

## The Influence of Product Quality, Price, and Online Customer Reviews on the Purchase Intention of Erigo Fashion Products on Shopee among Generation Z in Surabaya

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### ***Abstract***

#### **Keywords:**

*Product Quality, Price, Online Customer Reviews, Purchase Intention*

*This study aims to analyze the influence of product quality, price, and online customer reviews on the purchase intention of Erigo fashion products on Shopee among Generation Z in Surabaya. This research employs a quantitative approach using SPSS version 31. The sample consists of 157 respondents selected through purposive sampling, with data collected using structured questionnaires based on each variable's indicators. Data analysis includes validity and reliability tests, classical assumption tests, and multiple linear regression, with hypothesis testing conducted using t-tests and F-tests.*

*The results reveal that product quality, price, and online customer reviews have a positive and significant effect on purchase intention, both partially and simultaneously. Product quality is identified as the most dominant variable. The coefficient of determination (Adjusted R<sup>2</sup> = 0.839) indicates that 83.9% of the variation in purchase intention is explained by the independent variables. These findings highlight the importance of product quality, competitive pricing, and effective management of online customer reviews in enhancing purchase intention. This study provides practical implications for companies, particularly in the fashion e-commerce sector, in developing strategies to improve consumer purchase intention.*

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## INTRODUCTION

The rapid growth of e-commerce has significantly transformed consumer purchasing behavior, particularly in the fashion industry, where online platforms have become the primary channel for product search, evaluation, and transaction. Generation Z, as a digitally native cohort, demonstrates a strong reliance on online information such as product descriptions, price comparisons, and customer reviews before making purchasing decisions (Laudon & Traver, 2022; Firellsya et al., 2024). In this context, purchase intention serves as a key indicator of consumer behavior, reflecting the likelihood of consumers engaging in actual online.

In practice, purchase intention is not solely influenced by individual preferences but is also shaped by several marketing-related factors, including product quality, price, and online customer reviews. Product quality reflects the ability of a product to meet consumer expectations and plays a crucial role in forming perceived value and satisfaction (Chusna et al., 2025). Price is considered a critical factor, particularly among Generation Z consumers who tend to be price-sensitive and actively compare alternatives across online platforms (Simanjorang, 2025). Meanwhile, online customer reviews function as electronic word-of-mouth, providing information based on prior consumer experiences, which can reduce uncertainty and influence trust in online purchasing (Nisaa & Dwijayanti, 2022).

Various prior studies have examined the influence of these variables on purchase intention. Safitri et al. (2024) found that product quality has a positive and significant effect on purchase intention. Arsita et al. (2023) reported that price and online customer reviews significantly influence purchase intention in online marketplaces. Furthermore, Hidayat and Yoestini (2023)

emphasized the importance of online customer reviews in shaping consumer trust and purchase intention. However, Ganyang and Ritonga (2021) found that price does not always have a significant effect on purchase intention, indicating inconsistent findings across studies. These inconsistencies suggest the existence of an empirical gap that requires further investigation.

Moreover, empirical studies that simultaneously examine product quality, price, and online customer reviews in the context of local fashion brands on e-commerce platforms remain limited. Although products such as Erigo on Shopee generally exhibit high ratings and extensive customer reviews, these factors do not always directly translate into strong purchase intention. This indicates that consumer perceptions of product quality, price fairness, and the credibility of online reviews interact in shaping purchase intention, thereby highlighting the need for further empirical analysis.

The conceptual framework of this study describes the causal relationship between the independent variables, namely product quality (X1), price (X2), and online customer reviews (X3), and the dependent variable, purchase intention (Y). Based on theoretical perspectives and previous studies, these variables are expected to have both partial and simultaneous effects on purchase intention.

The first hypothesis (H1) assumes that product quality, price, and online customer reviews simultaneously influence purchase intention. The second hypothesis (H2) states that product quality has a positive and significant effect on purchase intention, as higher perceived quality enhances consumer confidence and interest in purchasing. The third hypothesis (H3) assumes that price has a positive and significant effect on purchase intention, considering that price reflects perceived value and affordability. Furthermore, the fourth hypothesis (H4) posits that online customer reviews have a positive and significant effect on purchase intention, as credible reviews reduce uncertainty and increase trust.

