

## The Effect of Clearance Sale, Online Customer Review & Customer Experience on Purchase Decision at Indonesian Bagsdealer Stores, Tangerang

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### ABSTRACT

**Keywords:** Clearance Sale; Online Customer Review; Customer Experience; Purchase Decision

Online shopping activities in Indonesia are carried out through marketplaces and social media. Since the COVID-19 pandemic in 2020, online shopping has become part of the daily lives of Indonesian people in various circles. Indonesian business circles looked at this opportunity, so various online stores appeared, including one of them is the Indonesian Bagsdealer Shop. The rise of online stores creates competition, and each tries to grab the interest of buyers. This study aims to analyze the influence of clearance sales, online customer reviews and customer experience on purchase decisions at Bagsdealer Indonesia Shop, Tangerang. This study uses a purposive sampling technique. The data collection instrument was in the form of a questionnaire (google form) on 145 respondents. The research data was processed quantitatively with multiple linear regression analysis techniques using SPSS version 26 software. The results of this study show that 1) clearance sale partially affects purchase decisions, 2) online customer reviews partially affect purchase decisions, 3) customer experience partially affects purchase decisions, and 4) clearance sales, online customer reviews, and customer experience simultaneously or together affect purchase decisions at Indonesian Bagsdealer stores as evidenced by an F value of 73.333 > F table 2.669 and significance values of 0.000 < 0.05.



### Introduction

The COVID-19 pandemic has significantly changed the shopping landscape in Indonesia since March 2020, triggering an increase in online shopping activities as people's top choice. Harahap and Amanah (2018, p.195) define online shopping as a transaction process through digital platforms such as e-commerce sites or social networks. Ardianti and Widiartanto (2019) added that online stores facilitate direct interaction between sellers and buyers through various chat platforms such as Line, BBM, or Whatsapp, allowing direct negotiation regarding prices and product information. In addition to marketplaces such as Shopee, Tokopedia, Lazada, BliBli, and Bukalapak, online shopping is also rampant through social media such as Tiktok, YouTube,

WhatsApp, and Instagram, which are an important part of the digital life of the Indonesian people (Nurkheimah, 2023; Kemp, 2024).

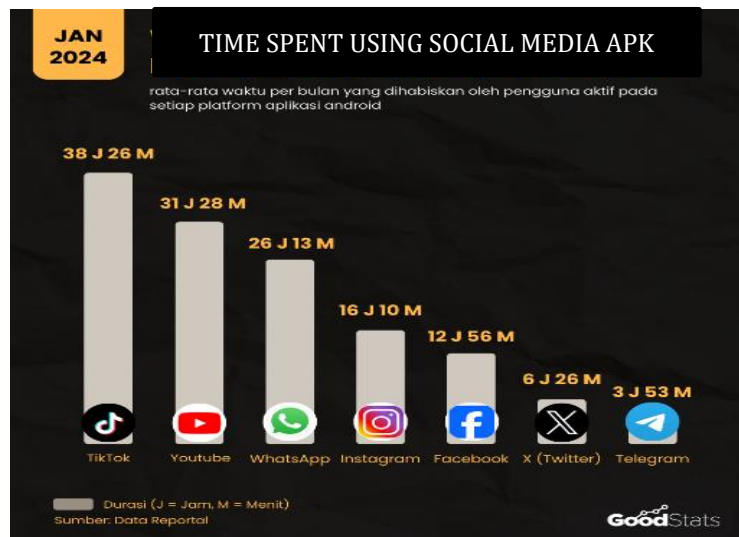


Figure 1. Graph of the duration of use of social media applications

Source: Kemp (2024)

Indonesia, with the world's fourth-largest population of internet users, has experienced a significant increase in smartphone usage and high internet access every year. This facilitates the development of social commerce, where social media platforms such as Facebook, Instagram, and TikTok are not only an integral part of daily life but also the main place to make buying and selling transactions. Social commerce allows sellers to reach consumers directly through their favourite platforms with features such as live streaming, product catalogues, and payment buttons that make the transaction process easier (Harjadi, 2024). In this context, online stores such as Bagsdealer Indonesia, which specializes in the sale of preloved branded goods, have been expanding since 2021. However, despite experiencing an initial increase in sales during the pandemic, the store faces challenges to maintain declining consumer interest since mid-2023. Marketing strategies such as clearance sales and increased interaction with customers through social media have been implemented to improve purchase decisions, but the impact has not been significant (Fauzan, 2022).

Several previous studies have stated that clearance sales, online customer reviews and customer experience have a positive effect on purchase decisions. Research by Yusnidar and Misdalaina (2021), Firmansyah and Nalurita (2022), Dwitama et al. (2024), shows that discounts have a significant influence on purchase decisions. Research conducted by Fajar Tri Wibowo & Sri Wijastuti (2022), Cindy Ratna Duhita Sari and Samsul Arifin (2024), showed that online customer reviews have a significant effect on purchase decisions. Azmi and Patrikha (2021), Dara et al. (2023), in their research results that customer experience has a significant influence on purchase decisions.

