



Sales Promotion, Online Customer Review Feature, and Their Impact on Generation Z's Impulse Buying Behavior: Evidence from Shopee Users

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ABSTRACT

Objective – This study aims to determine (1) the effect of sales promotions on the Shopee e-commerce platform on Gen Z's impulsive buying behavior, (2) the effect of online customer review feature on the Shopee e-commerce platform on Gen Z's impulsive buying behavior, (3) the effect of sales promotions and online customer review feature together on the Shopee e-commerce platform on Gen Z's impulsive buying behavior.

Methodology – This study employs a quantitative causal approach using data collected through a questionnaire. The sampling technique was carried out by cluster random sampling with a sample of 178 Office Administration Education Students, FKIP UNS, Class of 2022-2025. Data processing used multiple linear regression through IBM SPSS Statistic 27 software.

Findings – The results of the study show that sales promotions and online customer review feature both simultaneously and individually have a significant influence on the impulsive purchasing behavior of Generation Z students in the Office Administration Education Program at the Faculty of Teacher Training and Education, UNS. This indicates that more frequent promotions and more positive online reviews will increase the tendency toward impulsive purchasing behavior.

Novelty – This study focuses on Gen Z students in the Office Administration Education program at the Faculty of Teacher Training and Education (FKIP), UNS, as active users of the Shopee e-commerce platform. Most studies to date have examined sales promotions and online customer review feature.

Keywords: *consumer behavior, digital marketing, quantitative, generation z, management*

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I. INTRODUCTION

Technological advances in the digital age have brought about changes that have impacted a wide range of activities carried out by the public, including entrepreneurship. The massive number of internet users has made it possible to conduct entrepreneurial activities online through e-commerce platforms. According to a 2025 survey by the Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), 53.22% of e-commerce platform users most frequently access Shopee as their primary choice. The dominance of the Shopee e-commerce platform has also contributed to the emergence of impulsive buying behavior.

Impulsive buying behavior is viewed as a type of irrational behavior that is both rapid and complex (Gulfraz et al., 2022). Impulsive buying behavior is not merely a minor phenomenon viewed negatively; rather, it has become a major trend in the world of e-commerce, particularly among Generation Z. Kholida and Rini (2025) asserted that Generation Z is the demographic group most susceptible to impulsive purchasing behavior. Supporting this view, Firmansyah and Setiawan (2025) note that this susceptibility makes Generation Z an ideal target for online business owners due to their tendency to engage in repeated impulsive buying. The phenomenon of impulsive buying among Gen Z is also supported by Heriyanto (2024) findings in the Indonesia Gen Z Report 2024, which noted that 66% of Gen Z allocate their monthly spending toward online shopping.

A preliminary study conducted in September 2025 on 35 students in the Office Administration Education program at the Faculty of Teacher Training and Education (FKIP), UNS, revealed issues regarding students' buying behavior. 31.4% of respondents frequently made spontaneous purchases that were not part of their plans. Sales promotions were the factor that most influenced their buying behavior, accounting for 69.4%. Additionally, the presence of online customer review feature also played a role in influencing their impulsive buying behavior, accounting for 44.4%. As for the remaining factors, lifestyle influenced impulsive buying behavior by 22.2%, and mood or emotions by 16.7%. This preliminary study indicates that PAP students' self-control remains low when faced with stimuli such as sales promotions and online customer review feature.

Studies by Fauziah and Rahmidani (2021) and Rahmawati (2022) show that sales promotions have a positive impact on impulsive buying behavior, thus indicating that the more frequent and intensive the sales promotions offered by an e-commerce platform, the higher a person's level of impulsivity will be. Similarly, studies by Karimah and Astuti (2022) and Ginting et al. (2023) found that online customer review feature significantly influence impulsive buying behavior in online sales.

Although many studies have examined similar variables, this study offers three novelties. First, research that simultaneously examines sales promotions and online customer review feature remains very limited. Second, this study focuses on a specific e-commerce platform, namely Shopee. Third, the study focuses on Generation Z, a group that, according to Handayani et al. (2026) is known to be highly active on social media, trend-conscious, and easily influenced. This indicates a gap in the research, necessitating further studies to supplement the existing literature.

