

## Shaping Gen Z's Purchasing Decisions: The Role of Influencers, Affiliate Marketing, and Online Reviews on Shopee

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### Abstrak

Penelitian ini bertujuan untuk mengkaji secara komprehensif bagaimana tiga pilar pemasaran digital—yaitu *influencer marketing*, *affiliate marketing*, dan *online customer review*—secara signifikan memengaruhi *purchasing decision* konsumen Generasi Z. Studi ini berfokus pada pengalaman konsumen Gen Z di Yogyakarta yang melakukan pembelian produk perawatan kulit Skintific melalui *marketplace* Shopee. Menggunakan pendekatan kuantitatif, data primer dikumpulkan melalui survei kuesioner dari 100 responden Gen Z. Hasil analisis menunjukkan bahwa *influencer marketing* ( $t=5.903$ ,  $p<0.001$ ), *affiliate marketing* ( $t=2.684$ ,  $p<0.001$ ), dan *online customer review* ( $t=5.498$ ,  $p<0.001$ ) secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, ketiga variabel tersebut juga berpengaruh signifikan ( $F=51.050$ ,  $p<0.001$ ) dengan kemampuan menjelaskan 60.3% variasi keputusan pembelian. Temuan ini memberikan wawasan strategis yang berharga bagi para pemasar dan platform *e-commerce* dalam merumuskan strategi yang lebih efektif dan relevan, khususnya untuk menjangkau dan memengaruhi perilaku pembelian segmen Gen Z yang merupakan *digital native* dan sangat responsif terhadap tren dan rekomendasi di ranah digital.

**Kata Kunci:** Influencer, Affiliate Marketing, Online Customer Review, Purchasing Decision, Gen Z

### Abstract

This study aims to comprehensively examine how the three pillars of digital marketing namely *influencer marketing*, *affiliate marketing*, and *online customer reviews* significantly influence the purchasing decisions of Generation Z consumers. This study focuses on the experiences of Gen Z consumers in Yogyakarta who purchased Skintific skincare products through the Shopee marketplace. Using a quantitative approach, primary data was collected through a questionnaire survey from 100 Gen Z respondents. The results of the analysis show that *influencer marketing* ( $t=5.903$ ,  $p<0.001$ ), *affiliate marketing* ( $t=2.684$ ,  $p<0.001$ ), and *online customer reviews* ( $t=5.498$ ,  $p<0.001$ ) partially have a positive and significant effect on purchasing decisions. Simultaneously, the three variables also have a significant effect ( $F=51.050$ ,  $p<0.001$ ) with the ability to explain 60.3% of the variation in purchasing decisions. These findings provide valuable strategic insights for marketers and e-commerce platforms in formulating more effective and relevant strategies, particularly to reach and influence the purchasing behavior of the Gen Z segment who are digital natives and highly responsive to trends and recommendations in the digital realm.

**Keywords:** Influencer, Affiliate Marketing, Online Customer Review, Purchasing Decision, Gen Z

## INTRODUCTION

The development of digital technology has revolutionized consumer interactions with products and services, especially in Indonesia, which is experiencing rapid e-commerce growth. Data shows that the value of Indonesia's e-commerce transactions reached Rp487 trillion in 2024 (GoodStats, quoting Mandiri Institute). Shopee, as one of the largest marketplaces, successfully attracted the attention of Gen Z through the integration of adaptive marketing strategies, including affiliate programs, collaborations with influencers, and the dissemination of online customer reviews.

Gen Z, born between 1997 and 2012, is a digital native generation that heavily relies on information from the internet before making purchasing decisions. They tend to seek recommendations from social media influencers, product reviews from other consumers, and attractive offers from affiliate programs. Skincare products like Skintific, which are popular among Gen Z, often leverage these three digital marketing strategies.

Previous research has shown that influencers have the ability to shape consumer preferences and purchasing behavior through their credibility and appeal (Sang et al., 2024). Affiliate marketing has become an efficient strategy for brands to reach a wide audience through affiliates who promote products with commission rewards, effectively increasing sales



(Susilawati et al., 2023). Meanwhile, online customer reviews play an important role in reducing purchase uncertainty and influencing consumer decisions, especially when product information is incomplete.

Although digital marketing strategies such as influencer marketing, affiliate marketing, and online customer reviews have been widely studied, most existing research tends to examine these elements separately. In practice, however, these strategies are often implemented together and may produce synergistic effects, particularly among Generation Z consumers who are highly engaged with digital platforms and often rely on online content when making purchasing decisions. Despite this practical relevance, limited studies have comprehensively explored the combined impact of these three strategies, especially within the context of specific products like Skintific, marketed on platforms such as Shopee and within a defined geographical setting like Yogyakarta.

