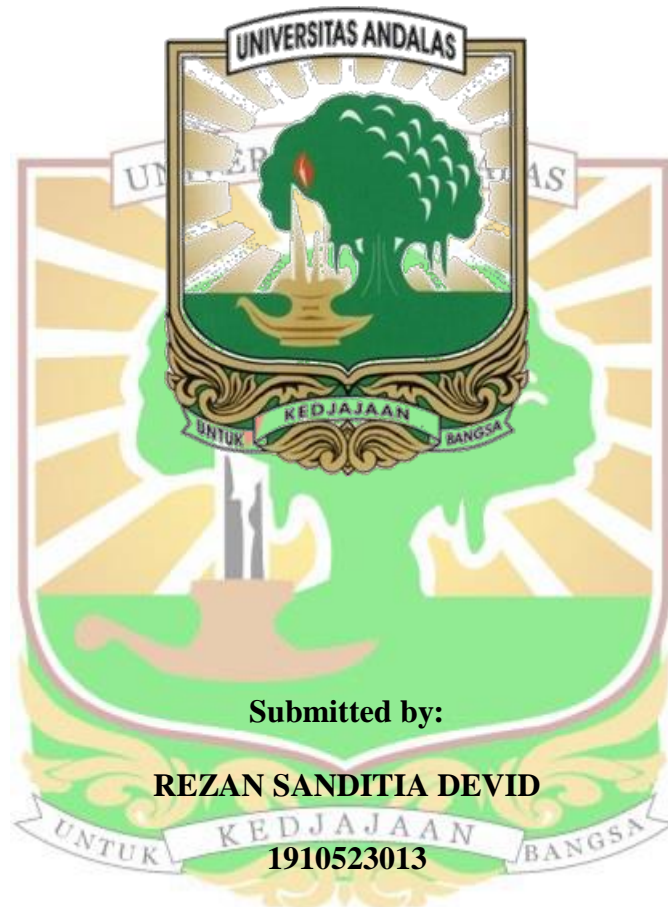


**Analysis The Effect of Social Media Advertising, Sales Promotion, and
Online Consumers Review on Consumer Purchase Decisions of the Shopee
consumers in Padang.**

THESIS



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ABSTRACT

This study examines the influence of social media advertising, sales promotion, and online consumer reviews on the purchase decisions of Shopee users in Padang City. A quantitative research approach was employed, utilizing a survey method through the distribution of structured questionnaires to 130 respondents selected using purposive sampling. The criteria required respondents to be active social media users and to have prior purchasing experience on the Shopee platform.

Data were analyzed using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach, supported by SmartPLS software. The findings reveal that social media advertising, sales promotion, and online consumer reviews each exert a positive and statistically significant effect on consumer purchase decisions. Among these variables, sales promotion demonstrates the strongest influence, indicating its critical role in shaping consumer behavior within the e-commerce context.

Furthermore, the model explains 67.7% of the variance in purchase decisions, suggesting a substantial explanatory power of the proposed variables, while the remaining variance is attributed to factors beyond the scope of this study. These findings provide valuable insights for practitioners and marketers in developing more effective digital marketing strategies, particularly by optimizing promotional activities, leveraging social media advertising, and enhancing the credibility of online consumer reviews to drive purchase decisions.

Keywords: Social Media Advertising, Sales Promotion, Online Consumer Reviews, Purchase Decision, E-commerce