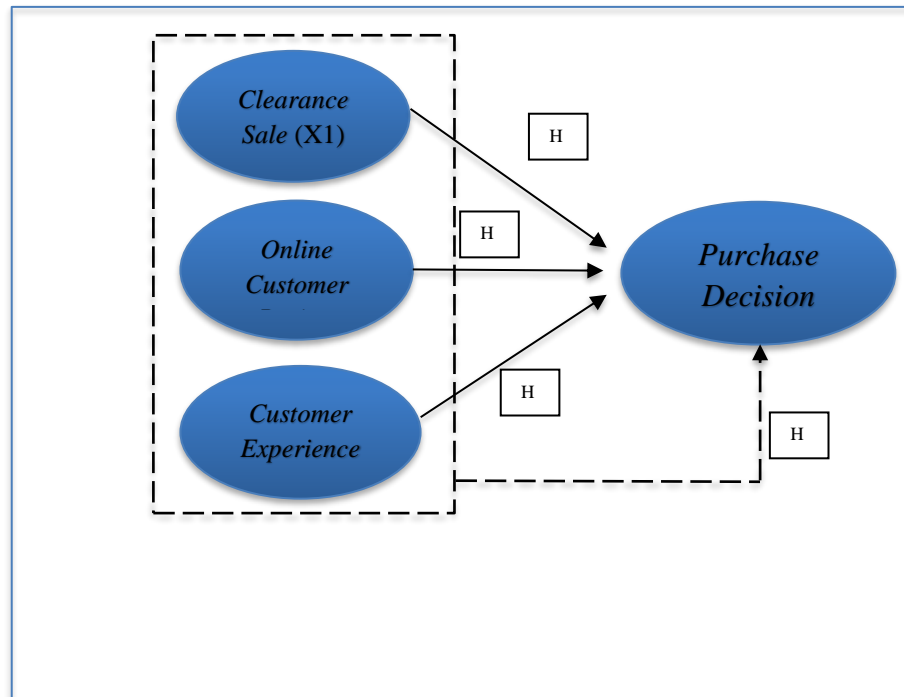
Meanwhile, there are also several studies that show different results. Research by Devy M. Puspitasari & Risma Herdian (2023) and research by Bagus Ibrahim Muft & Wuryaningsih Dwi Lestari (2023) show that clearance sales do not have a significant effect on purchase decisions. Anna Irma Rahmawati's (2021) research shows that online customer reviews do not have a significant effect on purchase decisions. Research conducted by Jason Oscardo, Astri Ayu Purwati & Muhammad Luthfi Hamzah (2021) shows that customer experience does not have a significant effect on purchase decisions. The novelty of this study lies in the simultaneous analysis of the influence of clearance sales, online customer reviews, and customer experience on purchasing decisions at Bagsdealer Indonesia stores in Tangerang, which has never been done in the same context, making it a new contribution in marketing literature.

Based on the differences in the results of some of the research above, it is still necessary to further research the influence of clearance sales, online customer reviews and customer experience on purchase decisions. Therefore, the researcher is interested in conducting a study with the title "The Effect of Clearance Sale, Online Customer Review, and Customer Experience on Purchase Decision in Indonesian Bagsdealer Stores, Tangerang".

This study aims to analyze the influence of clearance sale, online customer review, and customer experience on purchase decisions at Bagsdealer Indonesia stores, Tangerang, both individually and simultaneously. The limitations of the problem are focused on these three factors and the object of the study is limited to consumers who make purchases through Instagram or WhatsApp. The theoretical benefit of this study is that it provides a better understanding of how these three factors affect purchasing decisions, so that companies can optimize their marketing strategies. As a practical benefit, this research helps businesses understand effective sales strategies and better manage online reviews, as well as improve customer experience to create more positive interactions.

## **Methods**

This study uses a quantitative approach. According to Sugiyono (2019), quantitative research is based on concrete data in the form of numbers measured using statistics to produce conclusions. This research consists of systematic and structured stages from the background to the analysis of results using statistical programs. The research was conducted at Bagsdealer Indonesia Shop, Tangerang, with a focus on examining the influence of clearance sale, online customer review, and customer experience on purchase decisions. A purposive sampling technique was used to select a sample of 145 consumers through a questionnaire and analyzed using multiple linear regression and tested for validity and reliability. The results of the research are expected to provide a reference for an effective marketing strategy for the store (Ghozali, 2018).



**Figure 2. Conceptual Framework of the Research**

Source: Secondary data processed by researchers, 2024

Information:

parsial



Simultaneous

H<sub>1</sub>: It is suspected that the clearance sale has a positive and significant effect on purchase decision at Bagsdealer Indonesia store, Tangerang.

