

The Influence of Price and Online Customer Review On Generation Z Purchase Intention on TikTok Shop Market Place (Case Study of FAI UMSU Students)

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Abstract

This research aims to prove the hypothesis that price and online customer review have a significant influence on the purchase intention of generation Z on the TikTok Shop marketplace. The research method used a quantitative approach, the primary data was collected by the researcher through the distribution of questionnaires to 92 FAI UMSU students as generation Z who are also consumers on the TikTok Shop marketplace. After that, the primary data was processed with the help of SPSS version 22 and then regressed to obtain research results using a multiple linear regression analysis model. The sampling technique used was incidental sampling. The results of this research confirm that price and online customer review do have a significant influence on generation Z purchase intention on the TikTok Shop marketplace, in line with the hypothesis. The hypothesis accepts H1 and H2. At the very least, this research serves as a reference if generation Z tends to utilize online product information searches by looking at price and online customer review to speed up their purchasing decision-making.

Keywords: Price; Online customer review; generation Z; purchase intention; TikTok Shop Marketplace.

Introduction

The development of digital technology has driven significant changes in consumer shopping behavior, particularly through social commerce marketplace platform that combine social media experiences with online buying and selling transactions. Social commerce makes it easier for consumers to view product content, interact with sellers, and access customer reviews in real time. At the very least, all of these accelerate the purchase decision-making process and consumer buying interest (Dani et al., 2024) especially among generation Z.

Generation Z can access any information from the phone in their hands. Generation Z is more interested in the information spread across

the internet, especially those in visual and image forms (Kristyowati, 2021).). Generation Z (born between 1997–2012) is known as an active social media user and is one of the largest consumer segments on digital marketplace platform. Generation Z is more adaptive to digital approaches and tends to conduct in-depth evaluations of information before purchasing a product (Syahrani & Siregar 2025) on the TikTok Shop marketplace, which is currently trending among generation Z.

The TikTok Shop marketplace aims to make online shopping easier for generation Z. The TikTok Shop marketplace not only provides convenience for generation Z as consumers but also for people who want to trade. TikTok Shop is also an e-commerce platform considered as a business information system because its sales are conducted through electronic media that provide specific information about buying and selling or business. In addition, the TikTok Shop marketplace also offers services similar to other marketplaces and e-commerce platform. The difference is that prices on TikTok Shop are very affordable, much lower than those on other marketplace or e-commerce platform. TikTok Shop also offers attractive promotions and significant discounts, encouraging generation Z to purchase products promoted within the TikTok app (Sa'adah et al., 2022).

Affordability is an important factor that generation Z evaluates in determining their purchase intention on the TikTok Shop marketplace. In this research, generation Z purchase intention on the TikTok Shop marketplace is influenced by price and online customer review.

Usually, the prices offered on the TikTok Shop marketplace are cheaper than store prices. However, there are also sellers who offer the same prices as in stores but provide discounts when buying a predetermined quantity of items. For this reason, the TikTok Shop marketplace provides various pricing mechanisms, such as discounts, promotions, flash sales, and free shipping, which often become the main considerations for generation Z and other consumers when choosing products. Price significant influence generation Z purchasing intention on the TikTok Shop marketplace (Damanik et al., 2023).

In addition to price, online customer review significant influence the purchase intention of generation Z on the TikTok Shop marketplace. Online customer review are considered a credible source of information that indicates that customer online review contribute to the purchase intention and final decision of generation Z to buy. The more positive the reviews received, the higher the purchase intention of generation Z on the TikTok Shop marketplace (Mulyandi, 2022).

Literature review

Previous studies on TikTok Shop show that the influence of price on purchase intention is still inconsistent. Sakinatun and Soepatini (2023) found that price has a positive and significant effect on the purchase intention of TikTok Shop users in Surakarta, and Ivansyah and Novitaningtyas (2023) reported a similar result among TikTok Shop consumers who were mostly university students. Zaskia et al. (2025) also found that price significantly influences the purchase intention of university students who use TikTok Shop, while Kristiawati and Triamiti (2026) and Syarafi and Handoyo (2025) confirmed the significant role of price and price awareness in shaping purchase intention on the same platform. However, other studies point in a different direction. Riandi and Sarah (2024) found that price discounts did not have a significant partial effect on purchase intention in TikTok Shop, and Kuraesin et al. (2026) found that price did not significantly influence the purchasing decisions of generation Z on TikTok Shop, where online customer reviews became the strongest predictor.

