

The Influence of Discounts and Customer Reviews on The Purchasing Decisions of Shopee Users Among Generation Z in Cilegon City

Umrotul Ummayah¹⁾, Nafiz Annas²⁾, Rezty Arizta Putri³⁾, Deti Kurniati⁴⁾, Adhelia Permata Safrina⁵⁾

^{1,2,3,4,5} Politeknik PGRI Banten, Indonesia

Email: ummayahumrotul14@gmail.com¹⁾, nafiz@politeknikpgribanten.ac.id²⁾,
rezty@politeknikpgribanten.ac.id³⁾, deti@politeknikpgribanten.ac.id⁴⁾,
adhelia@politeknikpgribanten.ac.id⁵⁾

Abstract : *This study aims to examine the influence of discounts and customer reviews on the purchasing decisions of Shopee users among Generation Z in Cilegon City. A quantitative survey was conducted involving 384 respondents selected through purposive sampling. Data were analyzed using multiple linear regression with IBM SPSS Statistics, including validity, reliability, classical assumption, t-test, F-test, and coefficient of determination (R^2) analyses. The findings reveal that both discounts and customer reviews have a positive and significant effect on purchasing decisions, both individually and simultaneously. Customer reviews were found to exert a stronger influence than discounts. The coefficient of determination (R^2) of 0.643 indicates that both variables explain 64.3% of the variation in purchasing decisions. These findings highlight the importance of promotional strategies and customer-generated reviews in influencing Generation Z purchasing decisions on Shopee.*

Abstrak : *Penelitian ini bertujuan menganalisis pengaruh diskon dan customer review terhadap keputusan pembelian pengguna Shopee pada Generasi Z di Kota Cilegon. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 384 responden yang dipilih menggunakan purposive sampling. Data dianalisis menggunakan regresi linear berganda dengan bantuan IBM SPSS Statistics melalui uji validitas, reliabilitas, asumsi klasik, uji t, uji F, dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa diskon dan customer review berpengaruh positif dan signifikan terhadap keputusan pembelian, baik secara parsial maupun simultan. Variabel customer review memiliki pengaruh yang lebih dominan dibandingkan diskon. Nilai koefisien determinasi sebesar 0,643 menunjukkan bahwa kedua variabel mampu menjelaskan 64,3% variasi keputusan pembelian. Temuan ini menegaskan pentingnya strategi promosi dan ulasan pelanggan dalam meningkatkan keputusan pembelian Generasi Z pada platform Shopee.*

Keywords: *Customer Reviews, Discounts, Generation Z, Purchasing Decisions, Shopee*

INTRODUCTION

The rapid development of digital technology has accelerated the growth of *electronic commerce* (*e-commerce*) in Indonesia and transformed consumer purchasing behavior. The increasing number of internet users has encouraged consumers to search for product information, compare prices, and conduct online transactions through marketplace platforms (APJII, 2025). This development has intensified competition among *e-commerce* providers, requiring companies to implement effective marketing strategies to influence purchasing decisions.

Shopee is one of the most widely used marketplaces in Indonesia, particularly among Generation Z, who are highly familiar with digital technology. In making purchasing decisions, Generation Z tends to consider both promotional offers and information provided by previous consumers. Discounts can

increase consumers' perceived value, while customer reviews help reduce uncertainty and strengthen trust before purchasing. Previous studies have shown that discounts and customer reviews positively and significantly influence purchasing decisions among Shopee users (Arya Dimas Nugraha & Santosa, 2025; Farid et al., 2024; Nuha & Rachmad, 2024).

Although the relationship between discounts, customer reviews, and purchasing decisions has been widely examined, previous studies were generally conducted in different regions and respondent groups. Research focusing specifically on Generation Z Shopee users in Cilegon City remains limited, despite the city's increasing internet utilization and productive-age population (Badan Pusat Statistik Kota Cilegon, 2025). This condition indicates the need for further empirical investigation within the local context.

Therefore, this study aims to analyze the influence of discounts and customer reviews on the purchasing decisions of Shopee users among Generation Z in Cilegon City. The findings are expected to enrich the literature on digital consumer behavior and provide practical insights for sellers in developing more effective promotional strategies.

Previous studies have consistently examined the determinants of purchasing decisions in the *e-commerce* context, particularly the roles of discounts and customer reviews. Overall, the findings indicate that discounts increase consumers' perceived value, while customer reviews enhance trust and reduce uncertainty during the purchasing process. These factors have been identified as important determinants of online purchasing decisions, especially among Generation Z consumers. A summary of relevant previous studies is presented in Table 1.