H<sub>2</sub>: It is suspected that online customer reviews have a positive and significant Effect to the purchase decision at the Bagsdealer Indonesia store, Tangerang.

H<sub>3</sub>: It is suspected that customer experience has a positive and significant effect on purchase decision at Bagsdealer Indonesia store, Tangerang.

H<sub>4</sub>: Allegedly clearance sale, online customer review dan customer experience has a positive and significant effect on purchase decisions in stores Bagsdealer Indonesia, Tangerang.

## Results and Discussion

### Validity Test

**Table 1. Results of Clearance Sale Validity Test (X1)**

No	Statement	r count	Condition	Information
1	Product prices at Bagsdealer Indonesia Stores are affordable.	0.727	>0.361	Valid
2	Sale clearance is important.	0.453	>0.361	Valid

No	Statement	r <sub>count</sub>	Condition	Information
3	The amount of clearance sale/discount from the normal price is significant.	0.377	>0.361	Valid
4	I am satisfied with the clearance sale/discount provided by the store.	0.781	>0.361	Valid
5	The store has many products that get clearance sales/discounts	0.504	>0.361	Valid
6	Information on the duration of the validity of the clearance sale/discount is important.	0.581	>0.361	Valid
7	The duration of the time and the amount of clearance sale/discount are appropriate.	0.700	>0.361	Valid
8	The duration of the current clearance sale/discount is too short.	0.419	>0.361	Valid
9	The product brands that get clearance sales/discounts are diverse.	0.761	>0.361	Valid
10	The types of products that get clearance sale / discounts are diverse.	0.684	>0.361	Valid
11	I am interested in buying products that get clearance sales/discounts.	0.583	>0.361	Valid
12	I prefer products that get clearance sale/discount.	0.452	>0.361	Valid
13	The types of products that get clearance sales/discounts are less diverse.	0.717	>0.361	Valid

Based on the table above, it shows that each statement item in the clearance sale variable meets the test criteria, namely the value of the calculated r value is more than the value of the table r so that it is stated that each statement item is valid. No question items from the questionnaire were declared negative or invalid.

**Tabel 2. Customer Review Online Validity Test Results (X2)**

No	Statement	r <sub>count</sub>	Condition	Information
1	Online customer reviews are important.	0.662	>0.361	Valid
2	Online customer reviews are beneficial for customers.	0.662	>0.361	Valid
3	Online customer reviews have a great influence on customers.	0.659	>0.361	Valid
4	Online customer reviews and customer purchase decisions are closely related.	0.762	>0.361	Valid
5	I choose honest reviews.	0.662	>0.361	Valid
6	I choose trustworthy reviews.	0.725	>0.361	Valid
7	Reviewers must be trustworthy.	0.614	>0.361	Valid
8	The reviewer's knowledge of the product is important.	0.673	>0.361	Valid
9	The information provided by the reviewer about the product must be detailed and complete (there are photos/videos).	0.493	>0.361	Valid

Source: Primary data processed by researchers, 2024

Based on the table above, it shows that each statement item in the online variable customer review meets the testing criteria, namely the value of the calculated  $r$  value is more than the value of the table so that it is stated that each statement item is valid. No question items from the questionnaire are negative or invalid.

**Tabel 3. Customer Experience Validity Test Results (X3)**

No	Statement	$r_{count}$	Condition	Information
1	I easily get information from the admin/store.	0.686	>0.361	Valid
2	Reliable/trusted store products/services.	0.531	>0.361	Valid
3	I am satisfied with the quality of the product and service according to expectations.	0.662	>0.361	Valid
4	I am comfortable using the product.	0.614	>0.361	Valid
5	Products meet expectations.	0.779	>0.361	Valid
6	I am satisfied with the service of the store.	0.775	>0.361	Valid
7	I am comfortable with admin services in the store through WA or IG media.	0.635	>0.361	Valid
8	Admin polite in responding to chat.	0.671	>0.361	Valid
9	Admin quickly responds to chats.	0.498	>0.361	Valid
10	Admin provides product references right to consumer needs.	0.771	>0.361	Valid
11	I am confident in using store-bought products.	0.796	>0.361	Valid
12	I have an emotional involvement with the store's product/service.	0.673	>0.361	Valid
13	I am happy as long as I use the store's products/services.	0.777	>0.361	Valid
14	I have had several positive surprises when interacting with the store's products/services (e.g. free gift or free shipping).	0.491	>0.361	Valid
15	I am satisfied with the positive surprise I got.	0.761	>0.361	Valid
16	Positive surprises when interacting with essential store products/services.	0.477	>0.361	Valid
17	I definitely recommend the store's products/services after experiencing a positive surprise.	0.678	>0.361	Valid
18	I am satisfied with the information or stories about the products that the store shares through Instagram social media.	0.758	>0.361	Valid
19	I am happy with the information or stories about products that the store shares through social media instagram.	0.599	>0.361	Valid
20	I share it with others after seeing information or stories about products that the store shares through Instagram social media.	0.646	>0.361	Valid
21	Information or stories about products that stores share through unique and up-to-date instagram social media.	0.771	>0.361	Valid