The formulation of the research problems in this study is based on the need to understand the specific roles that different digital marketing strategies play in shaping the purchasing decisions of Generation Z consumers on e-commerce platforms, particularly Shopee. Accordingly, this study seeks to address the following key questions: First, to what extent does influencer marketing significantly affect the purchasing decisions of Gen Z consumers on Shopee? Second, how does affiliate marketing contribute to influencing the purchasing behavior of this consumer group within the same platform? Third, to what degree do online customer reviews influence Gen Z consumers when making purchasing decisions on Shopee? These questions are intended to guide the research in exploring both the individual and combined impacts of these marketing strategies on consumer behavior in the context of Indonesia's growing digital marketplace.

To address the existing research gap, this study is designed to carry out a comprehensive empirical investigation into the influence of three prominent digital marketing strategies—namely influencer marketing, affiliate marketing, and online customer reviews—on the purchasing decisions of Generation Z consumers. While each of these strategies has been widely implemented in contemporary marketing practices, their combined effects, particularly within a localized and product-specific context, remain underexplored in academic literature. This research focuses specifically on the case of Skintific skincare products marketed on the Shopee e-commerce platform, with a geographical emphasis on Yogyakarta, Indonesia. Generation Z, as a digitally native cohort, represents a critical segment of online consumers whose purchasing behavior is notably shaped by peer recommendations, social influence, and content-driven engagement.

Accordingly, this study seeks to examine three core research problems. First, it aims to determine the extent to which influencer marketing significantly affects the purchasing decisions of Gen Z consumers on Shopee. Second, it explores how affiliate marketing contributes to shaping purchasing behavior within this demographic. Third, it investigates the role that online customer reviews play in influencing consumer choices on the same platform. By addressing these questions, the study aims not only to assess the individual impact of each marketing strategy but also to capture their collective and potentially synergistic influence. The findings are expected to offer valuable insights for marketers, e-commerce platforms, and brands in optimizing digital marketing efforts targeted at young consumers in Indonesia's fast-growing online marketplace.

Theoretically, the findings of this study are expected to contribute to the body of knowledge by offering insights into the extent to which influencer marketing affects the purchasing decisions of Generation Z consumers, particularly within the digital ecosystem of e-commerce platforms. Through a quantitative research approach, this study also aims to deepen the academic understanding of the interrelationships between key variables—namely influencer marketing, affiliate marketing, and online customer reviews—within the context of local online



marketplaces. The results are anticipated to enrich the theoretical discourse surrounding digital consumer behavior and marketing strategy in emerging markets, especially as it pertains to digitally native consumer segments such as Gen Z.

From a practical perspective, the study is intended to serve as a reference point for future researchers seeking to explore similar topics in greater depth and with broader methodological scope, thereby fostering the development of more robust and nuanced findings. Furthermore, the research serves as an informative tool for students, providing them with practical knowledge and insights into how influencer marketing functions as a strategic component in digital promotion and how it impacts consumer purchase interest—knowledge that is essential for enhancing their understanding of real-world business practices and societal interactions. Additionally, this study may serve as a source of relevant information for the general public, helping individuals better understand the influential role that digital figures can play in shaping purchasing preferences and inspiring consumer behavior in the modern marketplace.

## **Literature Review**

### **Influencer**

An influencer is an individual who holds the power to affect others' purchasing decisions through their authority, knowledge, or relationship with their audience. Maulana et al. (2020) state that influencer marketing relies on a soft-selling approach that acts as a form of testimonial, helping to build follower trust. However, as Susilawati et al. (2023) point out, not all influencers can significantly impact product marketing effectiveness. According to Barta et al. (2023), an influencer's effectiveness as an endorser depends on several factors such as credibility (trustworthiness and expertise), attractiveness (likability and similarity), and perceived influence. Their communication style, visual presentation, and level of engagement with followers contribute to how successfully they promote a product, especially when aligned with the interests of their audience.

However, the effectiveness of influencers in promoting products is not uniform, as it is shaped by several specific indicators. First, trustworthiness refers to the perceived honesty and transparency of the influencer. According to Sabina & Marsasi (2024), drawing on the Theory of Planned Behavior, there is a strong positive correlation between an influencer's trustworthiness and Gen Z consumers' attitudes toward products, which ultimately affects their intention to purchase. Second, expertise reflects the influencer's depth of knowledge, skills, and experience in a particular area. In industries such as beauty, technology, fashion, or health, influencers are considered more credible and persuasive when they demonstrate a solid understanding of the products and trends they promote. Third, attractiveness involves both physical appearance and behavioral traits that make the influencer appealing to their audience. Influencers who are perceived as relatable, likable, or aspirational are more likely to be followed and trusted, which increases their persuasive power and engagement. These three elements play a crucial role in determining how effectively an influencer can impact consumer behavior, especially among Generation Z, who tend to be highly responsive to digital personalities they admire and trust.

