

## The Influence of Promotion, Online Customer Reviews, and Price on Generation Z's Purchase Decisions at Belia Cosmetic in the Shopee Marketplace (Study on Consumers in Surabaya)

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### **Abstract**

#### **Keywords:**

Promotion, Online Customer Review, Price, Purchasing Decision, Generation Z.

*This study aims to determine and analyze the influence of promotion, online customer reviews, and price on the purchasing decisions of Generation Z at Belia Cosmetic on the Shopee marketplace (a study of consumers in Surabaya). The research is motivated by the increasing competition in the cosmetics and skincare industry within marketplaces and the changing behavior of Generation Z, who are becoming more selective in considering promotions, customer reviews, and prices before making purchasing decisions. This study employed a quantitative method with an associative approach. The population consisted of Generation Z consumers who had purchased Belia Cosmetic products through Shopee, and the sample was selected using simple random sampling with a total of 100 respondents who met the research criteria. Data were collected through questionnaires using a Likert scale and analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, the coefficient of determination ( $R^2$ ), and hypothesis testing through t-tests and F-tests. The results indicate that promotion, online customer reviews, and price simultaneously have a significant effect on purchasing decisions. Partially, promotion has a positive and significant effect on purchasing decisions, online customer reviews have a positive and significant effect on purchasing decisions, and price has a positive and significant effect on purchasing decisions. Among the variables, online customer reviews have the most dominant influence on Generation Z purchasing decisions at Belia Cosmetic on the Shopee marketplace. This study is expected to serve as a reference for companies in optimizing marketing strategies, particularly in managing customer reviews to enhance purchasing decisions among Generation Z consumers.*

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### **INTRODUCTION**

The development of digitalization and the increasing penetration of the internet have brought significant changes in various aspects of life, including consumer consumption patterns (Suseno et al., 2025). Digital transformation has driven a shift in trading activities from conventional systems to marketplace platforms that offer convenience, speed, and efficiency in transactions. One of the marketplaces with the highest number of visits in Indonesia is Shopee, which provides various product categories, including cosmetics and skincare that have experienced rapid growth in recent years. This phenomenon indicates that marketplaces have become a primary distribution channel in meeting the needs of modern consumers.

The increasingly competitive growth of the cosmetics and skincare industry in marketplaces requires business actors to implement appropriate marketing strategies to maintain and enhance consumer purchasing decisions (Amin et al., 2020). One of the cosmetic stores actively utilizing marketplaces is Belia Cosmetic, which has millions of followers and a high rating on Shopee. However, intense competition with similar stores requires Belia Cosmetic to continuously adapt to changes in consumer behavior, particularly Generation Z as a potential market segment.

Generation Z refers to individuals born between 1997 and 2012 who grew up in the digital era. This generation tends to be critical, selective, and accustomed to searching for and comparing information before making purchases. In the context of online purchasing, several factors influence purchasing decisions, including promotion, online customer reviews, and price. Promotion serves as a marketing communication tool to attract consumer attention through programs such as discounts, free shipping vouchers, and flash sales. On the other hand, online customer reviews have become an important source of information, as Generation Z tends to trust the experiences of other consumers more than advertising messages (Suliawati et al., 2023). In addition, price remains a primary consideration, especially for young consumers who are mostly students and have limited purchasing power.

Purchasing decision is the final stage of the consumer evaluation process in selecting products that best match their needs and preferences. In the marketplace environment, purchasing decisions are influenced not only by internal consumer factors but also by external stimuli such as promotional strategies, the quantity and quality of customer reviews, and the price level offered. Several previous studies have shown that promotion and price significantly affect purchasing decisions, while findings regarding the influence of online customer reviews remain inconsistent. Some studies indicate a significant effect, while others show no significant influence. These differences in findings highlight a research gap that needs further examination, particularly in the context of Generation Z and different research objects.

Based on this phenomenon, this study was conducted to analyze the influence of promotion, online customer reviews, and price on the purchasing decisions of Generation Z at Belia Cosmetic on Shopee, both partially and simultaneously. This research is expected to provide empirical contributions to enrich the study of digital marketing management and to serve as a strategic reference for Belia Cosmetic in designing more effective marketing policies in accordance with the characteristics of Generation Z.

## **METHOD**

The type of research used in this study is quantitative research with an associative approach, intended to examine the statistical relationship and influence among variables, specifically to test the effect of promotion, online customer reviews, and price on the purchasing decisions of Generation Z at Belia Cosmetic on the Shopee marketplace. The quantitative approach was selected because this study focuses on testing relationships between variables through statistical analysis and hypothesis testing formulated beforehand (Sugiyono, 2019:16).

