

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Role of Influencer Marketing, Online Customer Reviews, and Brand Reputation on Millennial Purchase Decisions for Fashion Products on Tokopedia

Jihan Bella Saputri¹, Nurul Huda²

^{1,2}Department of Management, Faculty of Economics and Business, Universitas Islam Nahdlatul Ulama Jepara, Jepara, Indonesia. Email: Jihanbella2003.jb@gmail.com¹, nurulhuda@unisnu.ac.id²

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ABSTRACT

This study analyzes the role of influencer marketing, online customer reviews, and brand reputation in shaping millennials' purchasing decisions for fashion products on Tokopedia. Using a quantitative approach with purposive sampling, 147 millennial respondents who had purchased fashion products on Tokopedia were surveyed. Data were collected through an online questionnaire and analyzed with Structural Equation Modeling (SEM-PLS) using SmartPLS 3.0. Results indicate that all three variables significantly influence purchase decisions, with online customer reviews showing the strongest effect, followed by influencer marketing and brand reputation. The term dominant variable refers to the factor with the highest path coefficient in the SEM analysis. These findings highlight the importance of integrating influencer collaborations, user-generated reviews, and brand reputation management to enhance consumer trust and loyalty in highly competitive e-commerce platforms.

Keywords: Influencer Marketing, Online Customer Review, Brand Reputation, Purchasing Decisions.

I. Introduction

The globalization era has had a major impact on various sectors, including the economy and business. The rapid development of communication technology and digital media has also encouraged an increase in online shopping activities. People are now more likely to look for product information through social media before deciding to make a purchase (Samsul et al., 2024). Along with the advancement of the internet, the marketplace trend in Indonesia continues to grow. A Tempo.co report shows an increase in the number of e-commerce users from 70.8 million in 2017 to 180.6 million in 2023. This indicates that online shopping has become a habit for the community, especially the millennial generation, who are increasingly dependent on digital services to meet their daily needs (Nababan & Siregar, 2022). The millennial generation, as the largest consumer segment, actively uses social media and the internet to look for product recommendations, including in the fashion category. They often use user reviews, brand image, and influencer recommendations as the basis for their purchasing decisions (Mahendra & Edastama, 2022). In recent years, the development of digital technology has brought significant changes with the rise of e-commerce platforms such as Tokopedia. This is proven in the table of the most visited marketplaces presented in the following table:

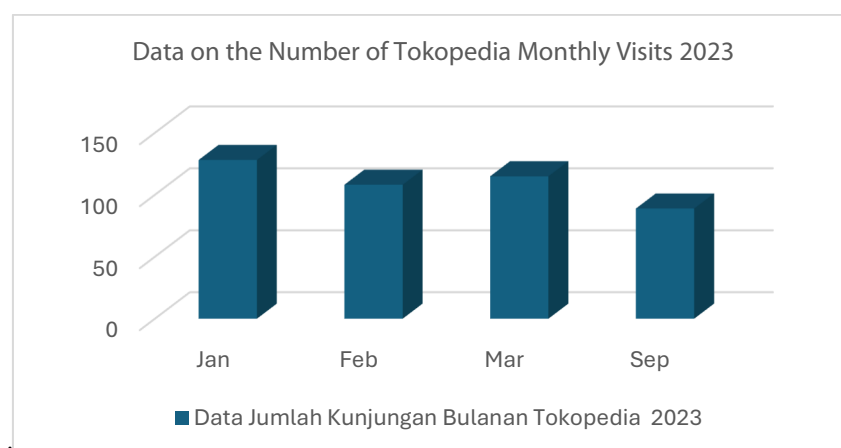


Table 1. Data on the Number of Marketplace Visits in Indonesia Throughout 2023

No.	Marketplace	Visits
1.	Shopee	2.35 Billion
2.	Tokopedia	1.25 Billion
3.	Lazada	762 Million
4.	Blibli	337 Million
5.	Bukalapak	168 Million