A similar inconsistency appears in studies of online customer review. Syahrin et al. (2025) found that online customer review has a positive and significant effect on the purchase intention of generation Z TikTok Shop users, and Lubis et al. (2024) reported a significant effect among Management students at Universitas Islam Negeri Sumatera Utara. Outside TikTok Shop, Ananda et al. (2023) showed that online customer review significantly increases the purchase intention of Shopee consumers. In contrast, Nasikhina et al. (2024) found that online customer review did not significantly influence the purchase intention of students at Universitas Islam Darul Ulum Lamongan on TikTok Shop. These different results indicate that the role of price and online customer review in shaping purchase intention has not yet been settled, especially among generation Z students.

Most of these studies also test the variables empirically without an explicit grand theory that explains why price and reviews should lead to intention. Roy et al. (2025) is one of the studies that frame generation Z purchase intention on social media within the Theory of Planned Behavior. They found that attitude, subjective norms, perceived behavioral control, and online reviews are significantly related to purchase intention, and that personal faith strengthens some of these relationships. This finding suggests that the religious background of consumers may matter in how generation Z forms purchase intention. Meanwhile, studies on TikTok Shop have mostly examined general consumers in particular cities or students of management programs, and even studies conducted at Islamic universities, such as Lubis et al. (2024) and Nasikhina et al. (2024), have produced different results.

Based on these gaps, this research differs from previous studies in three ways. First, it re-examines price and online customer review together as determinants of generation Z purchase intention on TikTok Shop, because earlier findings remain inconsistent. Second, it places both variables within the Theory of Planned Behavior as the grand theory, so the relationship between the variables is explained theoretically and not only empirically. Third, it focuses on generation Z students of the Faculty of Islamic Studies at Universitas Muhammadiyah Sumatera Utara (FAI UMSU), who come from several study programs, ranging from Sharia business and Sharia banking to Islamic education and astronomy. To the best of the authors' knowledge, this group has not been the focus of previous TikTok Shop studies. The following subsections review the grand theory, each research variable, and the development of the hypotheses.

Theory of Planned Behavior

The grand theory used in this research is the Theory of Planned Behavior (TPB) developed by Ajzen (1991) as an extension of the Theory of Reasoned Action (Fishbein & Ajzen, 1975). The theory explains and predicts human behavior by focusing on intention, which is the immediate antecedent of actual behavior. Intention captures the motivational factors that influence a behavior, namely how hard a person is willing to try and how much effort the person plans to exert in order to perform it (Ajzen, 1991). The stronger the intention, the more likely the behavior is to be performed.

According to Ajzen (1991), intention is determined by three components. The first is attitude toward the behavior, which is the degree to which a person evaluates the behavior favorably or unfavorably. The second is subjective norm, which is the perceived social pressure to perform or not to perform the behavior. The third is perceived behavioral control, which is the perceived ease or difficulty of performing the behavior. The more favorable the attitude and the subjective norm, and the greater the perceived behavioral control, the stronger the intention to perform the behavior.

In this research, the behavior being predicted is purchasing a product on the TikTok Shop marketplace, and purchase intention (Y) is the intention that precedes that behavior. Price (X1) and online customer review (X2) are positioned as the information cues that generation Z evaluates before forming that intention. Price shapes the attitude toward buying because it allows consumers to judge whether the sacrifice required is worthwhile compared with the benefits received and with the alternatives offered by other sellers. Online customer review represents the experiences and opinions of other consumers, so it works as a social

reference that is close to the concept of subjective norm. At the same time, it reduces the uncertainty that weakens perceived behavioral control when consumers cannot inspect a product directly. Based on this reasoning, price and online customer review are expected to increase the purchase intention of generation Z. These expectations are developed into hypotheses in the Hypothesis Development section, after the review of each variable below.

