

## THE EFFECT OF PRICE DISCOUNT, ONLINE CUSTOMER RATINGS, AND ONLINE CUSTOMER REVIEWS ON CONSUMER BUYING INTEREST IN SHOPEE E-COMMERCE

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### Abstract

**Research aim :** This research seeks to examine the impact of discounted pricing, customer ratings online, and online reviews on consumers' purchasing interest within the Shopee e-commerce platform

**Design/Method/Approach :** This study used quantitative methods. data were collected through the use of structured questionnaires through a Likert scale from 40 respondents. Data analysis techniques include reliability tests, classical assumptions, multiple linear regression analysis, validity, F-tests and t-tests using the SPSS 25.0 program.

**Research Finding :** The result showed that price discounts, online customer ratings, and online customer reviews significantly influenced consumer buying interest, especially gen z with a coefficient of determination of ( $R^2$ ) of 65,8%.

**Theoretical contribution/Originality :** This research corroborates the theory that discounts, ratings, reviews affect gen z buying interest, with a simultaneous analysis of the three variables in shopee which provides new insights into young consumer behavior and effective marketing strategies

**Practical/Policy Implication:** This research provides guidance for e-commerce businesses to focus on discount strategies and product review management, which can increase appeal among consumers and strengthen market position and consumer loyalty.

**Research Limitation:** This research is limited to a small sample and narrow geographical coverage. Future research is recommended to explore other factors that influence purchase intention and use a larger sample to increase the generalizability of the results.

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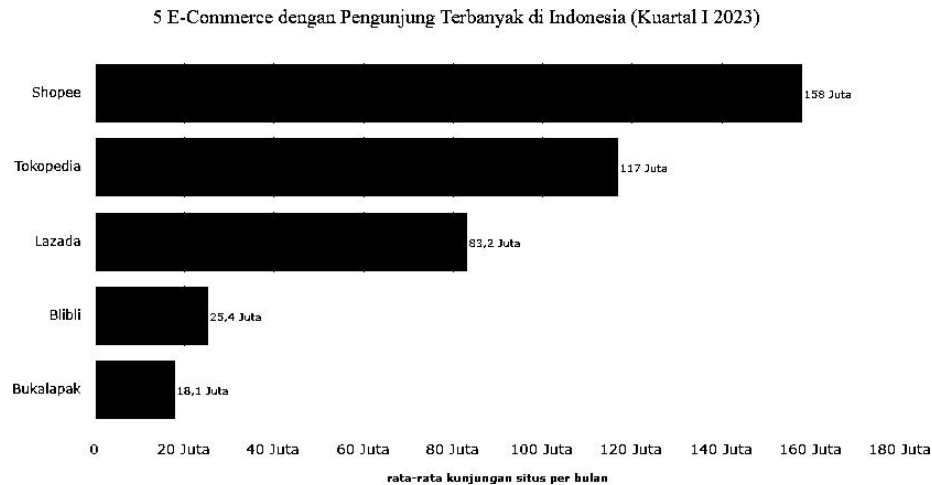
*Keywords :Price Discount, Online Customer Rating,  
Online Customer Review, Purchase intention*

## **1. Introduction**

The current digital era, with technological advances greatly facilitating the progress of internet-based business trade. Technological developments have changed various aspects of life, including consumer behavior [1]. This development has changed the behavior patterns of the community and business people in conducting shopping transactions, making transactions in meeting their needs and desires in today's society is often done using digital media called online shopping. Online shopping is a transaction between sellers and buyers through applications on various electronic devices such as using the internet network [2]. Due to the relatively low cost and the ever-increasing number of users, internet selling is the most effective marketing strategy today to build consumer interaction. this makes it possible to reach a wider target market. Based on data published by the APJII (Indonesian Internet Service Providers Association) in 2023, there are at least 215.6 million people using the internet in Indonesia. Survey implementation on 10 - 27 January 2023, covering a total population of 275.7 million people in Indonesia. This reflects an increase of 1.4% in internet usage compared to the previous year. This growth encourages companies in the sector to develop their business and maintain their existence through the right marketing strategy. The presence of more competitors makes consumers more careful in choosing the products they want to buy [3].