No	Statement	r <sub>count</sub>	Condition	Information
22	I am confident in the authenticity of the products that the store offers.	0.570	>0.361	Valid
23	The process of using the store's products/services is easy.	0.713	>0.361	Valid
24	Admin service/workflow system hinders the process of using the store's products/services.	0.424	>0.361	Valid
25	The information provided by the store/admin when using the store's products/services is sufficient and clear.	0.871	>0.361	Valid
26	Product/service according to my preferences.	0.714	>0.361	Valid
27	Store admins/services provide fair and equal treatment.	0.618	>0.361	Valid
28	Admin/store responds well to consumer feedback	0.759	>0.361	Valid
29	Admin/store is quite attentive to consumer needs.	0.808	>0.361	Valid
30	I trust the information or advice provided by the store admin/service.	0.811	>0.361	Valid
31	I was treated as an important and valuable individual.	0.750	>0.361	Valid
32	Admin/store quickly responds to consumer questions or concerns.	0.686	>0.361	Valid
33	The response of admins/stores to consumer questions or concerns is quite effective.	0.721	>0.361	Valid
34	Store admin/service is friendly when interacting with consumers.	0.754	>0.361	Valid
35	I have a good relationship with the store.	0.706	>0.361	Valid

Source: Primary data processed by researchers, 2024

Based on the table above, it shows that each statement item in the customer experience variable meets the testing criteria, namely the value of the calculated r value is more than the value of the table r, so it is stated that each statement item is valid. No question items from the questionnaire were declared negative or invalid.

**Table 4. Results of the Purchase Decision Validity Test (Y)**

No	Statement	r <sub>count</sub>	Condition	Information
1	The variety of products offered is many.	0.462	>0.361	Valid
2	Wide selection of products influences purchasing decisions.	0.637	>0.361	Valid
3	Product variety is one of my considerations before making a purchase.	0.693	>0.361	Valid
4	New products are one of my considerations before making a purchase.	0.582	>0.361	Valid
5	Brand influences my purchasing decisions.	0.743	>0.361	Valid
6	I tend to choose a specific brand when making a purchase.	0.563	>0.361	Valid

No	Statement	r <sub>count</sub>	Condition	Information
7	I consider the brand's reputation when making a purchase.	0.750	>0.361	Valid
8	I believe in brands I've bought before.	0.714	>0.361	Valid
9	Positive experiences with brands in previous purchases affected my likelihood of choosing the same brand again.	0.590	>0.361	Valid
10	I'm loyal to a particular brand.	0.734	>0.361	Valid
11	I'm willing to pay a higher price for a brand I believe in.	0.613	>0.361	Valid
12	Distributors or stores are important to influence my purchasing decisions.	0.613	>0.361	Valid
13	The quantity I bought from the Bagsdealer store was more than from other stores.	0.643	>0.361	Valid
14	I believe in distributors/stores (Bagsdealer Indonesia).	0.709	>0.361	Valid
15	I am looking for new products only in the Bagsdealer store.	0.474	>0.361	Valid
16	I am loyal to the Bagsdealer store.	0.693	>0.361	Valid
17	I choose a distributor or store that delivers goods quickly.	0.651	>0.361	Valid
18	I choose a distributor or store that ships goods at a low price.	0.612	>0.361	Valid
19	The role of distributors or stores affects the perception of product quality.	0.701	>0.361	Valid
20	The time of the end of the month (paycheck) affects my decision to buy the product.	0.751	>0.361	Valid
21	The time leading up to the holidays influenced my decision to buy products.	0.726	>0.361	Valid
22	The time leading up to Eid affects my decision to buy products.	0.755	>0.361	Valid
23	I always take advantage of limited times or special promotions when making purchasing decisions.	0.657	>0.361	Valid
24	The timing of my purchase determines my purchase decision.	0.698	>0.361	Valid
25	Saya membeli produk dalam jumlah yang besar.	0.529	>0.361	Valid
26	I tend to buy things when there is a discount on a large purchase.	0.571	>0.361	Valid
27	Payment method affects my purchase decision.	0.635	>0.361	Valid
28	I choose a store that gives you a choice of multiple payment methods when making a purchase.	0.795	>0.361	Valid
29	I choose a specific payment method when a discount is offered.	0.692	>0.361	Valid
30	I chose a quick and easy payment method.	0.723	>0.361	Valid
31	I choose a payment method that provides payment flexibility, such as installments.	0.617	>0.361	Valid

Source: Primary data processed by researchers, 2024



Based on the table above, it shows that each statement item in the purchase decision variable meets the test criteria, namely the value of the calculated r value is more than the value of the table r, so it is stated that each statement item is valid. No question items from the questionnaire are negative or invalid.

