International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence *Of* Online Customer Reviews, Product Quality, Promotions And Service Quality On Purchase Decisions

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Abstract

This study aims to examine the influence of online customer reviews, product quality, promotions, and service quality on purchase decisions among Generation Z consumers who use Tokopedia in Purwokerto. Using a quantitative approach, data was obtained from 130 respondents through purposive sampling. The research was conducted in 2025 using a questionnaire through Google Form and the analysis tool used in this study was IBM SPSS 25 Multiple Linear Regression. The findings of the study show that only product quality has a positive influence on purchase decisions, while online customer reviews, promotions, and service quality have no effect on purchase decisions. These results highlight the importance of e-commerce platforms to focus on improving product quality as a key strategy to influence consumer purchasing behavior.

Keywords: Online Customer Review, Product Quality, Promotion, Service Quality.

INTRODUCTION

In today's modern era, when all aspects of life depend on advanced technology, the development of technology and information will be increasingly intensive (Fajrina, 2024). The pattern of consumer activity in Indonesia is shaped by the rapidly developing internet connectivity and advanced mobile phone functions, with the increase in internet users in Indonesia, more and more organizations are adopting online business models (Martini et al., 2022).

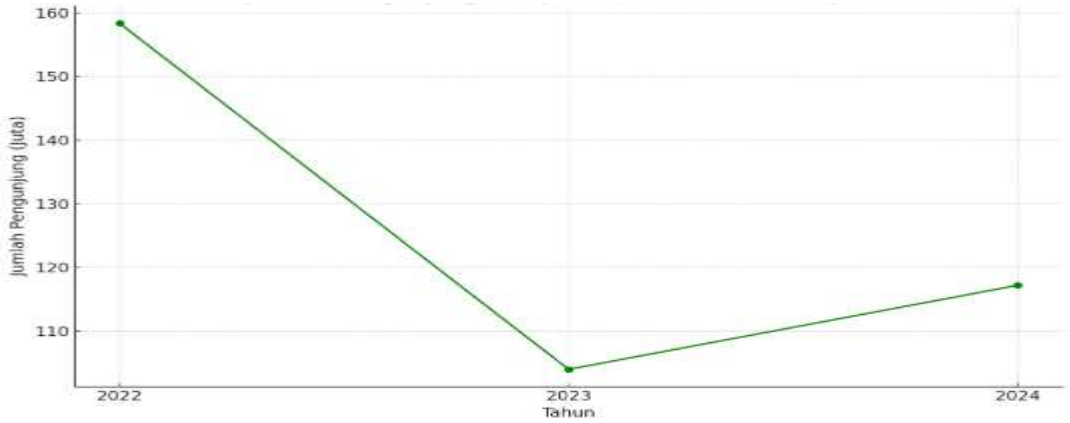
The increasing use of the internet among Indonesians for daily activities and shopping is likely to significantly affect the expansion of online businesses in the country

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(Fajar & Rizky 2022). Online shopping is preferred by the Indonesian people, because of the limited time and place people can now shop comfortably from home or office (Martini et al., 2022).

The expansion of online shopping is increasingly driven by platforms such as Tokopedia, which offers various benefits to customers and building long-term relationships with customers encourages the creation of important conditions for e-commerce (Fajar & Rizky 2022). With time and space constraints, people today can easily shop even when they are staying at home or in the office (Martini et al., 2022).



Based on data published by Ahdiat, (2025), the number of visits to the Tokopedia website was recorded at 158.35 million in 2022. However, in the following year, 2023, this figure decreased drastically to 104 million. Interestingly, in 2024, the number of visits again increased to 117.2 million, indicating a recovery in the digital performance of the platform. Currently, Tokopedia is in second place as the Most Favorite Online Shopping Channel for Indonesians with a gain of 51%. Tokopedia is more popular with Gen X (1965-1980) but there are still some Gen Z who use it because currently Tokopedia collaborates with TikTok Shop (Jonathan, 2025). This trend has resulted in rapid growth.

