

THE INFLUENCE OF DIGITAL CONTENT AND ONLINE REVIEWS ON THE PURCHASE DECISION OF GENERATION Z CONSUMERS AT KEDAI SEMOGA SUKSES SURABAYA

Tegar Fajar Ramadhan Makatita^{1)*} Maharani Ikaningtyas²⁾

^{1,2)} Business Administration Study Program, Faculty of Social, Cultural, and Political Sciences, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, Indonesia

Corresponding Author, E-mail: tegarfajarm11@gmail.com

Submitted: 9 June 2026, Revised: 23 June 2026, Accepted: 28 June 2026.

ABSTRACT

Background. The rapid development of digital technology has fundamentally altered consumer behavior, particularly among Generation Z, a cohort recognized as digital natives. In the food and beverage industry, business owners are increasingly required to leverage digital media to maintain competitiveness through effective management of digital content and online reviews. In this study, digital content and online reviews serve as independent variables, while purchase decision serves as the dependent variable.

Research purpose. This study aims to analyze the simultaneous and partial influence of digital content and online reviews on the purchase decision of Generation Z consumers at Kedai Semoga Sukses Surabaya.

Research method. A quantitative approach was employed using purposive sampling of 155 Generation Z respondents. Data were collected via questionnaire and analyzed using multiple linear regression with IBM SPSS Statistics.

Findings. The results indicate that (1) digital content and online reviews simultaneously exert a positive and significant influence on purchase decisions ($F=62.402$; $\text{Sig}.<0.001$; $R^2=0.451$); (2) digital content partially exerts a positive and significant influence ($t=5.585$; $\beta=0.307$; $\text{Sig}.<0.001$); and (3) online reviews partially exert a positive and significant influence and constitute the most dominant variable ($t=6.490$; $\beta=0.435$; $\text{Sig}.<0.001$). Both variables collectively explain 45.1% of the variation in Generation Z consumer purchase decisions.

Conclusion. Online reviews proved to be more dominant than digital content, indicating that social validation from other consumers carries greater weight than information directly provided by the business.

Keywords: Digital Content, Generation Z, Online Reviews, Purchase Decision.

BACKGROUND

The rapid development of information and communication technology over the past two decades has brought about fundamental changes in consumer behavior patterns. Massive digitalization has transformed how society seeks and processes information, with consumers now significantly relying on digital channels in their consumption decision-making processes. This transformation has not only affected large-scale industries but has also had a significant impact on micro, small, and medium enterprises (MSMEs), particularly in the culinary sector, which faces intense competition [1].

One of the consumer segments most affected by technological advances is Generation Z. This cohort is known as digital natives, having been accustomed to interacting with the internet, digital devices, and social media from an early age. Previous research demonstrated that Generation Z places greater trust in digital information and the experiences of other consumers when determining their consumption choices [2].

Digital content represents an important form of digital representation that significantly influences consumer behavior. Previous research showed that content-based marketing positively influences consumer decisions by enhancing interest and trust in products [3]. In addition to digital content, purchase decisions are also influenced by online reviews provided by previous customers. Prior studies explained that online reviews significantly influence consumer decisions as they are frequently used as references prior to making purchases [4].

Kedai Semoga Sukses Surabaya is a local culinary business that actively leverages digital media. Based on initial observations in 2026, the cafe's Instagram account has approximately 11,700 followers with 331 posts, while its TikTok account has 7,252 followers with 110 posts. One TikTok video garnered approximately 4.2 million views. On Google Review, the cafe has accumulated 1,182 customer reviews with an average rating of 4.6 stars [5].

Despite a relatively strong digital presence, the high number of followers, content views, and customer reviews does not directly explain whether this digital activity genuinely influences Generation Z purchase decisions. Previous studies have generally examined digital content, online reviews, or purchase decisions in broader online shopping and digital marketing contexts. However, limited attention has been given to the combined influence of digital content and online reviews on Generation Z consumers in the context of a local culinary business in Surabaya. Therefore, the novelty of this study lies in examining both variables simultaneously and partially in a specific culinary business context. This study aims to fill the research gap by examining the simultaneous and partial influence of digital content and online reviews on the purchase decisions of Generation Z consumers at Kedai Semoga Sukses Surabaya.

RESEARCH METHOD

This study employed a quantitative approach with a causal-associative research design. The population consisted of Generation Z consumers (born 1997–2012) who had accessed digital content and/or read online reviews of Kedai Semoga Sukses Surabaya. Sampling was conducted using purposive sampling, with the criteria that respondents were Generation Z consumers and had been exposed to digital content or online reviews related to the cafe [6]. The research was conducted from May to June 2026 with direct permission from the management of Kedai Semoga Sukses Surabaya. The research was conducted from May to June 2026, and formal research permission was issued by the Faculty of Social, Cultural, and Political Sciences, Universitas Pembangunan Nasional “Veteran” Jawa Timur under letter number 983/UN63.4/PEL.03.08/2026, dated June 18, 2026.

