

The Influence Of Social Media Marketing And Online Customer Reviews On The Purchase Decisions Of Jiniso Products Among Generation Z In Kendari City

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Abstract

This study aims to analyze the influence of social media marketing and online customer review on the purchase decisions of Jiniso products among Generation Z in Kendari City. The research employed a quantitative approach using questionnaire data collected from 130 respondents who had purchased Jiniso products more than once. The respondents consisted of male and female consumers aged 17–28 years living in Kendari City. The data were analyzed using descriptive analysis and Structural Equation Modeling (SEM).

The results of the study indicate that social media marketing has a positive and significant effect on purchase decisions. Effective social media marketing strategies, including content creation, content sharing, connecting, and community building, were found to increase consumer interest and encourage purchasing decisions. In addition, online customer review also has a positive and significant effect on purchase decisions. Indicators such as perceived usefulness, source credibility, argument quality, valence, and volume of review were shown to strengthen consumer trust and confidence before making a purchase.

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The R-Square value of 0.624 indicates that 62.4% of the variation in purchase decisions can be explained by social media marketing and online customer review, while the remaining 37.6% is influenced by other variables outside the scope of this study. The findings suggest that both social media marketing and online customer review play important roles in influencing the purchase decisions of Jiniso products among Generation Z in Kendari City.

Keyword: Social Media Marketing, Online Customer Review, Purchase Decision, Generation Z, Jiniso.

INTRODUCTION

The era of globalization, marked by rapid advancements in information and communication technology, has led to an increasing human need for information (Duta, 2022). In particular, social media has become a major platform for marketing, enabling brands to interact directly with consumers. Social media also creates user communities where individuals can share experiences with one another.

In addition, social media has emerged as one of the primary platforms for interaction and sharing information about products, allowing consumers to make purchasing decisions (Breuer, 2020). In Indonesia, the use of social media among university students is highly significant, and most of them spend their time exploring platforms such as Instagram, TikTok, and Facebook, including for conducting purchasing transactions. On average, they purchase several products or clothing items, and currently many clothing brands exist in Indonesia, one of which is Jiniso.

Jiniso is a local brand founded by Dian Fiona in 2018. As one of the growing fashion brands in Indonesia, Jiniso has the potential to utilize these two aspects in its marketing strategy. Jiniso products are known for their attractive designs and competitive prices. Jiniso has implemented various marketing strategies, particularly by promoting its jeans products through social media. Therefore, this study aims to analyze the influence of social media marketing and online customer reviews on purchasing decisions.

Purchase decision is the mental process of a consumer deciding whether or not to buy a product or service after going through stages of evaluation and consideration. This process may involve various factors influencing the decision, such as social media marketing, online customer reviews, recommendations from others, promotions, and situational factors such as urgent needs or product availability.



According to Tjiptono (2020), a purchase decision is a process in which consumers recognize certain products or brands and evaluate how well each alternative can solve their problems, which then leads to a purchasing decision (Tua et al., 2022). Purchase decision is also defined as the emotional and mental process of an individual in buying, selecting, and using goods and services to fulfill their needs and desires (Sastro, 2021). Consumer decision is an action taken by consumers in deciding on a product considered to be a solution to their needs and desires (Marlius et al., 2023). In addition, social media marketing also influences purchasing decisions.

Social media marketing is a marketing strategy that uses social media platforms to promote products, services, or brands. Its main objective is to build brand awareness, increase interaction with audiences, and ultimately drive sales or conversions. Social media marketing is a marketing strategy that utilizes social media to market products or services by involving the people participating in it for marketing purposes (Hasniaty et al., 2023). University students, as one of the market segments most active on social media, tend to be more influenced by the content they see, including advertisements and product recommendations.

Information delivered through social media can shape consumers' perceptions of a brand, which in turn affects their purchasing decisions (Kania, 2023). Therefore, companies need to understand how social media can be utilized to reach this target market. Besides social media marketing, online customer reviews also influence purchasing decisions for Jiniso products.

Online customer reviews are reviews created by consumers who have different unique preferences, varying levels of product knowledge, and different usage conditions. Such diversity of information makes the reviews provided by consumers more relevant for a wide range of other consumers (Dzulqarnain, 2019).