**Reliability Test**

**Table 5. Reliability Test Results,**

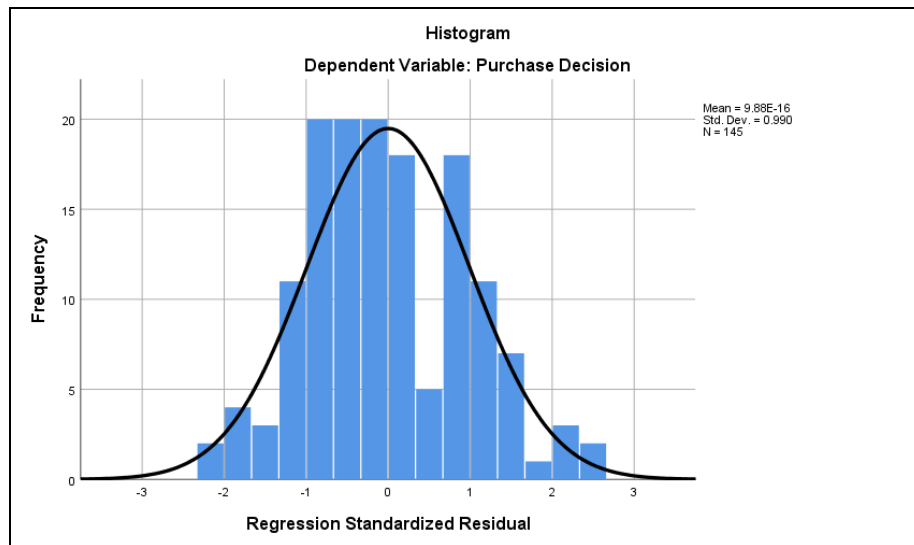
No	Variable	Cronbach Alpha	Condition	Information
1	Clearance Sale (X1)	0.835	>0.600	Reliable
2	Online Customer Review (X2)	0.831	>0.600	Reliable
3	Customer Experience (X3)	0.962	>0.600	Reliable
4	Purchase Decision (Y)	0.953	>0.600	Reliable

Source: Primary data processed by researchers, 2024

From the table above, the reliability of each variable can be expressed as follows.

- a. The clearance sale variable has a Cronbach value of 0.835 or exceeds 0.60. This shows that each statement item is reliable in measuring the clearance sale variable. If the statement is asked again, the results will also be consistent.
- b. The online variable customer review has a Cronbach value of 0.831 or exceeds 0.60. This shows that each statement item is reliable in measuring the variables of online customer reviews. If the statement is asked again, the results will also be consistent.
- c. The customer experience variable has a Cronbach value of 0.962 or exceeds 0.60. This shows that each statement item is reliable in measuring customer experience variables. If the statement is asked again, the results will also be consistent.
- d. The purchase decision variable has a Cronbach value of 0.953 or exceeds 0.60. This shows that each statement item is reliable in measuring the purchase decision variable. If the statement is asked again, the results will also be consistent.

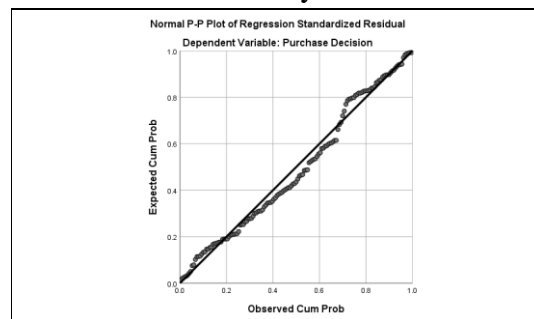
**Classical Assumption Test**  
**Normality Test**



**Figure 3. Dependent Variable Histogram Chart**

Source: Primary data processed by researchers, 2024

The results of the residual normality test using a histogram graph show the area below the normal curve is covered by most of the frequency histograms so that it can be stated that the assumption of residual normality is met or the data is normally distributed.



**Figure 4. Grafik Normal Probability Plot**

Source: Primary data processed by researchers, 2024

The results of the residual normality test using the p-p plot normal graph show that the data distribution points are close to the reference diagonal line so that it can be stated that the assumption of residual normality is met or the data is normally distributed.

**Table 6. Tabul uji one sample Kolmogorov-smirnov test**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		145
Normal Parameters <sup>a,b</sup>	Mean	0.0000000
	Std. Deviation	7.83836993

Most Extreme Differences	Absolute	0.071
	Positive	0.068
	Negative	-0.071
Test Statistic		0.071
Asymp. Sig. (2-tailed)		0.074 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Primary data processed by researchers, 2024

The results of the residual normality test obtained a significance value of 0.074 (sig > 0.05), which indicates that the assumption of residual normality is met or the data is normally distributed.