Generation Z, commonly known as the internet generation, includes individuals born between 1997 and 2012. This group emerged in a time of rapid technological advancement, characterized by the rise of digital innovations, including advanced smartphones that facilitate smooth and fast internet access (Manjillatul et al., 2024). Generation Z is heavily impacted and engaged in today's online shopping activities

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(Nurmalia et al., 2024). Generation Z shows more cautious consumptive behavior, with a tendency to critically evaluate products before deciding to buy (Arthana & Tanamal, 2024)

One of the important concepts in marketing is the purchase decision. Purchasing decisions are the study of how people, groups, and organizations choose, buy, use, and use goods, services, or concepts or experiences to meet their needs and desires (Kotler and Amsrong, 2018). Increasing purchasing choices requires marketing methods that include positive reviews, product quality, promotions, and service. Factors that influence consumer purchasing choices include online customer reviews (Faradita et al., 2023), product quality (Hidayati et al., 2023), promotion (Amalia et al., 2024), and the quality of service (Gilang et al., 2024).

In determining purchasing decisions, Gen Z considers various aspects, with one of the main factors being Online Customer Reviews. According to Kotler and Amsrong, (2018), Online customer reviews are a form of ratings or comments written by consumers after using a product, and this information can be accessed by other consumers to assist them in the process of making a purchase decision. The results of previous research conducted by (Nuraeni & Irawati, 2021) & (Faradita et al., 2023), (Walyoto & Shinta., 2022) & (Sinaga & Rochdianingrum, 2024) shows that Online Customer Reviews has a positive effect on purchasing decisions. In contrast to research (Amelia et al., 2022), (Ghoni & Soliha, 2022), (Febriana & Ari, 2022) states that Online Customer Reviews has no effect on the purchase decision.

The next factor that also influences the purchase decision is the quality of the product. According to Kotler and Amsrong, (2018), product quality is defined as the ability of a product to perform its functions, which include durability, reliability, precision, ease of operation, and repair, as well as other attributes that contribute to customer satisfaction. The results of previous research conducted by (Nuraeni & Irawati, 2021), (Faradita et al., 2023), (Hidayati et al., 2023) stating that product quality has a positive effect on the purchase decision. In contrast to research (Amalia et al., 2024), (Fuji et al., 2022), (Sholikah & Ahmadi, 2024) declare that the quality of the product has no effect on the purchase decision.

Another factor that also influences the purchase decision is Promotion. According to Kotler and Amsrong, (2018) state that the Promotion includes several actions designed to convey the value of the product to the customer and persuade them to buy, The results of previous research conducted by (Nuraeni & Irawati, 2021), (Amalia et al., 2024), (Walyoto et al., 2022) stating that promotions have a positive effect on purchasing decisions. In contrast to the research conducted by (Bima et al., 2021), (Fuji et al., 2022),

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(Ardiansyah & Khalid, 2022) declares that the promotion has no effect on the purchase decision.

The last factor that also influences the purchase decision is the quality of service. According to Kotler and Amsrong, (2018) stating that the quality of service is important to foster customer satisfaction and loyalty, which significantly influences purchasing choices. The results of previous research conducted by (Gilang et al., 2024), (Rafqi & Mahaputra, 2021), (Nendi et al., 2022) stating that the quality of service has a positive effect on the purchase decision. In contrast to research (Febrianto & Sumaryanto, (2024), (Fuji et al., 2022), (Baihaky et al., 2022) declare that the quality of service has no effect on the purchase decision.

The study builds on previous research by Nuraeni & Irawati, (2021) that investigates Influence Online Customer Reviews, Product Quality, and Promotion of the purchase decision. The main difference in this study is the incorporation of independent variables, in particular Quality of Service, derived from the work Gilang et al., (2024).. In addition, the sample size has been increased to 130 respondents from the previous 98, with Tokopedia as the subject of the study. Based on the background that I have described, this research raises the topic of influence Online Customer Reviews, product quality, promotion and service quality to the purchase decision of tokopedia in Gen Z in the city of Purwokerto. Based on this background, this study intends to explore the effects of Online Customer Reviews, Product Quality, Promotion and Service Quality for Purchase Decisions at Tokopedia. I chose this title because the four factors Online Customer Review, Product Quality, Promotion, and Service Quality are important variables that are interrelated and relevant in influencing purchasing decisions on the Tokopedia platform**.** This research is expected to provide strategic insights for online business actors to better understand consumer behavior and increase competitiveness in the digital market.

