

The Impact of Lifestyle, Brand Image, Customer Review, COD Feature, And Flash Sale on Skincare Product Purchases Among General Z Consumers Through Shopee In Belongkut Village

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Abstract

This study aims to examine the influence of lifestyle, brand image, customer reviews, cash on delivery, and flash sale features on skincare product purchasing decisions among Gen Z customers through Shopee in Belongkut village. This study used a quantitative methodology with a purposive sampling technique involving 96 participants. Data were collected through a Likert scale questionnaire, and the analysis included validity assessment, reliability evaluation, verification of classical assumptions, multiple linear regression analysis, evaluation of the coefficient of determination (R^2), and partial (t-test) and simultaneous (F-test) hypothesis testing. The results showed that lifestyle factors, brand image, customer reviews, cash on delivery (COD) features, and flash sale significantly influenced purchasing decisions. The five independent variables significantly influenced purchasing decisions, evidenced by an F value of 83.130 and a significance level of 0.000. The coefficient of determination (R^2) score of 0.822 indicated that 82.2% of the variance in purchasing decisions was explained by this research model. These findings have implications for e-commerce entities in formulating effective marketing strategies targeting Gen Z customers in rural areas.

Keywords: *Lifestyle, Brand Image, Customer Review, COD Feature, Flash Sale, Purchasing Decision, Generation Z.*

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INTRODUCTION

The journey of human existence has undergone continuous development over time. This has also driven innovation in various other businesses, particularly in the rapidly growing beauty sector. Beauty continues to evolve every year, with new trends emerging frequently. The beauty industry extends beyond makeup products; there's also skincare products used to maintain facial and body health.

Generation Z (Gen Z), born between 1997 and 2012, is characterized by a preference for fast, pragmatic, and digital-centric activities (Nurmalia dkk., 2024). In fact, according to a report from the Ministry of Trade of the Republic of Indonesia in

2024, the value of e-commerce transactions amounted to IDR 487 trillion, indicating an increase in online shopping in Indonesia. Purchases of products such as skincare through e-commerce were made by 77% of women in Indonesia, with Gen Z making up 30.4%. Product selection is due to easy access and a wide variety of product choices not necessarily available in offline stores, promotional features on e-commerce such as flash sales and ease of payment (such as COD), cross-checking before making a purchase of a product through the results of reviews conducted by previous customers and the encouragement of social trends (Gunarsih et al., 2021; Khoirunnisa et al., 2022; Zulfahmi et al., 2025).

Previous studies have shown that brand image is as influential as lifestyle (shopping lifestyle), which positively influences consumer purchasing decisions on the Shopee marketplace (Nur Fitriana & Trishananto, 2021; Putri & Marlien, 2022). Brand image and online customer reviews substantially increase repurchase intentions among Viva Cosmetic consumers on Shopee in Malang City (Rohmah & Zagladi, 2025). Flash sales have been evaluated and determined to have a partial impact on Gen Z Skintific shopping choices in Bandar Lampung (Salsabila dkk., 2024).

So far, previous research has focused on lifestyle factors, brand image, reviews, and flash sales, but no study has explicitly or comprehensively examined cash on delivery (COD) payment procedures as a factor influencing consumer purchasing decisions for skincare products, especially among rural customers, where societal norms and attitudes may differ from those in metropolitan areas. This study enhances understanding and offers insights for sellers on platforms such as e-commerce to develop more effective strategies, particularly in rural areas.

This research is urgent because Generation Z is the largest group of digital technology users in Indonesia, with dynamic consumption characteristics. When making purchases, this group not only considers needs but is also influenced by brand image, customer reviews, and various platform features, such as flash sales and cash-on-delivery (COD) payments (Aditi et al., 2025; Gunawan et al., 2024). Skincare products are one of the categories with high transaction rates in the marketplace, so it is crucial to investigate the factors that influence their purchasing behavior.

Furthermore, Belongkut village was chosen as the research location due to the increasing online transaction activity in the region. Easier internet access and a dominant population of productive age are driving a shift in consumer consumption patterns toward digital. This scenario makes Belongkut village a relevant subject for researching online platform-based purchasing behavior, while also offering practical insights for businesses in formulating focused marketing techniques.

METHODOLOGY

This study employed a quantitative methodology utilizing primary data. The demographics of this study included all Generation Z customers in Belongkut village who had purchased skincare products on Shopee. A non-probability sampling procedure was used due to the ineligibility of some individuals to be selected (Fetters et al., 2013). The methodology used was purposive sampling. The sample had the following criteria: consumers aged 17-26 years (Gen Z), living in Belongkut

village, and having purchased skincare products through the Shopee platform (Min. 1). The Slovin formula was used to determine the sample, resulting in a sample size of 96 respondents.

This study used a questionnaire for data collection, using a Likert scale of 1 - 5. The testing methodology used includes validity and reliability assessment, evaluation of classical assumptions, multiple linear regression analysis, examination of the coefficient of determination (R^2), and hypothesis testing.