Source: editorialkalit.com

Based on Table 1, Tokopedia is in second place as the marketplace with the most visits, reaching 1.25 billion, below Shopee, which is in first place. However, despite being in second place, Tokopedia faces challenges in maintaining consumer loyalty due to tight competition between platforms. The low public familiarity with Tokopedia's promotions has the potential to weaken purchasing interest, especially in the fashion category, which is heavily influenced by digital-based marketing strategies (Listiani & Arifin, 2023). Tokopedia is the focus of this research because, even though it ranks second in terms of number of visits, there are indications of a decline in consumer preference due to competition between marketplaces and weak promotional strategies. It is important to study this further, especially in the context of the millennial generation as the largest user segment who are digitally active and tend to consider customer reviews, influencer influence, and brand image before buying fashion products (Fitri & Wahyudi, 2022). The decline in consumer preferences can be seen in the SimilarWeb data presented in Figure 1:

**Figure 1. Data on the Number of Tokopedia Monthly Visits 2023**

Based on SimilarWeb data (2023), Tokopedia experienced a significant decrease in the number of visits, from 128.1 million in January to 108.1 million in February 2023—a decrease of around 15.6%. This decline reflects a major challenge for Tokopedia, where fierce competition between marketplaces, weak promotions, and increasingly selective consumer behavior cause a decrease in purchasing interest. Fashion products are one of the most affected categories because their characteristics are highly influenced by social trends, visual perceptions, and online opinions (Adriana & Syaefulloh, 2023). In this context, the three main factors that are considered crucial in influencing purchasing decisions are influencer marketing, online customer reviews, and brand reputation (Arbaini, 2020). Influencer marketing has proven effective in shaping consumer perceptions through social media such as Instagram and TikTok, with a persuasive and authentic approach (Assegaf et al., 2020). Meanwhile, online customer reviews are an important reference for the millennial generation. Positive reviews can increase consumer confidence, while negative reviews can damage a store's reputation (Faradita, 2023; Fathimah et al., 2022). On the other hand, brand reputation plays a role in building trust, loyalty, and perceptions of product quality—important factors for the millennial generation in choosing fashion products (Fauzani & Fadillah, 2019).

The Engel et al. (1955) decision-making model describes five stages of the purchasing decision process: needs recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In the information search and evaluation stages, the role of the three factors—reviews, influencers, and brand reputation—becomes very dominant, especially for the millennial generation, who are digital natives and rely on third-party opinions before making fashion purchasing decisions as a form of self-expression. However, the effectiveness of these three factors is still debated in previous research. Adriana & Syaefulloh (2023) found that influencer marketing had a significant effect on the purchase of women's bags on Shopee, while Mahendra & Edastama (2022) reported different results for casual clothing products. Likewise, Wilujeng & Edwar (2014) showed that customer reviews had a significant effect on the purchase of skincare on Shopee, while Sugiharto & Nurhayati (2021) found the opposite result on Tokopedia. Likewise, brand reputation was considered to have a positive effect by Shafwah (2024), but Patrisya et al. (2025) stated that it was not significant. These different results indicate a research gap that needs to be explored further. Based on this description, this study aims to analyze the influence of influencer marketing, online customer reviews, and brand reputation on the purchasing decisions of fashion products by the millennial generation on Tokopedia. This research is expected to provide a strategic contribution to optimizing digital marketing, especially in the fashion sector, where competition is increasingly competitive.

II. Literature Review and Hypothesis Development

2.1. Literature Review

This literature review not only presents a summary of previous research but also emphasizes the original contribution of this study, which is to simultaneously analyze the roles of influencer marketing, online customer reviews, and brand reputation in shaping purchasing decisions for fashion products by the millennial generation on Tokopedia. This research differs from previous studies because it focuses on the combination of these variables in the context of fashion e-commerce, which is still rarely explored in depth.

