

## **The Influence of E-Service Quality, Online Promotion, and E-WOM on Purchase Decisions for Aerostreet Shoes on Shopee**

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### **Abstract**

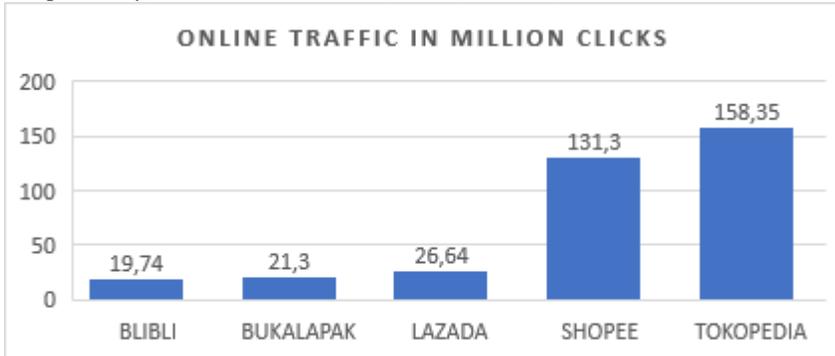
The rapid growth of electronic commerce has transformed consumer purchasing behavior, particularly among Generation Z, who actively engage with online marketplaces like Shopee. This study aims to examine the influence of electronic service quality, online promotion, and electronic word of mouth on the online purchase decisions of Aerostreet shoes on Shopee among Generation Z consumers. A quantitative approach was employed, utilizing primary data collected through questionnaires and secondary data from market reports. The study used a saturated sampling technique, involving 100 respondents, and applied multiple linear regression analysis, validity tests, reliability tests, classical assumption tests, and hypothesis testing. The findings indicate that electronic service quality and online promotion have a positive and significant impact on online purchase decisions, enhancing consumer trust and product visibility. In contrast, electronic word of mouth does not significantly influence purchase decisions, suggesting limited reliance on online reviews. These results underscore the importance of optimizing platform functionality and promotional strategies to attract Generation Z, providing valuable insights for fashion retailers to strengthen their digital marketing efforts on Shopee.

### **Keywords**

*E-Service Quality, E-Word of Mouth, Marketplace, Online Promotion, Purchase Decisions.*

## 1. Introduction

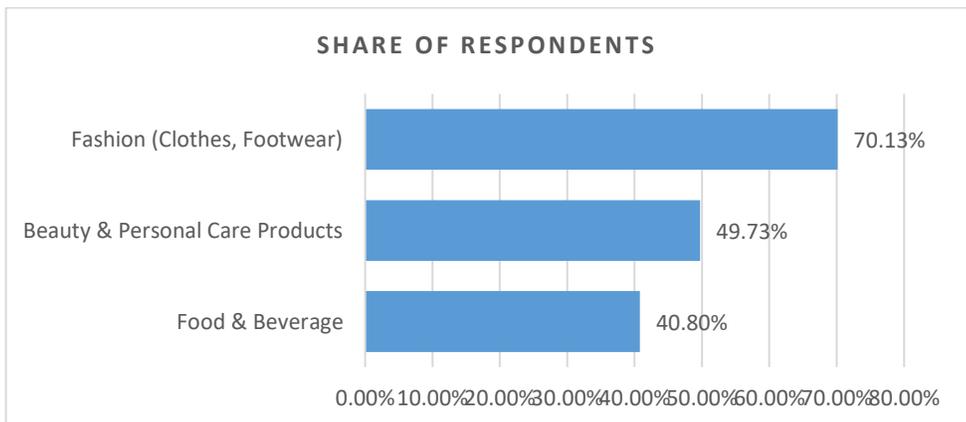
The rapid advancement of digital technology has significantly transformed various aspects of life, particularly in driving the shift of transaction patterns from traditional to electronic commerce (e-commerce) through marketplace platforms. According to data from GoodStats and Statista, Tokopedia and Shopee were the two most popular marketplaces in Indonesia, with 158.35 million and 131.3 million visits, respectively, in 2022 (GoodStats, 2024; Statista, 2024).



