

ABSTRACT

The rapid growth of e-commerce in Indonesia has intensified competition among Micro, Small, and Medium Enterprises (MSMEs), necessitating data-driven strategies for online sales. Noribet, an MSME specializing in processed seaweed products, shows strong offline sales but struggles with optimizing its presence on e-commerce platforms like Shopee. This study aimed to investigate the influence of product quality, online customer reviews, and discounts on consumer purchase intention for Noribet's products on Shopee. Using a quantitative approach and Structural Equation Modeling (SEM) analysis with 342 Shopee users as respondents, the results indicate that all three factors significantly affect purchase intention, explaining 88.8% of its variance ($R^2=0.888$). These findings highlight the critical importance of high product quality, positive customer reviews, and strategic discounting in driving digital sales. Noribet is advised to concentrate its marketing efforts on these areas. Beyond its practical benefits for Noribet, this research also offers academic value by bridging theory and e-commerce business practices, serving as a valuable reference for other MSMEs looking to optimize their digital marketing strategies on platforms like Shopee.

Keywords: Online Customer Reviews, Price Discounts, Product Quality, Purchase Intention, e-commerce.