Based on the theoretical framework and empirical findings that have been reviewed, there are three hypotheses proposed in this study: (1) sales promotions on the Shopee e-commerce platform influence the impulsive buying behavior of Gen Z students in the PAP program at the Faculty of Teacher Training and Education (FKIP), UNS; (2) the online customer review feature on the Shopee e-commerce platform influence the impulsive buying behavior of Gen Z students in the PAP program at the Faculty of Teacher Training and Education (FKIP), UNS; (3) Sales promotions and the online customer review feature on the



Shopee e-commerce platform simultaneously influence the impulsive buying behavior of Gen Z students in the PAP program at the Faculty of Teacher Training and Education (FKIP), UNS.

II. LITERATURE REVIEW

According to Lina et al. (2022), impulsive buying behavior refers to shopping actions that a person engages in unexpectedly and spontaneously, without any prior planning. Another definition is clarified by Ernestivita et al. (2023), who describe impulsive buying behavior as an individual's desire to shop spontaneously or without careful planning as a result of a trigger that influences purchasing decisions. The indicators of impulsive buying behavior in this study were adapted from Ernestivita et al. (2023), and include (1) spontaneity, (2) power, compulsion, and intensity, (3) excitement and stimulation, (4) disregard for consequences.

Wang et al. (2022) argue that impulsive buying behavior is generally influenced by internal and external factors as the two main drivers. Arrafi and Ghabban (2021) explain in detail that these internal factors include emotions, excitement, self-esteem, self-control, and age. Meanwhile, the external factors influencing impulsive buying behavior include sales promotions, online customer reviews, advertisements, and website quality. In an analysis conducted by Iyer et al. (2020), it was found that both internal and external factors influence impulsive buying behavior. In this study, sales promotions and the online customer review feature, which are external factors were selected as independent variables.

Jois et al. (2024) reveal that sales promotions are one of the main factors influencing consumer behavior in making impulsive purchases. Companies strengthen their relationships with customers through consistent communication via various sales promotion channels. Firmansyah (2020) argues that sales promotions are a form of effort to persuade consumers through discount programs and specific value-added offers to encourage purchases. According to Apriani & Fadilla (2023), sales promotions are short-term activities in the form of direct persuasion that consist of various incentive tools to accelerate market response and increase the volume of purchases of products or services. The more attractive the sales promotions offered by an e-commerce platform, the more significant their role in driving an individual's buying behavior (Kholida & Rini, 2025). Kotler et al. (2022) outline five key indicators of sales promotions used in this study, including (1) promotion frequency, (2) promotion timing, (3) product quality, (4) the specificity of the promotional target, and (5) promotion quantity.

Suryawan et al. (2022) revealed that the online customer review feature is one of the features used as a means to obtain information and can influence consumer purchasing behavior. Purwantoro et al. (2023) define the online customer review feature as a feature provided by online shopping apps in the form of consumer evaluations and information regarding various aspects of a product. The online customer review feature is a specialized feature provided by e-commerce platforms as a tool used to evaluate consumer satisfaction levels (Firmansyah & Setiawan, 2025). This indicates that the better the review, the higher the likelihood that it will trigger impulsive buying behavior. Mariana and Susilowati (2025) measure online customer review feature using five specific dimensions: (1) perceived usefulness, (2) source credibility, (3) argument quality, (4) valence, and (5) volume of reviews.

The phenomenon of impulsive buying aligns with the Stimulus-Organism-Response (SOR) theory developed by Hovland et al. (1953), in which a stimulus is received by the consumer as an organism and then processed, resulting in a response in the form of impulsive buying behavior (Yulianto et al., 2021). The SOR theory serves as a key foundation for studying impulsive buying behavior (Mertaningrum et al., 2023). In this study, the stimuli in question are sales promotions and online review features; the organisms



in question are Gen Z students in the PAP program at FKIP UNS; and the response takes the form of impulsive buying behavior.

III. METHODOLOGY

A quantitative causal survey methodology was used to conduct this study. According to Sugiyono (2023), quantitative research employs a methodological framework rooted in the philosophy of positivism, which aims to test hypotheses by measuring a population or sample using research instruments. The quantitative causal approach aims to analyze and demonstrate cause-and-effect relationships.