### **Affiliate Marketing**

Affiliate marketing is a performance-based marketing strategy that relies heavily on the internet and involves a third party, known as the affiliate or marketing partner, who earns financial rewards by promoting or selling products on behalf of a company. This system offers flexible collaboration models and various commission structures, depending on the platform or agreement in place. In recent years, affiliate marketing has gained popularity among business owners due to its low operational costs and the increasing accessibility of online promoters



who can effectively market products using digital platforms. One example is the Shopee Affiliate Program, which provides an opportunity for content creators to earn additional income by promoting Shopee products on social media through original and creative content.

The effectiveness of affiliate marketing can be assessed through several key indicators. First, the availability of product links shared by affiliates serves as a direct path for potential consumers to access and purchase the promoted items. Second, the presence of online product reviews, whether in the form of video demonstrations or written testimonials, enhances product visibility and builds consumer trust. Third, the ability to reach specific target audiences, which directly influences the amount of commission earned by the affiliate, reflects the overall success and impact of the affiliate marketing effort. These indicators help measure the performance of affiliate-driven campaigns and their contribution to digital sales, particularly in e-commerce platforms such as Shopee.

### Online Customer Review

Online customer reviews (OCR) refer to evaluations or feedback provided by consumers and published on digital platforms such as e-commerce websites, including Shopee and Tokopedia, or through social media. These reviews can take the form of written comments, images, or videos and are aimed at sharing users' experiences with a particular product or service. For Generation Z consumers, OCR serves as a primary reference point when making purchasing decisions, as it is often perceived as more genuine and credible than official promotional content (Mahfooz, 2024). According to Kotler and Armstrong (2001), OCR is categorized as a form of electronic word-of-mouth (e-WOM), which significantly shapes consumer perceptions and purchasing behavior.

In the digital era, consumers, especially those from Generation Z, increasingly seek online reviews before committing to a purchase, relying on peer-generated content to evaluate product quality and trustworthiness. The effectiveness of online customer reviews can be measured through several key indicators. First, the number of reviews available for a product is often associated with consumer trust, where a higher volume suggests broader usage and implies a level of popularity and credibility that may influence purchase intention (Nurhaliza et al., 2024). Second, review quality is a critical factor for Gen Z, who tend to pay close attention to the authenticity, detail, and relevance of user experiences. Reviews that include honest commentary and visual evidence, such as photos or videos, tend to be more persuasive in shaping consumer behavior. Mahfooz (2024) notes that helpful and detailed content is a major driver of online purchase decisions. Third, product ratings offer a concise summary of overall customer satisfaction, commonly expressed through a star-based system ranging from one to five. High ratings often create a favorable impression that can positively influence a consumer's trust and final purchasing choice (Parasari et al., 2025). Together, these indicators demonstrate the central role of OCR in the online decision-making process, particularly for digital-native consumers in today's marketplace.

### METHOD

This study adopts a quantitative approach with a causal associative research design, aiming to test the hypothesis regarding the cause-and-effect relationship between the independent variables-influencer, affiliate marketing, and online customer review-with the dependent variable-purchasing decision. This design was chosen to identify the direction and strength of influence between variables. The research procedure was conducted chronologically starting from problem formulation, literature review, instrument development, data collection, to data analysis.

The population of this research is all Generation Z consumers (individuals born between 1997 and 2012) who live in Yogyakarta and have experience buying Skintific brand skin care products through the Shopee marketplace. Sampling was carried out using purposive sampling method, where respondents were selected based on specific criteria relevant to the research objectives. Based on the formula of Lemeshow et al. (1990) formula with a 95% confidence level and 10% precision, as well as considering missing data, the sample collected was 100 respondents.

Primary data is the main source of information in this study, which is collected directly from respondents through questionnaire instruments. The questionnaire was developed using a Likert scale (1=Strongly Disagree, 2=Disagree, 3=Agree, 4=Strongly Agree) to measure respondents' level of agreement with a series of statements designed to reflect the research variables. Prior to large-scale data collection, the questionnaire underwent validity and reliability testing on a small group of respondents (pre-test) to ensure consistency and accuracy of the instrument. Data collection was conducted online through a digital survey platform for easy access and reach of Gen Z respondents. The following section presents the demographic characteristics of the respondents in this study.