Based on the aforementioned description, this study aims to analyze the influence of product quality, price, and online customer reviews on the purchase intention of Erigo fashion products on Shopee among Generation Z in Surabaya. This research is expected to provide an empirical contribution to the field of digital marketing, particularly in understanding consumer behavior in e-commerce. The novelty of this study lies in the integration of these three variables within the context of a local fashion brand and its focus on Generation Z as a digitally oriented consumer segment.

## **METHODS**

### **Types and Approaches to Research**

This study employs a quantitative research with associative approach, which aims to examine the cause-and-effect relationship between independent variables and the dependent variable. The quantitative approach was selected as this study focuses on testing hypotheses using numerical data that can be statistically analyzed to determine the influence of product quality, price, and online customer reviews on purchase intention.

### **Data Types and Source**

The data used in this study consist of primary data obtained directly from respondents through questionnaires. These data reflect consumer perceptions regarding product quality, price, online customer reviews, and purchase intention toward Erigo fashion products on Shopee. In

addition, secondary data in the form of relevant literature and previous studies were utilized to support the analysis and strengthen the discussion.

### **Research Object**

The objects of this study include product quality, price, online customer reviews, and purchase intention. The research focuses on consumers of Erigo fashion products on the Shopee platform, particularly those belonging to Generation Z in Surabaya.

### **Population and Sampling Techniques**

The population in this study consists of Generation Z consumers in Surabaya who have purchased or have experience related to Erigo fashion products on Shopee. The sampling technique used is purposive sampling, where respondents are selected based on specific criteria relevant to the research objectives. The total number of respondents in this study is 157 individuals. This technique was chosen to ensure that the selected respondents possess relevant experience and knowledge regarding the research variables.

### **Data Collection Technique**

Data collection was conducted through the distribution of structured questionnaires to respondents. The questionnaire items were developed based on indicators for each research variable, namely product quality, price, online customer reviews, and purchase intention. A five-point Likert scale was used to measure respondents' levels of agreement, ranging from strongly disagree to strongly agree.

### **Data Analysis Technique**

The data analysis techniques used in this study include descriptive and inferential analysis. Inferential analysis was performed using multiple linear regression to examine the influence of product quality, price, and online customer reviews on purchase intention. Prior to regression analysis, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the regression model meets the required assumptions.

Furthermore, the coefficient of determination (Adjusted  $R^2$ ) was used to measure the extent to which the independent variables explain the variation in purchase intention. Hypothesis testing was conducted using t-tests to determine partial effects and F-tests to determine simultaneous effects. All data analysis processes were carried out using SPSS version 31.

## **RESULTS AND DISCUSSION**

### **Results**

#### **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**

Variable	$R_{\text{value}}$	$r_{\text{table}}$	Sig.	Description
<b>Product Quality (X1)</b>	0.666	0.157	< 0.01	Valid
	0.725	0.157	< 0.01	Valid
	0.695	0.157	< 0.01	Valid
	0.764	0.157	< 0.01	Valid
	0.739	0.157	< 0.01	Valid
	0.716	0.157	< 0.01	Valid
	0.776	0.157	< 0.01	Valid
	0.755	0.157	< 0.01	Valid
	0.715	0.157	< 0.01	Valid
<b>Price (X2)</b>	0.754	0.157	< 0.01	Valid
	0.754	0.157	< 0.01	Valid
	0.739	0.157	< 0.01	Valid
	0.769	0.157	< 0.01	Valid
	0.746	0.157	< 0.01	Valid
	0.740	0.157	< 0.01	Valid
	0.790	0.157	< 0.01	Valid
	0.710	0.157	< 0.01	Valid
<b>Online Customer Reviews (X3)</b>	0.735	0.157	< 0.01	Valid
	0.718	0.157	< 0.01	Valid
	0.766	0.157	< 0.01	Valid
	0.783	0.157	< 0.01	Valid
	0.748	0.157	< 0.01	Valid
	0.764	0.157	< 0.01	Valid
<b>Purchase Intention (Y)</b>	0.685	0.157	< 0.01	Valid
	0.714	0.157	< 0.01	Valid
	0.776	0.157	< 0.01	Valid
	0.720	0.157	< 0.01	Valid
	0.765	0.157	< 0.01	Valid
	0.704	0.157	< 0.01	Valid
	0.701	0.157	< 0.01	Valid
0.716	0.157	< 0.01	Valid	

