

The Role of Brand Image as a Moderator in the Influence of Social Media, Online Prices, and Customer Reviews on Purchasing Decisions in E-Commerce

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Abstract

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*Social Media, Online Prices,
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This study aims to analyze the influence of social media, online prices, and customer reviews on purchasing decisions in e-commerce with brand image as a moderating variable. The research method used is a quantitative approach with an associative research type. Data were collected by distributing questionnaires to consumers who have made purchases on e-commerce platforms, using a purposive sampling technique. Data analysis was conducted using the Partial Least Squares (PLS-SEM) method and Moderated Regression Analysis (MRA) to test the role of moderating variables. The results show that social media, online prices, and customer reviews partially and simultaneously have a positive and significant influence on purchasing decisions. Social media can increase purchasing interest through interactive and informative content, online prices are a primary consideration in choosing a product, while customer reviews play a role in building consumer trust. In addition, brand image is proven to moderate the relationship between social media, online prices, and customer reviews on purchasing decisions by strengthening the influence of all three variables. The conclusion of this study is that purchasing decisions in e-commerce are influenced by a combination of digital marketing factors and brand perceptions. Therefore, business actors are advised to optimize the use of social media, set competitive prices, manage customer reviews well, and build a strong brand image to increase consumer trust and loyalty.

INTRODUCTION

The development of information and communication technology has brought about significant changes in consumer behavior, particularly in e-commerce activities. Digital transformation is encouraging people to shift from conventional shopping patterns to online shopping, which is considered more practical, efficient, and flexible. E-commerce is not only an alternative but has become a primary requirement in meeting the various needs of modern consumers. This is marked by the increasing number of internet users and the rise of digital platforms such as marketplaces and social commerce that facilitate online transactions. This change requires businesses to understand the factors that influence consumer purchasing decisions in a competitive digital environment (Ishak, 2024).

In the context of e-commerce, consumer purchasing decisions are no longer solely influenced by traditional factors such as product quality, but also by various digital factors such as social media, online pricing, and customer reviews. Social media has evolved into a highly effective marketing tool in reaching consumers broadly and quickly. Through platforms like Instagram, TikTok, and Facebook, companies can promote products, build interactions with consumers, and

create engagement that impacts purchase intention. Research shows that marketing through social media has a positive and significant influence on consumer purchasing decisions because it can build more personalized and interactive communication. Furthermore, social media also plays a role in shaping consumer perceptions and preferences through visual content, influencers, and engaging digital campaigns. (Eriza, 2017) .

Besides social media, online pricing is also a key consideration in purchasing decisions. One of the main advantages of e-commerce is the ease of comparing prices between sellers in real time. Consumers can easily choose products with the best prices according to their budget. Competitive and transparent pricing is a unique attraction that can increase consumer purchasing interest. Previous research has shown that price has a significant influence on purchasing decisions, especially in the context of marketplaces like Shopee, where consumers are highly sensitive to price differences. Therefore, pricing strategy is a crucial factor in winning the competition in the digital marketplace.

Another equally important factor is online customer reviews. Customer reviews are a form of electronic word of mouth (e-WOM) that serve as a source of information for consumers before making a purchase. In an e-commerce environment with minimal direct interaction, customer reviews serve as an indicator of trust in a product or seller. Consumers tend to trust other users' experiences over company advertising. Research shows that customer reviews have a positive and significant influence on purchasing decisions because they can increase credibility and reduce consumer uncertainty. This is especially true for the younger generation, who rely heavily on digital information for decision-making (Saelando & Arrasyid, 2024) .

However, the influence of social media, online pricing, and customer reviews on purchasing decisions is not always direct and consistent. Other factors can strengthen or weaken this relationship, one of which is brand image. Brand image is a consumer's perception of a brand formed through experience, information, and the company's marketing communications. A strong brand image can increase consumer trust and create loyalty, significantly influencing purchasing decisions (Ishak, 2022). In the context of e-commerce, brand image is a crucial factor because consumers cannot see the product directly, so they rely more on brand reputation as a guarantee of quality (Huriyah & Erdiana, 2025) .

The role of brand image as a moderating variable is becoming increasingly relevant in the digital age. A positive brand image can strengthen the influence of social media, price, and customer reviews on purchasing decisions. For example, promotions through social media will be more effective if supported by a good brand image, as consumers tend to have more trust in well-known brands. Similarly, a relatively higher price may still be acceptable to consumers if the brand has a strong reputation. Furthermore, positive customer reviews will further enhance purchasing decisions if the product comes from a brand with a good image. Conversely, a weak brand image can weaken the influence of these three factors.