Generation Z is known to be a critical and informed consumer [4]. Understanding the online shopping behavior of Generation Z in Indonesia is critical as they are an increasingly dominant consumer group in the digital market. Generation Z, having grown up with technology and the internet, is highly connected to social media and digital platforms and the interactions they have on these platforms [5]. Therefore, understanding how social media influences their shopping decisions is key for companies looking to succeed in this increasingly competitive market. In addition, Generation Z has different preferences compared to previous generations when it comes to the shopping experience. They prefer convenience, speed, and personalization in the online shopping process. Gen-Z has its own characteristics in determining a purchasing decision, namely by paying attention to the quality of a product through a promotional content that provides information about a particular brand that they will buy [6]. By understanding these preferences, companies can develop shopping experiences that match Generation Z's expectations. The importance of understanding Generation Z's shopping behavior is also related to its impact on future e-commerce trends. As Generation Z is the first generation to fully grow up in the digital age, their current behavior will influence how ecommerce develops in the future.

With the advent of online shopping or e-commerce, they have many advantages. One of them is that they can save time by simply using the e-commerce platform instead of going to the store directly. That way consumers can shop without time constraints. The development of e-commerce in Indonesia continues to accelerate, slowly people have begun to leave the habit of shopping conventionally and switch to shopping online [7]. Consumers who originally shopped offline are now switching to online shopping because they prefer a more efficient and effective shopping process. The number of new e-commerce has led to fierce competition.



**Figure 1 E-commerce competition quarter 2023**

Source: Databoks

Based on data obtained from Databooks quarter 2023, shopee is considered one of the most popular online shopping sites. Shopee managed to attract a lot of consumer attention so that it has many visitors with a total of 158 million visitors. One of the online retailers that provides various tools or services to encourage consumers to shop. Shopee offers a variety of features designed to enhance the consumer shopping experience and encourage buying interest. One of the main features is discounts and promotions, which often attract consumers' attention, such as massive discounts on certain events. In addition, customer ratings and reviews allow consumers to provide an assessment of the products that have been purchased, thus helping potential buyers in making decisions. The shopee Live feature is also a special attraction, where sellers can conduct live broadcasts to promote products interactively. In addition, Shopee provides a variety of payment methods, including payment via digital wallet, credit card, and bank transfer, which provides convenience for consumers. Lastly, loyalty and reward programs are also an incentive for consumers to continue shopping, so that a long-term relationship is formed between consumers and e-commerce platforms. Purchase interest emerges when a consumer is stimulated by a product they encounter, leading to a curiosity to try it and eventually a desire to make a purchase. In essence, consumer buying interest refers to the inclination or motivation that drives individuals to acquire a specific product. [8].

One factor that has an impact on purchasing interest is discounts [9]. Price discount is a price cut or price reduction from the selling value of a product and service. [10]. Discounts can be given in various forms, such as percentage discounts, fixed price discounts, or special discount programs. In e-commerce Shopee often provides large discounts such as 50% off every day from 8pm to 12pm, discounts on certain dates such as 9.9, free shipping discounts, seasonal discounts, and many other events that provide discounts. This 50% discount is obtained from Shopee Live which promotes by giving all discounts up to 50% if you make a purchase live on Shopee Live.



**Figure 2 Discount**

Source: Shopee

The picture indicates that the 9.9 discount is one of the most anticipated deals by customers, meaning that it will be available for use on September 9. This discount is special because the same date and month number, "9", creates a special attraction for consumers. Promotions like this not only attract attention, but also create a sense of urgency among consumers, especially gen z who have the behavior or shop online to fulfill their wants and needs. Many consumers are waiting for this moment to get products at lower prices, so that it can increase sales volume on shopee e-commerce.

H1 : Price Discount has a significant influence on buying interest

In addition to price discounts, online customer ratings also influence consumer buying behavior [11]. Ratings are currently one of the sources for consumers to consider their purchase interest. Online customer ratings are buyers' views conveyed through a star scale, with the more stars indicating a higher Online Customer Rating for the product, while a lower number of stars indicates a lower Online Customer Rating of the product [12]. Consumers tend to prefer products with high ratings because they feel more secure in making purchasing decisions. Conversely, a low rating may raise doubts and reduce purchase intention.