Table 1 Summary of Previous Studies

No	Author(s)	Research Title	Findings
1	Arya Dimas Nugraha & Santosa (2025)	Online Customer Review, Free Shipping, Discount → Purchase Decision	Discounts positively and significantly influence purchasing decisions among Generation Z Shopee users.
2	Ramadhan et al. (2024)	Online Customer Review, Digital Marketing → Purchase Decision	Customer reviews have a positive and significant effect on purchasing decisions.
3	Nuha & Rachmad (2024)	Online Customer Review, Online Customer Rating, Price Consciousness → Purchase Decision	Customer reviews significantly influence purchasing decisions and consumer trust.

4	Nuruh Wahyuni & Ina Ratnasari (2024)	Influencer Marketing, Online Customer Review → Online Purchasing Decision	Positive customer reviews encourage consumers to make purchasing decisions.
5	Natalie et al. (2025)	Promotional Factors → Purchase Decision	Promotional activities significantly influence purchasing decisions among Generation Z Shopee users.

Source: Compiled from previous studies (2026).

Based on the previous studies, discounts and customer reviews have consistently been identified as important factors influencing online purchasing decisions. However, most studies were conducted in different regions and involved respondents with varying demographic characteristics. Empirical evidence specifically examining the influence of discounts and customer reviews on the purchasing decisions of Generation Z Shopee users in Cilegon City remains limited. Therefore, this study seeks to address this gap by providing empirical evidence within the context of Generation Z consumers in Cilegon City, thereby contributing to the development of digital marketing and consumer behavior literature in the *e-commerce* sector.

METHOD

This study employed a quantitative research design using a survey approach to examine the influence of discounts and customer reviews on the purchasing decisions of Shopee users among Generation Z in Cilegon City. A quantitative approach was selected to analyze the relationships among variables through statistical procedures (Sugiyono, 2022).

The population consisted of Generation Z consumers residing in Cilegon City who had previously purchased products through Shopee. Respondents were selected using a purposive sampling technique based on the following criteria: (1) residing in Cilegon City, (2) aged 12–27 years, and (3) having experience shopping on Shopee. A total of 384 respondents participated in this study.

Primary data were collected through an online questionnaire using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). The study included two independent variables, namely Discounts (X_1) and Customer Reviews (X_2), and one dependent variable, namely Purchasing Decisions (Y). The operational definitions of the research variables are presented in Table 2.

Table 2 Operational Definitions of Variables

Variable	Operational Definition	Indicators
Discounts (X_1)	Price reductions offered as a promotional strategy to encourage consumers' purchasing decisions.	Discount amount, discount suitability, discount frequency, promotional attractiveness
Customer Reviews (X_2)	Reviews and experiences shared by previous consumers regarding products purchased through Shopee.	Review credibility, information quality, information usefulness, review quantity
Purchasing Decisions (Y)	Consumers' decisions to purchase products after evaluating available alternatives and information.	Product selection confidence, purchase confidence, recommendation intention, repurchase intention

Source: Adapted from previous studies (2026).

The collected data were analyzed using IBM SPSS Statistics. The analytical procedures included validity and reliability tests, classical assumption tests, multiple linear regression analysis, partial hypothesis testing (t -test), simultaneous hypothesis testing (F -test), and the coefficient of determination (R^2) to evaluate the individual and simultaneous effects of discounts and customer reviews on purchasing decisions.

RESULTS AND DISCUSSION

This study involved 384 respondents who fulfilled the predetermined criteria, namely Generation Z individuals residing in Cilegon City who had previously made purchases through Shopee. The respondents were selected using a purposive sampling technique to ensure that the collected data represented the characteristics of the target population.

The validity test indicated that all questionnaire items measuring Discounts (X_1), Customer Reviews (X_2), and Purchasing Decisions (Y) satisfied the validity requirements, with correlation coefficients exceeding the minimum r -table value of 0.100. Accordingly, all measurement items were considered valid and eligible for further statistical analysis.

The reliability test also demonstrated satisfactory results. The Cronbach's Alpha values for Discounts, Customer Reviews, and Purchasing Decisions were 0.878, 0.909, and 0.885, respectively.

Since all values exceeded the recommended threshold of 0.60, the research instrument was considered reliable and capable of consistently measuring each construct.

The normality test confirmed that the regression residuals were normally distributed, indicating that the normality assumption was fulfilled. Furthermore, the multicollinearity test produced a Tolerance value of 0.501 and a Variance Inflation Factor (VIF) of 1.996 for each independent variable. These

values meet the recommended criteria (Tolerance > 0.10 and VIF < 10), indicating that no multicollinearity was detected in the regression model.