a. Purchasing Decisions

A purchasing decision is the process a consumer goes through when deciding to buy a product. This process begins when consumers realize there is a need or desire that they want to fulfill (Huda et al., 2020). According to Kotler and Armstrong in Imawan's research (2021), a purchasing decision is part of consumer behavior, which is about how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and wants. Previous research shows that the purchasing decision instrument can be measured through several indicators, including suitability to needs, perceived benefits, purchasing accuracy, product stability, purchasing habits, and the tendency to provide recommendations to others (Fathurrahman et al., 2021). In addition, other research confirms that purchasing decisions are influenced by a combination of internal factors (such as consumer motivation, perception, and attitude) and external factors (such as the social environment, customer reviews, and digital marketing strategies) (Setiawan & Bernardus, 2018). This strengthens the finding that purchasing decisions are not only related to basic needs but are also influenced by available information and brand perception. Thus, the concept of purchasing decisions in this study is not only understood as fulfilling needs but also as a result of the interaction between consumer psychological factors, the quality of information obtained, and the marketing strategies used by the company.

b. Influencer Marketing

Influencer marketing is a marketing technique that uses influencers or reference groups on social media to influence consumer attitudes, behavior, and even purchasing decisions (Fathurrahman et al., 2021). According to Kotler in Fathurrahman et al.'s research (2021), influencers are used by marketers because if the message is conveyed by an attractive and well-known source, it will get a higher response and attention. This appeal makes influencers an important part of a promotional strategy in marketing, known as influencer

marketing. Influencer marketing has become a main strategy in digital marketing, and its effectiveness can influence purchasing decisions (Ali et al., 2024). The instruments of influencer marketing are trustworthiness, attractiveness, expertise, visibility, credibility, and power (Jodi et al., 2021).

c. Online Customer Review

An online customer review is a review given by a consumer related to information about various aspects of a product. An online customer review is a feature that can make it easier for potential buyers to make a purchasing decision for a product (Komaryatin et al., 2025). The review given by a person is purely at the will of the reviewer and is part of an advertisement (Fitri & Wahyudi, 2022). Consumers can assess product quality through reviews and the experiences of previous users. This is in line with the opinion of Faradita (2023) in the research of Risma et al. (2024), who said that "Online Consumer Review is used as a means for consumers to search for and obtain information that will later influence purchasing decisions". Online consumer reviews also function as decision-making tools, a mechanism for feedback given by consumers, and a recommendation system on online shopping platforms. The instruments of Customer Review are perceived usefulness, argument quality, source credibility, valence, timeliness, and volume of review (Patrisya et al., 2025).

d. Brand Reputation

Reputation is the view or perception of people, both inside and outside the company (Roosdhani et al., 2024). A reputation is built over a period of time and is represented as the consistency of the attributes inherent in the company. The higher the level of brand trust a consumer has, the stronger the communication carried out by a community towards the brand (Assegaf et al., 2020). According to Fambrun, quoted by Sugiharto & Nurhayati (2021), reputation is the embodiment of a person's experience with the products or services they receive. A good reputation can increase credibility, make consumers more confident that they will get what has been promised to them, so that reputation will be a guarantee that consumers will get something that matches their expectations. The indicators of brand reputation are This brand is reputable, This brand is trustworthy, " and " Emotional Appeal Products and services (Dinni, 2018).

2.2. Hypothesis Development

a. Influencer Marketing on Purchasing Decisions

Previous research has shown that influencer marketing has an important role in influencing consumer behavior. For example, Adriana & Syaefulloh (2023) found that influencer marketing had a significant effect on purchasing decisions. Influencers are seen as individuals who have credibility, and a large number can influence the perceptions and actions of the audience. In digital marketing, consumers tend to trust influencer recommendations more than conventional promotions. This strengthens the view that influencer marketing can increase trust and encourage consumers to make purchasing decisions.

H1: Influencer marketing has a significant effect on purchasing decisions

b. Online Customer Review on Purchasing Decisions

Online customer reviews are a relevant source of information for potential consumers because they contain real experiences from previous users. According to Faradita (2023), consumers have different backgrounds, preferences, and experiences, so written reviews become an important reference in the evaluation process. This finding is in line with Shafwah's (2024) research, which explains that positive reviews have a significant influence on purchasing decisions. Consumers tend to rely on online reviews to reduce risk, increase trust, and strengthen confidence before buying a product. Thus, the better the quality of the available reviews, the greater the chance that consumers will make a purchase.