The data used in this research consist of primary and secondary data. Primary data were obtained through the online distribution of questionnaires to respondents who met the research criteria, while secondary data were collected from scientific literature, journals, and references relevant to the research variables. The research instrument employed a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

The population in this study consists of all Generation Z consumers who have purchased Belia Cosmetic products. The sampling technique used is simple random sampling, which is a sampling method that provides equal opportunity for each member of the population to be selected as a research sample. The respondent criteria in this study include: (1) aged 13–28 years (born between 1997–2012), (2) domiciled in Surabaya, and (3) having purchased Belia Cosmetic products on Shopee at least once. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 100 valid respondents. This research was conducted from January to March 2026 with the research location in the city of Surabaya. The population of this study includes all Belia Cosmetic consumers; however, since the complete consumer data is difficult to access directly, the researcher used the list of Belia Cosmetic Instagram followers as the sampling frame to conduct random sampling.

The variables in this study consist of three independent variables and one dependent variable. The promotion variable (X1) is defined as marketing communication activities carried out

by the company to attract and encourage consumer purchasing decisions, with indicators including promotion reach, promotion quality, promotion quantity, promotion timing, and promotion accuracy (Kotler et al., 2018). The online customer review variable (X2) is defined as consumer evaluations of products purchased online, with indicators such as perceived usefulness, source credibility, argument quality, and volume of reviews (Putra et al., 2021). The price variable (X3) is defined as the amount of value paid by consumers to obtain a product, with indicators including price affordability, price-quality suitability, price competitiveness, and price-benefit suitability (Kotler et al., 2018:308). The purchasing decision variable (Y) is defined as the consumer's decision to select and purchase a product after evaluating alternatives, with indicators including product choice, brand choice, distributor choice, and purchase timing (Kotler et al., 2018:174).

The hypotheses proposed in this study are: (H1) promotion partially affects purchasing decisions; (H2) online customer reviews partially affect purchasing decisions; (H3) price partially affects purchasing decisions; and (H4) promotion, online customer reviews, and price simultaneously affect purchasing decisions. Data analysis was conducted using SPSS 31 through several stages, including validity and reliability tests to ensure the research instrument was appropriate, followed by classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests. Hypothesis testing was performed using multiple linear regression analysis, t-tests to determine the partial effect of each independent variable on the dependent variable, F-tests to determine the simultaneous effect, and the coefficient of determination ( $R^2$ ) to measure the contribution of the independent variables in explaining the dependent variable.

## RESULTS AND DISCUSSION

### Validity Test

The validity test was conducted to determine the ability of each statement item to measure the research variables. The testing used the Pearson Product Moment correlation with a significance level of 5% ( $\alpha = 0.05$ ). An item is considered valid if the calculated  $r_{\text{value}}$  is greater than the  $r_{\text{table}}$  value and the significance value (Sig.) is less than 0.05. Items that do not meet these criteria are considered invalid and excluded from further analysis.

**Table 1. Validity Test Results**

Source: Processed Data by the Author, 2026

Variable	$R_{\text{value}}$	$r_{\text{table}}$	Sig.	Description
Promotion(X1)	0.702	0.196	< 0.01	Valid
	0.742	0.196	< 0.01	Valid
	0.488	0.196	< 0.01	Valid
	0.620	0.196	< 0.01	Valid
	0.708	0.196	< 0.01	Valid
	0.665	0.196	< 0.01	Valid
	0.698	0.196	< 0.01	Valid
Online Customer Review (X2)	0.866	0.196	< 0.01	Valid
	0.813	0.196	< 0.01	Valid
	0.822	0.196	< 0.01	Valid
	0.833	0.196	< 0.01	Valid
	0.766	0.196	< 0.01	Valid
	0.822	0.196	< 0.01	Valid
	0.867	0.196	< 0.01	Valid
	0.820	0.196	< 0.01	Valid

Price (X3)	0.850	0.196	< 0.01	Valid
	0.885	0.196	< 0.01	Valid
	0.789	0.196	< 0.01	Valid
	0.738	0.196	< 0.01	Valid
	0.847	0.196	< 0.01	Valid
Purchasing Decision (Y)	0.816	0.196	< 0.01	Valid
	0.791	0.196	< 0.01	Valid
	0.779	0.196	< 0.01	Valid
	0.792	0.196	< 0.01	Valid
	0.824	0.196	< 0.01	Valid
	0.813	0.196	< 0.01	Valid

Based on Table 1, all statement items for the variables of promotion (X1), online customer review (X2), price (X3), and purchasing decision (Y) have  $r_{\text{values}}$  greater than the  $r_{\text{table}}$  (0.196) and significance values < 0.05. Therefore, all research instrument items are declared valid and appropriate for further analysis.