**Table 1. Respondents Characteristics**

| <b>Respondent Characteristics</b> | <b>n</b> | <b>%</b> |
|-----------------------------------|----------|----------|
| <b>Age</b>                        |          |          |
| 17 - 20 years old                 | 24       | 25.50    |
| 21 - 24 years old                 | 74       | 69.60    |
| 25 - 28 years old                 | 4        | 4.90     |
| <b>Gender</b>                     |          |          |
| Female                            | 85       | 83.30    |
| Male                              | 17       | 16.70    |

The demographic profile of the 100 respondents reveals a clear representation of Generation Z. The sample was predominantly female, accounting for 82% of the participants, with males making up the remaining 18%. In terms of age, a significant majority, 87%, fell within the 19-21 years age bracket, underscoring the focus on young adults. Correspondingly, 78% of the respondents reported their latest education as university students, which aligns with 83% identifying their occupation as students. These characteristics confirm the study's focus on a young, digitally native, and student-centric Gen Z population in Yogyakarta.

The data analysis process will involve several stages. First, descriptive statistics will be used to present the demographic characteristics of respondents and the data distribution of each variable. Second, data quality tests, including validity tests (to confirm that the instrument measures what it is supposed to measure) and reliability tests (to ensure consistency of measurement), will be conducted. Third, classical assumption tests (normality, multicollinearity, and heteroscedasticity) will be applied to ensure the data meets the requirements for multiple linear regression analysis.

## HASIL DAN PEMBAHASAN

### Validity Test

Validity refers to the extent to which an instrument accurately measures what it is intended to measure (Sugiyono, 2012). In this study, a validity test was conducted using the Corrected Item-Total Correlation (CITC) technique, which assesses the correlation between the score of an individual item and the total score of the scale, excluding that item. An item is considered



valid if its corrected item-total correlation exceeds 0.30 (Ghozali, 2018). The analysis was carried out using the Statistical Program for Social Science (SPSS) software.

**Tabel 2. Validity Test Outcomes**

| <u>Variabel Influencer (X1)</u>             | <u>r Hitung</u> | <u>Signifikansi</u> | <u>r Tabel</u> | <u>Keterangan</u> |
|---|-----------------|---------------------|----------------|-------------------|
| X1.1  | 0,730           | 0,05                | 0,195          | Valid             |
| X1.2  | 0,749           | 0,05                | 0,195          | Valid             |
| X1.3  | 0,742           | 0,05                | 0,195          | Valid             |
| X1.4  | 0,651           | 0,05                | 0,195          | Valid             |
| <u>Variabel Affiliate Marketing (X2)</u>    | <u>r Hitung</u> | <u>Signifikansi</u> | <u>r Tabel</u> | <u>Keterangan</u> |
| X2.1  | 0,649           | 0,05                | 0,195          | Valid             |
| X2.2  | 0,602           | 0,05                | 0,195          | Valid             |
| X2.3  | 0,716           | 0,05                | 0,195          | Valid             |
| X2.4  | 0,612           | 0,05                | 0,195          | Valid             |
| <u>Variabel Online Customer Review (X3)</u> | <u>r Hitung</u> | <u>Signifikansi</u> | <u>r Tabel</u> | <u>Keterangan</u> |
| X3.1  | 0,662           | 0,05                | 0,195          | Valid             |
| X3.2  | 0,750           | 0,05                | 0,195          | Valid             |
| X3.3  | 0,718           | 0,05                | 0,195          | Valid             |
| X3.4  | 0,556           | 0,05                | 0,195          | Valid             |
| <u>Variabel Purchase Decisions (Y)</u>      | <u>r Hitung</u> | <u>Signifikansi</u> | <u>r Tabel</u> | <u>Keterangan</u> |
| X4.1  | 0,706           | 0,05                | 0,195          | Valid             |
| X4.2  | 0,591           | 0,05                | 0,195          | Valid             |
| X4.3  | 0,726           | 0,05                | 0,195          | Valid             |
| X4.4  | 0,710           | 0,05                | 0,195          | Valid             |

Based on the results of the validity tests conducted for all research instruments, it can be concluded that all items within each variable meet the required validity standards. The validation process involved comparing the corrected item-total correlation value (r-count) of each question item with the critical value of the correlation coefficient (r-table). Given the sample size (N) of 102 and a significance level of 0.05, the degrees of freedom (df) were calculated as 100, resulting in an r-table value of 0.195. As all items had r-count values greater than the r-table, they are deemed valid for further analysis.

### Reability Test

According to , a reliability test is a tool used to assess the consistency of a questionnaire that serves as an indicator of a particular variable or construct. A questionnaire is considered reliable when an individual's responses to the items remain consistent or stable over time. Reliability is commonly measured using the Cronbach's Alpha coefficient, and a construct is deemed reliable if the Cronbach's Alpha value exceeds 0.60. The general criteria for evaluating reliability are as follows: first, if Cronbach's Alpha is greater than 0.60, the instrument is considered reliable; second, if Cronbach's Alpha is less than 0.60, the instrument is considered unreliable.