*Source: Processed Data by the Author, 2026*

Based on Table 1, all statement items for the variables of Product Quality (X1), Price (X2), Online Customer Reviews (X3), and Purchase Intention (Y) have  $r_{\text{values}}$  greater than the  $r_{\text{table}}$  (0.157) 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  $\geq 0.60$ .

**Table 2. Reliability Test**

Variables	Cronbach's Alpha	Criteria ( $\geq 0.60$ )
Product Quality (X1)	0.887	$\geq 0.60$
Price (X2)	0.888	$\geq 0.60$
Online Customer Reviews (X3)	0.845	$\geq 0.60$
Purchase Intention (Y)	0.866	$\geq 0.60$

*Source: Processed Data by the Author, 2026*

Based on table 2, the reliability test shows that the Cronbach's Alpha values for the three variables are above the minimum limit of 0.60, indicating that the research instrument possesses good internal consistency and is reliable.

### Classical Assumption Tests

**Table 3. Results of Classical Assumption Tests**

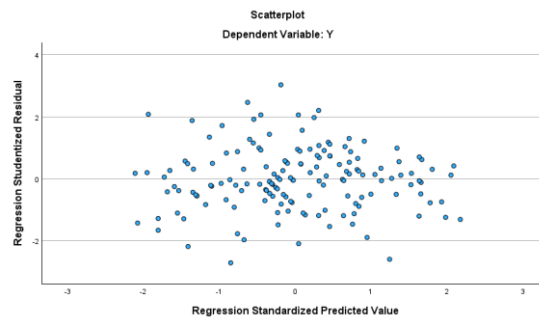
Type Test	Variables	Statistics	Mark	Limit	Information
<b>Normality</b>	Residual	KS	0.200	$> 0.05$	Data are normal distributed
		Sig.	0.200		
<b>Multicollinearity</b>	Product Quality (X1)	Tolerance	0.166	$> 0.10$	No multicollinearity occurs
		VIF	6.007	$< 10$	
	Price (X2)	Tolerance	0,152	$> 0.10$	No multicollinearity occurs
		VIF	6.600	$< 10$	
Online Customer Reviews (X3)	Tolerance	0.197	$> 0.10$	No multicollinearity occurs	
	VIF	5.077	$< 10$		

*Source: Questionnaire Results (Processed by the Researcher, 2026)*

The results of the normality test show a significance value of 0.200 ( $> 0.05$ ), indicating that the data are normally distributed. Furthermore, the multicollinearity test demonstrates that all independent variables have a tolerance value  $> 0.10$  and a VIF  $< 10$ , which means that multicollinearity does not occur in the regression model.

## Heteroscedasticity Test

Picture 1. Heteroscedasticity Test



Source: *Questionnaire Results (Processed by the Researcher, 2026)*

Based on the results of the heteroscedasticity test using the scatterplot method, it can be observed that the data points are scattered randomly above and below the 0 mark on the Y-axis and do not form any specific or discernible pattern. Thus, it can be concluded that heteroscedasticity does not occur within the regression model.

## Autocorrelation Test

Table 4. Autocorrelation test results

Model	N	k	(Variabel Independen)	DU	4 - DU	Nilai DW	Keterangan
1	157	3		1,7915	2,2085	1,965	Tidak terjadi autokorelasi

The autocorrelation test using the Durbin-Watson (DW) method showed a value of 1.965. With a sample size of 157 and 3 independent variables, the DU value was 1.7915 and  $(4 - DU)$  was 2.2085. Since the DW value is between DU and  $(4 - DU)$  ( $1.7915 < 1.965 < 2.2085$ ), it can be concluded that the regression model does not experience autocorrelation. This indicates that the residuals are independent, so the autocorrelation assumption is met and the regression model is suitable for use.

## 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 product quality (X1), price (X2), and online customer reviews (X3) on purchase intention (Y).