LITERATURE REVIEW

Consumer Behavior

One of the important things that consumers do when buying goods or services is the consumer decision process, according to Firmansyah & Mahardhika (2018), this procedure is considered important because it includes a series of actions before the consumer reaches the final choice. This process assists consumers in assessing alternatives, to help them make informed decisions about purchasing goods or services. The consumer decision-making process involves a number of stages, namely:

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identification of needs, search for information, assessment of various alternatives, decision to buy, and reaction after purchase. Each stage shows a structured and rational thinking pattern, which is based on data, previous experience, and individual perceptions. At the stage of identifying needs, consumers begin to realize that there is a gap between the actual situation and the expected conditions. After that, they start looking for relevant information, both from personal experience (internal sources) and from outside parties such as consumer reviews, mass media, or other people's recommendations (external sources).

Cognitive Theory

The cognitive theory of consumer behavior states that purchasing choices come from logical internal cognitive processes. Kotler and Amsrong, (2018) asserts that psychological elements, including perception, motivation, learning, beliefs, and attitudes, influence consumer behavior. Consumers cognitively evaluate information obtained from the outside world, including online customer reviews, product quality, promotions, and service quality, to make purchasing choices that optimally meet brand needs.

Purchase Decision

Decision is the study of how people, groups, and organizations choose, buy, use, and use goods, services, or concepts or experiences to meet their needs and desires (Kotler and Amsrong, 2018). Personal purchasing decisions are a process that takes place directly as long as consumers decide to buy a business product. Kotler & Keller, (2016) affirms that consumer purchasing choices are shaped by four main factors: cultural, social, personal, and psychological considerations. According to Agustiningrum & Andjarwati (2021) There are 3 indicators of purchase decisions, namely 1) information quality, 2) benefit and 3) value value.

Online Customer Reviews

According to Kotler and Amsrong, (2018), Online Customer Reviews is a form of rating or comment written by a consumer after using a product, and this information can be accessed by other consumers to assist them in the process of making a purchase decision. Kotler & Keller, (2016) stating that consumers' perception of a product is influenced by other people's experiences, including online reviews. Therefore, Online Customer Reviews It plays an important role in the purchase decision process, especially when consumers are looking for information and evaluating product alternatives.

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According to Putri and Wandebori (2016) in a study (Audria & Stone, 2022) states that indicators that can affect Online Customer Reviews On buying interest, namely 1) the credibility of the source, 2) the quality of the opinion, 3) the valance review, 4) the perceived benefit and 5) the number of reviews. The results of previous research conducted by (Nuraeni & Irawati, 2021) & (Faradita et al., 2023), (Walyoto & Shinta., 2022) & Sinaga & Rochdianingrum, (2024) shows that Online Customer Reviews has a positive effect on purchasing decisions.

H1: Online Customer Review (X1) variable has a positive effect on the Purchase decision (Y)

Product Quality

Product quality contributes significantly to consumers' purchasing decisions. Products that have superior quality are usually able to build satisfaction, foster trust, and increase customer loyalty, which in turn encourages them to make a purchase (Kotler & Keller, 2016). Research Nuraeni & Irawati, (2021) identify six characteristics that affect product quality and buying interest, namely 1) Performance, 2) Additional Features, 3) Reliability, 4) Conformance to Specifications, 5) Durability and 6) Aesthetics. The results of previous research conducted by (Nuraeni & Irawati, 2021), (Faradita et al., 2023), (Hidayati et al., 2023) stating that product quality has a positive effect on the purchase decision.