### Reliability Test

The reliability test was conducted to determine the consistency level of the research instrument in measuring the variables. The test used Cronbach's Alpha coefficient, where a variable is considered reliable if it has a value  $\geq 0.700$ .

**Table 2. Reability Test Results**  
Source: Processed Data by the Author, 2026

Variable	Cronbach's Alpha Value	Cronbach's Alpha Minimum	Description
Promotion(X1)	0.785	0.700	Reliabel
Online Customer Review (X2)	0.925	0.700	Reliabel
Price (X3)	0.903	0.700	Reliabel
Purchasing Desicion (Y)	0.889	0.700	Reliabel

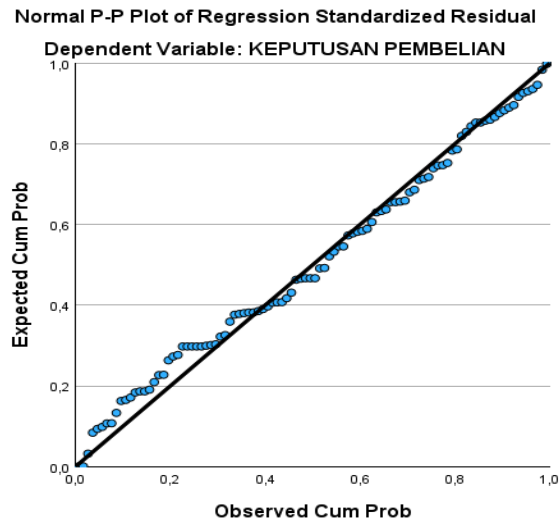
The results show that the Cronbach's Alpha values for promotion, online customer review, price, and purchasing decision are all above the minimum threshold of 0.700. Thus, it can be concluded that the questionnaire instrument has good internal consistency and is reliable for data collection.

### Classical Assumption Tests

#### Normality Test

The normality test was conducted to determine whether the regression model data are normally distributed. The test was performed using the Kolmogorov–Smirnov test and

the P–P Plot graph. Data are considered normally distributed if the significance value is greater than 0.05.



**Figure 1. Normality Test Results**  
 Source: Processed Data by the Author, 2026

The results show a significance value of 0.186, which is greater than 0.05. Additionally, the points in the P–P Plot are distributed around and follow the diagonal line. Therefore, it can be concluded that the residual data are normally distributed and the normality assumption is fulfilled.

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardize d Residual	
N		100	
Normal Parameters <sup>a,b</sup>	Mean	,0000000	
	Std. Deviation	1,50165942	
Most Extreme Differences	Absolute	,075	
	Positive	,044	
	Negative	-,075	
Test Statistic		,075	
Asymp. Sig. (2-tailed) <sup>c</sup>		,186	
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.	,180	
	99% Confidence Interval	Lower Bound	,170
		Upper Bound	,190

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

**Figure 2. Normality Test Results**  
 Source: Processed Data by the Author, 2026

Based on Figure 2, the results of the normality test show a significance value of 0.186, which is greater than 0.05. This indicates that the residual values are normally distributed. Therefore, it can be concluded that the data do not deviate from a normal distribution, and the normality assumption in this study has been fulfilled.

**Multicollinearity Test**

The multicollinearity test was conducted to determine whether there is a high correlation among independent variables in the regression model. A good regression model should not exhibit multicollinearity. The criteria are Tolerance > 0.10 and VIF < 10.

