

ABSTRACT

This study aims to analyze the influence of advertisements and customer testimonials on purchasing decisions for Thanksinsomnia products on the Shopee e-commerce platform in Jember Regency. This study employs a quantitative approach using purposive sampling. The researcher collected data by distributing a questionnaire to 100 respondents who had previously purchased Thanksinsomnia products on Shopee. The researcher analyzed the data using validity and reliability tests, multiple linear regression analysis, the coefficient of determination (R^2), the t-test, and the F-test with the help of SPSS software. The results showed that all research instruments were valid, with a Pearson correlation coefficient > 0.196 and a significance level of 0.000, and were reliable, as evidenced by Cronbach's alpha values of 0.663 for the advertisement variable, 0.661 for the customer testimonial variable, and 0.613 for the purchase decision variable. The regression equation obtained is $Y = 3.490 + 0.207X_1 + 0.596X_2$, indicating that advertising and customer testimonials have a positive effect on purchase decisions. The results of the partial tests show that advertising has a positive and significant effect on purchase decisions with a calculated t-value of 2.422, sig. 0.017, while customer testimonials have a positive and significant effect with a calculated t-value of 6.778, sig. 0.000; thus, customer testimonials are the most dominant variable. The results of the simultaneous test show a calculated F-value of 87.038 with a significance level of 0.000, indicating that advertisements and customer testimonials together have a significant effect on purchasing decisions. The coefficient of determination (R^2) of 0.642 indicates that 64.2% of the variation in purchasing decisions can be explained by the variables of advertising and customer testimonials, while 35.8% is influenced by other factors outside the scope of this study.

Keywords: Advertising, Customer Testimonials, Purchasing Decisions, Shopee, Thanksinsomnia.