Previous research has shown that, in addition to social media promotions and product reviews, brand trust and image are important factors influencing consumer purchasing decisions on online platforms (Erawati et al., 2023) . This suggests that brand image not only acts as an independent variable but also has the potential to act as a moderating variable, strengthening the relationship between digital marketing variables and purchasing decisions. Therefore, it is important to examine in more depth how brand image plays a role in strengthening or weakening the influence of social media, online prices, and customer reviews on purchasing decisions in e-commerce.

Furthermore, the increasing competition among businesses on e-commerce platforms is also a key factor in this research. The wide choice of products and sellers gives consumers greater freedom in making purchasing decisions. In this environment, companies are required to not only offer competitive prices but also build a strong brand image and optimally utilize social media and customer reviews. An integrated marketing strategy is key to winning the competition in the digital era.

Based on the above description, it can be concluded that social media, online pricing, and customer reviews are important factors influencing purchasing decisions in e-commerce. However, the influence of these three factors is inseparable from the role of brand image as a moderating variable that can strengthen or weaken the relationship. Therefore, this research is important to provide a more comprehensive understanding of the factors influencing consumer purchasing decisions in e-commerce and contribute to the development of more effective and sustainable digital marketing strategies.

METHODS

This study uses a quantitative approach with an associative research type that aims to analyze the relationship and influence between social media variables, online prices, and customer reviews on purchasing decisions, with brand image as a moderating variable. The population in this study were all consumers who have made purchases through e-commerce platforms. The sampling technique used purposive sampling with the criteria of respondents who actively use e-commerce and have made a transaction at least once in the last three months. The data used are primary data obtained through the distribution of online questionnaires using a Likert scale of 1–5 to measure respondents' perceptions of each research variable.

The data analysis technique used in this study is inferential statistical analysis with the help of SmartPLS software. Testing is carried out through validity and reliability tests to ensure the quality of the research instrument, followed by classical assumption tests (as well as multiple linear regression analysis or Partial Least Square (PLS-SEM). To test the role of brand image as a moderating variable, Moderated Regression Analysis (MRA) or interaction analysis in the PLS model is used. The results of this analysis are expected to be able to explain the extent of the direct and indirect influence of social media, online prices, and customer reviews on purchasing decisions, as well as how brand image strengthens or weakens the relationship.

RESULTS AND DISCUSSION

Evaluation of Measurement Model or Outer Model

An evaluation measurement model is needed to assess variable indicators that reflect a construct. Model evaluation can be conducted through convergent validity, discriminant validity, and composite reliability tests. The following are the results of the measurement model.

Convergent validity is a test that shows the relationship between reflective items and latent variables. An indicator is said to be sufficient if it contains a value of 0.5 to 0.7 indicators for each sufficiently large construct (Ghozali, 2014). The loading factor values can be seen in the table below.

Table 1
Convergent Validity Test Results

Variables	Loading Factor	Information
Social media X1	0.801	Valid
	0.849	Valid
	0.926	Valid
	0.838	Valid
	0.877	Valid
	0.900	Valid
Online Price X2	0.865	Valid
	0.776	Valid
	0.754	Valid
	0.812	Valid
	0.913	Valid
	0.754	Valid
X3 Customer Reviews	0.801	Valid
	0.849	Valid
	0.926	Valid
	0.838	Valid
	0.823	Valid
	0.834	Valid
Brand Image Z	0.876	Valid
	0.798	Valid
	0.871	Valid
	0.954	Valid
	0.971	Valid
	0.888	Valid
Buying decision Y	0.801	Valid
	0.849	Valid
	0.926	Valid
	0.838	Valid
	0.877	Valid
	0.900	Valid

Source: Data processed researcher, 2026

Table 1 shows the *loading factor values* resulting from each indicator variable. more from 0.7 . With thus indicator considered valid as gauge latent variables .

Composite Reliability is used to test the reliability of indicators from their constituent constructs. A variable is considered good if *the composite reliability value* is greater than 0.7 and the *recommended Cronbach's alpha value* is > 0.6 (Ghozali, 2014). The following table shows the significance of *composite reliability* and *Cronbach's alpha values*.

