

ABSTRACT

Customer Review on Gen Z Purchase Decisions Shopee e-commerce in Palembang. The data used in this study is primary data collected through questionnaires. The population of this study is all Shopee e-commerce users who are Gen Z. The sampling technique used is a non-probability sampling method with a purposive sampling approach and 100 samples were obtained. The results of this study show that Sale Promotion does not have a positive and significant effect on Gen Z Purchase Decisions on Shopee e-commerce in Palembang, while Online Customer Reviews have a positive and significant influence on Gen Z Purchase Decisions on Shopee e-commerce in Palembang.

Keywords: Sale Promotion, Online Customer Review, Purchase Decisions