Sumber: GoodStats (2024) and Statista (2024)

Figure 1. Number of Marketplace Visits in Indonesia in 2022

Figure 1 illustrates the number of marketplace visits in Indonesia in 2022, highlighting the dominance of these platforms in the e-commerce landscape. This development has intensified competition among fashion industry players, requiring them to adapt their marketing strategies to align with consumer behavior, particularly among Generation Z (born between 1997–2012), which constitutes 75.49 million individuals or 27.94% of Indonesia's population (Databoks, 2022). Known for their active internet use and tendency to follow global fashion trends, Generation Z represents a critical market segment for online fashion retailers.



Sumber: GoodStats (2023)

Gambar 2. Highest Number of Product Sales in January 2023

The high enthusiasm for purchasing fashion products through marketplaces, as shown in Figure 2, which depicts the top-selling product categories in January 2023, underscores the need for marketers to understand consumer behavior, particularly in the context of online purchase decisions (GoodStats, 2023). A survey by GoodStats in January 2023 revealed that approximately 70.13% of consumers used marketplaces to purchase fashion products such as clothing and footwear. The purchase decision is a critical stage in the consumer decision-making process, where individuals finalize their product selections after evaluating alternatives based on personal characteristics, vendor services, website quality, and online purchase intentions (Kotler et al., 2016). Online purchase decisions involve a complex interplay of factors, including consumers' knowledge integration and their evaluation of available options, ultimately leading to the selection of a product or service (Putri & Marlien, 2022).

E-Service Quality refers to a website's performance in providing effective and efficient facilities for online shopping, encompassing the purchase of goods or services (Zeithaml et al., 2015, as cited in Shankar & Datta, 2020). High e-service quality enhances the effectiveness of e-commerce processes and positively impacts businesses by fostering consumer trust and satisfaction (Hartono et al., 2021). According to Suganda and Arrifianti (2023), superior e-service quality significantly drives online purchase decisions by improving the consumer shopping experience. Similarly, online promotion, defined as marketing activities conducted through digital media to promote products or services, plays a pivotal role in influencing consumer purchase decisions (Jamaludin et al., 2015). Gunawan (2020) highlights that effective online promotions increase the likelihood of consumers purchasing products by leveraging digital platforms to reach tech-savvy audiences. Furthermore, e-word of mouth (E-WOM) involves the informal dissemination of information about products or services via the internet, serving as a trusted source of information that shapes consumer perceptions and behaviors (Pratiwi et al., 2019; Pandjaitan et al., 2022).

Despite extensive research on e-service quality and online promotion, the influence of e-word of mouth on online purchase decisions, particularly for fashion products like Aerostreet shoes on Shopee, remains underexplored. According to Gunawan (2020), while online promotions significantly drive purchase intentions, the role of e-word of mouth in shaping Generation Z's purchase decisions in specific marketplace contexts is less understood, indicating a critical research gap. Similarly, Hartono et al. (2021) suggest that e-service quality is a dominant factor, but its interaction with e-word of mouth requires further investigation to understand its full impact on consumer behavior. This study aims to comprehensively examine the influence of e-service quality, online promotion, and e-word of mouth on the online purchase decisions of Aerostreet shoes on Shopee among Generation Z, providing insights to support effective digital marketing strategies for fashion retailers.

This research focuses on the purchase decisions of Aerostreet shoes through the Shopee marketplace, targeting Generation Z as the primary subject. By addressing the identified research gap, this study seeks to contribute to the understanding of consumer behavior in the digital era and offer practical implications for enhancing marketing strategies in the competitive e-commerce landscape.