Table 2
Results Composite Reliability And Cronbach's Alpha

Variables	Composite Reliability	Cronbach's Alpha	Information
X1	0.947	0.933	Reliable
X2	0.932	0.911	Reliable
X3	0.881	0.824	Reliable
Z- X1	0.876	0.843	Reliable
Z- X2	0.941	0.927	Reliable
Z- X3	0.846	0.832	Reliable
Y	0.875	0.811	Reliable

Source: Data processed researcher, 2026

Table 2 shows the Composite Reliability value of the latent variable is more than 0.7 while the Cronbach's alpha value of the latent variable shows a value greater than 0.6 so that all variables show good reliability.

Evaluation Structure Model (Inner Model)

Structural model testing (inner model) helps determine the relationship between significant construct values and the research model's R-square. The structural model is estimated using R-square for each independent or dependent latent variable. The results of the R-square test with SmartPLS are shown in the table below.

Table 3
R Square

	R square	R Customized Square
Purchase Decision	0.857	0.851

Source : Data year researchers 2026

The R-Square results in Table 3 provide a value of 0.857, meaning that 85.7% of the Purchasing Decision variable is influenced by Social Media, Online Price, and Customer Reviews, while the remaining 14.3% is influenced by variables other than this research model. This means that there are still other variables that influence Purchasing Decisions.

Hypothesis Test Results

To test the presented hypothesis, a t-statistic and a p-value are required. The hypothesis is accepted if the p-value is <0.05. The basis for direct hypothesis testing is the return contained in the coefficient or value of the output path and the indirect effect. Structural model testing is used to explain the relationship between variables.

Table 4
Path Coefficient Results

	Research Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Statistics (O/STDEV)	P Value	Note
Influence	X1- Y	0.390	0.391	0.099	3.124	0.000	Accepted
Direct	X2- Y	0.333	0.170	0.067	2.135	0.023	Accepted
	X3- Y	0.397	2,880	0.085	2,432	0.001	Accepted
Moderation	Z-X1- Y	0.210	0.120	0.771	1,987	0.000	Accepted
	Z-X2-Y	0.320	0.117	0.086	2.111	0.001	Accepted
	Z-X3-Y	0.332	0.337	0.078	2,407	0.004	Accepted

Source: Data processed by researchers, 2026

Table 4 shows that social media has a positive and significant effect on purchasing decisions with a path coefficient of 0.390 and a t-statistic value of 3.124 > 1.96 and a p-value of 0.000 < 0.05. Online prices have a positive and significant effect on purchasing decisions with a path coefficient of 0.333 and a t-statistic value of 2.135 > 1.96 and a p-value of 0.023 < 0.05. Customer reviews have a positive and significant effect on purchasing decisions with a path coefficient of 0.397 and a t-statistic value of 2.432 > 1.96 and a p-value of 0.001 < 0.05. Brand image is able to moderate the influence of social media on purchasing decisions with a path coefficient of 0.210 and a t-statistic value of 1.987 > 1.96 and a p-value of 0.000 < 0.05. Brand image is able to moderate the relationship between online prices and purchasing decisions with a path coefficient of 0.320 and a t-statistic value of 2.111 > 1.96 and a p-value of 0.001 < 0.05. Brand image is able to moderate the influence of customer reviews on purchasing decisions with a path coefficient of 0.322 and a t-statistic value of 2.407 > 1.96 and a p-value of 0.004 < 0.05.

DISCUSSION

The Influence of Social Media on Purchasing Decisions

The research results show that social media has a positive and significant influence on purchasing decisions in e-commerce. This confirms that marketing activities through social media platforms such as Instagram, TikTok, and Facebook can generate interest, increase brand awareness, and encourage interaction between consumers and sellers. Engaging content, the use of influencers, and two-way communication are key factors in shaping positive consumer perceptions. The more frequently consumers are exposed to product information through social media, the more likely they are to make a purchase.

These findings align with previous research (Adryan et al., 2024; Kurniawan & Purwo, 2026; Yani, 2021), which states that social media plays a strategic role in influencing purchasing decisions because it can create consumer engagement and trust (Zahra & Ishak, 2025). Previous research (Utomo et al., 2023) also shows that social media-based digital marketing can significantly increase purchasing interest due to its interactive and personalized nature.

The Effect of Online Prices on Purchasing Decisions

The research results show that online prices have a positive and significant influence on

purchasing decisions. Consumers tend to consider price as a primary factor before purchasing products on e-commerce platforms. The ease of comparing prices between sellers makes consumers more selective in making choices. Competitive, transparent pricing, supported by promotions such as discounts and cashback, has been shown to increase product appeal.

This finding is supported by previous research (Fauziah et al., 2023; Khotimmah et al., 2024), which stated that price is a major determinant in online purchasing decisions. Digital consumers have a high level of price sensitivity due to their extensive access to information. Therefore, pricing strategy is a key to success in winning the marketplace competition.