H2: Product Quality Variable (X2) has a positive effect on Purchase Decision (Y)

Promotion

Kotler and Amsrong, (2018) stating that marketing includes some actions designed to convey the value of the product to customers and persuade them to buy, Promotions function as a company communication tool to shape perceptions, provide information, and persuade potential buyers to be interested and ultimately make a purchase decision. Promotion indicators according to Kotler and Amsrong, (2018) namely 1) Advertising, 2) Sales promotion, 3) Personal selling, 4) Public relations and 5) Direct marketing. The results of previous research conducted by (Nuraeni & Irawati, 2021), (Amalia et al., 2024), (Walyoto et al., 2022) stating that promotions have a positive effect on purchasing decisions.

H3: Promotion Variable (X3) has a positive effect on Purchase Decision (Y)

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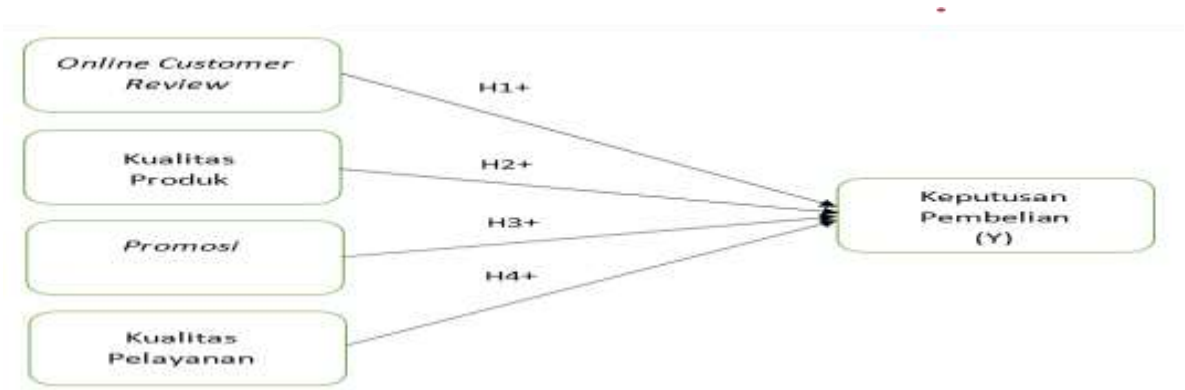
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Quality of Service

Kotler and Amsrong, (2018) stating that the quality of service is important to foster customer satisfaction and loyalty, which significantly influences purchasing choices. The quality of service also plays a role in the alternative evaluation stage in the purchase decision process, where consumers not only consider the price and product features aspects, but also assess the service experience provided by the seller. Excellent service can be an added value that differentiates a product from its competitors and encourages consumers to make a more convincing purchase decision (Tjiptono, 2019). Indicators of service quality according to Soetanto, (2022) namely 1) Physical Evidence (Tangibles), 2) Empathy (Empathy), 3) Reliability (Reliability), 4) Responsiveness (Responsiveness) and 5) Assurance (Assurance). The results of previous research conducted by (Nur Akbar et al., 2024), (Rafqi Ilhamalimy & Mahaputra, 2021), (Nendi et al., 2022) stating that the quality of service has a positive effect on the purchase decision.

H4: Service Quality Variable (X4) has a positive effect on Purchase Decision (Y)

Figure 2. Frame of Mind



RESEARCH METHODS

This study is a quantitative study focused on Gen Z individuals in Purwokerto. Samples are determined by purposive sampling method based on certain criteria (non-probability). Based on data from BPS Banyumas, (2024) The population of this study includes 25,089 Generation Z people from four sub-districts in Purwokerto City. The sample of this study was 130 calculated using the Slovin formula with a margin of error of 10%. Calculations with a margin of error of 10% are due to the use of large populations, including preset and exploratory research, as well as limited research resources such as

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time, effort, and capital (Kanda Data, 2025). However, to increase the representation of samples in each region, the total number of samples taken exceeds the minimum number applied, so that the total that has been obtained is 130 people.

$$= \frac{\frac{N}{1 + Ne^2}}{\frac{25.089}{1 + 25.089\ (0{,}10)^2}}$$

$$= \frac{25.089}{251{,}89}$$

$$= 99$$

Data was collected using a questionnaire sent through Google Forms, with closed-ended statements assessed using a Likert scale to evaluate approval rates. The multiple linear regression method is used to assess the strength of the relationship between independent and dependent variables (Scott, 2017). Data were analyzed using SPSS version 25 after being collected from respondents.