**Figure 3 Ratings**

Source: Shopee

It can be seen that this rating or assessment feature is a customer who has purchased and received the item, then the customer has the right to give a value. Rating itself can be interpreted as a rating system given by consumers to the products or services they buy.

H2 : Online Customer Rating has a significant influence on purchase intention

Not only price discounts and online customer ratings but also online customer reviews. Consumer buying interest can also be influenced by online customer reviews [13]. Online customer reviews are information about customer reviews collected online including positive or negative reviews about goods sold in online stores [14].



**Figure 4 Reviews**

Source: Shopee

Sellers will benefit from customer ratings as they can protect the seller from competitors selling similar goods. In addition to comments and reviews, customers can also provide photos and videos of the product as proof and rebuke to the seller. When a product has many positive reviews and high ratings, it creates a positive image that is difficult for competitors to match. Consumers tend to choose products that have proven their Online Customer Rating through good reviews, so sellers who have a good reputation can maintain their market share even though there are many choices out there.

H3 : Online Customer Reviews have a significant influence on purchase intention

This study seeks to provide a broader understanding of the key factors that drive consumer buying interest, especially among generation z, which is an increasingly dominant consumer group in the digital market. By understanding these influences, it is hoped that it can provide strategic recommendations for business people in designing marketing strategies that are more effective and attractive to gen z consumers.

### 1.1. Statement of Problem

- A. Is there an effect of price discount on buying interest of gen z consumers in shopee e-commerce?
- B. Is there an effect of online customer rating on buying interest of gen z consumers in shopee e-commerce?
- C. Is there an influence of online customer reviews on the buying interest of gen z consumers in shopee e-commerce?

### 1.2. Research Objectives

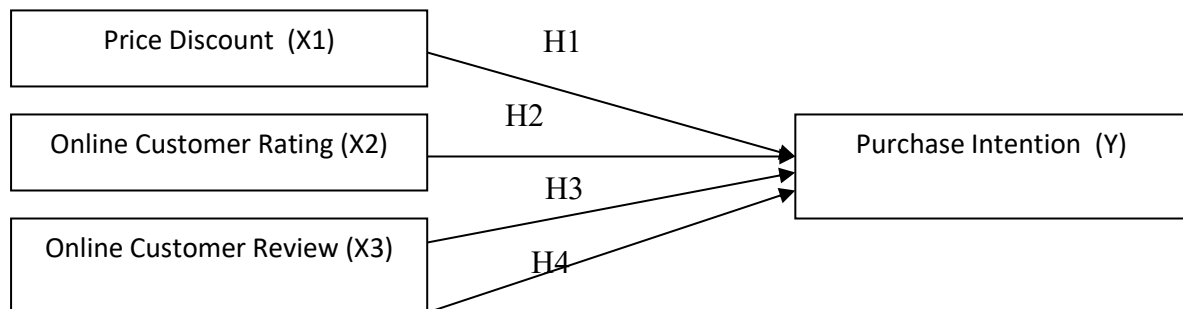
In accordance with the problems presented, the objectives of this research are:

- A. To analyze the impact of price discounts on buying interest of gen z consumers in e-commerce shopee
- B. To analyze the impact of online customer reviews on buying interest of gen z consumers in e-commerce shopee
- C. To analyze the impact of online customer rating on buying interest of gen z consumers in e-commerce shopee

## 2. Method

This study employs a quantitative methodology, utilizing primary data collected from respondents' feedback through a questionnaire distributed via Google Form. Customers from Generation Z who often utilise the Shopee e-commerce platform make up the target audience for this study. The sampling technique falls under the non-probability sampling category [13], specifically employing a purposive sampling approach. Sample selection criteria include: (1) users of the Shopee e-commerce platform, especially from Generation Z who are between 12 and 27 years old (2) Respondents must have done shopping activities or become customers at Shopee. Respondents' answers are based on a tiered Likert scale with value weights including: SS (strongly agree) = 5; S (agree) = 4; N (neutral) = 3; TS (disagree) = 2; STS (strongly disagree) = 1. The following is a presentation of the hypothesis model in this study:

**Figure 5**  
**Hypothesis**



Emansipasi :

H1 : Price Discount has a significant effect on purchase intention

H2 : Online Customer rating has a significant effect on purchase intention

H3 : Online Customer review has an effect on buying interest

H4 : Price Discount, Online Customer Rating, Online Customer Review have an effect

The research data was processed using the SPSSV 25 analysis tool to produce validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing. The following are the results of the validity and reliability tests in this study before further analysis:

### Validity Test

**Table 2**  
**Validity Test Result**

No	Indicator	Result	Valid if more than 0,366	Description
(X1)				
1	X1_1	0,555	0,366	Valid
	X1_2	0,824	0,366	Valid

	X1_3	0,836	0,366	Valid
	X1_4	0,809	0,366	Valid
	X1_5	0,597	0,366	Valid
	X1_6	0,714	0,366	Valid

(X2)

2	X2_1	0,755	0,366	Valid
	X2_2	0,754	0,366	Valid
	X2_3	0,848	0,366	Valid
	X2_4	0,735	0,366	Valid
	X2_5	0,756	0,366	Valid
	X2_6	0,839	0,366	Valid
	X2_7	0,898	0,366	Valid
	X2_8	0,839	0,366	Valid

(X3)

3	X3_1	0,753	0,366	Valid
	X3_2	0,637	0,366	Valid
	X3_3	0,787	0,366	Valid
	X3_4	0,892	0,366	Valid
	X3_5	0,887	0,366	Valid
	X3_6	0,786	0,366	Valid

(Y)

4	Y_1	0,514	0,366	Valid
	Y_2	0,837	0,366	Valid

	Y_3	0,718	0,366	Valid
	Y_4	0,781	0,366	Valid
	Y_5	0,673	0,366	Valid
	Y_6	0,649	0,366	Valid
	Y_7	0,709	0,366	Valid
	Y_8	0,608	0,366	Valid

Source : SPSS 25.2024

The validity test in above shows that all variabeles have avalue of r calculated  $> r$  of the table with a total score of all statement items greater than 0,132. This shows that the statements in the research instrument are valid

#### Reliabilty Test

**Table 3**  
**The Result of the price discount variable reliabilty test (X1)**

Reliability Statistics	
Cronbach's Alpha	N of Items
.869	6

Source: SPSS 25.0 2024 data management result

The reliability test outcomes, as reported by SPSS Version 25.0 in 2024, indicate that every item satisfies the reliability standards, as indicated in the above table. All of the study's variables had Cronbach alphas of 0.869, which is higher than 0.600, indicating this. The six statement items are therefore deemed to be trustworthy.

**Table 4**  
**Online customer rating variable reliability test results (X2)**

Reliability Statistics	
Cronbach's Alpha	N of Items
.762	6

Source: SPSS 25.0 2024 data management result

As seen in the preceding table, every component satisfies the dependability standards. This is supported by the reliability test results from SPSS Version 25.0 (2024), which shows that all variables have a Cronbach's Alpha score of 0.762, exceeding the 0.600 criterion. The six statement items are therefore considered trustworthy.

**Table 5**  
**Results of Reliability Test of Online Customer Review variables (X3)**

Reliability Statistics

Cronbach's Alpha	N of Items
.917	8

Source: SPSS 25.0 2024

All items satisfy the reliability standards, as displayed in the table 3. This is supported by the reliability test results from SPSS Version 25.0 (2024), This indicates that all variables in this study have a Cronbach alpha score of 0.917, exceeding the 0.600 benchmark. Therefore, it is concluded that the 8 statement items are reliable.

**Table 6**  
**Results of the Buy Interest Variable Reliability Test (Y)**  
**Reliability Statistics**

Cronbach's Alpha	N of Items
.827	8

Source: SPSS 25.0 2024

The reliability test outcomes, as reported by SPSS Version 25.0 in 2024, indicate that every item satisfies the reliability standards, as indicated in the above table. All of the study's variables had Cronbach alphas of 0.827, which is higher than 0.600, indicating this. The eight statement items are therefore deemed to be trustworthy.