Price Shapes Perceived Value

According to Nurchasanah et al. (2023), price is the only element of the marketing mix that is flexible, as prices can change at any time. Price is also the only element of the marketing mix that generates revenue for the seller, whereas product, place, and promotion generate costs (Kotler & Keller, 2016). For consumers, however, price represents what must be given up in order to obtain a product. Zeithaml (1988) explains that consumers form perceived value by weighing what they receive against what they give, which means that a price is judged not in isolation but in relation to the benefits and quality it is expected to deliver. Dodds et al. (1991) similarly showed that perceived value, formed from perceived quality and perceived sacrifice, is positively related to consumers' willingness to buy.

On the TikTok Shop marketplace, price is highly visible and easy to compare because the same product is offered by many sellers and is often accompanied by discounts, flash sales, vouchers, and free shipping. Generation Z, which is accustomed to searching for and comparing information on a smartphone, can quickly judge whether a price is affordable and worth the benefits offered. Studies in the TikTok Shop setting, such as Damanik et al. (2023) and Hafizhoh et al. (2023), have examined price and price discounts as determinants of consumers' purchase interest, which indicates that price is a relevant variable for young consumers on this platform.

Online Reviews Reduce Purchase Uncertainty

Online customer reviews are evaluations or feedback left by consumers after using or purchasing a product online, which are an integral part of consumer shopping behavior in the digital era (Tonda et al., 2024). These reviews generally take the form of written comments, star ratings, photos, or videos posted by buyers who have used the product. In online shopping, consumers cannot touch or try a product before purchasing it, so the information from previous buyers becomes an important reference for judging product quality and seller reliability.

Online customer review is part of electronic word of mouth (eWOM), which Hennig-Thurau et al. (2004) define as any positive or negative statement made by potential, actual, or former customers

about a product or company that is made available to a multitude of people and institutions via the internet. Park et al. (2007) found that the quality and quantity of online consumer reviews affect consumers' purchase intention. In the Indonesian context, Mulyandi (2022), Anggraini and Simanjorang (2023), and Ediansyah and Artina (2024) have also examined online customer review as a factor in consumers' purchase interest on e-commerce platforms, including TikTok Shop. For generation Z, who are accustomed to reading the experiences of other consumers online, reviews function as an easily accessible source of social information that lowers the perceived risk before buying.

Purchase Intention Precedes Buying Behavior

Purchase intention is a psychological drive of generation Z that describes the tendency to buy a product after evaluating all available information. Therefore, purchase intention among generation Z is often considered a strong predictor of actual purchasing behavior in the future (Sari, 2020). In the buying process described by Kotler and Keller (2016), consumers move from recognizing a need, to searching for information, to evaluating alternatives, and then to making a purchase decision. Purchase intention is formed largely during the information search and evaluation stages, when consumers compare what is available before deciding. On the TikTok Shop marketplace, generation Z carries out these stages through the price information and the reviews displayed beside each product. In line with TPB (Ajzen, 1991), the stronger this intention, the more likely generation Z is to make the actual purchase.

Hypothesis Development

Based on the Theory of Planned Behavior and the literature reviewed above, this research positions price (X1) and online customer review (X2) as independent variables and generation Z purchase intention on the TikTok Shop marketplace (Y) as the dependent variable. The line of reasoning is that generation Z, as digital natives, search for and compare information before buying. Price tells them what they must sacrifice, while online customer review tells them what other buyers have experienced. Together, these two pieces of information shape their evaluation of the product and, in turn, their intention to buy it. The relationship between each independent variable and purchase intention is developed into a hypothesis below.