## 2. Literature Review

### *2.1. E-Service Quality and Online Purchase Decisions*

E-Service Quality refers to the ability of a website to provide effective and efficient facilities for online shopping, encompassing the purchase of goods or services (Zeithaml et al., 2015, as cited in Shankar & Datta, 2020). It includes dimensions such as efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact, which collectively enhance the online shopping experience (Blut, 2016). According to Hartono et al. (2021), e-service quality significantly influences consumer trust and satisfaction, making it a critical determinant of online purchase decisions. High e-service quality ensures a seamless and reliable shopping process, which encourages consumers to finalize their purchases. For instance, a responsive website interface and accurate product categorization reduce search time, thereby increasing purchase likelihood (Sudjanarti et al., 2023). In the context of Shopee, e-service quality is vital for fostering consumer confidence in purchasing fashion products like Aerostreet shoes.

The relationship between e-service quality and online purchase decisions is well-documented. Suganda and Arrifianti (2023) emphasize that superior e-service quality directly enhances consumers' propensity to make online purchases by improving their shopping experience. Previous studies have consistently shown a positive and significant impact of e-service quality on purchase decisions. For example, Purwaningrum and Chamidah (2022) found that efficient and reliable online services increase consumer trust, leading to higher purchase intentions. Similarly, Sudjanarti et al. (2023) confirmed that e-service quality drives purchase decisions by providing a user-friendly platform. In this study, e-service quality is hypothesized to positively influence the purchase decisions of Aerostreet shoes on Shopee, as it shapes Generation Z's perception of the platform's reliability and efficiency.

H1: E-Service Quality has a positive and significant effect on online purchase decisions.

### *2.2. Online Promotion and Online Purchase Decisions*

Online promotion involves marketing activities conducted through digital media to introduce and promote products or services, including advertisements, discounts, coupons, and giveaways (Jamaludin et al., 2015). It aims to increase the likelihood of consumers purchasing a product by enhancing product visibility and appeal (Gunawan, 2022). According to Rosida and Haryanti (2020), online promotions effectively communicate product attributes such as type, color, price, and quality, thereby influencing consumer purchase behavior. In the digital era, online promotions leverage platforms like Shopee to reach tech-savvy consumers, particularly Generation Z, who are highly active on digital platforms (Azwari & Lina, 2020; Hartanto & Indriyani, 2022). Strategies such as flash sales, paid advertisements, and attractive banners significantly enhance product discoverability and encourage purchases (Luo et al., 2021).

The impact of online promotion on purchase decisions is supported by several studies. Susanti et al. (2020) found that digital promotions, including discounts and online advertisements, positively affect online purchase decisions during the COVID-19 pandemic. Similarly, Yusuf et al. (2020) demonstrated that well-executed online promotions increase consumer interest and purchase intentions on marketplaces. These findings suggest that online promotion is a critical driver of purchase decisions in e-commerce settings. In the context of this study, online promotion is expected to significantly influence Generation Z's decisions to purchase Aerostreet shoes on Shopee, as effective promotional strategies enhance product visibility and appeal.

H2: Online Promotion has a positive and significant effect on online purchase decisions.

