

CHAPTER V

CONCLUSION

5.1 Research Conclusion

This research was conducted to investigate the effect of online customer review, price consciousness, and perceived ease of use on the purchase decision of generation Z for fashion products on Shopee. This study used a quantitative approach with hypothesis testing, in which three hypotheses were developed, namely the effect of online customer review, price consciousness, and perceived ease of use on purchase decision. The total number of respondents was 170, obtained through questionnaire distribution using Google Forms. Furthermore, the data in this study were analyzed and processed using Microsoft Excel and IBM SPSS 25.

In the previous chapter, the results were discussed after the hypothesis testing was conducted. The following are the conclusions of this research based on the data analysis and discussion in the previous chapter:

1. Online customer review has a positive and significant effect on generation Z's purchase decision for fashion products on Shopee. This means that reviews, ratings, and comments from previous buyers help respondents assess products before making a purchase. This is supported by the descriptive analysis, where the highest mean score of 4.42 shows that respondents agree that customer reviews help them understand the strengths and weaknesses of fashion products before deciding to.
2. Price consciousness has a positive and significant effect on generation Z's purchase decision for fashion products on Shopee. This means that price influences respondents when deciding to buy fashion products, as they tend to compare prices and consider whether the product is worth the money spent. This is supported by the descriptive analysis, where the highest mean score of

3.89 shows that price is the main factor considered by respondents, although they still pay attention to product quality and overall value.

3. Perceived ease of use has a positive and significant effect on generation Z's purchase decision for fashion products on Shopee. Consumers will be more inclined to make a purchase when the Shopee app is user-friendly, particularly in searching for products, navigating the app, and transacting. This is aligned with the descriptive analysis as the highest mean score is 4.38, which means that the respondents agree that Shopee is easy to use and helps them decide to purchase.

5.2 Research Implication

Based on the conducted research, the findings provide several implications related to the effect of online customer review, price consciousness, and perceived ease of use on the purchase decision of generation Z for fashion products on Shopee. The implications of this study can be divided into theoretical implications and practical implications.

A. Theoretical Implication

The results of this study contribute to the development of consumer behavior research, particularly in the context of e-commerce and online purchase decisions among generation Z consumers. The findings show that online customer review, price consciousness, and perceived ease of use have a positive and significant effect on purchase decision. This indicates that online purchase decisions are influenced by social information, price evaluation, and technological convenience.

The findings of online customer review further support the idea that consumer-generated information can impact purchase decision. Consumer reviews, ratings and comments provide valuable information about a product for current and future customers and can help alleviate uncertainty when shopping online. The result on price consciousness indicates that price is still the important factor that influences consumers

decision making process particularly for generations Z who are prone to comparing prices on the product, and judging the value of products before making a purchase. Meanwhile, the finding on perceived ease of use strengthens the view that ease in using an e-commerce platform can encourage consumers to complete their purchase decision.

B. Practical Implication

The results of this study provide practical implications for fashion merchants on Shopee in understanding the factors that influence generation Z's purchase decision. Based on the results, online customer review, price consciousness, and perceived ease of use significantly effect purchase decision. Merchants should therefore develop strategist that improve consumer trust, perceived value, and shopping convenience.

The first point regarding online customer review is that merchant should work to maintain positive consumer feedback and encourage customers to provide detailed reviews after purchasing products. Given that generation Z consumers rely on customer generated information to determine the quality of fashion products, merchants can improve purchase confidence by encouraging reviews that includes product quality evaluations, and visual evidence such as photos or videos.

Regarding price consciousness, merchants should implement pricing strategies that focus on value than just offering the lowest price. As consumers tend to compare alternatives before making a purchase, merchants can offer competitive prices through promotions, discounts and bundle offers.

Lastly, to improve the perceived ease of use, merchants could optimize the presentation of their store on Shopee to create a convenient purchasing process. This can be achieved by providing complete product descriptions, accurate size information, clear images and organized product variations. By doing so, merchants can reduce consumers' effort in searching and evaluating products, thereby increasing the probability of purchase decision.

5.3 Research Limitation

This study has several limitations that should be considered when interpreting the findings. The limitations of this research are presented as follows:

1. This study was limited to generation Z consumers in Padang who had purchased fashion products through Shopee. Therefore, the findings may not fully represent generation Z consumers in other cities or regions with different social, economic, and online shopping characteristics.
2. This study only focused on one e-commerce platform, namely Shopee. Since each e-commerce platform has different features, user interface, promotional strategies, and consumer segments, the results may differ if the study is conducted on other platforms such as Tokopedia, Lazada, TikTok Shop, or other online marketplaces.
3. This research is limited to three independent variables, namely, online customer review, price consciousness, and perceived ease of use. Therefore, it only examines the relationships based on the three hypotheses formulated in this study.
4. The data collection for this study was conducted by using the online questionnaire. This is a self-reported approach and the outcome will be contingent on the understanding and reliability of the respondents' responses to the questionnaire. Interviews or follow-up questions could be added to findings in future research.
5. The data is cross-sectional, as it was collected within a specific period. Therefore, the findings describe respondents' perceptions and purchase decisions during the data collection period, without examining possible changes over time.

5.4 Research Suggestion

Based on the findings and limitations of this study, several suggestions are proposed for future research. The suggestions are presented as follows:

1. Future research is suggested to expand the research area beyond Padang. This study was conducted with generation Z consumers in Padang and respondents from other cities in Indonesia can be used for further research to get wider and representative results.
2. Future research is suggested to explore on other e-commerce platforms, in addition to Shopee, including Tokopedia, Lazada, TikTok Shop, and other online marketplaces. This can help to determine if the effect of online customer review, price consciousness, and perceived ease of use on purchase decision is different for various platforms.
3. Future research is encouraged to examine different product categories. This study only focused on fashion products, while consumer behavior may differ across product categories such as beauty products, electronics, household products, or food and beverages. By studying different product categories, future research can compare whether the same variables have similar effects in different purchasing contexts.
4. Future researchers may apply different research methods or analytical approaches. Since this study used a quantitative approach with questionnaire data, future studies may use qualitative methods, mixed methods, or more advanced statistical techniques to gain deeper insight into consumer purchase decision-making.
5. Future research is suggested to use a larger and more balanced sample. In this study, the respondents were dominated by female and college student respondents. Therefore, future studies may involve a more balanced distribution of gender, occupation, and income groups to produce findings that better represent the broader generation Z population.