### Multicollinearity Test

**Table 7. Data Multicollinearity Test Results**

**VIF Test<sup>a</sup>**

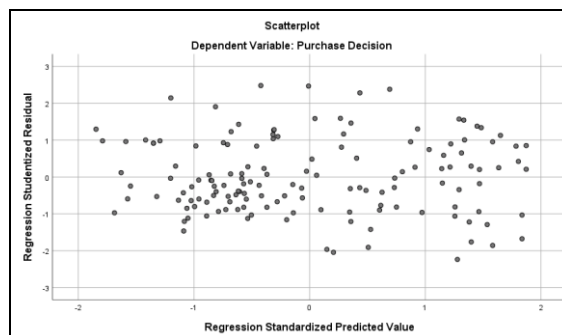
Model		Collinearity Statistics	
		Tolerance	VIF
1	Clearance Sale	0.510	1.961
	Online Customer Review	0.579	1.727
	Customer Experience	0.521	1.920

a. Dependent Variable: Purchase Decision

Source: Primary data processed by researchers, 2024

The results of the multicollinearity test using the VIF test obtained a VIF value of each free variable with a value of less than 10 (VIF <10), then it can be stated that the assumption of multicollinearity is met.

### Heteroscedasticity Test



**Figure 5. Scatterplot Charts**

Source: Primary data processed by researchers, 2024

The results of the heteroscedasticity test using ZPRED and SRESID scatterplot graphs show that the plot points are scattered randomly and do not form a specific pattern, so the heteroscedasticity assumption is fulfilled.

**Table 8. Heteroscedasticity Test Results, Glejser Test<sup>a</sup>**

Model		t	Sig.
1	(Constant)	-0.068	0.946
	Clearance Sale	0.267	0.790
	Online Customer Review	-0.015	0.988
	Customer Experience	1.086	0.279

a. Dependent Variable: Absolute Residual

Source: Primary data processed by researchers, 2024

Based on the table above, it can be concluded that:

- The X1 heteroscedasticity test is 0.790 which means it is greater than 0.05.
- The X2 heteroscedasticity test is 0.988 which means it is greater than 0.05.
- The X3 heteroscedasticity test is 0.279 which means it is greater than 0.05.

The results of the heteroscedasticity test obtained a significance value of more than 0.05 from the independent variable ( $\text{sig} > 0.05$ ) so that it can be stated that no heteroscedasticity symptoms occur.

## Linearity Test

**Table 9. Linearity Test Results, ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision Clearance Sale	Between Groups	(Combined)	10618.639	18	589.924	6.177	0.000
		Linearity	9246.529	1	9246.529	96.821	0.000
	Deviation from Linearity		1372.110	17	80.712	0.845	0.639
	Within Groups		12033.113	126	95.501		
Total			22651.752	144			
Purchase Decision Online Customer Review	Between Groups	(Combined)	11000.114	11	1000.010	11.415	0.000
		Linearity	7757.255	1	7757.255	88.547	0.000
	Deviation from Linearity		3242.859	10	324.286	3.702	0.000
	Within Groups		11651.637	133	87.606		
Total			22651.752	144			
Purchase Decision	Between Groups	(Combined)	15111.651	40	377.791	5.211	0.000
		Linearity	12483.824	1	12483.824	172.188	0.000

Customer Experience	Deviation from Linearity	2627.827	39	67.380	0.929	0.592
	Within Groups	7540.101	104	72.501		
	Total	22651.752	144			

Source: Primary data processed by researchers, 2024

Based on the data of the table above, the results of the linearity test obtained a value of linearity significance of each independent variable with a value of less than 0.05 ( $\text{sig} < 0.05$ ) so that it can be stated that between the independent variable (X) and the bound variable (Y) there is a linear relationship.

### Hypothesis Testing

#### Coefficient of Determination ( $R^2$ )

**Table 10. Determination Coefficient Results**

Model Summary				
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	0.781 <sup>a</sup>	0.609	0.601	7.921

a. Predictors: (Constant), Customer Experience, Online Customer Review, Clearance Sale

Source: Primary data processed by researchers, 2024

The determination coefficient's result obtained an R Square value of 0.609, meaning that 60.9 percent of the influence on the purchase decision variables is explained by the variables of a clearance sale, online customer review, and customer experience, while the rest is explained by other factors.

#### Partial Test or Test t

The following are the results of partial influence testing using the t-test.