### ***2.3. E-Word of Mouth and Online Purchase Decisions***

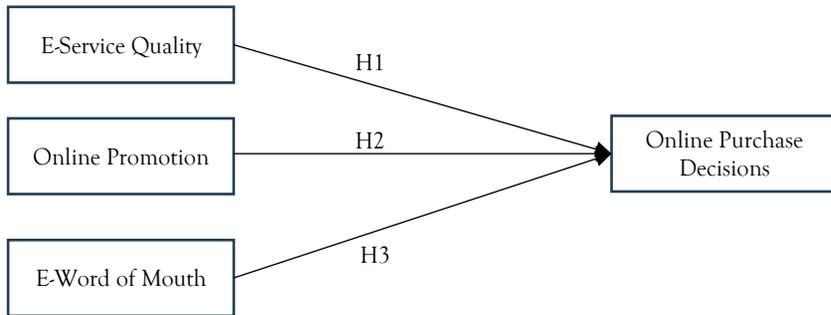
E-Word of Mouth (E-WOM) refers to informal information dissemination about products, companies, or platforms through online media or social platforms, serving as a trusted source for consumers (Pratiwi et al., 2019). It encompasses dimensions such as usefulness, attitude toward the product, trust in the message, argument quality, valence, information quality, and source credibility (Badir & Andjarwati, 2020). According to Pandjaitan et al. (2022), e-word of mouth not only drives short-term sales but also fosters long-term consumer relationships and brand loyalty. In the context of Shopee, reviews and recommendations from other consumers influence Generation Z's perceptions of Aerostreet shoes, shaping their purchase decisions (Pasa et al., 2020). E-WOM is particularly impactful in e-commerce, as it provides independent information that consumers rely on when evaluating products (Viglia et al., 2016).

Several studies have explored the relationship between e-word of mouth and purchase decisions. Badir and Andjarwati (2020) found that positive e-word of mouth significantly influences online purchase decisions by enhancing consumer trust. Similarly, Pasa et al. (2020) confirmed that e-word of mouth serves as a critical information source for online shoppers. However, the effectiveness of e-word of mouth may vary depending on the credibility and detail of reviews, particularly for fashion products like Aerostreet shoes on Shopee, where consumers seek authentic feedback. This study investigates whether e-word of mouth significantly impacts purchase decisions among Generation Z.

H3: E-Word of Mouth has a positive and significant effect on online purchase decisions.

The theoretical framework of this study integrates e-service quality, online promotion, and e-word of mouth as independent variables influencing the dependent variable, online purchase decisions, for Aerostreet shoes on Shopee among Generation Z. E-Service Quality enhances the shopping experience through efficient and reliable platform services, directly impacting purchase decisions (Suganda & Arrifianti, 2023). Online promotion increases product visibility and

appeal through digital marketing strategies, driving consumer purchase intentions (Rosida & Haryanti, 2020). E-Word of Mouth provides credible and independent information that shapes consumer perceptions and trust, influencing their purchase behavior (Pandjaitan et al., 2022). According to Hartono et al. (2021), these variables collectively contribute to consumer decision-making in e-commerce settings, with their combined effect shaping the overall purchase experience.



**Figure 3.** Research Framework

Figure 1 illustrates the research framework, depicting the hypothesized relationships between e-service quality, online promotion, e-word of mouth, and online purchase decisions. This framework guides the empirical analysis to test the proposed hypotheses and provides a foundation for understanding consumer behavior in the context of Shopee’s marketplace.

### 3. Methods

This study employs a quantitative research approach to examine the influence of e-service quality, online promotion, and e-word of mouth on online purchase decisions for Aerostreet shoes on Shopee among Generation Z. Quantitative research involves analyzing numerical data collected through structured methods such as surveys to derive statistically significant conclusions. The research design is structured to systematically address the research questions by collecting and analyzing data to test the proposed hypotheses, ensuring robust control over influencing factors. The population consists of Generation Z users of Shopee who have purchased Aerostreet shoes, with a sample of 100 respondents selected using a saturated sampling technique, where all population members are included as the sample. This approach ensures that the sample adequately represents the target population for studying consumer behavior in the e-commerce context.

Data collection utilized both primary and secondary sources. Primary data were gathered through a structured questionnaire distributed to respondents, designed with 25 items using a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) to measure e-service quality, online promotion, e-word of mouth, and online purchase decisions. The questionnaire was developed based on established indicators from prior studies, ensuring alignment with the research variables. Secondary data were obtained from existing literature, including market reports from GoodStats and

Statista, to provide contextual insights into e-commerce trends and consumer behavior. The use of both data types enhances the comprehensiveness of the analysis by combining direct consumer insights with broader market perspectives.