### 3. Results and Discussion /Hasil dan Pembahasan

#### A. Description of variable data

**Table 7**  
**Respondent Characteristics**

No.	Gender	Sum	
<b>Person Present (%)</b>			
1.	Man	15	37,5%
2.	Woman	25	62,5%
	Sum	40	100%
<b>Age Lavel</b>			
	12-16	8	20%
	17-22	21	52,5%
	23-27	11	27,5%

Sum	155	100%
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Source : SPSS 25.24

Based on the information in table 7 of this report, the study involved 40 respondents. Most of the respondents were women, with a proportion of 62.5%, while men were only 37.5%. This finding indicates that women dominate as Shopee users in the context of this study. In terms of age, the respondents fall within the range of 12 to 27 years old, which falls under the Generation Z category - the main group that this study focuses on. A total of 95% of the respondents were within the age group of 17 to 25 years old, which indicates that the majority of Shopee users studied are young people who are active and accustomed to using e-commerce platforms.

## B. Analysis Requirement Testing

### a. Normality Test

**Table 8**  
**Normality Test**

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		40
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.21637153
Most Extreme Differences	Absolute	.103
	Positive	.103
	Negative	-.096
Test Statistic		.103
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is the minimum limit of true significance.

Source : SPSS 25.2024

The Kolmogorov-Smirnov technique of the normalcy test yielded a significance score of 0.200, which indicates that the score exceeds the significance score of 0.05. This suggests a regularly distributed distribution of the study's data.

### b. Multicollinearity Test

**Table 9**  
**Multicollinearity Test Result**

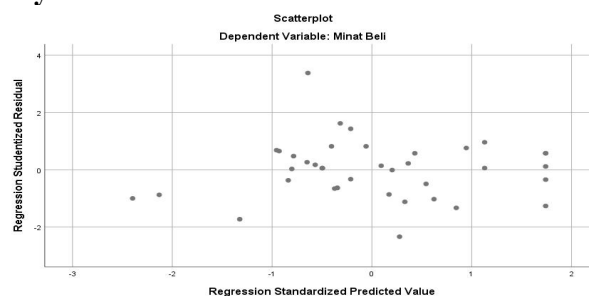
		Coefficients <sup>a</sup>			Collinearity Statistics
Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.	

		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.376	3.547		1.234	.225		
	Price discount	.282	.122	.271	2.308	.027	.688	1.454
	Online Customer Rating	.470	.146	.396	3.222	.003	.630	1.587
	Online Customer Review	.295	.125	.311	2.358	.024	.546	1.832

a. Dependent Variable: Minat Beli  
Source: SPSS 25.0 2024

The table shows that the VIF values for variables x1, x2, and x3 are all below 10, which means that the tolerance is above 0.1. This condition shows that there is no multicollinearity in the model.

### c. Heteroscedasticity Test



Sources : SPSS 25.2024

The heteroscedasticity test is conducted to test the existence of inequality of residual variances in the regression model. Based on the results of the Scatterplot analysis in table 4 and the previous explanation, it can be concluded that the data points are randomly scattered above and below the number 0 without forming a certain pattern. This indicates that there is no heteroscedasticity problem in the regression model used. Thus, the assumption of homoscedasticity is met and the regression model can be said to be valid for use in further analysis.

### C. Multiple Linear Test

**Table 10**  
**Multiple Linier Test Result**

Model		Coefficients <sup>a</sup>		Standardized Coefficients Beta	T Sig
		Unstandardized Coefficients B	Std. Error		
1	(Constant)	4.376	3.547		1.234
	Price discount	.282	.122	.271	2.308
	Online Customer Rating	.470	.146	.396	3.222
	Online Customer Review	.295	.125	.311	2.358

a. Dependent Variable: Minat Beli

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Source: SPSS 25.0 2024

Based on the analysis results in table 8, a simple regression equation is obtained of  $Y = 4.376 + 0.282X_1 + 0.470 X_2 + 0.295X_3$ . The equation can be interpreted that the constant value. The constant (a) of the regression equation is 4.376, meaning that if the score of the Online Customer Rating, Online Customer Review, and Price Discount variables does not exist or is equal to zero, the Purchase Intention score will decrease by 4.376. The coefficient of the Online Customer Rating variable is 0.470, which means that every 1 unit increase in the Online Customer Rating variable will increase Purchase Intention by 0.470.