H2: Online Customer review has a significant effect on purchasing decisions. Brand

c. Reputation on Purchasing Decisions

A good brand reputation will stimulate a person to make a purchasing decision. This is strengthened by the results of previous research by Fauzani & Fadillah (2019), which proved that brand reputation has a positive and significant effect on purchasing decisions. Consumers rate a brand as an indicator of quality and trust, which plays an important role in simplifying the decision-making process. A strong reputation not only provides a guarantee of quality but also increases consumer loyalty to the products or services offered. Therefore, brand reputation is considered one of the main determining factors in purchasing decisions.

H3: Brand reputation has a significant effect on purchasing decisions

d. Influencer marketing, Online customer reviews, and Brand reputation on Purchasing decisions

In the digital era, consumer purchasing decisions are not only influenced by internal factors but also by external factors such as influencers, online reviews, and brand reputation. Influencer marketing provides social validation, online customer reviews increase consumer confidence, and brand reputation fosters a sense of security and trust. The combination of these three factors has been proven to play an important role in shaping purchasing decisions. The results of previous research also support that these variables can simultaneously explain digital consumer behavior, especially the millennial generation, who are very active using social media and depend on online recommendations.

H4: Influencer marketing, customer reviews, and brand reputation have a significant effect on purchasing decisions

Based on the description of the relationship between variables and the development of the hypotheses above, the research framework can be seen in Figure 2 below:

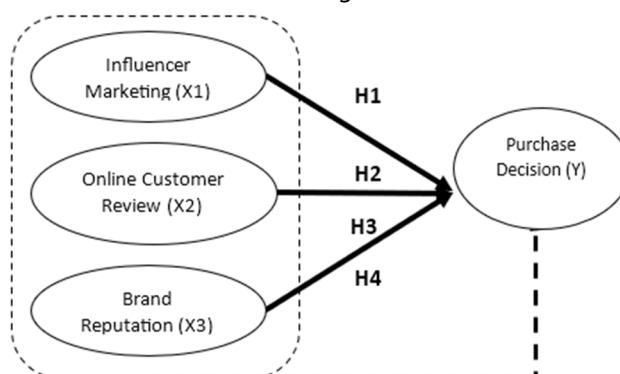


Figure 2. Framework of thought

III. Research Method

Table 2. Measurement Items

Variabel	Statement Item	Reference
Influencer Marketing	1. Information provided by influencers regarding fashion products on Tokopedia is trustworthy.	Adopted from (Patrisya, Afifah, and Purmono, 2025)
	2. Influencers have a supportive appearance when wearing fashion products on Tokopedia.	
	3. Influencers have good knowledge of fashion products on Tokopedia.	
	4. Fashion product influencers on Tokopedia are well-known influencers.	
	5. Fashion product influencers on Tokopedia are reliable in marketing related products.	

	6. Feeling compelled to purchase fashion products on Tokopedia recommended by fashion product influencers.	
Online Customer Review	1. Customer reviews help us understand fashion products on Tokopedia.	(Patrisya, Afifah and Purmono, 2025)
	2. I buy fashion products on Tokopedia because the reviews given by customers are genuine.	
	3. I trust the reviews given by previous customers of fashion products on Tokopedia.	
	4. Negative reviews make me hesitate to buy.	
	5. I buy fashion products on Tokopedia when I see the latest reviews.	
	6. I would recommend fashion products on Tokopedia to others.	
Brand Reputation	1. Tokopedia's fashion products have a good reputation among the public.	(Dinni, 2018)
	2. Tokopedia's fashion products are well-known for consistently delivering on their promises.	
	3. Fashion products have their own unique appeal.	
	4. Tokopedia offers excellent products and services.	
Buying decision	1. The fashion products available on Tokopedia meet your needs.	(Patrisya, Afifah and Purmono, 2025)
	2. The fashion products offered on Tokopedia provide benefits that meet your expectations.	
	3. Purchase fashion products on Tokopedia because they meet your expectations for price and quality.	
	4. Believe that the fashion products available on Tokopedia are the right choices.	
	5. Prefer to consistently purchase fashion products available on Tokopedia rather than try similar products elsewhere.	
	6. Would recommend fashion products on Tokopedia to others.	