The data analysis employed multiple linear regression to assess the relationships between the independent variables (e-service quality, online promotion, e-word of mouth) and the dependent variable (online purchase decisions). To ensure the robustness of the regression model, validity and reliability tests were conducted, with items deemed valid if their significance value was below 0.05 and reliable if Cronbach's Alpha exceeded 0.7 (Sugiyono, 2016). Additionally, classical assumption tests, including normality, heteroscedasticity, and multicollinearity, were performed to confirm the model's suitability. Hypothesis testing was conducted using t-tests to determine the significance of each variable's influence. This methodological framework ensures a rigorous and systematic approach to understanding the factors driving online purchase decisions among Generation Z on Shopee.

#### 4. Results

This study presents the findings from a quantitative analysis of the influence of e-service quality, online promotion, and e-word of mouth on online purchase decisions for Aerostreet shoes on Shopee among Generation Z. The analysis encompasses respondent profiles, validity and reliability tests, classical assumption tests, multiple linear regression, and hypothesis testing. Data were collected from 100 respondents using a structured questionnaire and supplemented with secondary data from market reports to provide contextual insights. The results are organized to address the research hypotheses, with detailed statistical outcomes and interpretations provided below.

**Table 1.** Respondent Profile

Description	Frequency	Percentage
<b>Gender</b>		
Female	60	60%
Male	40	40%
<b>Age</b>		
17 - 20 years	5	5%
21 - 24 years	58	58%
25 - 28 years	37	37%
<b>Last Education Level</b>		
Senior High School/Vocational School or Equivalent	50	50%
Diploma (D1/D2/D3/D4)	8	8%
Bachelor's/Master's/Doctoral Degree	42	42%
<b>Income/Allowance</b>		
< Rp. 2,000,000	19	19%
Rp. 2,000,000 - Rp. 4,000,000	67	67%
> Rp. 4,000,000	14	14%
<b>Occupation</b>		
Student	21	21%
Civil Servant	6	6%

Private Employee	63	63%
Others	10	10%
Total	100	100%

Table 1 summarizes the respondent profile, providing demographic insights into the sample. Based on Table 1, the majority of respondents are female, comprising 60 individuals or 60% of the sample. The predominant age group is 21–24 years, with 58 respondents or 58%. In terms of education, most respondents (50 individuals or 50%) are high school or vocational school graduates. Regarding income or allowance, the largest group, 67 respondents or 67%, falls within the range of Rp. 2,000,000 to Rp. 4,000,000. Additionally, the majority of respondents are private sector employees, totaling 63 individuals or 63%. These demographic characteristics indicate a young, educated, and financially stable sample, aligning with Generation Z's profile as active online shoppers.

**Table 2.** Validity Test Results

Statement	Sig.	Criteria	Conclusion
E-Service Quality (X1)			
X1.1	0,000	0,05	Valid
X1.2	0,000	0,05	Valid
X1.3	0,000	0,05	Valid
X1.4	0,000	0,05	Valid
X1.5	0,000	0,05	Valid
X1.6	0,000	0,05	Valid
X1.7	0,000	0,05	Valid
Online Promotion (X2)			
X2.1	0,000	0,05	Valid
X2.2	0,000	0,05	Valid
X2.3	0,000	0,05	Valid
X2.4	0,000	0,05	Valid
X2.5	0,000	0,05	Valid
E-Word of Mouth (X3)			
X3.1	0,000	0,05	Valid
X3.2	0,000	0,05	Valid
X3.3	0,000	0,05	Valid
X3.4	0,000	0,05	Valid
X3.5	0,000	0,05	Valid
X3.6	0,000	0,05	Valid
Online Purchase Decision (Y)			
Y.1	0,000	0,05	Valid
Y.2	0,000	0,05	Valid
Y.3	0,000	0,05	Valid
Y.4	0,000	0,05	Valid
Y.5	0,000	0,05	Valid
Y.6	0,000	0,05	Valid

Table 2 presents the results of the validity test, assessing the questionnaire's measurement accuracy. According to Table 2, all items in the questionnaire for e-service quality, online promotion, e-word of mouth, and online purchase decisions have significance values below 0.05, indicating that each item is valid (Sugiyono, 2016). The validity test ensures that the instrument accurately measures the intended constructs, providing a reliable foundation for further analysis.