The study population included all Office Administration Education students at the Faculty of Teacher Training and Education (FKIP), UNS, encompassing the classes of 2022, 2023, 2024, and 2025. From this population, the researcher focused the sampling on Generation Z students who actively use the Shopee e-commerce platform. Out of a total population of 320 students, a sample of 178 active Shopee e-commerce users was determined. This sample was drawn from the Office Administration Education Program at FKIP UNS using cluster random sampling. The cluster selection process was based on the cohorts of students in the Office Administration Education Program at FKIP UNS who are active users of the Shopee e-commerce platform, namely the 2022, 2023, 2024, and 2025 cohorts. Thus, there are four groups (clusters) that make up the study population.

The sampling process began by identifying students in each cohort who use the Shopee e-commerce platform. Subsequently, each cohort was treated as a single cluster because they share relatively similar characteristics as students in the Office Administration Education Program but come from different years of admission. After the groups were defined, samples were drawn proportionally from each group based on the population size of each cohort. Respondents within each group were selected at random so that every student who uses Shopee had an equal chance of being selected for the study sample.

The sample was selected using Yamane's formula as follows: $n = \frac{N}{1+N(e)^2}$, with a 5% sampling error. The population meeting the criteria as Shopee e-commerce users consisted of 45 students from the class of 2022, 46 students from the class of 2023, 45 students from the class of 2024, and 42 students from the class of 2025, for a total population of 178 students. Therefore, these four cohorts were used as the basis for forming clusters in this study.

Research data were collected via an online questionnaire using Google Forms. The scoring technique used was a modified four-point Likert scale (strongly agree, agree, disagree, strongly disagree). The four-point Likert scale was chosen to provide relevant results and avoid central tendency bias.

Before the study was conducted, the instruments to be used were validated through validity and reliability tests using SPSS (Statistical Package for the Social Sciences) version 27 software to ensure that the calculation results were more accurate, faster, and more objective. The validity test was used to measure the accuracy of an instrument to be used to measure variables in the study. Validity testing was conducted using the Product-Moment correlation technique with SPSS version 27, whereby an item is considered valid if the calculated r value is greater than 0.5. The validity results for the impulsive buying behavior variable (Y) showed that 16 statements were valid, while for the sales promotion variable (X1), 15 statements were found to be valid. As for the online customer review feature variable (X2), 15 statements were found to be valid.

A reliability test was conducted to ensure that the instrument, when used repeatedly to measure the same object, would produce consistent data. An instrument is considered reliable if it has a Cronbach's alpha value greater than 0.6. The results of the reliability test indicated a Cronbach's alpha value greater than 0.6 for each variable, so every statement item was deemed reliable. Data analysis was performed using



multiple linear regression, including tests of classical assumptions (tests for normality, linearity, multicollinearity, and heteroscedasticity) and hypothesis testing (partial significance test/t-test, simultaneous test/F-test, coefficient of determination/ R^2 , and multiple linear regression).

IV. RESULTS AND DISCUSSION

The impulsive buying behavior variable (Y), shown in Table 1, yielded a maximum value of 64, a minimum value of 22, a mean of 40.21, and a standard deviation of 8.397, with a total score of 7,158 across all respondents. The sales promotion variable (X1) showed a maximum value of 59, a minimum value of 23, a mean of 47.89, and a standard deviation of 5.998, with a total score of 8,525. As for the online customer review feature variable (X2), it yielded a maximum value of 58, a minimum value of 28, a mean of 45.51, and a standard deviation of 4.728, with a cumulative total of 8,100.

Table 1 Results of Descriptive Analysis

	Sales Promotion	OCR Features	Impulsive Buying Behavior
N	Valid	178	178
	Missing	0	0
Mean	47.89	45.51	40.21
Median	48.00	45.00	40.00
Mode	45	44	35
Std. Error of Mean	.450	.354	.629
Std. Deviation	5.998	4.728	8.397
Variance	35.972	22.353	70.508
Range	36	30	42
Minimum	23	28	22
Maximum	59	58	64
Sum	8525	8100	7158