Hypothesis 1: Price Raises Purchase Intention

On the TikTok Shop marketplace, the same product is offered by many sellers, so generation Z can compare prices without leaving the application. When a price is considered affordable and in line with the

benefits offered, the perceived value of the product increases, and a higher perceived value strengthens the willingness to buy (Zeithaml, 1988; Dodds et al., 1991). Discounts, flash sales, and free shipping make the price look even more attractive and encourage consumers to act on their interest (Sa'adah et al., 2022). This reasoning is consistent with Damanik et al. (2023) and Hafizhoh et al. (2023), whose studies on TikTok Shop treat price and discounts as determinants of purchase interest. Therefore, price is expected to form a favorable attitude toward buying and to strengthen the purchase intention of generation Z, which leads to the following hypothesis:

H1: Price (X1) has a significant influence on generation Z purchase intention on the TikTok Shop marketplace (Y).

Hypothesis 2: Online Reviews Raise Purchase Intention

Because consumers cannot inspect products directly on an online marketplace, they face uncertainty about product quality and seller reliability. Online customer reviews, as a form of eWOM (Hennig-Thurau et al., 2004), supply information from people who have actually bought the product. The more positive and informative the reviews are, the lower the perceived risk and the stronger the confidence to buy (Park et al., 2007; Mulyandi, 2022). Since generation Z habitually consults the experiences of other consumers online before purchasing, online customer review is expected to be a strong cue in forming their purchase intention. Therefore, online customer review is expected to work as social information that strengthens the purchase intention of generation Z, which leads to the following hypothesis:

H2: Online customer review (X2) has a significant influence on generation Z purchase intention on the TikTok Shop marketplace (Y).

Research methods

Research uses a case research approach with a quantitative method. The primary data is collected by distributing closed questionnaires to FAI UMSU students as generation Z, who also serve as research respondents and samples in testing the causal relationship between variables of price influence and online customer review on generation Z purchase intention on the TikTok Shop marketplace. Because it is numerical, the primary data is analyzed statistically.

In determining the research population, the students of FAI UMSU were the research population, totaling 1100 students from the Sharia Business Management Study Program, Sharia Banking Study Program, Islamic Education Study Program, Early Childhood Education Study Program, and Astronomy Science Study Program. The sampling technique used was probability sampling with a simple random method.

Using Slovin formula, the research sample consisted of 92 FAI UMSU students.

$$n = \frac{N}{1 + N.e^2}$$

$$n = \frac{1100}{1 + (1100) (0,1)^2} = 91,67 \text{ } 92$$

Description:

n = Sample

N = Population

e = Error Rate 10%

With validity and reliability tests, this questionnaire is considered valid if each statement item is able to reveal something that will be measured by that statement item, while the questionnaire is considered reliable if the answers to all the statement items from 92 FAI UMSU students are consistent over time. Therefore, the questionnaire was distributed to the 92 FAI UMSU students by having them complete 15 statement items prepared by the researcher, which consisted of 5 statement items for the price influence variable (X1), 5 statement items for the online customer review variable (X2), and 5 statement items for the purchase intention of generation Z in the TikTok Shop marketplace variable (Y), by selecting one answer from the 15 closed statement items provided by the researcher and marking a check (✓) in the corresponding answer column. In terms of its form, this questionnaire uses a Likert Scale.

Table 1. Levels and Scores of Respondent Answer

Levels	Scores
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

Source: Researcher (2026)

In this case, the research is analyzed using a multiple linear regression model, with the data processed using the Statistical Program for Social Science (SPSS) version 22 so it can be expressed with the equation:

$$Y = a + b_1X_1 + b_2X_2 + \dots + \epsilon \quad (1)$$

Description:

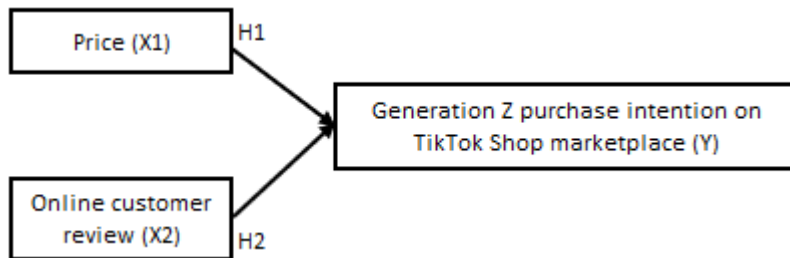
Y = Generation Z purchase intention on TikTok Shop marketplace

a = Constant

b1,b2 = Regression coefficient

- X1 = Price
X2 = Online customer review
 ε = Standard Error

From this multiple linear regression analysis model, the research framework is based on the relationship between price (X1) and online customer review (X2), and whether they significant influence generation Z purchase intention on the TikTok Shop marketplace supported by hypotheses.