**Table 3.** Reliability Test Results

Variable	Cronbach Alpha	Value	Conclusion
E-Service Quality (X1)	0,859	0,7	Reliable
Online Promotion (X2)	0,826	0,7	Reliable
E-Word of Mouth (X3)	0,865	0,7	Reliable
Online Purchase Decision (Y)	0,865	0,7	Reliable

Table 3 displays the results of the reliability test, evaluating the consistency of the questionnaire items. As shown in Table 3, all variables in the study—e-service quality, online promotion, e-word of mouth, and online purchase decisions—have Cronbach's Alpha values exceeding 0.7, confirming their reliability (Sugiyono, 2016). High reliability indicates that the questionnaire consistently measures the constructs across respondents, ensuring dependable results. This reliability is crucial for establishing trust in the study's findings, particularly in the context of consumer behavior analysis on Shopee.

**Table 4.** Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0.0000000
	Std. Deviation	2.61826711
Most Extreme Differences	Absolute	0.103
	Positive	0.073
	Negative	-0.103
Test Statistic		0.103
Asymp. Sig. (2-tailed)		0.011 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Table 4 illustrates the results of the normality test, assessing the distribution of the data. Based on Table 4, the Asymp. Sig (2-tailed) value is 0.011, which is less than 0.05, indicating that the data are not normally distributed. This finding suggests potential deviations in the data, but the sample size of 100 respondents and the robustness of multiple linear regression allow for reliable analysis despite non-normality, as regression models are generally robust to moderate violations of

normality assumptions (Sugiyono, 2016). The normality test ensures that the data's distributional properties are considered in interpreting the regression results.

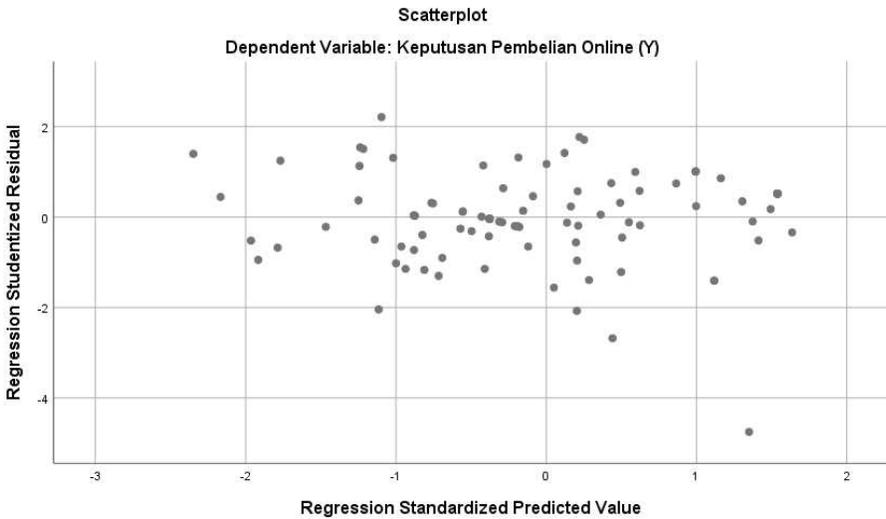


Figure 4. Scatterplot

Figure 4 depicts the scatterplot for the heteroscedasticity test, evaluating the consistency of variance in the regression model. Based on Figure 3, the scatterplot shows data points randomly dispersed around the Y-axis, both above and below zero, without forming specific patterns such as waves, widening, or narrowing. This indicates that the regression model is free from heteroscedasticity, ensuring that the variance of residuals is consistent across levels of the independent variables. The absence of heteroscedasticity strengthens the validity of the regression model used in this study.