**Table 3. Multicollinearity Test Results**

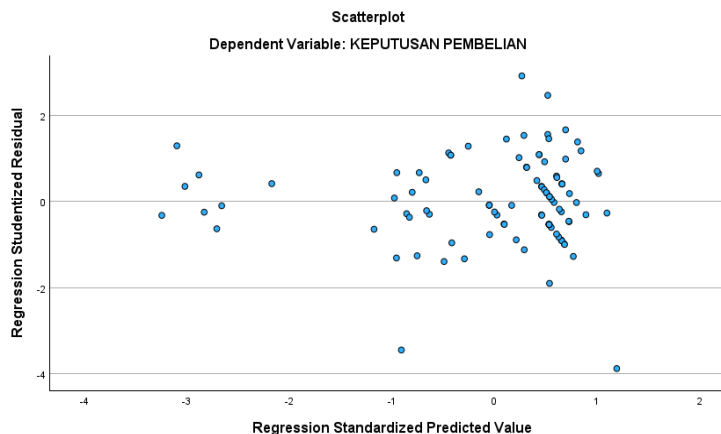
Source: Processed Data by the Author, 2026

No.	Variable Independent	Colinearity Statistic		Description
		Tolerance	VIF	
1	Promotion (X1)	0.149	6.704	Non Multikolinier
2	Online Customer Review (X2)	0.145	6.909	Non Multikolinier
3	Price (X3)	0.109	9.164	Non Multikolinier

Based on Table 3, the results of the multicollinearity test using Tolerance and VIF values show that all variables, promotion, online customer review, and price have Tolerance values > 0.10 and VIF ≤ 10. Therefore, it can be concluded that the regression model does not exhibit multicollinearity.

### Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether there is inequality of residual variance in the regression model. Based on the scatterplot graph, the points are randomly distributed and do not form a specific pattern. Thus, it can be concluded that the regression model does not exhibit heteroscedasticity.



**Figure 3. Heteroscedasticity Test Results**

Source: Processed Data by the Author, 2026

Based on Figure 3, the points on the scatterplot graph are randomly distributed and do not form a specific pattern. This indicates that the regression model in this study does not exhibit heteroscedasticity.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the effect of two or more independent variables on one dependent variable. In this study, multiple linear regression analysis was employed to examine the effect of promotion (X1), online customer review (X2), and price (X3) on purchasing decision (Y).

**Table 4. Multiple Linear Regression Analysis Results**

Source: Processed Data by the Author, 2026

Coefficients <sup>a</sup>								
Model		Unstandarized Coefficients		Standarized Coefficients	t.	Sig.	Collinearity Statistic	
		B	Std.Error	Beta			Tolerance	VIF
1	(Constant)	.406	.819		.496	.621		
	Promotion	.220	.073	.248	3.024	.003	.149	6.704
	Online Customer Review	.345	.072	.400	4.805	<.001	.145	6.909
	Price	.330	.095	.332	3.461	<.001	.109	9.164
Dependent Variable : Purchasing Decision								

Multiple linear regression analysis was used to determine the effect of promotion (X1), online customer review (X2), and price (X3) on purchasing decision (Y). Based on the analysis results, the regression equation is:

$$Y = 0.406 + 0.220 (X1) + 0.345 (X2) + 0.330 (X3)$$

The constant value is 0.406. The regression coefficients for promotion (0.220), online customer review (0.345), and price (0.330) are all positive. This indicates that an increase in promotion, online customer review, and price (in terms of suitability and competitiveness) will lead to an increase in purchasing decisions, assuming other variables remain constant.

### Coefficient of Determination Test

The coefficient of determination ( $R^2$ ) test is used to measure the extent to which the independent variables explain the dependent variable. The  $R^2$  value ranges from 0 to 1. The closer the value is to 1, the greater the model's ability to explain the variation in the dependent variable; conversely, if it is closer to 0, the model's explanatory power is weaker. In multiple linear regression analysis, the Adjusted  $R^2$  value is used for interpretation because it has been adjusted for the number of independent variables included in the research model.

**Table 5. Coefficient of Determination Test Results**

Source: Processed Data by the Author, 2026

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.951 <sup>a</sup>	.903	.900	1.52494
a. Predictors: (Constant), Promotion, Online Customer Review, Price				
b. Dependent Variable: Purchasing Decision				

Based on the results of data analysis using SPSS, the R Square value is 0.903 and the Adjusted R Square value is 0.900. These results indicate that the variables of promotion, online customer review, and price are able to explain 90% of the variation in purchasing decisions, while the remaining 10% is influenced by other factors outside the research model that were not examined, such as product quality, brand image, consumer trust, and other variables.

### Hypothesis Testing

#### F-Test (Simultaneous)

The F-test was conducted to determine the simultaneous effect of independent variables on the dependent variable. The results show an  $F_{\text{value}}$  of 299.555 with a significance value  $< 0.001$ . Since the significance value is less than 0.05 and  $F_{\text{value}}$  (299.555) is greater than  $F_{\text{table}}$  (3.09), it can be concluded that promotion, online customer review, and price simultaneously have a significant effect on purchasing decisions.