**Tabel 3. The Results of the Reability Test**

| <u>Variabel</u>        | <u>Cronbach's Alpha</u> | <u>Nilai Kritis</u> | <u>Keterangan</u> |
|------------------------|-------------------------|---------------------|-------------------|
| Influencer             | 0,864                   | 0,60                | Reliable          |
| Affiliate Marketing    | 0,821                   | 0,60                | Reliable          |
| Online Customer Review | 0,834                   | 0,60                | Reliable          |
| Purchase Decision      | 0,846                   | 0,60                | Reliable          |

Based on the reliability test results presented in the table above, it can be concluded that all research instruments for the variables Influencer (X1), Affiliate Marketing (X2), Online Customer Review (X3), and Purchase Decisions (Y) are reliable. Since each variable shows a Cronbach's Alpha value equal to or greater than 0.60, this indicates that the questionnaire used in this study possesses strong internal consistency and is capable of producing stable and trustworthy data for accurately measuring each construct.

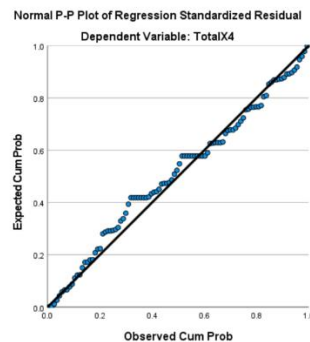
### Normality Test

According to (Sugiyono, 2016), the normality test is conducted to evaluate whether the data from a population follows a normal distribution pattern. In research, various methods can be used to assess the normality of data. In this study, the test was performed using the Normal P–



P Plot of Regression Standardized Residual available in the SPSS software. In this type of plot, if the data points are distributed along and closely follow the diagonal line, it can be concluded that the residuals are normally distributed.

**Tabel 4. The Normality Test Outcomes**



The results of the normality test in this study indicate that the data points on the P–P Plot are fairly well-aligned with the diagonal line, showing no signs of extreme deviations. This suggests that the residuals follow a normal distribution, and therefore the regression model satisfies the assumption of normality.

### Multicollinearity Test

The multicollinearity test is used to determine whether there is a correlation among the independent variables within a regression model. In a well-constructed regression model, there should be no significant correlation between independent variables.

**Tabel 5. The Result of the Multicollinearity Test**

| Coefficients <sup>a</sup>      |                             |            |       |                           |       |       |                         |       |
|--------------------------------|-----------------------------|------------|-------|---------------------------|-------|-------|-------------------------|-------|
| Model                          | Unstandardized Coefficients |            |       | Standardized Coefficients | t     | Sig.  | Collinearity Statistics |       |
|                                | B                           | Std. Error | Beta  | Tolerance                 |       |       | VIF                     |       |
| 1                              | (Constant)                  | 1.907      | 1.044 |                           | 1.827 | .071  |                         |       |
|                                | TotalX1                     | .179       | .068  | .197                      | 2.647 | .009  | .682                    | 1.466 |
|                                | TotalX2                     | -.051      | .085  | -.048                     | -.601 | .549  | .597                    | 1.676 |
|                                | TotalX3                     | .737       | .077  | .715                      | 9.535 | <.001 | .674                    | 1.484 |
| a. Dependent Variable: TotalX4 |                             |            |       |                           |       |       |                         |       |

a. Dependent Variable: TotalX4

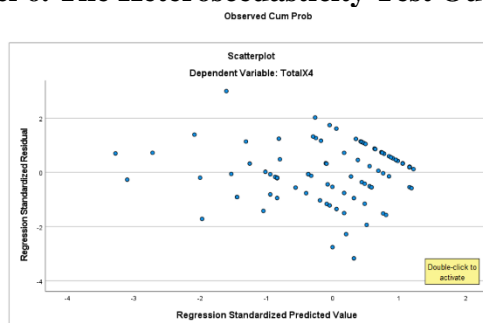
The results of the analysis indicate that all independent variables have Tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values less than 10. These values fall within acceptable thresholds, indicating no violation of the multicollinearity assumption.

Therefore, it can be concluded that the regression model does not exhibit symptoms of multicollinearity, and all three independent variables can be included in the model simultaneously without compromising the validity of the analysis results.

### Heteroscedasticity Test

The heteroscedasticity test is used to assess whether there is a variance inequality in the residuals from one observation to another within a regression model (Priyatno, 2011). This test is commonly conducted by examining the scatterplot of the regression residuals. If the data points in the scatterplot are randomly distributed above and below the value of zero on the Y-axis without forming a clear or systematic pattern, it can be concluded that heteroscedasticity is not present.

In this study, the test was performed by observing the scatterplot between the predicted values (ZPRED) and the residual values (ZRESID). The resulting scatterplot showed that the data points were dispersed randomly without any distinct pattern.