### Hypothesis Testing

#### 1. The t test

The t-test in this study is intended to show the impact of each independent variable to influence the dependent. The test that is run is using t count and significance value  $<0.05$ . Based on the results of the calculation of the significant regression coefficient in making decisions on the hypothesis criteria, it is accepted if the calculated  $t > t$  table and the significance value  $<0.05$  and vice versa, it is rejected if the calculated t score  $< t$  table and the significance score  $>0.05$ .

**Table 11**  
**T-Test Result**

Model		Coefficients <sup>a</sup>		Standardized Coefficients Beta	t
		Unstandardized Coefficients B	Std. Error		
1	(Constant)	4.376	3.547		1.234
	Price discount	.282	.122	.271	2.308
	Online Customer Rating	.470	.146	.396	3.222
	Online Customer Review	.295	.125	.311	2.358

a. Dependent Variable: Minat Beli

a. Dependent Variable: Buy Interest

Source: SPSS 25.0 2024

According to the partial test results in Table above, the following conclusions can be drawn:

- a. The impact of (X1) on purchase interest (Y) shows a significance score of 0.027 and a calculated t score of  $2.308 > 2.026$ . With a significance score of  $0.027 < 0.05$ ,  $H_0$  is rejected and  $H_1$  is accepted, so the conclusion is that discount (X1) has a significant positive impact on purchase interest (Y).
- b. The Impact of (X2) on Purchase Interest (Y) has a p score of 0.003 and a t score of  $3.222 > 2.026$ . A significance score of  $0.003 < 0.05$  means rejecting  $H_0$  and accepting  $H_2$ , which shows that the variable (X2) has a significant positive impact on Purchase Interest (Y).
- c. The impact of Online Customer Review (X3) on Purchase Interest (Y) shows a significance score of 0.024 at a t-count score of  $2.358 > 2.026$ . With a significance score of  $0.024 < 0.05$ ,  $H_0$  is rejected and  $H_3$  is accepted, which means that the variable (X3) has a significant positive impact on Purchase Intention (Y).

2. The f test

**Table 12**  
**F-Test Result**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	368.020	3	122.673	23.052	.000 <sup>b</sup>
	Residual	191.580	36	5.322		
	Total	559.600	39			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Price discount, Online Customer Rating, Online Customer Review

Source: SPSS 25.0 2024

What appears in the table above shows a significance level of 0.000., which means it is below 0.05, and an F value of 23.052, which exceeds the essential table F value of 2.86. This indicates that Hypothesis 4 is accepted in the sense that it has a positive relationship.

**D. Test the coefficient of determination ( $R^2$ )**

**Table 13**  
 **$R^2$  Test Result**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 <sup>a</sup>	.658	.629	2.30687

a. Predictors: (Constant), Price discount, Online Customer Rating, Online Customer Review

Source: SPSS 25.0 2024

According to SPSS 25.0 2024 output, the R Square score is 0.658. The table shows that variables X1, X2, and X3 have an impact of 65.8% on Purchase Intention (Y). On the other hand, the remaining 34.2% is due to other factors outside this

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research.

## **Discussion Results**

### **The effect of price discount (X1) on buying interest (Y)**

The discoveries uncovered that discount had a positive and considerable impact on client acquiring intrigued in Shopee e-commerce, with a coefficient of 0.282, Shows that every 1 unit increase in price discount can increase consumer purchasing interest by 0.282 units. The t-count score of 2.308 shows a significant impact, because it exceeds the t-table score with a significance level of 0.05, and the p-value score of 0.027 which is  $< 0.05$  shows a rejection of the  $H_0$ . Thus, this study confirms that an effective discount strategy can significantly increase consumer buying interest, so businesses need to consider using discounts as part of their marketing strategy to attract more consumers. The comes about of this ponder are in line with investigate conducted by [15] which appears that price discount features a positive and noteworthy impact on purchase interest.