Picture 1. Research Framework

The existence of a hypothesis is very important in research as it allows the prediction of the relationships that occur between the independent variable and dependent variable (Nazir, 2014). Based on the hypothesis development in the literature review, the research hypotheses are formulated as follows:

1. H1 : Price variable (X1) has a significant influence on generation Z purchase intention on the TikTok Shop marketplace (Y).
2. H2 : The variable online customer review (X2) has a significant influence on generation Z purchase intention on the TikTok Shop marketplace (Y).

Finally, this research was tested using statistical tests through the R2 accuracy test, the F test, and the t test.

1. The R2 accuracy test is used to measure how well the model explains the variation in the dependent variable as accounted for by the independent variable (Suryabrata, 2010).
2. The F test is used to examine the influence of independent variable on the dependent variable simultaneously (Jogiyanto, 2018).
3. The t test is used to see the influence of the independent variable on the dependent variable partially (Santos, 2011).

Results and discussion

Results

The research result were obtained through validity tests, reliability tests, R2 accuracy tests, F test, and t test.

Validity Test Result

The 92nd response from an FAI UMSU students, who is also a member of generation Z, submitted by the researcher to 15 statement items through the distribution of questionnaires is valid. This can be seen from all the calculated r values of the research variables being greater than the table r value of 0,1975.

Table 2. Validity Test Results

Research Variable	Statement Item	R values	r table	Description
Price (X1)	P1	0,631	0,1946	Valid
	P2	0,555		Valid
	P3	0,254		Valid
	P4	0,575		Valid
	P5	0,345		Valid
Online Customer Review (X2)	P6	0,677		Valid
	P7	0,797		Valid
	P8	0,425		Valid
	P9	0,231		Valid
	P10	0,324		Valid
Generation Z Purchase Intention on TikTok Shop Marketplace (Y)	P11	0,421		Valid
	P12	0,423		Valid
	P13	0,279		Valid
	P14	0,536		Valid
	P15	0,368		Valid

Source: Researcher (2026)

Reliability Test Result

Cronbach's Alpha from Table 3 shows that the responses of 92 FAI UMSU students who are also part of generation Z to the 15 statement items submitted by the researchers through the distribution of questionnaires are reliable. This can be seen from the Cronbach's Alpha value of 0,649 which is greater than 0,60.

Tabel 3. Reliability Test Result

Cronbach's Alpha	N of Items
0,649	15

Source: Researcher (2026)

R2 Accuracy Test Result

It is shown in Table 4 that the R2 value is 0,648. In conclusion, the variation in the independent variable can explain 64,80% of the variation in the dependent variable while the remaining 35,20% can be explained by other factors not included in this model.

F Test Result

It is shown from Table 4 that the calculated F value is 35,056 which is greater than the table F value of 3,09, while the Sig. value is 0,000 which is less than the probability value of 0,05. In conclusion, the regression model on the independent variable simultaneously influence the dependent variable so the regression model of the independent variable can be used to predict the dependent variable.

1. The calculated t value for the price variable (X1) is 2,043 which is greater than the table t value of 1,98, while the significance value is 0,002 which is smaller than the probability value of 0,05. This indicates that the results of this research accept H1 according to the hypothesis. In conclusion, the price variable (X1) has a significant influence on the purchase intention of generation Z on the TikTok Shop marketplace (Y).
2. The calculated t value for the online customer review (X2) is 8,264 which is greater than the table t value of 1,98, while the significance value is 0,000 which is smaller than the probability value of 0,05. This indicates that the results of this research accept H2 according to the hypothesis. In conclusion, the online customer review (X2) has a significant influence on the purchase intention of generation Z on the TikTok Shop marketplace (Y).