**Table 11. Partial Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-10.803	7.895		-1.368	0.173
	Clearance Sale	0.660	0.229	0.213	2.887	0.005
	Online Customer Review	0.655	0.282	0.161	2.325	0.021
	Customer Experience	0.507	0.072	0.511	7.007	0.000

a. Dependent Variable: Purchase Decision

Source: Primary data processed by researchers, 2024

Based on the table above, it can be concluded that:

- a. The partial test between the clearance sale variable and the purchase decision variable obtained a calculated t-value of 2.887 with a significance value of 0.005. For comparison, the t-value of the table at the free degree of 141 and the alpha 5 per cent was obtained at 1.977. The results show that the t-count value is more than the t-value of the table ( $t_{hit} > t_{table}$ ), and the significance value is less than 0.05 ( $sig < 0.05$ ), so it is stated that there is a significant influence between clearance sales on partial purchase decisions.
- b. The partial test between the online customer review variable and the purchase decision variable obtained a calculated t-value of 2.325 with a significance value of 0.021. For comparison, the t-value of the table at the free degree of 141 and the alpha 5 per cent was obtained at 1.977. The results showed that the t-count value was more than the t-value of the table ( $t_{hit} > t_{table}$ ), and the significance value was less than 0.05 ( $sig < 0.05$ ), so it was stated that there was a significant influence between online customer reviews on partial purchase decisions.
- c. The partial test between the customer experience variable and the purchase decision variable obtained a calculated t-value of 7.007 with a significance value of 0.000. For comparison, the t-value of the table at the free degree of 141 and the alpha 5 per cent was obtained at 1.977. The results show that the t-count value is more than the t-value of the table ( $t_{hit} > t_{table}$ ), and the significance value is less than 0.05 ( $sig < 0.05$ ), so it is stated that there is a significant influence between customer experience on the purchase decision partially.

### Test F or Simultaneous Test

**Table 12. Simultaneous Test Results,  
ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13804.386	3	4601.462	73.333	0.000 <sup>b</sup>
	Residual	8847.366	141	62.747		
	Total	22651.752	144			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Customer Experience, Online Customer Review, Clearance Sale

Source: Primary data processed by researchers, 2024

The results of the simultaneous test with the F test obtained a calculated F value of 73.333 with a significance value of 0.000. For comparison, the F value of the table at 3 degrees of freedom and 141 at alpha 5 per cent was obtained at 2.669. The results show that the F value is more than the F value of the table ( $F_{hit} > F_{table}$ ), and the significance value is less than 0.05 ( $sig < 0.05$ ), so it can be stated that there is a significant influence

between clearance sale, online customer review, and customer experience on purchase decisions simultaneously.

### **The effect of clearance sales on purchase decisions**

Based on the results of the data analysis, hypothesis 1, namely "It is suspected that clearance sales have a positive and significant effect on purchase decisions at Bagsdealer Indonesia stores, Tangerang," is accepted. This means that the amount, duration of time, and type of product that gets clearance sale have a positive influence on purchase decisions at Bagsdealer Indonesia stores in Tangerang.

The results of the frequency distribution show that the highest indicator, with an average value of 3,828, is an indicator of the importance of clearance sale for respondents when they want to purchase item X1.2. This indicator was responded to with the highest scale, namely Strongly Agree, by 122 respondents. This proves that the existence of clearance sales carried out by Bagsdealer Indonesia store managers is in accordance with consumer wishes. Clearance sales make consumers interested in coming and purchasing products at the store. Belch in Prihastama (2018) said that a price discount provides several benefits, such as being able to encourage consumers to buy in large quantities, anticipating competitor promotions, and being able to support trade in large quantities.

These results support the results of several previous studies that conclude that clearance sales have a significant influence on purchase decisions (Dwitama et al., 2024; Firmansyah & Nalurita, 2022; Puspitasari & Herdian, 2023; Yusnidar & Misdalaina, 2021). However, the results of this study reject the results of previous studies (Bagus Ibrahim Muft & Wuryaningsih Dwi Lestari, 2023; Devy M. Puspitasari & Risma Herdian, 2023) who stated that clearance sale does not have a significant influence on purchase decisions.

### **The effect of online customer reviews on purchase decisions**

The results of the data analysis showed that hypothesis 2, namely, "It is suspected that online customer reviews have a positive and significant effect on purchase decisions at Bagsdealer Indonesia stores, Tangerang," was accepted. This means that the attractiveness, trust, and expertise of positive reviewers will positively influence consumer purchase decisions.

According to Hartanto and Indiyani (2022, p. 15), online customer reviews are the most honest opinions that are carried out online and are considered a means of promotion. Online customer reviews are an exogenous variable (influencing variable) that can influence purchase decisions. If the relationship between purchase decisions and online customer reviews is positive, it will increase purchase decisions for a good or service. Therefore, stores should pay attention to the reviews given by consumers, either through Instagram or WhatsApp applications, so that they can have a positive effect on consumer purchase decisions in stores.