Table 5. Multiple Linear Regression Analysis

Variables	Coefficient (B)	Std. Error	Beta	t- value	Sig.	Decision
Constant	0.570	0.999	-	0.571	0.569	-

<b>Product Quality (X1)</b>	0.525	0.081	0.516	6.500	0.000	H2	Accepted
<b>Price (X2)</b>	0.282	0.083	0.282	3.388	0.000	H3	Accepted
<b>Online Customer Reviews (X3)</b>	0.183	0.089	0.150	2.057	0.041	H4	Accepted

*Source: Questionnaire Results (Processed by the Researcher, 2026)*

Based on the analysis results, the regression equation is:

$$Y = 0,570 + 0,525X1 + 0,282X2 + 0,183X3$$

The regression equation indicates that:

1. The regression coefficient of X1 of 0.525 indicates that every one-unit increase in X1 will increase Y by 0.525, assuming other variables remain constant. A significance value of <0.001 (<0.05) indicates that X1 has a positive and significant effect on Y.
2. The regression coefficient of X2 of 0.282 indicates that every one-unit increase in X2 will increase Y by 0.282, assuming other variables remain constant. A significance value of <0.001 (<0.05) indicates that X2 has a positive and significant effect on Y.
3. The regression coefficient of X3 of 0.183 indicates that every one-unit increase in X3 will increase Y by 0.183, assuming other variables remain constant. The significance value of 0.041 (<0.05) shows that X3 also has a positive and significant effect on.

**Table 6. Results of the Coefficient of Determination (R<sup>2</sup>) Test**

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Interpretation</b>
0.916	0.839	0.836	83.9% of the variation in Y is explained by X1, X2, and X3; the remaining 16.1% is explained by other variables outside the model

*Source: Questionnaire Results (Processed by the Researcher, 2026)*

The coefficient of determination of 0.839 indicates that 83.9% of the variation in the dependent variable (purchase intention) can be explained by the independent variables in this research model, namely product quality, price, and online customer reviews. Meanwhile, the remaining 16.1% is explained by other factors outside the research model that were not examined in this study.

**Table 7. Results of Hypothesis Test**

<b>Hypothesis</b>	<b>Variables</b>	<b>Beta</b>	<b>Test Value</b>	<b>Sig.</b>	<b>Decision</b>	
H1	X1, X2, X3 → Y (Simultaneous)	-	F	266.409	0.000	Accepted
H2	X1 → Y	0.525	t	6.500	0.001	Accepted

H3	X2 → Y	0.282	t	3.388	0.001	Accepted
H4	X3 → Y	0.183	t	2.057	0.041	Accepted

**Source: Questionnaire Results (Processed by the Researcher, 2026)**

The simultaneous test (F-test) results show a calculated F-value of 266.409 with a significance level of 0.000, indicating that product quality (X1), price (X2), and online customer reviews (X3) collectively have a positive and significant influence on purchase intention (Y). This finding demonstrates that the regression model used in this study is statistically feasible and capable of explaining the relationship between the independent variables and the dependent variable.

The partial test (t-test) results indicate that product quality has a positive and significant influence on purchase intention, with a t-value of 6.500 and a significance level of 0.001. Price also shows a positive and significant influence on purchase intention, with a t-value of 3.388 and a significance level of 0.001. Furthermore, online customer reviews have a positive and significant influence on purchase intention, with a t-value of 2.057 and a significance level of 0.041.

These results indicate that individually, product quality, price, and online customer reviews play a significant role in influencing purchase intention. Among these variables, product quality demonstrates the strongest influence, as indicated by the highest t-value, followed by price and online customer reviews.

## DISCUSSION

### The Simultaneous Influence of Product Quality, Price, and Online Customer Reviews on Purchase Intention

The results of the simultaneous test (F-test) indicate that product quality, price, and online customer reviews have a positive and significant influence on purchase intention, as evidenced by a significance value of 0.000 ( $p < 0.05$ ). This finding confirms that purchase intention is not formed by a single factor, but rather through the integration of product quality, pricing perception, and online customer reviews in shaping consumer confidence prior to purchase.