The results of the study found that when consumers feel the size of the discounts that vary, like discounts, daily discounts, discount periods, and types of products that get discounts in the form of discounts, discounts given in each category of product types, discounts on several products (flash sales). So that this stimulates consumers to buy on the Shopee mobile application, it will directly affect the purchasing interest received by consumers from the discounts. This study reveals that most respondents intend to buy on the Shopee mobile application because of the discounts

Based on the Theory of Reasoned Action (TRA) theory proposed by Ajaz and Fishbein on Ichsanuddin Mustady (2023), it emphasizes the role of a person's intention in determining whether a behavior will occur or not. The Theory of Reasoned Action (TRA) has two main constructs of intention. (1) attitude toward behavior, this is shown by the consumer's attitude that is influenced by the price discount with the ShopeePay payment method which is then shown by the behavior of buying interest on Shopee with the ShopeePay payment method. (2) subjective norm is an individual's perception as a result of social pressure (other people's trust) which will strengthen the intention, this is shown by the influence from outside or an invitation to use the ShopeePay payment method because there is a price discount promo. These two constructs underlie consumers' buying interest behavior on Shopee with the ShopeePay payment method.

### **The effect of online customer rating (X2) on buying interest (Y)**

The regression analysis outcomes indicate that online customer ratings exert a strong and statistically significant influence on consumer purchasing interest within the Shopee e-commerce platform. With a coefficient of 0.470, it suggests that a one-unit rise in customer ratings leads to a 0.470-unit increase in consumer buying interest. The t-value of 3.222 underscores the high significance of this effect, as it surpasses the critical t-value at the 0.05 significance level. According to the p-value of 0.003, which is far below the 0.05 criterion, is sufficient to explain that the  $H_0$  is rejected., further validating the significance of the relationship. Therefore, this research validates that positive ratings from past customers not only enhance consumer trust but also motivate them to complete purchases. As a result, businesses should prioritize and effectively manage their product ratings to attract a larger consumer base.

Online customer product ratings are given by consumers, in Islamic economics this is done voluntarily, there is no element of coercion. If the goods do not match the product rating given by other consumers, then they should not cook each other. In accordance with this theory, the rating given by consumers on the Shopee marketplace is not coercive, it can be concluded that consumers who shop at Shopee and then give star ratings to the products purchased by consumers are actually done because of their own interest without anyone requiring them to give stars.

#### **The effect of online customer review (X3) on buying interest (Y)**

The results of the regression analysis show that X3 have a significant positive impact on consumer purchasing interest in the Shopee e-commerce, with a coefficient of 0.295, indicating that every additional 1 customer review can increase consumer purchasing interest by 0.295 units. The t-value is 2.358, showing a significant impact, because it exceeds the t-table score with a significance level of 0.05, and the p-value of 0.024, which is less than 0.05, shows a rejection of the null hypothesis. Thus, this study confirms that positive reviews from previous customers not only provide valuable information but also increase consumer confidence in making purchases, so businesses need to be active in managing and responding to customer reviews to attract more consumers. The findings of this research are the same as research from [16] which shwos that online customer reviews have a significant positive effect on the tendency of shopee buyers to make purchases. Customers often look at reviews as the first reference when deciding whether to buy a product or not

Consumer reviews are part of Electronic Word of Mouth, which represents the opinions of buyers and not from promotions. Consumer reviews are one of several aspects that ensure consumer purchasing decisions, and prove that the number of reviews can be seen as a sign of product popularity or product value and influence the desire to buy the product. However, an increase in reviews does not mean that the product will be purchased by customers

#### **4. Conclusion**

Price discount increases purchase intention by 0.282 units, online customer rating by 0.470 units, and online customer review by 0.295 units. The oitcomes of this study show that an effective marketing strategy is very important in attracting the attention of the public, especially Generation Z. Future study should investigate additional elements that impact purchase intention, such as user experience and social media influence, as well as employ a bigger and more varied sample to increase the generalisability of the findings.

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