The sample size was determined using the Tabachnick and Fidell formula: $N \geq 50 + 8m$, where m represents the number of independent variables. With two independent variables,

the minimum sample required is 66 respondents. This study used 155 respondents to enhance data representativeness [7].

The research instrument consisted of a Likert scale questionnaire (1–5). The Digital Content variable (X1) was measured using 15 statement items covering the dimensions of relevance, visual appeal, information value, authenticity, and interactivity [8]. The Online Reviews variable (X2) was measured using 12 statement items covering valence, volume, rating, and reviewer credibility [9]. The Purchase Decision variable (Y) was measured using 12 statement items related to consumer purchase decision behavior [1].

Data analysis techniques included validity testing (Pearson Correlation), reliability testing (Cronbach's Alpha), classical assumption tests (normality, multicollinearity, heteroscedasticity), multiple linear regression analysis, and hypothesis testing using the F-test (simultaneous), t-test (partial), and coefficient of determination (R^2). All analyses were conducted using IBM SPSS Statistics 26 [10].

FINDINGS

Table 1. Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	63	40.6
	Female	92	59.4
Age	14–17 years	8	5.2
	18–21 years	65	41.9
	22–25 years	57	36.8
	26–29 years	25	16.1
Residence	Surabaya	155	100.0
Occupation/Status	Student/University Student	75	48.4
	Employee	57	36.8
	Others	23	14.8
Exposure to Digital Content	Yes	155	100.0

Source: Primary data, 2026

Validity test results showed that all statement items for the three variables had r-calculated values greater than r-table (0.1577), indicating all items were valid. Reliability test results showed Cronbach's Alpha values of 0.932 for Digital Content, 0.913 for Online Reviews, and 0.937 for Purchase Decision, all exceeding the minimum threshold of 0.70, confirming the instruments were reliable.

Classical assumption test results showed that data were normally distributed based on the Kolmogorov-Smirnov test with a significance value of 0.200 (>0.05). The multicollinearity test showed Tolerance values of 0.570 (>0.10) and VIF values of 1.756 (<10.00), indicating no multicollinearity problem. The heteroscedasticity test using the Glejser test showed significance values greater than 0.05 for all variables, indicating no heteroscedasticity.

Based on multiple linear regression analysis, the following regression equation was obtained: $Y = 7.593 + 0.307X_1 + 0.435X_2 + e$. The constant value of 7.593 indicates that when

both independent variables equal zero, purchase decision retains a value of 7.593. The coefficient for digital content (X1) of 0.307 and for online reviews (X2) of 0.435 both indicate positive influences on purchase decisions.

Table 2. F-Test Results (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	7656.148	2	3828.074	62.402	<0.001
Residual	9324.523	152	61.346		
Total	16980.671	154			

Source: IBM SPSS Statistics, 2026

The F-test result showed an F-calculated value of 62.402 with a significance value of <0.001. Since F-calculated (62.402) > F-table (3.06) and significance <0.05, H0 was rejected and H1 was accepted. Thus, digital content and online reviews simultaneously exert a positive and significant influence on the purchase decisions of Generation Z consumers at Kedai Semoga Sukses Surabaya.

Table 3. t-Test Results (Partial)

Model	B	Std. Error	Beta	t	Sig.
(Constant)	7.593	3.424		2.218	0.028
Digital Content (X1)	0.307	0.055	0.369	5.585	<0.001
Online Reviews (X2)	0.435	0.067	0.429	6.490	<0.001

Source: IBM SPSS Statistics, 2026

Table 4. Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error
1	0.671	0.451	0.444	7.832

Source: IBM SPSS Statistics, 2026

The R Square (R²) value of 0.451 indicates that 45.1% of the variation in Generation Z consumer purchase decisions can be explained by digital content and online reviews, while the remaining 54.9% is influenced by other variables outside the research model.

DISCUSSIONS

The first hypothesis test results through the F-test confirmed that digital content and online reviews simultaneously exert a positive and significant influence on Generation Z consumer purchase decisions at Kedai Semoga Sukses Surabaya (F=62.402; Sig.<0.001; R²=0.451). These findings support previous digital marketing concepts which state that consumer decisions in the digital era are significantly influenced by how a business builds

content and community reputation through digital platforms [11]. The results also align with previous research which demonstrated that digital marketing and online customer reviews simultaneously and significantly influence purchase decisions in the coffee shop industry.

The second hypothesis test revealed that digital content partially exerts a positive and significant influence on purchase decisions ($t=5.585$; $\beta=0.307$; $\text{Sig}.<0.001$). These findings indicate that higher-quality digital content in terms of relevance, visual appeal, information value, authenticity, and interactivity correspond to a greater tendency for Generation Z consumers to make purchases. This result is consistent with previous studies which demonstrated that digital content positively and significantly influences purchase decisions [12].