Table 5. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	0.236	1.641		0.144	0.886		
E-Service Quality (X1)	0.364	0.085	0.368	4.277	0.000	0.398	2.514
Online Promotion (X2)	0.446	0.100	0.378	4.445	0.000	0.406	2.461
E-Word of Mouth (X3)	0.192	0.093	0.189	2.056	0.043	0.349	2.862

Table 5 presents the results of the multicollinearity test, checking for intercorrelations among independent variables. According to Table 5, all tolerance values are above 0.10, and Variance Inflation Factor (VIF) values are below 10, confirming no multicollinearity among e-service quality, online promotion, and e-word of mouth. This result ensures that each independent variable contributes uniquely to the model without redundant influences, supporting the reliability of the regression analysis. The use of secondary data from market reports further corroborates the independence of variables by providing external validation of market trends.

**Table 6.** Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.236	1.641		0.144	0.886
E-Service Quality (X1)	0.364	0.085	0.368	4.277	0.000
Online Promotion (X2)	0.446	0.100	0.378	4.445	0.000
E-Word of Mouth (X3)	0.192	0.093	0.189	2.056	0.043

Table 6 summarizes the results of the multiple linear regression analysis, detailing the relationships between the independent variables and online purchase decisions. The regression equation is as follows:  $Y = 0.236 + 0.368X_1 + 0.378X_2 + 0.189X_3 + e$ . The constant value of 0.236 indicates that if e-service quality (X1), online promotion (X2), and e-word of mouth (X3) are zero, the online purchase decision score (Y) is 0.236. The regression coefficient for e-service quality (0.368) suggests that a one-unit increase in e-service quality increases the purchase decision score by 0.368 units, indicating a positive relationship. Similarly, the coefficient for online promotion (0.378) implies that a one-unit increase in online promotion raises the purchase decision score by 0.378 units. The coefficient for e-word of mouth (0.189) indicates a positive but weaker influence, with a one-unit increase raising the purchase decision score by 0.189 units. These findings provide insights into the relative impact of each variable on purchase decisions.

The hypothesis testing results, presented in Table 6, for H1, the t-test yields a t-value of 4.277 with a significance value of 0.000 ( $p < 0.05$ ), rejecting the null hypothesis ( $H_01$ ) and accepting the alternative hypothesis ( $H_a1$ ). This indicates that e-service quality has a positive and significant effect on online purchase decisions for Aerostreet shoes on Shopee. For H2, the t-test results show a t-value of 4.445 with a significance value of 0.000 ( $p < 0.05$ ), rejecting  $H_02$  and accepting  $H_a2$ , confirming that online promotion has a positive and significant effect on purchase decisions. For H3, the t-test produces a t-value of 2.056 with a significance value of 0.043 ( $p > 0.05$ ), accepting  $H_03$  and rejecting  $H_a3$ , indicating that e-word of mouth does not have a significant effect on purchase decisions. These results align with prior studies, such as Suganda and Arrifianti (2023), which highlight the dominant roles of e-

service quality and online promotion in driving consumer behavior. The results collectively provide robust evidence for the influence of e-service quality and online promotion on Generation Z's purchase decisions on Shopee, while highlighting the limited impact of e-word of mouth in this context.

## 5. Discussion

The findings of this study confirm that e-service quality has a positive and significant effect on online purchase decisions for Aerostreet shoes on Shopee. This result indicates that the higher the quality of electronic services provided, the greater the tendency for consumers, particularly Generation Z, to make online purchases. A high-quality e-service creates an efficient and reliable shopping experience, fostering consumer trust and confidence. Key indicators such as efficient product search functionality, responsive website features, accurate product categorization, and user-friendly interfaces significantly drive purchase decisions. According to Hartono et al. (2021), superior e-service quality enhances consumer satisfaction by streamlining the online shopping process, which is critical for platforms like Shopee. These findings align with previous research by Purwaningrum and Chamidah (2022) and Sudjanarti et al. (2023), which emphasize that e-service quality positively and significantly influences online purchase decisions by improving the overall shopping experience.