Table 3 Partial Test Results (*t*-test)

Variable	t-value	Sig.	Decision
Discounts (X ₁)	8.927	0.000	H ₁ Supported
Customer Reviews (X ₂)	11.129	0.000	H ₂ Supported

Source: Processed SPSS Data (2026).

The partial hypothesis test demonstrates that both independent variables significantly influence Purchasing Decisions. Discounts yielded a *t*-value of 8.927 ($p = 0.000$), indicating that H₁ is supported. Similarly, Customer Reviews produced a *t*-value of 11.129 ($p = 0.000$), confirming that H₂ is supported. These findings indicate that both variables positively and significantly affect purchasing decisions among Generation Z Shopee users in Cilegon City.

Table 4 Simultaneous Test Results (*F*-test)

F-value	Sig.	Result
343.139	0.000	H ₃ Supported

Source: Processed SPSS Data (2026).

The simultaneous test indicates that Discounts and Customer Reviews jointly have a significant effect on Purchasing Decisions. The obtained *F*-value of 343.139 with a significance level of 0.000 confirms that the proposed regression model is statistically significant. Therefore, H₃ is supported. The coefficient of determination (R^2) of 0.643 indicates that Discounts and Customer Reviews jointly explain 64.3% of the variance in Purchasing Decisions, while the remaining 35.7% is influenced by other variables not examined in this study.

The results demonstrate that Discounts have a positive and significant influence on Purchasing Decisions among Generation Z Shopee users in Cilegon City. This finding suggests that attractive price reductions increase consumers' perceived value, thereby encouraging them to complete purchasing transactions. The result is consistent with (Kotler et al., 2022), who stated that price-based promotional strategies can stimulate consumer purchasing behavior by increasing perceived economic benefits. This finding also supports the study of (Arya Dimas Nugraha & Santosa, 2025), which reported that discount programs significantly encourage purchasing decisions among Generation Z consumers on Shopee.

Customer Reviews were also found to positively and significantly influence Purchasing Decisions, with a higher *t*-value than Discounts. This indicates that customer-generated information plays a more dominant role in shaping purchasing decisions among Generation Z consumers. Reviews from previous buyers provide product-related information that reduces uncertainty and strengthens consumer confidence before making purchases. This finding is consistent with previous studies

conducted by (Farid et al., 2024; Nuha & Rachmad, 2024; Ramadhan et al., 2024), all of which concluded that customer reviews significantly improve consumer trust and purchasing decisions in *e-commerce*.

The simultaneous analysis confirms that Discounts and Customer Reviews collectively have a positive and significant effect on Purchasing Decisions. The coefficient of determination of 64.3% indicates that both variables substantially explain consumers' purchasing behavior among Generation Z Shopee users in Cilegon City. These findings imply that promotional pricing strategies should be complemented by credible customer reviews to maximize consumer confidence and encourage purchasing decisions. Therefore, sellers on Shopee should not only provide competitive discounts but also encourage customers to submit informative and positive reviews as part of an integrated digital marketing strategy.

CONCLUSION

This study examined the influence of Discounts and Customer Reviews on the Purchasing Decisions of Shopee users among Generation Z in Cilegon City. The findings reveal that Discounts have a positive and significant effect on Purchasing Decisions, indicating that promotional price reductions effectively encourage consumers to complete online purchases. In addition, Customer Reviews also have a positive and significant effect and were identified as the more influential factor, suggesting that information shared by previous consumers plays an important role in strengthening purchase confidence. The simultaneous analysis further demonstrates that Discounts and Customer Reviews jointly have a positive and significant influence on Purchasing Decisions. The coefficient of determination indicates that both variables explain a substantial proportion of purchasing behavior among Generation Z Shopee users in Cilegon City. These findings confirm that pricing promotions and credible customer-generated information are important determinants of purchasing decisions within the *e-commerce* environment. The results of this study provide practical implications for Shopee sellers and digital marketers in developing more effective marketing strategies. Attractive discount programs should be complemented by efforts to encourage consumers to provide positive, credible, and informative customer reviews, as the combination of these strategies can strengthen consumer trust and improve purchasing decisions. Future research is recommended to incorporate additional variables, such as product quality, price perception, brand image, service quality, and *electronic word of mouth (e-WOM)*, to obtain a more comprehensive understanding of the factors influencing online purchasing decisions among Generation Z consumers.

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