RESULTS

Respondent Characteristics

Table 1. Respondent Description

Yes	Information	Sum
1	Gender	
	Man	56
	Woman	74
1	Sum	130
2	Age	
	17-19	29
	20-22	55
	23-25	46
	Sum	130
3	Status	
	Student	29
	Student	47
	Worker	54

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	Sum	130
4	Income	
	IDR 500,000 – IDR 999,999	14
	IDR 1,000,000–IDR 1,499,999	20
	IDR 1,500,000–IDR 1,999,999	80
	> IDR 2,000,000	16
	Sum	130
5	As long as	
	South Purwokerto	28
	West Purwokerto	38
	East Purwokerto	35
	North Purwokerto	29
	Sum	130

Based on Table 1, the analysis of respondent characteristics, from the total female respondents, showed significant dominance, reaching 74 people. This finding indicates that women have a fairly dominant role in online purchasing activities through Tokopedia. Most of the respondents were in the age range of 20 to 22 years, which was as many as 55 people. This data shows that the majority of respondents come from a young age group who tend to actively use technology and digital services. Based on status, the respondents who work are the largest group, namely 54 people. This illustrates that Tokopedia is used by various groups, not only students and students, but also by individuals who are already working. Judging from the monthly income level, the majority of respondents have an income between IDR 1,500,000 to IDR 1,999,999, which is 80 people. This reflects that most of the respondents come from the middle economic class.

Table 2. Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Online Customer Reviews	130	3	5	4,25	,457

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Product Quality	130	3,5	5	4,33	,416
Promotion	130	3,3	4,9	4,18	,357
Quality of Service	130	1	5	4,01	,813
Purchase Decision	130	4	4,6	4,35	,168
Valid N (listwise)	130				

Based on Table 2, the results of descriptive statistics show that all variables have an average of above 4, indicating that the respondents' perception is in the high category. Purchase Decisions have the highest average (4.35) with a high level of consistency. Product Quality, Online Customer Reviews, and Promotions are also rated positive. Meanwhile, Service Quality had the lowest average (4.01) and the highest standard deviation, indicating a considerable difference of opinion among respondents.

Validity & Reliability Test

Table 3. Validity & Reliability

Variable	Indicators	Corelation Total	R Table	Cronbach's Alpha
	OCR 1	0,656	0,1449	
	OCR 2	0,720	0,1449	
	OCR 3	0,700	0,1449	
	OCR 4	0,652	0,1449	
Online Customer Reviews X1	OCR 5	0,729	0,1449	0,858
	OCR 6	0,649	0,1449	
	OCR 7	0,647	0,1449	
	OCR 8	0,652	0,1449	
	OCR 9	0,633	0,1449	
	OCR 10	0,599	0,1449	
	KPr 1	0,666	0,1449	
	KPr 2	0,576	0,1449	
	KPr 3	0,678	0,1449	
	KPr 4	0,708	0,1449	
	KPr 5	0,724	0,1449	
Product Quality X2	KPr 6	0,630	0,1449	0,889