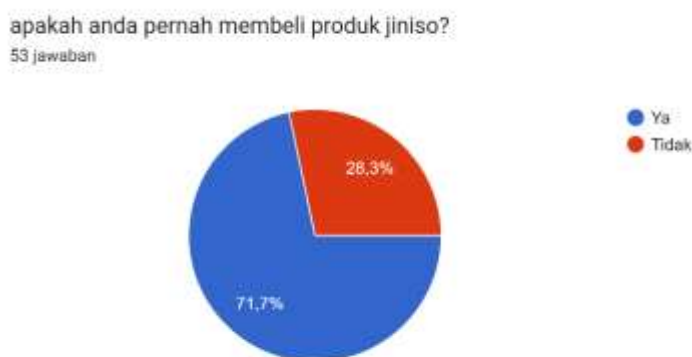
Online customer reviews make it easier for consumers or potential consumers before making purchases, because online customer reviews become one of the considerations regarding purchases made by other consumers (Amin & Fikriyah, 2023). According to Banjarnahor et al. (2021), online customer reviews are reviews provided by other consumers regarding their experiences in purchasing products on marketplace sites, which can be used as a benchmark for other consumers' purchasing decisions.

The sales phenomenon of Jiniso.id products continues to increase every year, and in 2023, Jiniso.id sales reached 996,691 items. Social media marketing and online customer reviews have a significant influence on purchasing decisions for Jiniso products. Social media marketing creates



brand awareness, builds relationships with consumers, and utilizes influencer impact as well as social proof to increase trust in the products.

On the other hand, online customer reviews provide transparent and credible information, reduce uncertainty, and help consumers assess product quality based on other people's experiences. Both work together to strengthen consumer confidence and encourage them to make purchases. This is supported by a preliminary survey conducted among Generation Z in Kendari City.



Source: Google Form Data, 2024

Figure 1 Respondents' Responses

Based on Figure 1 above, the researcher conducted a preliminary observation through the distribution of a questionnaire in the form of a Google Form to 53 respondents who had purchased Jiniso products in Kendari City. The results showed that 71.7% of the respondents had decided to purchase Jiniso products.

The results indicate the reasons respondents purchased Jiniso products based on 53 responses. The most dominant reason was Online Customer Review (35.4%), followed by Social Media Marketing (33.3%) and Brand Image (29.2%). Meanwhile, Product Quality (20.8%) and Price (8.3%) were considered less influential factors.

In relation to the context of this study, inconsistencies were found in previous research results, indicating a research gap in studies regarding factors influencing purchasing decisions for fashion products, particularly through social media. Arsj et al. (2023) found that Social Media Marketing did not have a significant effect on consumer purchasing decisions on the Shopee marketplace. However, different results were shown by Verawaty (2023), who stated that Social Media Marketing and Online Customer Review had a positive and significant effect on purchasing

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decisions for fashion products on the same platform. Meanwhile, research conducted by Hati et al. (2023) showed that Online Customer Review had a significant influence on purchasing decisions for Wardah cosmetic products through Shopee. These differences in research findings indicate inconsistencies regarding the influence of Social Media Marketing and Online Customer Review on purchasing decisions.

Therefore, further research is needed to re-examine the relationship between these two variables in the context of local fashion products such as Jiniso, particularly among Generation Z in Kendari City, who have unique characteristics in digital consumption and online shopping behavior.

Based on the background and phenomenon described above, this study aims to determine the extent to which these two factors influence purchasing decisions for Jiniso products in Kendari City. Therefore, the researcher is interested in conducting further research entitled, “The Influence of Social Media Marketing and Online Customer Reviews on the Purchase Decisions of Jiniso Products Among Generation Z in Kolaka Regency”.

METHOD

This study employs a quantitative research approach, which is aligned with the research objectives and problem formulation that have been established. According to Wonua et al. (2021), a quantitative research approach is a type of research based on the philosophy of positivism, emphasizing the measurement of quantity or numerical data. Quantitative data consist of numerical information or qualitative data that are transformed into numerical scores. Such data reflect measurable quantities and absolute values that can be statistically analyzed (Hardani et al., 2020).

This research was conducted on Jiniso product users in Kendari City, particularly consumers who have used Jiniso products more than once. The type of data used in this study is quantitative data. Population refers to a generalization area consisting of objects or subjects with certain qualities and characteristics determined by the researcher to be studied and from which conclusions are drawn. The population in this study consists of Generation Z consumers in Kendari City.