Prior to hypothesis testing, classical assumption tests were conducted to verify the suitability of the regression model. The normality test was performed using the One-Sample Kolmogorov-Smirnov method, which yielded a significance value of $0.099 > 0.05$, confirming that the residuals are normally distributed. The results of the linearity test showed a significant linear relationship, as indicated by significance values for the deviation from linearity: $0.692 > 0.05$ for sales promotions (X1) and $0.105 > 0.05$ for online customer review feature (X2), confirming the linearity between each independent variable and the dependent variable. The results of the multicollinearity test yielded a tolerance value of $0.849 > 0.10$ and a VIF value of $1.178 < 10$, indicating the absence of multicollinearity between the two independent variables. The heteroscedasticity test using the Glejser method showed a significance value of $0.061 > 0.05$ for the sales promotion variable and $0.624 > 0.05$ for the online customer review feature variable, indicating the absence of heteroscedasticity. All classical assumption tests were met, validating the use of multiple linear regression for hypothesis testing.

Table 2 Results of the T-test

Model		t	Sig.
1	(Constant)	-0.107	0.915
	Sales Promotion	4.815	<0.001
	OCR Features	3.011	0.003



As shown in Table 2, the t-test for the sales promotion variable (X1) yielded a significance level of $<0.001 < 0.05$ and a calculated t-value that exceeded the critical t-value of $4.815 > 1.97361$. This indicates that H0 is rejected and H1 is accepted, confirming the existence of a significant partial effect of sales promotions (X1) on impulsive buying behavior (Y). For the online customer review feature variable (X2), the t-test yielded a significance value of $0.003 < 0.05$, and the calculated t-value was greater than the critical t-value at $3.011 > 1.97361$. This indicates that H0 is rejected and H2 is accepted, confirming the existence of a significant partial effect of online customer review feature (X2) on impulsive buying behavior (Y).

Table 3 Results of the F-test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2827.980	2	1413.990	25.637	<0.001
	Residual	9651.907	175	55.154		
	Total	12479.888	177			

The results of the F-test in Table 3 show a significance level of $<0.001 < 0.05$ and a calculated F-value of $25.637 > 3.05$. Therefore, it can be concluded that H0 is rejected and H3 is accepted, confirming that sales promotions (X1) and online customer review feature (X2) simultaneously and significantly influence impulsive buying behavior (Y).

Table 2 Results of Coefficient of Determination Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.476	0.227	0.218	7.427

The coefficient of determination (R^2) in the research results was 0.227, or 22.7%, indicating that sales promotions and the online customer review feature on the Shopee e-commerce platform collectively influence the impulsive buying behavior of Gen Z students in the Office Administration Education program at the Faculty of Teacher Training and Education, UNS (see Table 4). The remaining 77.3% is attributed to variables not examined in this study. Furthermore, the calculation of the effective contribution of sales promotions yielded a result of 15%, and the effective contribution of the online customer review feature (X2) was 7.6%. Thus, the total effective contribution of all independent variables was 22.7%, which is equal to the value of R-squared (R^2). Furthermore, the relative contribution of sales promotions (X1) to impulsive buying behavior (Y) was found to be 66%, and the relative contribution of the online customer review feature (X2) to impulsive buying behavior (Y) was 33.6%. Thus, the total relative contribution of all independent variables is 100%, which is equal to 1.

Table 5 Results of Multiple Linear Regression Analysis

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-0.640	5.982	0	-0.107	0.915
	Sales Promotion	0.486	0.101	0.347	4.815	<0.001
	OCR Features	0.386	0.128	0.217	3.011	0.003



Based on Table 5, the multiple linear regression equation obtained is $Y = -0.640 + 0.486X_1 + 0.386X_2$. The regression coefficient for the sales promotion variable (X_1) is 0.486, meaning that if the sales promotion variable increases by one unit, it will have an effect on impulsive buying behavior (Y) of 0.486. The regression coefficient for the online customer review feature variable (X_2) is 0.386, which means that if the online customer review feature variable increases by one unit, it will affect impulsive buying behavior (Y) by 0.386. The results of the study show that the regression coefficient for sales promotions (0.486) is greater than the regression coefficient for online customer review feature (0.386); therefore, the sales promotions variable is the dominant factor influencing impulsive buying behavior.