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	KPr 7	0,780	0,1449	
	KPr 8	0,784	0,1449	
	KPr 9	0,713	0,1449	
	KPr 10	0,555	0,1449	
	KPr 11	0,588	0,1449	
	KPr 12	0,696	0,1449	
	Pr 1	0,635	0,1449	
	Pr 2	0,607	0,1449	
	Pr 3	0,727	0,1449	
	Pr 4	0,670	0,1449	
Promotion X3	Pr 5	0,532	0,1449	0,748
	Pr 6	0,525	0,1449	
	Pr 7	0,670	0,1449	
	Pr 8	0,387	0,1449	
	Pr 9	0,353	0,1449	
	Pr 10	0,371	0,1449	
	KPl 1	0,743	0,1449	
	KPl 2	0,803	0,1449	
	KPl 3	0,843	0,1449	
	KPl 4	0,806	0,1449	
Quality of Service X4	KPl 5	0,776	0,1449	0,931
	KPl 6	0,764	0,1449	
	KPl 7	0,829	0,1449	
	KPl 8	0,840	0,1449	
	KPl 9	0,832	0,1449	
	KP 1	0,446	0,1449	
	KP 2	0,511	0,1449	
	KP 3	0,548	0,1449	
	KP 4	0,553	0,1449	
Purchase Decision Y	KP 5	0,656	0,1449	0,708
	KP 6	0,610	0,1449	
	KP 7	0,434	0,1449	
	KP 8	0,388	0,1449	

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	KP 9	0,462	0,1449	

Based on Table 3, the validity results show that the statement item of the service quality indicator contains 1 statement that is invalid until it is deleted and then the data is rearranged so that it has produced the following validity and realism, all variables are Online Customer Reviews, Product Quality, Promotion and Quality have an R value calculated > R table, which is 0.1449. Therefore, all statement items of each variable are declared valid. Meanwhile, the results of Cronbach's Alpha value in the variable reliability test Online Customer Reviews of 0.858, product quality variable of 0.889, promotion variable of 0.748, service quality variable of 0.931 and purchase decision variable of 0.708. The basis for making the decision that the variable is valid is that it has a Cronbach's Alpha value > 0.60, it can be concluded that all statement items in this study are declared reliable.

Normality Test

According to Ghozali (2018) The normality test is used to test regression models, disruptive or residual variables have a normal distribution. The normality test in this study used the non-parametric Kolmogorov-Smirnov (K-S) statistical test, if the significance value in this test is greater than 0.05 then Ho is accepted and the residual is normally distributed (Ghozali, 2018). The normality test used data from 130 respondents.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		130
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.02618517
Most Extreme Differences	Absolute	.042
	Positive	.042
	Negative	-.024
Test Statistic		.042
Asymp. Sig. (2-tailed)		.200[c,d]

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Based on Table 4, the output results of the One Sample Kolmogrov-Sminov test above, it is known that the Asymp value. Sig. (2-Tailed) is 0.200 which means that the value is greater than 0.05 (level of significant). This shows that the residual data is normally distributed.

Multicollinearity Test

Table 5. Multicoloniality Test

Coefficient			
		Collinearity Statistics	
Type		Tolerance	VIVID
1	Online Customer Reviews	,902	1,109
	Product Quality	,990	1,010
	Promotion	,983	1,017
	Quality of Service	,906	1,104

Based on the information in table 5, the tolerance value shows that there is no independent variable that has a tolerance value of less than 0.10 which means that there is no correlation between independent variables that have a value of more than 95%. The results of the calculation of the Variance Inflation Factor (VIF) value also show the same thing, there is not a single independent variable that has a VIF value of more than 10. So the conclusion is that there is no multicolonialism between independent variables.

Heteroscedasticity Test

According to Ghozali (2018) The heteroscedasticity test was used to test whether the regression model occurred in the variance of the variance of the residual between one observation and the other. In this study, the Glejser test method was used to regress all independent variables to their residual absolute variables. The basis for making decisions for the heteroscedasticity test is that if the sig value is > 0.05, it can be concluded that there is no heteroscedasticity in the study, and vice versa.

Table 6. Heteroscedasticity

Variable	Sig
Online Customer Reviews	0,607
Product Quality	0,745

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Promotion	0,101
Quality of Service	0,853

In Table 6, it is known that the significant value on all variables is more than 0.05. Therefore, it can be concluded that the regression model does not experience symptoms of heteroscedasticity.