The sample in this study consists of male and female residents of Kendari City who have purchased Jiniso products more than once and are between 17–28 years old. Before determining the research sample, the researcher calculated the sample size using the Hair formula. The Hair



formula was applied because the exact population size in this study was unknown, and according to Hair (2010), the minimum sample size should be 5–10 times the total number of indicators used in the study. Based on this guideline, the total sample used in this research was 130 respondents.

Relationship Between Variables

The Influence of Social Media Marketing on Purchase Decisions

According to Suci and Putri (2023), the social media marketing variable has a positive and significant influence on purchase decisions. This finding is consistent with the study conducted by Duta (2022), which found that social media marketing has a positive and significant effect on the purchase decisions of Jiniso products.

H1: Social Media Marketing has a positive effect on Purchase Decisions.

The Influence of Online Customer Reviews on Purchase Decisions

According to Wahyuningrum et al. (2023), there is a positive and significant influence between online customer reviews and purchase decisions. This indicates that the greater the number of online customer reviews regarding a product or service, whether positive or negative, the more they can influence consumers' purchase decisions.

Furthermore, the results of the study conducted by Lidiawati et al. (2023) showed that Online Customer Review has a positive and significant effect on Purchase Decisions. This finding is also supported by the research of Ardianti and Widiartanto (2019), which demonstrated that the Online Customer Review variable significantly influences purchasing decisions for fashion products in online stores.

H2: Online Customer Review has a positive and significant effect on Purchase Decisions.

RESULT AND DISCUSSION

Data collection in this study was conducted using a questionnaire in the form of a survey. The use of questionnaires facilitated the process of collecting research data. The questionnaires were distributed to Generation Z consumers who use Jiniso products. A total of 130 responses were collected, in accordance with the determined sample size.

To comprehensively explain the research findings, the data were analyzed using descriptive analysis and Structural Equation Modeling (SEM). In addition, the researcher also



analyzed the characteristics of the respondents, including gender, age, occupation, and income. SmartPLS 3 was used to analyze the data and evaluate the outer and inner models. The outer model, consisting of validity and reliability tests, showed results that met the requirements, indicating that it was validated and reliable.

The inner model with path coefficient testing was then used to determine the significant relationships between variables, proving whether certain variables had a significant effect on other variables. A variable was considered significant if the path coefficient value was > 0.1 and the p-value < 0.05 . Because this study adopts a one-sided approach, the coefficient's weight is significant if the t-statistic value is greater than 1.67 (according to a 5% significance level).

Coefficient of Determination (R^2) Analysis

This analysis aims to measure the extent to which the independent variables influence the dependent variable. According to Ghozali (2012), the R-Square value is categorized into three levels: strong, moderate, and weak. A model is considered strong if it has an R-Square value of 0.70, moderate at 0.50, and weak at 0.25. The coefficient of determination obtained can be seen in the following table:

Tabel 1. Nilai R-square

Construct	R-Square
Purchase Decision	0.624

The R-Square value of 0.624 indicates the model's ability to explain the dependent variable, namely purchase decision. This value means that 62.4% of the variation in purchase decisions can be explained by the independent variables used in this study, namely social media marketing and online customer review. Meanwhile, the remaining 37.6% is explained by other variables outside the model that were not included in this research.

In the context of statistical analysis, an R-Square value of 0.624 is categorized as moderate to strong. This indicates that the model has a fairly good explanatory power. In other words, the independent variables used in this study are capable of explaining more than half of the variation in the dependent variable, showing that they make a substantial contribution in influencing purchase decisions.

This value also reflects that the research model has an adequate level of fit and can therefore be used to explain the relationships among the variables in this study. However, since



the value has not yet reached the strong category (≥ 0.70), the model still has opportunities for further development by including other relevant variables in order to improve its explanatory power.

Thus, the R-Square value of 0.624 indicates that the model provides a reasonably good level of explanation, with social media marketing and online customer review contributing significantly to purchase decisions. Nevertheless, there are still other factors outside the scope of this study that also influence consumers' purchasing decisions toward Jiniso products.