The third hypothesis test demonstrated that online reviews partially exert a positive and significant influence and constitute the most dominant variable affecting purchase decisions ($t=6.490$; $\beta=0.435$; $\text{Sig}.<0.001$). The regression coefficient for online reviews (0.435), being larger than that of digital content (0.307), indicates that social validation from other consumers carries greater weight for Generation Z than information provided directly by the business. This finding is consistent with previous studies confirming that online reviews constitute one of the most influential factors on consumer behavior in the digital era, as the valence, volume, rating, and reviewer credibility of reviews collectively shape consumer perceptions [13].

This study has several limitations. First, the research was conducted only on Generation Z consumers at one local culinary business in Surabaya, so the findings may not be fully generalizable to other consumer groups or business sectors. Second, the data were collected through a questionnaire, which depends on respondents' perceptions. Third, this study only examined digital content and online reviews, while other factors such as price, service quality, brand trust, influencer marketing, and customer experience were not included in the research model.

CONCLUSION

Based on the research findings, the following conclusions can be drawn: (1) Digital content and online reviews simultaneously exert a positive and significant influence on Generation Z consumer purchase decisions at Kedai Semoga Sukses Surabaya ($F=62.402$; $\text{Sig}.<0.001$; $R^2=0.451$); (2) Digital content partially exerts a positive and significant influence ($t=5.585$; $\beta=0.307$; $\text{Sig}.<0.001$); and (3) Online reviews partially exert a positive and significant influence and constitute the dominant variable ($t=6.490$; $\beta=0.435$; $\text{Sig}.<0.001$). For the management of Kedai Semoga Sukses Surabaya, it is recommended to consistently improve the quality of digital content while actively encouraging satisfied customers to provide positive reviews on digital platforms. Future researchers are advised to incorporate additional variables such as brand trust, influencer marketing, or customer experience for a more comprehensive understanding.

Acknowledgement: The author extends sincere gratitude to Kedai Semoga Sukses Surabaya for granting permission to conduct this research, and to all respondents who participated in this study.

Conflict of Interest: The author declares no conflict of interest in this study. The use of Kedai Semoga Sukses Surabaya as the research object was based solely on academic purposes and direct permission from the business management.

REFERENCES

- [1] Kotler P, Keller KL. Marketing management. 16th ed. Pearson Education; 2022.
- [2] Desti Y, Sakinah YP, Damayanti N. Analysis of Generation Z consumer behavior in online purchases: purchase habits and brand preferences in the digital era. *Journal of Economics and Management Sciences*. 2025;8(1):300–307.
- [3] Elisha V, Harsoyo TD. The influence of content marketing, online consumer review, and online convenience on online purchase decisions at Tiket.com. *Economics Professional in Action (E-Profit)*. 2025;7(1):104–117.
- [4] Ariansyah K, et al. The influence of online reviews on consumer purchase decisions. *Journal of Digital Management*. 2024;12(1):45–58.
- [5] Asnawi F, Nurwidawati D. The relationship between social media perception and purchase decisions of visitors at Kedai Semoga Sukses. *Character: Journal of Psychology Research*. 2023;10(3):766–775.
- [6] Sugiyono. Quantitative, qualitative, and R&D research methods. 3rd ed. Alfabeta; 2021.
- [7] Hair JF, Hult GTM, Ringle CM, Sarstedt M. A primer on partial least squares structural equation modeling (PLS-SEM). 3rd ed. SAGE Publications; 2021.
- [8] Holliman G, Rowley J. Business to business digital content marketing: marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*. 2014;8(4):269–293. doi:10.1108/JRIM-02-2014-0013.
- [9] Cheung CMK, Thadani DR. The impact of electronic word-of-mouth communication: a literature analysis and integrative model. *Decision Support Systems*. 2012;54(1):461–470. doi:10.1016/j.dss.2012.06.008.
- [10] Ghazali I. Application of multivariate analysis with IBM SPSS 26. 10th ed. Diponegoro University Press; 2021.
- [11] Chaffey D, Ellis-Chadwick F. Digital marketing: strategy, implementation and practice. 8th ed. Pearson; 2022.
- [12] Oktaviani AP, Poyo MD, Waskito B. The influence of digital content on purchase decisions of Skintific products among Genbi members in Lampung Province. *Cyber PR Journal*. 2025;5(1):43–55.
- [13] Filieri R, McLeay F, Tsui B, Lin Z. Online reviews and consumer behavior: a meta-analysis and research agenda. *Journal of Retailing and Consumer Services*. 2021;61:102540.



Copyright and Grant the Journal Right under [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

Copyright © 2022 SYNTIFIC PUBLISHER