



UNIVERSITAS ANDALAS
UNIVERSITAS ANDALAS

THESIS

**THE EFFECT OF ONLINE CUSTOMER REVIEW, PRICE
CONSCIOUSNESS AND PERCEIVED EASE OF USE OF SHOPEE ON
PURCHASE DECISION OF GENERATION Z'S FOR FASHION PRODUCTS**

Ardy Krisna Putra Arfiansyah

2210523047

Thesis Supervisor : Dessy Kurnia Sari SE, M.Bus (Adv), Ph.D

INTERNATIONAL MANAGEMENT STUDY PROGRAM

DEPARTMENT OF MANAGEMENT

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS ANDALAS

PADANG

2026

**THE EFFECT OF ONLINE CUSTOMER REVIEW, PRICE
CONSCIOUSNESS AND PERCEIVED EASE OF USE OF SHOPEE ON
PURCHASE DECISION OF GENERATION Z'S FOR FASHION PRODUCTS**

By:

Ardy Krisna Putra Arfiansyah

NPM: 2210523047

ABSTRACT

This study examines the effect of Online Customer Review, Price Consciousness, and Perceived Ease of Use on Generation Z's Purchase Decision for fashion products on Shopee. A quantitative approach was applied using primary data collected through questionnaires distributed to Generation Z consumers in Padang City who have purchased fashion products through Shopee. Data analysis was conducted using multiple linear regression analysis with the use of SPSS 25, including validity test, reliability test, classical assumption test, and hypothesis testing. The results of this study indicate that Online Customer Review, Price Consciousness, and Perceived Ease of Use influence Generation Z's Purchase Decision for fashion products on Shopee. The findings highlight that consumer-generated information, price evaluation, and platform convenience are important factors in shaping online purchase decision among Generation Z consumers.

Keywords : Online Customer Review, Price Consciousness, Perceived Ease of Use, Purchase Decision, Generation Z.

Thesis Supervisor : Dessy Kurnia Sari SE, M.Bus (Adv), Ph.D