result also showed that online customer reviews has positive and significant effect on customer purchase decisions. **Keywords:** Brand Awareness, Online Customer Reviews, Customer Purchase Decisions and Millennial Generation.

This thesis is already examined and passed on October 28<sup>th</sup>, 2022. This abstract already approved by supervisor and examiners:

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