The results of the frequency distribution show that the highest indicator, with an average score of 3,628, is an indicator of honesty in online customer reviews. In this X2.5

item, 91 respondents voted for the Strongly Agree scale. Furthermore, with an average score of 3,621 is the X2.6 indicator where 90 respondents chose the Strongly Agree scale on the online customer review statement must be trustworthy. Then the next indicator is that the reviewer must be trustworthy, with an average score of 3,607. In this X2.7 item, 92 respondents voted for the Strongly Agree scale.

The results of this study support the results of several previous studies that conclude that online customer reviews have a significant influence on purchase decisions (Dwitama et al., 2024; Sari & Arifin, 2024; Wibowo & Wijastuti, 2022). However, this result rejects the research study of Anna Irma Rahmawati (2021) which stated that online customer reviews do not affect purchase decisions.

### **The influence of customer experience on purchase decisions**

The results of the data analysis showed that hypothesis 3, namely "It is suspected that customer experience has a positive and significant effect on purchase decisions at Bagsdealer Indonesia stores, Tangerang", was accepted. The variables of sense, feel, think, act, and relate to the purchase process affect consumer purchase decisions. Online customer experience is a subjective customer review of the effects of direct and indirect interactions with a company (Meyer & Schwager, 2007). Customer experience is the benchmark for the first impression for the entire customer. Consumers who feel a pleasant experience after buying the product they want may form the possibility for the consumer to come again to buy the product that has been purchased before. Therefore, stores should provide optimal service to consumers until finally consumers make a purchase decision in the store.

The results of the frequency distribution show that the highest indicator, with an average value of 3,634, is the authenticity of the products offered by the store. In this X3.22 item, 92 respondents responded with a Strongly Agree scale. Then, the indicator of admin politeness in responding to respondent chats has an average score of 3,614. In this X3.8 item, 89 respondents responded with a Strongly Agree scale. Next is an indicator with an average value of 3,600, namely confidence in using products purchased from the store. In this X3.11 item, it was found that 87 respondents responded with a Strongly Agree scale.

The results of this study support previous studies that stated that customer experience has a significant influence on purchase decisions (Azmi & Patrikha, 2021; Dara et al., 2023). However, the results of this study contradict the research conducted by Jason Oscardo, Astri Ayu Purwati, and Muhammad Luthfi Hamzah (2021), which states that customer experience does not have a significant influence on purchase decisions.

### **Pengaruh clearance sale, online customer review, dan customer experience terhadap purchase decision**

This study was conducted with the aim of seeing the simultaneous influence of independent/independent variables (clearance sale, online customer review, customer experience) on dependent/bound variables (purchase decision) in Indonesian Bagsdealer



stores. Based on the results of the F test, it is known that the F value is 73.333 with a significance value of 0.000. For comparison, the F value of the table at 3 degrees of freedom and 141 at alpha 5 per cent was obtained at 2.669. The results show that the F value is more than the F value of the table ( $F_{hit} > F_{table}$ ), and the significance value is less than 0.05 ( $sig < 0.05$ ), so it can be stated that there is a significant influence between clearance sale, online customer review, and customer experience on purchase decisions simultaneously. This result empirically proves hypothesis 4, namely "It is suspected that clearance sale, online customer review and customer experience have a positive and significant effect simultaneously on purchase decisions at Bagsdealer Indonesia stores, Tangerang" is accepted.

According to Yusuf (2021), a purchase decision is a thought in which individuals evaluate various choices and make a choice on a product from many choices. Consumers' decision to buy a product always involves physical activity (for example, when consumers know about clearance sales through Instagram) and mental activities (for example, when consumers read online customer reviews and experiences from previous purchases).

The highest influence on the clearance sale variable (X1) on purchase decision (Y), with an average value of 3.752 through the indicator of the size of the clearance sale. The highest influence on the online customer review variable (X2) on purchase decision (Y), with an average score of 3.628 through the honesty indicator in online customer reviews. The highest influence on the customer experience variable (X3) on purchase decisions, with an average score of 3,634, through the indicator of the authenticity of the products offered by the store. Based on this data, it can be concluded that the factor of the magnitude of clearance sales for consumers, who are, on average, women at the age of 36-45 years and work as housewives, is the highest determining factor in making purchases. This can be an input for the Bagsdealer Indonesia store in using clearance sales as the most effective variable to increase purchase decisions where clearance sales can attract more consumers.

## **Conclusion**

Based on the results of the above study, this study concludes that clearance sales, online customer reviews, and customer experience each affect the purchase decision at the Bagsdealer Indonesia store in Tangerang. These three factors also simultaneously influence the purchase decision. The implications of this study include effective clearance sales strategies, online customer review management, customer experience improvement, market segmentation, and the creation of admin service SOPs to increase positive interactions with customers. The limitations of this study include the possibility of bias in respondents' responses, respondents who may not fill out the questionnaire themselves, and the short duration of the study. Research suggestions include improving the clearance sale strategy, providing free shipping or gift services, admin service development training, and further research by adding other factors that affect purchase decisions.

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