Determination Coefficient Test Results (R2)

Table 7. Coefficient of Determination Test (R2)

Model Summary				
Type	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.697a	.131	.104	3.074

The determination coefficient (R2) is a test used to measure the extent to which the model is able to account for the variations that occur in the dependent variables (Ghozali, 2018). In the results of the determination coefficient test according to table 8, the adjusted r square value is 0.131 which means that Online Customer Reviews, Product Quality, Promotion and Service Quality in explaining the dependent variable, namely the purchase decision of 13.1%, while the remaining 86.8% is explained by other variables outside the research conducted. Study by Achim et al., (2024) found that among Gen Z, factors such as trust and perceived usefulness of ecommerce have a significant influence on online purchase intention, which has strong implications for real purchase decisions but is not included in this model. Therefore, it is necessary to add other variables that are needed to be able to increase the value of the r-square.

Test F

Table 8. Test F

NEW ERA						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2,208	4	,552	29,572	,000b
	Residual	2,334	125	,019		
	Total	4,542	129			

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It can be seen from Table 8, the value of F calculated is 29.572 which is greater than the F of the table which is 2.45. Meanwhile, the significance value of 0.000 is smaller than 0.05. Thus it can be concluded that this multiple regression model is feasible to use, and independent variables that include online customer reviews, Product quality, promotion, and service quality have a simultaneous influence on the dependent variables of the purchase decision.

Multiple Linear Regression Test

Table 7. Multiple Regression Test

Coefficient						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	2.597	0,556		4.668	.000
	x1	.016	.069	.021	.236	.813
	x2	.288	.071	.338	4.033	.000
	x3	.111	.086	.107	1.279	.203
	x4	-.026	.040	-.056	-.636	.526

Partial Test (T Test)

In accordance with the test results from the previous SPSS output, the following multiple linear regression equations were obtained:

1. Online Customer Reviews have no effect on Purchase Decisions

   The Online Customer Review variable has a β1 value of 0.021, indicating a positive direction by obtaining a calculated t value of 0.236 < t table of 1.657. The significance value is 0.813 > 0.05, it can be concluded that *the* Online Customer Review (X1) has a positive effect on the Purchase decision (Y), Ha is rejected.
2. Product Quality has a positive effect on Purchase Decisions.

   The Service Quality variable has a β2 value of 0.338, indicating a positive direction with a calculated t value of 4.033 > t table of 1.657. The significance value is 0.000 < 0.05, it can be concluded that Product Quality (X2) has a positive effect on the Purchase Decision (Y), Ha is accepted.
3. Promotions have no effect on the Purchase Decision.

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The Promotion variable has a β3 value of 0.107 indicating a positive direction with a calculated t value of 1.279 < a table of 1.979. The significance value is 0.203 > 0.05, it can be concluded that the Promotion (X3) has a positive effect on the Purchase Decision (Y), Ha is rejected.

4. The quality of the service has no effect on the Purchase Decision.

   The Service Quality variable has a β4 value of -0.056 indicating a negative direction by obtaining a calculated t value of -0.636 < t table of 1.979. The significance value of 0.526 > 0.05 can be concluded that the Quality of Service (X4) has a positive effect on the Purchase Decision (Y), Ha is rejected.

The regression equation can be seen in Table 7, as follows:

KP = 2.597 + 0.016OCR + 0.288 KPr + 0.111 Pr - 0.026 KPl

The above equation can be explained as follows:

a = A constant value of 2.597 states that Online Customer Reviews, Product Quality, Promotions, and Service Quality are fixed values then Purchase Decisions are worth 2.597

Only β2 is significant, then the value of the product quality coefficient is 0.288, meaning that if the product quality increases by 1 unit, then the purchase decision increases by 0.288 units assuming other variables have a fixed value.