**Tabel 6. The Heteroscedasticity Test Outcomes**

Therefore, it can be concluded that the model does not suffer from heteroscedasticity, and the classical assumption of homoscedasticity is considered to be fulfilled.

### Assesment of Variables

The Influencer variable (X1) was measured using four indicators (X1.1–X1.4), with an overall mean score of 4.09. The highest scores were observed in X1.1 and X1.4, indicating that product visualization and influencer personality play key roles in influencing Gen Z's purchasing decisions. However, a slightly lower score in X1.3 suggests some skepticism regarding content authenticity. Overall, influencers are perceived as credible and persuasive in delivering product messages.

The Affiliate Marketing variable (X2), measured by three indicators, had an average score of 3.77—the lowest among all independent variables. This suggests that affiliate-based promotions are less impactful on Gen Z purchasing decisions, potentially due to a lack of awareness or perceived impersonal nature. The lowest score was found in X2.3, indicating a limited recognition of affiliate marketing mechanisms among respondents.

The Online Customer Review variable (X3) scored the highest among the independent variables, with an overall mean of 4.20. All four indicators showed strong agreement, particularly X3.2, reflecting Gen Z's high trust in the honesty and clarity of customer reviews. These reviews serve as reliable sources of information, significantly influencing purchase decisions.

The Purchase Decision variable (Y), measured through four indicators (Y1–Y4), had an average score of 4.10. Respondents agreed that their purchasing behavior is influenced by information received from influencers, affiliates, and peer reviews. The highest score in Y4 emphasized the importance of trust in making final purchase decisions. This suggests that Gen Z shoppers in Yogyakarta make thoughtful, information-based decisions rather than impulsive ones.

### Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effect of the independent variables on the dependent variable, with the resulting equation expressed as:  $Y = 0.814 + 0.354X_1 + 0.222X_2 + 0.354X_3 + e$ , where Y represents purchasing decisions,  $X_1$  denotes influencer marketing,  $X_2$  refers to affiliate marketing,  $X_3$  represents online customer reviews, and e is the error term.

Based on this equation, the constant value of 0.814 indicates that when all independent variables are held at zero, the purchasing decision score would be 0.814, serving as the baseline of the model. The regression coefficient for influencer marketing ( $X_1$ ) is 0.354, suggesting that a one-unit increase in the perception of influencers leads to a 0.354 unit increase in purchasing decisions, indicating a positive effect. Similarly, the coefficient for affiliate marketing ( $X_2$ ) is 0.222, implying a positive contribution to purchasing decisions, though to a lesser extent. The



coefficient for online customer reviews ( $X_3$ ) is also 0.354, meaning that improved perceptions of customer reviews significantly enhance purchasing decisions.

**Tabel 7. Multiple Linear Regression Analysis Outcomes**

| Coefficients <sup>a</sup> |                                  |            |                                   |       |       |                                 |             |                         |      |
|---------------------------|----------------------------------|------------|-----------------------------------|-------|-------|---------------------------------|-------------|-------------------------|------|
| Model                     | Unstandardized Coefficients<br>B | Std. Error | Standardized Coefficients<br>Beta | t     | Sig.  | 95.0% Confidence Interval for B |             | Collinearity Statistics |      |
|                           |                                  |            |                                   |       |       | Lower Bound                     | Upper Bound | Tolerance               | VIF  |
| 1                         | (Constant)                       | 1.907      | 1.044                             | 1.827 | .071  | -.165                           | 3.979       |                         |      |
|                           | TotalX1                          | .179       | .068                              | .197  | 2.647 | .009                            | .045        | .313                    | .682 |
|                           | TotalX2                          | -.051      | .085                              | -.048 | -.601 | .549                            | -.221       | .118                    | .597 |
|                           | TotalX3                          | .737       | .077                              | .715  | 9.535 | <.001                           | .583        | .890                    | .674 |

a. Dependent Variable: TotalX4

Overall, these results indicate that all three independent variables have a positive influence on Gen Z consumers' purchasing decisions on Shopee.

### The t Test

The t-test was conducted to determine the individual effect of each independent variable on the dependent variable. According to Wiyono (2011), the test follows the criterion that if the significance value is less than 0.05, the hypothesis is accepted; otherwise, it is rejected.