Online promotion also demonstrates a positive and significant effect on online purchase decisions for Aerostreet shoes on Shopee. This suggests that effectively delivered digital promotions increase consumer interest and trust, thereby encouraging purchase decisions. Strategies such as paid advertisements, discounts, flash sales, and visually appealing banners and notifications are critical indicators that enhance product visibility and simplify consumer search processes. Chong et al. (2017) note that online promotional marketing, including targeted advertisements and discounts, significantly boosts consumer demand by leveraging big data to reach relevant audiences. This finding is consistent with studies by Susanti et al. (2020) and Liu et al. (2020), which highlight the role of online promotions in driving purchase decisions, particularly in the context of e-commerce platforms during high-competition periods. The effectiveness of online promotions is particularly relevant for Generation Z, who are highly responsive to dynamic and visually engaging marketing strategies on digital platforms like Shopee.

In contrast, e-word of mouth does not have a significant effect on online purchase decisions for Aerostreet shoes on Shopee. This finding suggests that consumer reviews and recommendations are not primary drivers of purchase behavior in this context. According to Badir and Andjarwati (2020), the effectiveness of e-word of mouth depends on the credibility and detail of reviews, which may be lacking in the case of Aerostreet shoes on Shopee. Factors such as low source credibility, vague or generic reviews, and the absence of supporting visual evidence may weaken the influence of e-word of mouth. For Generation Z, who prioritize visual and interactive content, the lack of detailed or visually supported reviews may reduce their reliance on e-word of mouth compared to other factors like promotions or price (Mbeté & Tanamal, 2020). This result aligns with prior studies by Siregar et al. (2024), which found that e-word of mouth may not significantly influence

purchase decisions when other factors, such as personal experience or promotional incentives, dominate consumer decision-making processes.

The findings offer several practical implications for fashion retailers on Shopee targeting Generation Z. First, enhancing e-service quality through responsive website interfaces, accurate product categorization, and reliable transaction processes can significantly boost purchase decisions. Retailers should invest in optimizing platform functionality to ensure a seamless shopping experience. Second, effective online promotion strategies, such as flash sales, targeted advertisements, and engaging notifications, should be prioritized to increase product visibility and appeal. Finally, while e-word of mouth may not be a significant driver, retailers can improve its impact by encouraging detailed, credible, and visually supported reviews to build consumer trust. These strategies can strengthen competitive positioning in the e-commerce market and foster long-term consumer loyalty (Pandjaitan et al., 2022).

## 6. Conclusion

This study reveals that e-service quality and online promotion have a positive and significant impact on online purchase decisions for Aerostreet shoes on Shopee among Generation Z. Higher-quality electronic services, characterized by efficient product searches, responsive interfaces, and reliable transactions, strongly encourage consumers to make purchases. Similarly, effective online promotions, such as flash sales and targeted advertisements, significantly drive purchase decisions by enhancing product visibility and appeal. In contrast, e-word of mouth does not significantly influence online purchase decisions, indicating that consumer reviews and recommendations are not a primary factor in this context. These findings highlight the critical role of platform functionality and strategic marketing in shaping Generation Z's online shopping behavior.

The results offer practical implications for fashion retailers on Shopee, emphasizing the need to prioritize user-friendly platform features and dynamic promotional strategies to attract Generation Z consumers. However, this study is limited by its focus on only three variables—e-service quality, online promotion, and e-word of mouth—potentially overlooking other influential factors such as pricing or brand trust. Additionally, the reliance on questionnaires may introduce response biases, as self-reported data may not fully capture actual consumer behavior. Future research should incorporate additional variables, such as perceived value or social media influence, and employ mixed methods, including interviews or observational data, to provide a more comprehensive understanding of online purchase behavior in e-commerce settings.

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