Table 2.Path Coefficient Values

Item	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P-values
SMM -> PD	0.239	0.243	0.104	2.295	0.011
OCR -> PD	0.595	0.596	0.102	5.807	0.000

(Source: Processed data, 2025)

Based on Table 2, the Path Coefficient testing is conducted to strengthen the relationships between constructs in each hypothesis. This testing uses the PLS Bootstrapping method by examining the T-Statistic values of the independent variables on the dependent variable. According to Abdillah and Jogiyanto (2015:197), the rule of thumb used in this study is a T-Statistic > 1.64 with a significance level of P-Value < 0.05 (5%), and positive results.

DISCUSSION

The Influence of Social Media Marketing on Purchase Decisions

Based on the path analysis results, the social media marketing variable has a positive and significant effect on the purchase decisions of Jiniso products among Generation Z in Kendari City. This indicates that the better the social media marketing strategy implemented, the higher the tendency of consumers to make purchasing decisions.

Descriptively, all indicators of social media marketing, namely content creation, content sharing, connecting, and community building, were categorized as high. This shows that attractive content, active interaction, and the ability to build online communities increase consumer interest in Jiniso products.

The outer loading results revealed that the most dominant indicators were content



creation and connecting. This means that engaging content and strong interaction with audiences are the main factors influencing purchase decisions. Consumers are more likely to purchase Jiniso products because the content presented is informative, appealing, and able to build emotional connections with consumers.

Theoretically, these findings strengthen the view that social media marketing is an effective strategy in the digital era, as it allows companies to reach consumers widely and establish two-way communication. Social media functions not only as a promotional tool but also as a medium for building trust and closer relationships with consumers.

These findings are consistent with previous studies stating that social media marketing has a positive and significant effect on purchase decisions. Therefore, it can be concluded that social media marketing positively and significantly influences the purchase decisions of Jiniso products among Generation Z in Kendari City.

The Influence of Online Customer Review on Purchase Decisions

Based on the path analysis results, the online customer review variable also has a positive and significant effect on the purchase decisions of Jiniso products. This indicates that reviews provided by other consumers can increase confidence and encourage purchasing decisions.

The descriptive analysis showed that all indicators of online customer review, including perceived usefulness, source credibility, argument quality, valence, and volume of review, were categorized as high. This means that consumers perceive the reviews as useful, trustworthy, and informative.

The outer loading results indicated that the most dominant indicators were source credibility and argument quality. This shows that trust in the review source and the quality of information provided are the main factors influencing purchase decisions. Consumers tend to consider reviews that are clear, logical, and written by credible users before deciding to purchase Jiniso products.

Conceptually, online customer review is a form of electronic word of mouth that strongly influences consumer behavior. Information based on other consumers' experiences is considered more honest and relevant, thereby reducing uncertainty in online purchasing decisions.

These findings are in line with previous studies stating that online customer review has a positive and significant effect on purchase decisions. Therefore, it can be concluded that online customer review is an important factor influencing the purchase decisions of Jiniso products,



particularly in increasing consumer trust and confidence before making a purchase.

CONCLUSION

Based on the results of this study entitled “The Influence of Social Media Marketing and Online Customer Review on the Purchase Decisions of Jiniso Products among Generation Z in Kendari City,” it can be concluded that both social media marketing and online customer review have a positive and significant influence on purchase decisions. Effective social media marketing strategies, such as attractive content creation, active interaction, content sharing, and community building, were proven to increase consumer interest and encourage purchasing decisions. In addition, online customer reviews also play an important role in strengthening consumer trust and confidence through useful, credible, and informative reviews.

For Jiniso, it is recommended to continuously optimize social media marketing strategies by creating creative, informative, and engaging content that matches the characteristics of Generation Z. The company should also maintain active interaction with consumers and encourage customers to provide positive reviews through loyalty programs, discounts, or other incentives. Maintaining product quality is also essential to ensure positive reviews and increase consumer trust.

This study still has several limitations, particularly the respondent characteristics, which were dominated by students, so the results may not fully represent all groups of society. Future researchers are expected to use more diverse sampling techniques and include additional variables such as brand image, product quality, price, and customer satisfaction in order to provide a more comprehensive understanding of factors influencing purchase decisions. Expanding the research area and increasing the sample size are also recommended to obtain more accurate and representative results.

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