Table 4. Regression Summary

Model	B	t	Sig.
Constant	8,830	5,529	0,001
Price	0,062	2,043	0,002
Online Customer Review	0,500	8,264	0,000
F = 35,056 ; Sig. = 0,000			
R = 0,648 ; R ² = 0,420			

Source: Researcher (2026)

Discussion

The research discussion refers to Table 4 so the research model with this multiple linear regression analysis equation can be written as:

$$\begin{array}{l} \text{Generation Z} \\ \text{purchase intention} \\ \text{on TikTok Shop} \\ \text{Marketplace (Y)} \end{array} = 8,830 + 0,062 \text{ Price (X1)} + 0,500 \text{ Online customer review (X2)}$$

1. From this research model, the constant value is 8,830. At the very least, with the constant, price (X1) and online customer review (X2) the purchase intention of generation Z students at FAI UMSU (Y) can increase sales on the TikTok Shop Marketplace by 8,830%. TikTok Shop is a social commerce feature integrated into the TikTok app that allows users to conduct buying and selling transactions directly through video content, live streaming, and product showcases without leaving the app. TikTok Shop combines the concept of social media and e-commerce (social commerce), where promotion, interaction, and purchasing processes occur on a single platform, the TikTok Shop marketplace platform. Consumers can view reviews, ratings, product descriptions, and make payments directly through the TikTok Shop marketplace application. FAI UMSU students, as generation Z are a generation that has grown and developed alongside the growth of digital technology. At the very least, FAI UMSU students born in generation Z tend to be proficient in digital technology. The closeness of generation Z to digital technology also proves that the future of the TikTok Shop marketplace platform will be brighter in the hands of generation Z. Generation Z represents the future that drives their interest to take action for purchasing interest in the TikTok Shop marketplace. Ultimately, price and online customer review influence the purchasing interest of FAI UMSU students as generation Z in the TikTok Shop marketplace. (Masyhuri, 2025) and Ghafur et al. (2024) explain that price is one of the important elements in marketing and becomes a determining factor in generation Z purchasing decisions. Price, as a rational variable in the decision-making process, influences how generation Z assesses the value of a product against the cost that must be incurred in relation to their purchase interest on the TikTok Shop marketplace. At the very least, with the same product, generation Z can easily compare prices between sellers on the TikTok Shop marketplace without having to leave the TikTok Shop app, whereas online customer reviews, according to Anggraini & Simanjorang (2023) and Ediansyah & Artina (2024), are a form of reviews, comments, and/or ratings provided by generation Z online after experiencing a product or service, functioning as a source of information for other generation Z members in their decision-making process regarding purchase interest on the TikTok Shop marketplace. In the context of marketplaces or e-

commerce, online customer reviews are part of electronic word-of-mouth (e-WOM) that help generation Z assess product quality based on the experiences of other generation Z members or consumers, thereby influencing purchase intentions on the TikTok Shop marketplace.

2. The influence of price (X1) on the purchase intention of generation Z on the TikTok Shop Marketplace (Y). The result of this research support the hypothesis that accepts H1 indicating that the price variable (X1) has a significant influence on the purchase intention of generation Z on the TikTok Shop marketplace (Y). Based on the regression coefficient value, the price is 0,062. At least, with a 1% increase in price influence the purchase intention of 97 FAI UMSU students, who are generation Z and also consumers on the TikTok Shop marketplace by 0,062%. Therefore, price plays an important role in influencing the purchase intention of these 97 FAI UMSU students as generation Z consumers because it reflects the perceived value and affordability of a product. In the TikTok Shop marketplace environment, generation Z can quickly compare prices from various sellers so their purchase intention is influenced by their perception of the value of those prices. This can be seen from 97 FAI UMSU students where price directly influence their purchase intention. At the very least, more competitive prices tend to increase the purchase intention of these 97 FAI UMSU students as generation Z who are also consumers highly sensitive to price. Therefore, it can be concluded that price has a significant influence on the purchase intention of these 97 FAI UMSU students as generation Z in the TikTok Shop marketplace. The result of this research support the research by Inkasari et al. (2025) which stated that price has a positive and significant influence on consumer purchase intention on the TikTok Shop marketplace. Competitive prices that match the product quality can increase consumers interest in making purchases. This is because consumers find it easy to compare prices between sellers on the TikTok Shop digital marketplace platform. Furthermore, research by Wiraatmaja & Nurbasari (2023) stated that price has a positive and significant influence on consumer purchase intention on the Tokopedia marketplace. Competitive pricing becomes a key consideration in consumer purchasing decisions on the marketplace. This research by Susanto & Muljadi (2022) shows that discounts or price reductions have a significant influence on students