The first hypothesis in this study states that sales promotions (X_1) on the Shopee e-commerce platform influence the impulsive buying behavior (Y) of Gen Z students in the Office Administration Education program at the Faculty of Teacher Training and Education, UNS. This hypothesis is supported by the results of the t-test, which show a significance value of $<0.001 < 0.05$ and a calculated t-value $>$ the critical t-table ($4.815 > 1.97361$), meaning that H_0 is rejected and H_1 is accepted. This leads to the conclusion that the sales promotion variable has a significant effect on impulsive buying behavior. This finding is supported by the results of a study by Nurilah and Arief (2023), which examined sales promotions in isolation and found that sales promotions have a positive effect on impulsive buying behavior. Furthermore, the results of a study by Fauziah and Rahmidani (2021) confirm that sales promotions have a positive impact on impulsive buying behavior. According to Rahmawati (2022), this indicates that the more sales promotions offered by the e-commerce platform Shopee, the more likely consumers are to shop on Shopee, thereby fostering impulsive buying behavior among students in the Office Administration Education program.

The second hypothesis in this study states that the online customer review feature (X_2) on the Shopee e-commerce platform influences the impulsive buying behavior (Y) of Gen Z students in the Office Administration Education program at the Faculty of Teacher Training and Education, UNS. This is evidenced by the significance of the t-test result of $0.003 < 0.05$ and a calculated t-value greater than the t-table ($3.011 > 1.97361$), meaning that H_0 is rejected and H_2 is accepted. This indicates that the online customer review feature variable has a significant effect on impulsive buying behavior. This finding aligns with the results of Ginting et al. (2023), who found that online customer reviews have a positive and significant effect on impulsive buying behavior on the Shopee e-commerce platform. The results of the study by Khofifah et al. (2025) reinforce this research, showing that the presence of online customer review feature has a significant effect on consumers' impulsive buying behavior. This leads to the conclusion that the better the reviews provided, the more they will increase impulsive buying behavior among students in the Office Administration Education program.

The third hypothesis of this study states that sales promotions (X_1) and the online customer review feature (X_2) on the Shopee e-commerce platform influences the impulsive buying behavior (Y) of Office Administration Education students at the Faculty of Teacher Training and Education, UNS. This was confirmed by the results of the F-test, which showed that the calculated $F_{value} > F_{table}$ ($25.637 > 3.05$). This means that H_0 is rejected and H_3 is accepted. Therefore, it can be concluded that sales promotions and the online customer review feature simultaneously and jointly have a positive and significant effect on impulsive buying behavior. In the case of Generation Z, which is a generation known for following trends, this proves that sales promotions and online customer review feature encourage their impulsive buying behavior. Furthermore, sales promotions contribute an effective contribution of 15% and a relative contribution of 66%. Meanwhile, the online customer review feature (X_2) contributes an effective 7.6% and a relative 33.6%. These findings indicate that the sales promotion variable has a more dominant influence on impulsive buying behavior than the online customer review feature variable. The results of the coefficient of determination analysis in this study show that the combined influence of the sales promotion



and online customer review feature variables on impulsive buying behavior is 0.227, or 22.7%. The remaining 77.3% is influenced by other variables outside the scope of this study.

CONCLUSION

This study provides empirical evidence that, both partially and simultaneously, sales promotions and online customer review feature on the Shopee e-commerce platform have a positive and significant effect on impulsive buying behavior among Gen Z students in the Office Administration Education (PAP) program at the Faculty of Teacher Training and Education (FKIP), UNS, Class of 2022-2025. These findings indicate that sales promotions and online customer review feature influence Generation Z to make impulsive purchases. Furthermore, the results of this study contribute to the development of the Stimulus-Organism-Response (SOR) theory, which serves as the primary foundation for studying impulsive purchasing behavior. In this study, the theory was used to explain the process by which stimuli, namely sales promotions and online customer review feature, influence Generation Z college students as organisms, thereby triggering a response in the form of impulsive purchasing behavior. These findings have several practical implications. For academic programs, the research results highlight the importance of incorporating consumer literacy education through entrepreneurship practices, workshops, or other training programs. Students are expected to be able to manage their buying behavior wisely when using e-commerce platforms. Additionally, for other researchers planning to conduct studies with similar variables, it would be beneficial to build upon these findings by broadening the scope of the sample and exploring other variables, including both internal and external factors that may influence impulsive buying behavior.

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