DISCUSSION

The Influence of Online Customer Reviews on Purchase Decisions

Online Customer Reviews has no effect on the purchase decision. The results of this study can be shown that respondents assess that Tokopedia's reputation is not only determined by positive reviews, but also by other factors such as service, security, and platform comfort. Based on research Bogdan et al., (2025) reveals that the existence of fake or automatically generated reviews can cause confusion among consumers and reduce the level of trust in online customer reviews (OCR), so that the impact of these reviews on purchase decisions becomes less significant. In cognitive theory according to Kotler and Amsrong, (2018), psychological factors such as perception, motivation, learning, beliefs, and attitudes also affect consumer behavior. If the information is not considered important, relevant, or credible, then the cognitive process does not produce a response in the form of a purchase decision. This means that even if reviews are available, consumers tend to rely on other factors that are more convincing such as product quality or others. The results of the study show that Online Customer Reviews

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has no effect on purchasing decisions that are reinforced by research (Amelia et al., 2022), (Ghoni & Soliha, 2022), and (Febriana & Ari , 2022).

The Influence of Product Quality on Purchase Decisions

Product quality has a positive effect on purchasing decisions. The results of this study can show that visual information and specifications are easily verified when the product is received. In cognitive theory according to Kotler and Amsrong, (2018), Psychological factors such as perception, motivation, learning, beliefs, and attitudes also influence consumer behavior. Accurate and expected product information triggers a positive response after being mentally processed, thus encouraging consumers to make a purchase. The results of the study that show that Product Quality has a positive effect on purchasing decisions are strengthened by the research (Nuraeni & Irawati, 2021), (Faradita et al., 2023), (Hidayati et al., 2023).

The Influence of Promotions on Purchase Decisions

Promotions have no effect on the purchase decision. The results of this study show that the marketing messages received are not fully in line with the respondents' personal interests or needs, likely because the promotions are general and less personalized. Based on research Ulqinaku & Sarial-Abi, (2025) It concluded that while promotions are able to encourage increased purchases in the short term, it has the potential to lower the image of brand quality in the eyes of consumers and cause consumers to become more sensitive to prices in the future. Thus, promotions do not always have a strategic influence on purchasing decisions. In cognitive theory according to Kotler and Amsrong, (2018), psychological factors such as perception, motivation, learning, beliefs, and attitudes also affect consumer behavior. Although promotions are available, if the message conveyed does not match the interests or needs of the consumer, then the information is not processed in depth. As a result, promotions don't result in a response in the form of a purchase decision. The results of the study showing that promotion has no effect on purchasing decisions are strengthened by the research (Bima et al., 2021), (Fuji et al., 2022), (Ardiansyah & Khalid, 2022).

The Influence of Service Quality on Purchase Decisions

The quality of the service has no effect on the purchase decision. The results of this study show that it is likely due to constraints such as slow responses, lack of personalization, or inconsistent service experience. Based on research Maharsi et al.,

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(2021) It concludes that the quality of service does not have a direct impact on purchase intention, but rather has an indirect effect through consumer satisfaction which acts as a mediating variable, in other words, the influence of service quality on purchase decisions tends to be weak or insignificant if not supported by other variables that strengthen the relationship. In cognitive theory according to Kotler and Amsrong, (2018), psychological factors such as perception, motivation, learning, beliefs, and attitudes also affect consumer behavior. In this case, even if the service is provided, if it is not as expected or not considered crucial in the purchase process, then the information is not processed in depth. As a result, the quality of service does not form a response in the form of a purchase decision. The results of this study show that the quality of service does not affect the purchase decision which is strengthened by the research (Amalia et al., 2024), (Fuji et al., 2022), (Sholikah & Ahmadi, 2024).

CONCLUSION

This study concludes that of the four variables studied, only Product Quality has been proven to have a positive effect on the purchase decision of Generation Z consumers at Tokopedia in Purwokerto. This shows that the usability, features, durability, and suitability aspects of the product are the main factors that drive purchases. Meanwhile, Online Customer Reviews, Promotion, and Quality of Service have no effect on purchase decisions, this indicates that these factors are not yet fully the main drivers for consumers in making purchase decisions.

Practically, Tokopedia is advised to focus on improving the quality of the products sold and re-evaluate its promotional strategy and customer service to make it more relevant and attractive to Generation Z, perhaps through a more personalized and interactive approach. For further research, it is recommended to expand the scope of the region and the number of respondents, as well as add variables such as price, *Brand image*and *Trust*, or combine quantitative methods with in-depth interviews for a more comprehensive understanding.

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