RESULT AND DISCUSSION

Results

This study involved 96 respondents in the hypothesis testing. The majority of respondents were female (79.4%), outnumbering male respondents (20.6%). During data collection, a greater proportion of respondents were female, thus the perspectives and views of female consumers were relatively better represented in the study results. In terms of age, the 17-21 age group dominated with 69.2%, followed by the 22-26 age group at 30.8%.

Validity Test

Table.1 Results of the Validity Test

Variables	Indicator	Item	R _{count}	R _{table}	Information	
Lifestyle (X ₁)		X1.1	0.605	0.201	Valid	
		X1.2	0.617	0.201	Valid	
		Activity	X1.3	0.651	0.201	Valid
		Interest	X1.4	0.674	0.201	Valid
		Opinion	X1.5	0.700	0.201	Valid
		Attention to appearance	X1.6	0.683	0.201	Valid
		Routine expenses for skincare	X1.7	0.709	0.201	Valid
		X1.8	0.678	0.201	Valid	
		X1.9	0.668	0.201	Valid	
		X1.10	0.721	0.201	Valid	
Brand Image (X ₂)		X2.1	0.688	0.201	Valid	
		X2.2	0.696	0.201	Valid	
		Attribute	X2.3	0.744	0.201	Valid
		Benefit	X2.4	0.674	0.201	Valid
		Experience	X2.5	0.740	0.201	Valid
		Attitude	X2.6	0.809	0.201	Valid
		Brand popularity	X2.7	0.760	0.201	Valid
		X2.8	0.764	0.201	Valid	
		X2.9	0.656	0.201	Valid	
		X2.10	0.562	0.201	Valid	
Customer Review (X ₃)		X3.1	0.614	0.201	Valid	
		Source credibility	X3.2	0.680	0.201	Valid
		Quality of argument	X3.3	0.632	0.201	Valid
		Valence	X3.4	0.740	0.201	Valid
		Number of reviews	X3.5	0.761	0.201	Valid
		Supporting media (photos/videos)	X3.6	0.741	0.201	Valid
		X3.7	0.731	0.201	Valid	
		X3.8	0.761	0.201	Valid	

		X3.9	0.783	0.201	Valid
		X3.10	0.737	0.201	Valid
		X4.1	0.625	0.201	Valid
		X4.2	0.651	0.201	Valid
	Ease of payment	X4.3	0.634	0.201	Valid
	Security	X4.4	0.652	0.201	Valid
COD Feature (X ₄)	Privacy	X4.5	0.692	0.201	Valid
	Trust	X4.6	0.672	0.201	Valid
	Risk reduction	X4.7	0.687	0.201	Valid
		X4.8	0.701	0.201	Valid
		X4.9	0.674	0.201	Valid
		X4.10	0.629	0.201	Valid
		X5.1	0.759	0.201	Valid
		X5.2	0.722	0.201	Valid
	Limited time scarcity	X5.3	0.764	0.201	Valid
Flash Sale (X ₅)	Limited quantity scarcity	X5.4	0.743	0.201	Valid
	Significant price discount	X5.5	0.713	0.201	Valid
	Real-time information	X5.6	0.723	0.201	Valid
	Emotional trigger / arousal	X5.7	0.770	0.201	Valid
		X5.8	0.826	0.201	Valid
		X5.9	0.745	0.201	Valid
		X5.10	0.642	0.201	Valid
		Y1	0.609	0.201	Valid
		Y2	0.722	0.201	Valid
	Product choice	Y3	0.738	0.201	Valid
	Brand choice	Y4	0.775	0.201	Valid
Purchase Decision (Y)	Purchase timing	Y5	0.725	0.201	Valid
	Quantity purchased	Y6	0.728	0.201	Valid
	Payment methods	Y7	0.674	0.201	Valid
		Y8	0.685	0.201	Valid
		Y9	0.612	0.201	Valid
		Y10	0.783	0.201	Valid

Table 1 shows that all statement elements in variables X1, X2, X3, X4, X5, and Y are valid. This is based on a comparison between the calculated R and the table R. If the calculated R value > table R, the statement item is considered valid.

Reliability Test

Table 2. Reliability Test Results

Variables	Cronbach's alpha	Cut off	Information
Lifestyle (X1)	0.916	0.60	Reliable
Brand Image (X2)	0.909	0.60	Reliable
Customer Review (X3)	0.920	0.60	Reliable
COD Features (X4)	0.941	0.60	Reliable
Flash Sale (X5)	0.946	0.60	Reliable
Purchase Decision (Y)	0.915	0.60	Reliable

According to Table 2, the Cronbach's Alpha coefficient for each variable exceeds 0.60. Therefore, it can be concluded that the questionnaire for each variable

(X1, X2, X3, X4, X5, and Y) has demonstrated reliability as a measurement instrument.

Table 1 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	2.96326161
Most Extreme Differences	Absolute	,063
	Positive	,063
	Negative	-,048
Test Statistics		,063
Asymp. Sig. (2-tailed)		,200 ^{c,d}

According to Table 3, the significant value obtained from the Kolmogorov-Smirnov normality test is $0.200 > 0.05$, indicating that the data is regularly distributed and meets the normality requirements.