**Table 6. F-Test (Simultaneous) Results**

Source: Processed Data by the Author, 2026

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2089.797	3	696.599	299.555	$<.001^b$
	Residual	223.243	96	2.325		
	Total	2313.040	99			
Dependent Variable: Purchasing Decision						
a. Predictors: Promotion, Online Customer Review, Price						

Based on Table 6, the F-count value is 299.555 with a significance value of  $< 0.001$ . At the 5% significance level ( $\alpha = 0.05$ ), the result is considered significant because the Sig. value is less than 0.05.

The  $F_{\text{table}}$  value is calculated using the formula:

$$F_{\alpha} (\text{df regression, df residual}) = F_{\alpha} (n - k - 1)$$

100 - 3 - 1 = 96 Thus, the  $F_{\text{table}}$  value obtained is 3.09.

Since  $F_{\text{value}} > F_{\text{table}}$  ( $299.555 > 3.09$ ), it can be concluded that promotion (X1), online customer review (X2), and price (X3) simultaneously have a significant effect on purchasing decision (Y).

### t-Test (Partial)

The t-test is used to determine the partial effect of each independent variable on the dependent variable. In this study, the t-test aims to examine whether promotion, online customer review, and price individually influence purchasing decisions. The decision-making criteria are as follows: if the significance value (Sig.) is less than 0.05 or  $t_{\text{value}}$  is greater than  $t_{\text{table}}$ , then the independent variable has a significant effect on the dependent variable. Conversely, if the significance value is greater than 0.05 or t-count is less than t-table, then there is no significant effect.

**Table 7. t-Test (Partial) Results**

Source: Processed Data by the Author, 2026

Coefficients <sup>a</sup>						
Model		Unstandarized Coefficients		Standarized Coefficients	t.	Sig.
		B	Std.Error	Beta		
1	(Constant)	.406	.819		.496	.621
	Promotion	.220	.073	.248	3.024	.003

	Online Customer Review	.345	.072	.400	4.805	<.001
	Price	.330	.095	.332	3.461	<.001
a. Dependent Variable : Purchasing Decision						

Based on the results of the t-test, it is known that all independent variables, promotion (X1), online customer review (X2), and price (X3) have positive regression coefficients and significance values of less than 0.05. This indicates that each variable partially has a positive and significant effect on purchasing decisions. Therefore, any increase in promotion, online customer review, and appropriate pricing will be followed by an increase in purchasing decisions.

## DISCUSSION

### The Effect of Promotion on Purchasing Decisions

Based on the results of the t-test in Table 7, the promotion variable obtained a t-count value of 3.024 with a significance level of 0.003. This  $t_{\text{value}}$  is greater than the  $t_{\text{table}}$  value of 1.984 and has a significance value of less than 0.05. This indicates that promotion partially has a positive and significant effect on purchasing decisions; therefore, the hypothesis stating that promotion affects purchasing decisions is accepted.

This finding is consistent with the study of Pinasty et al. (2024), which states that promotion partially has a positive and significant effect on purchasing decisions through the Shopee marketplace. In addition, Amalia et al. (2024) also found that promotion has a significant effect on purchasing decisions on marketplace platforms. These consistent results strengthen the conclusion that promotion is an important factor influencing consumer behavior in the digital environment.

The findings of this study indicate that the more attractive and effective the promotional strategy implemented, the higher the likelihood that consumers will make a purchase. Aspects such as the attractiveness of promotional messages, clarity of information, and the intensity of promotional programs are important considerations in consumer decision-making. Therefore, companies need to manage promotional strategies consistently and innovatively to enhance purchasing decisions.

### The Effect of Online Customer Review on Purchasing Decisions

Based on the t-test results, the online customer review variable obtained a  $t_{\text{value}}$  of 4.805 with a significance level of less than 0.001. This value is greater than the  $t_{\text{table}}$  value of 1.984 and has a significance value of less than 0.05, indicating that online customer reviews partially have a positive and significant effect on purchasing decisions. Thus, the hypothesis stating that online customer reviews influence purchasing decisions is accepted.

In this study, the online customer review variable has the largest regression coefficient and t-count value compared to promotion and price, indicating that it is the most dominant variable influencing purchasing decisions. This finding suggests that Generation Z places greater consideration on reviews and experiences of other consumers before making a purchase compared to promotional and price factors. Online customer reviews function as a form of electronic word of mouth that shapes consumer perceptions, trust, and confidence toward products in the Shopee marketplace.