The Influence of Customer Reviews on Purchasing Decisions

The research results show that customer reviews have a positive and significant influence on purchasing decisions. Customer reviews are a trusted source of information for consumers because they reflect the real experiences of previous users. In situations where consumers cannot see the product in person, customer reviews are a crucial factor in reducing uncertainty and purchasing risk.

Previous research (Rusiana, 2023; Siswati & Maupa, 2024; Yuwana & Brahmayanti, 2025) also shows that electronic word of mouth (e-WOM) has a significant influence on consumer behavior. Positive reviews can increase trust and accelerate purchasing decisions, while negative reviews can decrease purchase intention. This proves that customer reviews are a crucial element in the e-commerce ecosystem.

The Simultaneous Influence of Social Media, Online Prices, and Customer Reviews on Purchasing Decisions

Simultaneously, the research results show that social media, online prices, and customer reviews significantly influence purchasing decisions. These three variables complement each other in shaping consumer perceptions and preferences. Social media plays a role in attracting attention and building awareness, online prices serve as a rational consideration, and customer reviews serve as a trust factor.

These results support previous research (Ayu et al., 2022; AK Putri, 2025), which states that e-commerce purchasing decisions are influenced by a combination of emotional and rational factors. Integrating digital promotion strategies, pricing, and customer review management is key to increasing sales conversions.

The Role of Brand Image as a Moderator in Social Media Influence

The research results show that brand image can moderate the influence of social media on purchasing decisions. Consumers tend to trust information conveyed through social media more if it comes from a reputable brand. A strong brand image makes marketing messages more credible and easily accepted by consumers.

This finding aligns with previous research (Harahap & Ramahdan, 2025; MR Putri & Sienatra, 2023), which states that brand image plays a crucial role in increasing the effectiveness of marketing communications. Social media will be more effective in influencing purchasing decisions if supported by a positive brand image.

The Role of Brand Image as a Moderator on the Influence of Online Prices

The research results show that brand image moderates the relationship between online

prices and purchasing decisions. Consumers are more willing to pay higher prices for products from reputable brands. This suggests that brand image can reduce consumer price sensitivity.

Previous research (Aprilliyani & Kuswati, 2024) also supports this finding, stating that a strong brand has added value (brand equity) that makes consumers more loyal and less concerned about price. Thus, brand image is a crucial factor in pricing strategy.

The Role of Brand Image as a Moderator on the Influence of Customer Reviews

The research results show that brand image moderates the influence of customer reviews on purchasing decisions. Positive reviews will have a greater impact if the product comes from a well-known brand. Conversely, for lesser-known brands, customer reviews may not have a strong influence.

Previous research (Setiawan et al., 2025) also showed that brand trust can increase the effectiveness of information consumers receive, including customer reviews. This suggests an interaction between brand image and e-WOM in influencing consumer behavior.

CONCLUSION

Based on the research results, it can be concluded that social media, online prices, and customer reviews have a positive and significant influence on purchasing decisions in e-commerce. Social media has been shown to increase purchasing interest through the delivery of information that is engaging, interactive, and easily accessible to consumers. Meanwhile, online prices are a rational factor that consumers strongly consider when choosing a product, primarily due to the ease of comparing prices between sellers. Furthermore, customer reviews play a crucial role in building consumer trust by providing a true picture of product quality and previous user experiences.

Furthermore, these three variables simultaneously proved to have a significant influence on purchasing decisions, indicating that consumer decisions in e-commerce are the result of a combination of various digital factors. Consumers don't consider just one aspect, but rather integrate information from social media, price, and customer reviews before making a decision. This confirms that digital marketing strategies must be implemented in an integrated manner to maximize their impact on consumer behavior.

Furthermore, this study found that brand image plays a significant role as a moderating variable, strengthening the relationship between social media, online prices, and customer reviews on purchasing decisions. A strong brand image increases the effectiveness of social media promotions, reduces consumer price sensitivity, and strengthens the influence of customer reviews. Conversely, a weak brand image can weaken the influence of these three variables, thereby decreasing consumer trust and purchase intention.

Thus, it can be concluded that success in increasing purchasing decisions in e-commerce is determined not only by digital marketing factors but also by the strength of a company's brand image. Therefore, businesses are advised to focus not only on promotional strategies, pricing, and customer review management, but also on building and maintaining a positive brand image to continuously increase consumer trust and loyalty.

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