The multiple linear regression analysis shows a constant value of 0.570, representing the baseline level of purchase intention when all independent variables are held constant. Furthermore, the coefficient of determination ( $R^2$ ) of 0.839 indicates that 83.9% of the variation in purchase intention can be explained by the model, while the remaining 16.1% is influenced by other factors outside the study. Based on the standardized coefficients, product quality is identified as the most dominant variable, followed by price and online customer reviews, indicating that product quality plays a primary role in influencing consumer purchase intention toward ERIGO products.

These findings are consistent with Pratama & Haryanto (2022) and Sari et al. (2023), who emphasize the importance of the combined effect of product quality, price, and electronic word of mouth in enhancing purchase intention. However, this result differs from Firmansyah (2021), suggesting that the simultaneous influence of these variables may vary depending on product characteristics, market segmentation, and consumer involvement in the purchasing process.

### The Influence of Product Quality on Purchase Intention

The partial test results indicate that product quality has a positive and significant influence on purchase intention, with a t-value of 6.500 and a significance level of  $< 0.001$  ( $p < 0.05$ ). This finding confirms that higher perceived product quality increases consumers' intention to purchase

Erigo fashion products. This suggests that aspects such as design, comfort, durability, and conformity with product descriptions play an important role in shaping consumer trust and reducing perceived risk in online purchasing. As a result, better product quality leads to higher purchase intention among consumers.

This study is consistent with Putri & Santoso (2021), who found that product quality has a significant positive effect on purchase intention in e-commerce. However, this finding differs from Nugroho (2022), who reported that product quality does not significantly influence purchase intention, indicating that the role of product quality may vary depending on market characteristics and consumer preferences.

### **The Influence of Price on Purchase Intention**

The partial test results indicate that price has a positive and significant influence on purchase intention, with a t-value of 3.388 and a significance level of  $< 0.001$  ( $p < 0.05$ ). This finding confirms that price significantly affects consumers' intention to purchase Erigo fashion products. This suggests that consumers' perceptions of price, including affordability, price suitability with product quality, and price competitiveness, play an important role in shaping purchase intention. A price perceived as appropriate enhances the value for money, thereby encouraging consumers to make purchasing decisions.

This study is consistent with Wijaya et al. (2022), who found that price has a significant effect on purchase intention in online fashion products. However, this finding differs from Ramadhan & Prasetyo (2023), who reported that price does not significantly influence purchase intention, indicating that price sensitivity may vary depending on market segments and product positioning.

### **The Influence of Online Customer Reviews on Purchase Intention**

The partial test results indicate that online customer reviews have a positive and significant influence on purchase intention, with a t-value of 2.057 and a significance level of 0.041 ( $p < 0.05$ ). This finding confirms that online customer reviews significantly affect consumers' intention to purchase Erigo fashion products. This suggests that customer reviews, both in the form of ratings and written feedback, play an important role in shaping consumer perceptions and purchase decisions. Positive reviews enhance consumer trust, while negative reviews may create uncertainty prior to purchase. As part of electronic word-of-mouth (e-WOM), online reviews serve as a crucial source of information in the digital environment.

This study is consistent with Rahmawati & Lestari (2024), who found that online customer reviews significantly influence purchase intention in marketplace platforms. However, this finding differs from Saputra (2021), who reported that online reviews do not significantly affect purchase intention, indicating that the level of trust in reviews may vary depending on consumer experience, digital literacy, and the credibility of the review sources.

## **CONCLUSION**

This study concludes that product quality, price, and online customer reviews simultaneously have a positive and significant influence on purchase intention of Erigo fashion products. Partially, all variables also show a positive and significant effect, with product quality emerging as the most dominant factor. These findings indicate that purchase intention is formed

through the integration of product quality, appropriate pricing, and credible online customer reviews.

From a managerial perspective, companies are encouraged to prioritize consistent product quality improvement, implement competitive pricing strategies aligned with consumer value perceptions, and actively manage online customer reviews to enhance trust and purchase intention. Furthermore, this study contributes to the development of marketing management literature, particularly in the context of digital consumer behavior, and suggests future research to incorporate additional variables or broader analytical approaches to better understand purchase intention in e-commerce environments.

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