purchase intentions on TikTok Shop. This indicates that pricing strategies play an important role in increasing purchase intention among generation Z. Research by Hafizhoh et al. (2023) also concluded that price has a significant influence on the purchase intention of online marketplace consumers because consumers consider the alignment between price and product quality before making a purchase. Vitara & Sari (2024) research reinforces that price has a direct impact on purchase intention through increasing perceived value among TikTok Shop consumers.

3. The influence of online customer review (X2) on the purchase intention of generation Z on the Tiktok Shop Marketplace (Y). The result of this research are in line with the hypothesis which accepts H2 indicating that the online customer review (X2) has a significant influence on the purchase intention of generation Z in the TikTok Shop Marketplace (Y). Based on the regression coefficient value, the online customer review (X2) is 0,500. At least, with a 1% increase in online customer review it influence the purchase intention of 97 FAI UMSU students as generation Z, who are also consumers in the TikTok Shop marketplace by 0,500%. Online customer review are said to function as a very important source of social information for the 97 FAI UMSU students in the purchasing decision-making process. Online customer review also helped 97 FAI UMSU students reduce risk and strengthen confidence in the products offered on the TikTok Shop marketplace. This can be seen from the 97 FAI UMSU students who implicitly support the theory that online customer review shape their purchase interest and buying behavior. Thus, it can be concluded that online customer review consistently have a significant influence on the purchase intention of 97 FAI UMSU students as generation Z on the TikTok Shop marketplace. This research supports the research of Lumansik & Kusuma (2024) which showed that online customer reviews significant influence purchase intention on TikTok Shop. It also aligns with Prihatiningsih & Ismail (2024)) findings which indicated that online customer review positively influence purchase intention on TikTok Shop. The reason is that consumer online review can enhance trust and provide a sense of assurance to buyers. Kevin & Kusnadi (2025) research also found that online customer review have a positive influence on students purchase intention on the TikTok Shop platform. Consumers tend to trust the experiences of previous

buyers before making a decision. Inaya & Setiyarini (2025) research supports that online customer review significant influence consumers purchase intention in e-commerce because they can reduce uncertainty and purchase risk in the TikTok Shop marketplace. Lubis et al. (2025) further added that online customer review have a positive and significant influence on consumers purchase intentions on TikTok Shop. Customer review serve as an important source of information that influence consumers confidence before making a purchase. Arinda et al. (2025) research reinforces that online customer review influence purchasing decisions which implicitly supports the theory that online customer review shape consumers intentions and purchasing actions.

Conclusion

This research proves that price and online customer review significant influence the purchase intention of generation Z on the TikTok Shop marketplace, specifically among 92 FAI UMSU students. These findings also reinforce the characteristics of generation Z as digital natives who heavily rely on online information before making purchasing decisions. Furthermore, partially, price acts as a rational factor influencing purchase considerations that align with generation Z perceived value. As a result, the tendency for purchase intention increases.

Aside from price, online customer review have been proven to have a more dominant influence than price in shaping purchase intention. Online customer review serve as a source of social information (electronic word of mouth) that can increase trust, reduce perceived risk, and strengthen generation Z confidence in product quality. Therefore, it is recommended that future research include variables such as trust, brand image, promotions, product quality, and ease of use of the application to gain a more comprehensive understanding of the factors influencing generation Z purchase intention on the TikTok Shop marketplace.

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