**Tabel 8. t Test Outcomes**

| Coefficients <sup>a</sup> |                                  |            |                                   |       |       |                                 |             |                         |      |
|---------------------------|----------------------------------|------------|-----------------------------------|-------|-------|---------------------------------|-------------|-------------------------|------|
| Model                     | Unstandardized Coefficients<br>B | Std. Error | Standardized Coefficients<br>Beta | t     | Sig.  | 95.0% Confidence Interval for B |             | Collinearity Statistics |      |
|                           |                                  |            |                                   |       |       | Lower Bound                     | Upper Bound | Tolerance               | VIF  |
| 1                         | (Constant)                       | 1.907      | 1.044                             | 1.827 | .071  | -.165                           | 3.979       |                         |      |
|                           | TotalX1                          | .179       | .068                              | .197  | 2.647 | .009                            | .045        | .313                    | .682 |
|                           | TotalX2                          | -.051      | .085                              | -.048 | -.601 | .549                            | -.221       | .118                    | .597 |
|                           | TotalX3                          | .737       | .077                              | .715  | 9.535 | <.001                           | .583        | .890                    | .674 |

a. Dependent Variable: TotalX4

Based on the regression output, all three independent variables—Influencer ( $X_1$ ), Affiliate Marketing ( $X_2$ ), and Online Customer Review ( $X_3$ )—demonstrated significance values below 0.05, specifically 0.000 for  $X_1$ , 0.015 for  $X_2$ , and 0.000 for  $X_3$ . These results indicate that all three variables exert a statistically significant partial influence on purchasing decisions. Furthermore, the regression coefficients of  $X_1$  and  $X_3$  were both 0.354, suggesting that these two variables have the strongest impact on purchasing decisions. In contrast,  $X_2$ , with a coefficient of 0.222, also has a significant influence but to a lesser extent. This highlights the relative strength of each variable in shaping Gen Z consumers' purchase behavior on the Shopee platform.

### The F Test

The F-test was conducted to determine whether all independent variables included in the regression model have a simultaneous influence on the dependent variable. In the context of this study, the F-test aimed to examine whether the variables Influencer ( $X_1$ ), Affiliate Marketing ( $X_2$ ), and Online Customer Review ( $X_3$ ) collectively have a significant effect on Purchasing Decisions ( $Y$ ). The test was performed using the ANOVA table in the multiple linear regression output from SPSS.

According to Ghazali (2018), the decision-making criterion is based on the significance value (Sig.), where if the Sig. value is less than 0.05, the regression model is considered statistically significant in a simultaneous manner.

**Tabel 9. The Result of the F Test**

| ANOVA <sup>a</sup> |            |                |     |             |        |
|--------------------|------------|----------------|-----|-------------|--------|
| Model              |            | Sum of Squares | df  | Mean Square | F      |
| 1                  | Regression | 303.009        | 3   | 101.003     | 55.346 |
|                    | Residual   | 178.844        | 98  | 1.825       |        |
|                    | Total      | 481.853        | 101 |             |        |

a. Dependent Variable: TotalX4

b. Predictors: (Constant), TotalX3, TotalX1, TotalX2

Based on the F-test results presented in the ANOVA table, the F-value was found to be 36.699 with a significance level of 0.000. Since the significance value is below the 0.05 threshold, it can be concluded that the regression model used in this study is significant as a whole. This indicates that the three independent variables jointly have a significant influence on the purchasing decisions of Gen Z consumers regarding Shopee products in the Yogyakarta region.

Therefore, these findings demonstrate that respondents' perceptions of influencers, affiliate marketing, and customer reviews collectively play an important role in explaining the variation in their purchasing decisions.

## Hypothesis Discussion

### First Hypothesis: The Influence of Influencer Marketing (X1) on Purchase Decision (Y)

The findings of this study indicate that Influencer Marketing (X1) has a positive and significant effect on the Purchase Decision (Y) of Gen Z consumers for Skintific products on the Shopee marketplace. The analysis revealed that marketing through influencers contributes significantly to consumer purchasing decisions. Influencers who are well-recognized by the public for their promotional approaches tend to appear more engaging and persuasive, thereby influencing potential buyers. Gen Z consumers are inclined to trust recommendations from public figures they follow on social media, viewing these individuals as authentic and relevant sources of information [X1]. Information delivered by experienced sources helps potential buyers evaluate products more effectively. The creativity and uniqueness displayed by influencers in presenting product reviews enhance the likelihood of purchase decisions being made.

This phenomenon benefits business actors and online sellers, as it enables them to boost sales by implementing creative and distinctive promotional strategies, including advertisements that feature influencer reviews. The rapid growth of online business facilitated by flexible and broad-reaching e-commerce platforms has also contributed positively to the Indonesian economy. These findings are consistent with previous studies conducted by [X2] and [X3], which also found that influencer-based marketing strategies significantly and positively impact purchase decisions.

### Second Hypothesis: The Influence of Affiliate Marketing (X2) on Purchase Decision (Y)

Affiliate Marketing (X2) was also found to have a positive and significant influence on the Purchase Decision (Y) of Gen Z consumers purchasing Skintific products on Shopee. The research demonstrated that Affiliate Marketing plays a significant role in shaping consumer purchasing decisions on this platform. Gen Z consumers tend to be drawn to products or promotional offers that demonstrate transparency and provide added value through affiliate programs [X4]. When affiliate marketing successfully establishes a perception that aligns with consumer expectations, it can positively shape how the public views the promotion and can serve as an effective tool within broader marketing strategies [X5].