This research uses a quantitative approach. The population in this study is the millennial generation (born 1981-1996) who have made fashion product purchases on Tokopedia. To determine the number of samples, the researcher used the formula from Ferdinand (2014), which is 5-10 times the number of indicators, and the middle number was chosen, which is 7 times, so a total of 147 respondents was obtained. The sample of 147 respondents was determined based on Ferdinand's (2014) formula using a purposive sampling technique. Primary data was collected through an online questionnaire (Google Form), which was distributed via social media (WhatsApp Group, Instagram, and Facebook) using a 10-point Likert scale. Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method using SmartPLS 3, including testing the outer model (convergent validity, discriminant validity, and reliability) and testing the inner model (relationship between variables and hypothesis testing).

IV. Results and Discussion

Tokopedia marketplace is one of the largest e-commerce platforms in Indonesia that provides online buying and selling services. Tokopedia was founded in 2009 by William Tanuwijaya and has now become part of the GoTo Group. Tokopedia is available in the form of a mobile application and a website, which aims to provide convenience for Indonesian people in carrying out online shopping transactions. Tokopedia not only facilitates large sellers but also MSMEs and individual sellers, thus expanding the distribution reach of products, including fashion products that are very popular with the millennial generation. Tokopedia is headquartered in Jakarta and has become one of the favorite e-commerce sites in Indonesia due to various

features such as customer reviews, promotional systems, and the presence of influencers in their marketing strategies.

The results of this study show the characteristics of the 147 respondents involved in the study according to the following table 3:

Table 3. Respondent Characteristics (n=147)

Gender	Count	Percentage
Female	109	74.15%
Male	38	25.85%
Age	Count	Percentage
24 Years-28 Years	117	79.59%
28 Years -35 Years	20	13.61%
35 Years-40 Years	10	6.80%
Duration of Use (in Years)	Count	Percentage
5-10 Years	77	52.38%
Less than 5 Years	70	47.62%

Based on the data from Table 3, in terms of gender criteria, the most respondents were female, with 109 people (74.15%), while males were 38 people (25.85%). This shows that women are the dominant group who are active in purchasing fashion products on the Tokopedia marketplace. Based on age, the majority of respondents were in the 24-28 age range, with 117 people (79.59%), followed by ages 28-35 with 20 people (13.61%), and ages 35-40 with 10 people (6.80%). This age range shows that young millennials are active Tokopedia users in the context of fashion product purchases. Based on the duration of using the Tokopedia application, the majority of respondents have used the application for 5-10 years, namely 77 people (52.38%), while the number of respondents who have used Tokopedia for less than 5 years is 70 people (47.62%). This indicates that the majority of respondents already have experience and habits in online shopping, which allows them to have a mature perception of influencer marketing, online customer reviews, and brand reputation in the purchasing decision-making process. Data processing was carried out using the SmartPLS 3 application to test the structural model that had been developed in the research. Based on the outer model image, the following test data were obtained:

Table 4. Outer Loading Value

Items	Influencer Marketing	Online Customer Review	Brand Reputation	Buying decision
X1.1	0,723			
X1.2	0,809			
X1.3	0,86			
X1.4	0,852			
X1.5	0,788			
X1.6	0,74			
X2.1		0,752		
X2.2		0,856		
X2.3		0,73		
X2.4		0,832		
X2.5		0,816		
X2.6		0,703		
X3.1			0,835	
X3.2			0,882	
X3.3			0,881	
X3.4			0,896	
Y.1				0,816
Y.2				0,882

Y.3				0885
Y.4				0,794
Y.5				0,894
Y.6				0,838

Based on the results of the outer loading analysis in Table 4, all indicators for each variable, namely Influencer Marketing (X1), Online Customer Review (X2), Brand Reputation (X3), and Purchasing Decisions (Y), have a value above 0.7. This shows that all indicators used in this study are valid and can represent the variable constructs well. Apart from the outer loading value, the construct validity test is also supported by the AVE (Average Variance Extracted) value to prove that each construct meets good convergent validity criteria. In measuring reflective indicators, the ideal loading factor value is ≥ 0.7 , and the minimum AVE value is 0.5. The AVE results are as follows:

Table 5. AVE Value

Variabel	Average Variance Extracted (AVE)
Influencer Marketing	0,636
Online Customer Review	0,614
Brand Reputation	0,764
Buying decision	0,726

Based on the test results shown in Table 5, all variables in this study show an AVE (Average Variance Extracted) value above the minimum threshold of 0.5, which indicates that each construct has met good convergent validity criteria. The Influencer Marketing (X1) variable has an AVE value of 0.636, Online Customer Review (X2) is 0.614, Brand Reputation (X3) is 0.764, and Purchasing Decisions (Y) is 0.726. These values show that each construct is able to explain more than 50% of the variance of its indicators, so it can be concluded that all constructs in this research model have adequate convergent validity.

Table 8. R Square Value

Construct	R Square	R Square Adjusted
Y	0,864	0,861

Based on the results of the analysis using SmartPLS 3, it is known that the R Square value for the purchasing decision (Y) construct is 0.864, with an R Square Adjusted value of 0.861. This means that 86.4% of the purchasing decision variable can be explained by the three independent variables together, namely X1 (influencer marketing), X2 (online customer review), and X3 (brand reputation). Next, a discriminant validity test was carried out using the cross-loading value. This test aims to see the extent to which the indicators for each variable only have a higher correlation with their construct compared to other constructs. The results of cross-loading data processing can be seen in the following table:

Table 6. Cross Loading Value

Item	Influencer Marketing	Online Customer Review	Brand Reputation	Buying decision
X1.1	0,723	0,564	0,46	0,468
X1.2	0,809	0,649	0,595	0,551
X1.3	0,86	0,697	0,603	0,555
X1.4	0,852	0,73	0,568	0,537
X1.5	0,788	0,703	0,55	0,504
X1.6	0,74	0,766	0,896	0,798
X2.1	0,748	0,752	0,662	0,558
X2.2	0,639	0,856	0,7	0,894
X2.3	0,852	0,73	0,568	0,537

X2.4	0,596	0,832	0,699	0,885
X2.5	0,66	0,816	0,882	0,756
X2.6	0,788	0,703	0,55	0,504
X3.1	0,693	0,745	0,835	0,662
X3.2	0,66	0,816	0,882	0,756
X3.3	0,717	0,722	0,881	0,709
X3.4	0,74	0,766	0,896	0,798
Y.1	0,645	0,751	0,805	0,816
Y.2	0,686	0,778	0,783	0,882
Y.3	0,596	0,832	0,699	0,885
Y.4	0,585	0,697	0,596	0,794
Y.5	0,639	0,856	0,7	0,894
Y.6	0,651	0,755	0,707	0,838

The cross-loading value shows good discriminant validity, because each indicator has the highest correlation with its construct variable compared to other construct variables. This proves that each indicator is able to represent the measured variable appropriately.

Table 7. Cronbach's Alpha & Composite Reliability

Construct	Cronbach's Alpha	Composite Reliability
Influencer Marketing	0,886	0,912
Online Customer Review	0,877	0,905
Brand Reputation	0,897	0,928
Buying decision	0,924	0,941

The reliability test results show that all variables have Cronbach's Alpha and Composite Reliability values above 0.7. This proves that the research instruments used have met good reliability criteria and are suitable for further analysis.