This finding is in line with Pinasty et al. (2024), who found that online customer reviews have a positive and significant effect on purchasing decisions through marketplaces. However, this result differs from Arnanda et al. (2024) and Amalia et al. (2024), who found that online customer reviews do not partially affect purchasing decisions. These differences indicate that the influence

of online customer reviews may vary depending on respondent characteristics and research context. Therefore, companies need to actively manage customer reviews to strengthen consumer trust and purchasing decisions.

### **The Effect of Price on Purchasing Decisions**

Based on the t-test results, the price variable obtained a  $t_{\text{value}}$  of 3.461 with a significance level of less than 0.001. This value is greater than the  $t_{\text{table}}$  value of 1.984 and has a significance value of less than 0.05. This indicates that price partially has a positive and significant effect on purchasing decisions; thus, the hypothesis stating that price affects purchasing decisions is accepted.

This result is consistent with Samsudin et al. (2023), who found that price has a positive and significant effect on purchasing decisions for McDonald's products. Furthermore, Amalia et al. (2024) also found that price partially affects purchasing decisions in the Shopee marketplace. These findings confirm that price is a crucial factor influencing consumer purchasing behavior.

The findings indicate that price plays a strategic role in the purchasing decision process. Consumers tend to consider the suitability between price, product quality, and perceived benefits before making a purchase. If the price is perceived as affordable and proportional to the benefits received, the likelihood of purchasing increases.

### **The Effect of Promotion, Online Customer Review, and Price on Purchasing Decisions**

Based on the F-test results, the F-count value is 299.555 with a significance level of less than 0.001. Since the significance value is less than 0.05,  $H_0$  is rejected and  $H_a$  is accepted. This indicates that the regression model is significant and appropriate for explaining the effect of promotion, online customer review, and price on purchasing decisions.

These results indicate that promotion, online customer review, and price simultaneously have a positive and significant effect on purchasing decisions. This means that improvements in promotional quality, effective management of customer reviews, and appropriate pricing strategies will increase consumer purchasing decisions. Conversely, if these three factors are not optimally managed, purchasing decisions may decline.

This finding is consistent with Pinasty et al. (2024), who found that promotion, price, and product reviews simultaneously have a significant effect on purchasing decisions through the Shopee marketplace. The similarity of results confirms that purchasing decisions in the digital context are influenced by an integrated combination of marketing factors.

The findings highlight the importance of integrated marketing strategy management. Attractive promotions increase consumer attention, positive online customer reviews strengthen trust, and competitive pricing enhances perceived product value. The synergy of these three factors is key to optimizing purchasing decisions.

## **CONCLUSION**

Based on the objective of analyzing the effect of promotion, online customer review, and price on Generation Z purchasing decisions at Belia Cosmetic on the Shopee marketplace, it can be concluded that all proposed hypotheses are accepted. Simultaneously, promotion, online customer review, and price have a positive and significant effect on purchasing decisions, indicating that these three variables collectively explain variations in Generation Z purchasing decisions in the marketplace context.

Partially, promotion has a positive and significant effect on purchasing decisions, meaning that more effective and attractive promotional strategies increase consumers' likelihood of purchasing. Online customer reviews also have a positive and significant effect and are the most dominant variable, indicating that customer reviews play a primary role in shaping perceptions, trust, and confidence before making purchasing decisions. Additionally, price has a positive and

significant effect, showing that the alignment between price, quality, and product benefits is an important consideration for Generation Z consumers.

Thus, purchasing decisions in the marketplace context are not influenced by a single factor but result from consumers' evaluation of various interconnected marketing stimuli.

This study is limited to Generation Z consumers in the Shopee marketplace; therefore, the findings cannot be generalized to other age groups or different platforms. Furthermore, this study does not examine other variables that may influence purchasing decisions, such as product quality, brand image, consumer trust, and customer loyalty.

Based on these findings, companies need to manage promotion, online customer review, and pricing strategies in an integrated and sustainable manner. Promotional strategies should be creative and aligned with Generation Z's digital characteristics. Online customer reviews should be actively managed by encouraging objective feedback and responding professionally to maintain trust and a positive brand image. Pricing strategies should also consider consumers' purchasing power and perceived value to remain competitive in the marketplace.

For future research, it is recommended to include additional variables such as product quality, brand image, consumer trust, or customer loyalty, and to expand the research object and area to obtain more comprehensive and generalizable results.

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