Affiliate marketing is instrumental in influencing consumer choices and can enhance sales performance by maintaining the ability to evoke emotional responses in potential buyers—such as through exclusive discounts or cashback incentives. This marketing strategy further strengthens brand–consumer interactions, builds trust in product quality, and motivates consumers to finalize their purchases. By influencing the opinions and perceptions of potential customers, affiliate marketing contributes meaningfully to the decision-making process for purchases on Shopee [X6]. The findings affirm the importance of affiliate marketing in fostering consumer trust and ultimately driving purchase behavior. These conclusions are supported by earlier research from [X7] and [X8], which also reported that affiliate marketing strategies significantly and positively affect purchase decisions.

### **Third Hypothesis: The Influence of Online Customer Review (X3) on Purchase Decision (Y)**

Online Customer Review (X3) was shown to have a positive and significant impact on the Purchase Decision (Y) of Gen Z consumers purchasing Skintific products on Shopee. The findings indicate that online customer reviews serve as a powerful driver of purchasing behavior. Gen Z consumers often seek validation through the experiences of other users before committing to a purchase [X9]. Online reviews function as a strong form of social proof, reducing uncertainty and fostering trust in both product quality and brand credibility. When these reviews successfully establish a positive perception aligned with consumer expectations, they influence public opinion and perception of product quality, thereby serving as an effective component of marketing strategy [X10].

Online customer reviews play a critical role in shaping consumer preferences and can enhance sales by evoking emotional connections, as credible peer-generated reviews are often deemed more trustworthy than traditional advertising. This dynamic further enhances brand–consumer interaction, boosts confidence in product quality, and encourages purchasing behavior. By shaping opinions and influencing how prospective customers evaluate a product on Shopee, online reviews contribute substantially to purchasing decisions [X11]. This research underscores the crucial role of online customer reviews in cultivating consumer trust and promoting informed purchasing decisions. These findings are consistent with prior studies conducted by [X12] and [X13], which also confirmed that online reviews have a significant and positive impact on purchase decision-making processes. These insights highlight the strategic value of leveraging customer feedback as a persuasive tool in digital marketing.

## **CONCLUSION**

This study was conducted to examine the influence of Influencer Marketing, Affiliate Marketing, and Online Customer Reviews on the purchase decisions of Generation Z consumers toward Skintific products through the Shopee platform in Yogyakarta. The findings derived from multiple linear regression analysis reveal that all three independent variables have a statistically significant impact on purchase decisions. Influencer marketing was found to play a notable role, as the presence and endorsements of influencers substantially influence consumers' attitudes and trust toward the promoted products. Similarly, affiliate marketing also demonstrated a significant effect, indicating that promotional strategies through affiliate links and incentives are effective in capturing the interest and engagement of Gen Z consumers.

In addition, online customer reviews emerged as a key determinant in shaping purchase decisions, with user-generated reviews providing credible and relatable insights that contribute to consumer confidence. These results underscore the collective importance of digital marketing strategies in influencing consumer behavior within the e-commerce environment.

## **Suggestions**

Based on the findings and limitations of this study, the researcher offers several recommendations for future research and practical application:

### **Theoretical Suggestions**

Future studies are encouraged to broaden the demographic and geographic scope of respondents to enhance the generalizability of the results. It is also recommended to include additional variables such as price, product quality, and brand trust in order to develop a more comprehensive analytical model. Furthermore, adopting a mixed-method approach—combining



both quantitative and qualitative methods—may offer deeper insights into consumer perceptions, particularly regarding the influence of social media on purchasing behavior.

### Practical Suggestions

For Skintific and similar brands, the results of this study indicate that influencer marketing and customer reviews are two highly influential factors in the purchasing decisions of Gen Z consumers. Therefore, promotional strategies involving credible influencers who resonate with Gen Z audiences should be further optimized. At the same time, brands should actively encourage customers to provide honest and high-quality reviews, as such feedback has been shown to significantly affect potential buyers. While affiliate marketing remains relevant, its effectiveness among Gen Z consumers can be enhanced through more engaging and user-friendly program designs.

For the Shopee platform, it is advisable to continue improving features that support interaction between consumers and promoters, such as the integration of visual reviews, verified influencer badges, and a transparent, user-friendly affiliate system. Gen Z consumers, on the other hand, are encouraged to remain critical and discerning when engaging with digital promotions. Although influencer endorsements and customer reviews can provide initial product impressions, purchasing decisions should ultimately be guided by personal needs, financial considerations, and credible sources of information.

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