Table 7. Nilai Path Coefficient

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Influencer Marketing-> Buying decision	0,283	0,272	0,081	3,482	0,001
Online Customer Review-> Buying decision	0,972	0,977	0,101	9,581	0,000
Brand Reputation-> Buying decision	0,22	0,205	0,073	2,988	0,003

Based on the results of the path coefficient analysis using the SmartPLS 3 application, it can be concluded that all independent variables in this study have a significant effect on the dependent variable, namely the purchasing decisions of the millennial generation for fashion products on the Tokopedia marketplace. The influence of influencer marketing on purchasing decisions is shown by an original sample value of 0.283, a T-statistic value of 3.482, and a p-value of 0.001. This indicates that influencer marketing has a positive and significant effect on purchasing decisions, so hypothesis H1, which is "Influencer marketing has a significant effect on the purchasing decisions of the millennial generation for fashion products on the Tokopedia marketplace," is fulfilled. This finding strengthens the research by Adriana & Syaefulloh (2023) that an influencer marketing strategy can shape consumer perceptions through an influencer's personal appeal and credibility, thereby encouraging a purchase.

Meanwhile, the influence of online customer reviews on purchasing decisions shows an original sample value of 0.972, with a T-statistic value of 9.581 and a p-value of 0.000. This result indicates that online customer reviews have a very strong, positive, and significant influence, and thus hypothesis H2, which is "Online customer reviews have a significant effect on the purchasing decisions of the millennial generation for fashion products on the Tokopedia marketplace," is also proven and fulfilled. This is in line with Faradita's (2023) statement and is reinforced by Shafwah (2024) that consumer reviews function as an important source of information for potential buyers when making decisions, especially on e-commerce platforms like Tokopedia.

Furthermore, the influence of brand reputation on purchasing decisions shows an original sample value of 0.220, with a T-statistic value of 2.988 and a p-value of 0.003. This means that brand reputation also has a positive and significant effect on purchasing decisions, so hypothesis H3, which is "Brand reputation has a significant effect on the purchasing decisions of the millennial generation for fashion products on the Tokopedia marketplace," is fulfilled. This finding is in line with Fauzani & Fadillah's (2019) opinion that a good brand reputation can create a strong positive perception in the minds of consumers, thereby increasing their confidence to make a purchase. Overall, these results prove that online customer reviews are the most dominant variable influencing purchasing decisions, followed by influencer marketing and brand reputation, all three of which are proven to be significant in increasing the purchasing interest of millennial consumers on the Tokopedia marketplace.

Hypothesis H4 in this study states that influencer marketing (X1), online customer reviews (X2), and brand reputation (X3) simultaneously have a significant effect on the purchasing decisions (Y) of the millennial generation for fashion products on the Tokopedia marketplace. Based on the SmartPLS analysis results, influencer marketing, online customer reviews, and brand reputation collectively influence purchasing decisions. This is indicated by an R-square value of 0.864 for the purchasing decision variable, which means that these three independent variables can explain 86.4% of the variation in purchasing decisions. This high R-square value indicates that the research model has a very strong predictive capability. Furthermore, the bootstrapping results show that the paths from influencer marketing, online customer reviews, and brand reputation to purchasing decisions have a t-statistic value greater than 1.96 and a p-value less than 0.05. This means that, statistically, the three variables have a significant effect on purchasing decisions.

V. Conclusion

This study shows that influencer marketing, online customer reviews, and brand reputation have a significant role in influencing the purchasing decisions of the millennial generation for fashion products on the Tokopedia marketplace. Among these three variables, online customer reviews are the most dominant factor. This indicates that millennials highly consider the reviews and experiences of other buyers before deciding to purchase a product. This finding also reinforces the importance of social trust and collective perception in the context of online shopping. On the other hand, the presence of influencers as a promotional representation and brand reputation as a symbol of quality still make a positive contribution to encouraging purchasing decisions.

However, this study has several limitations, including a respondent scope that is limited to millennials using Tokopedia, and the data collection method, which was done online, so it cannot yet represent the entire population of e-commerce users. Based on the results of this study, business owners are expected to improve the quality of consumer reviews and be more selective in choosing influencers who are relevant to the characteristics of the target market. Efforts to maintain a brand's reputation consistently are also important so that consumers have high confidence in every purchasing decision. For future research, it is recommended to expand the sample scope to various age groups and other e-commerce platforms. In addition, the development of other variables such as product quality, price, and consumer trust can also be used as a research topic to enrich the understanding of the factors that influence purchasing decisions in the current digital era.

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