Table 4. Results of the Multicollinearity Test

Variables	Tolerance	Criteria (Tolerance)	VIF	Criteria (VIF)	Information
Lifestyle (X1)	0.200	0.1	4,999	10	There is no multicollinearity
<i>Brand Image</i> (X2)	0.116	0.1	8,613	10	There is no multicollinearity
<i>Customer Review</i> (X3)	0.159	0.1	6,294	10	There is no multicollinearity
COD Features (X4)	0.461	0.1	2,169	10	There is no multicollinearity
<i>Flash Sale</i> (X5)	0.289	0.1	3,463	10	There is no multicollinearity

According to Table 4, all independent variables (X) show a tolerance value > 0.10 and a Variance Inflation Factor (VIF) value < 10 . This indicates that the regression model in this study shows no multicollinearity, so it is suitable for further hypothesis testing.

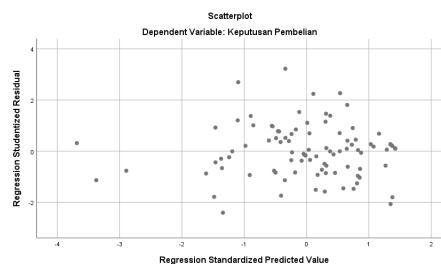


Figure 2. Results of Heteroscedasticity Test

According to Figure 2, the points exhibit a random distribution, with no clear pattern, and are scattered both above and below zero. This indicates the absence of heteroscedasticity in the regression model.

Table 2 Autocorrelation Test Results

Model	Durbin-Watson	Testing Criteria	Information
1	2,107	1.65 < DW < 2.35	No autocorrelation occurs

According to Table 5, the Durbin-Watson statistic is 1.892. The results range from 1.65 to 2.35, indicating that the regression model shows no indication of autocorrelation.

Table 3 Results of Multiple Linear Regression Analysis Test

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficient Beta
(Constant)	3,641	1,955	
Lifestyle	0.132	0.099	0.133
<i>Brand Image</i>	0.108	0.125	0.113
<i>Customer review</i>	0.296	0.106	0.311
COD feature	0.141	0.057	0.161
<i>Flash sale</i>	0.243	0.071	0.283

The results of the multiple regression equation are

$$Y = 3.641 + 0.132 X_1 + 0.108 X_2 + 0.296 X_3 + 0.141 X_4 + 0.243 X_5 + e$$

1. The constant in this regression equation is 3.642, which indicates that if the lifestyle variables (X_1), *brand image* (X_2), *customer review* (X_3), COD feature (X_4), and *flash sale* (X_5) are maintained at zero, the value of the skin care product purchase choice (Y) is 3.641.
2. The regression coefficient for the Lifestyle variable (X_1) is 0.132, which indicates that every one unit increase in lifestyle (X_1) will cause a 0.132 increase in the purchasing choice variable (Y).
3. *the Brand image* variable (X_2) is 0.108, which indicates that every one unit increase in *Brand image* (X_2) corresponds to a 0.108 increase in the Purchase Decision variable (Y).
4. The regression coefficient for *the Customer review variable* (X_3) is 0.296, which indicates that every one unit increase in *Customer review* (X_3) is correlated with a 0.296 increase in the purchasing decision variable (Y).
5. The regression coefficient for the COD feature (X_4) is 0.141, which indicates that a one unit increase in the COD feature (X_4) will cause a 0.141 increase in the purchasing decision variable (Y).
6. The regression coefficient for the *Flash Sale variable* (X_5) is 0.243, which indicates that every one unit increase in *Flash Sale* (X_5) is correlated with a 0.243 increase in the purchasing decision variable (Y).

Table 7. Results of the Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,907 ^a	,822	,812	3.04446

The findings of the coefficient of determination test in Table 9 show an R-squared value of 0.822, equivalent to 82.2%. This indicates that the independent variable accounts for 82.2% of the variation in the dependent variable, while the remaining 27.8% is influenced by factors outside the variables examined in this study.

Table 8. Partial Test Results (t)

Coefficients ^a			
Model	T	Sig.	Information
Lifestyle → Purchasing decisions	12,563	0,000	Positive and Significant
Brand image → Purchase decision	15,123	0,000	Positive and Significant
Customer review → Purchase decision	16,667	0,000	Positive and Significant
COD feature → Purchase decision	10,394	0,000	Positive and Significant
Flash sale → Purchase decision	14,539	0,000	Positive and Significant

In this study, the degrees of freedom (df) were calculated using the formula $df = n - k - 1$, resulting in $df = 96 - 5 - 1 = 90$, and the t-table value was 1.987.

Table 9. Simultaneous Test Results (F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3852,552	5	770,510	83,130	,000 ^b
	Residual	834,187	90	9,269		
	Total	4686,740	95			

In this study, df_1 represents the number of independent variables (X), while df_2 is calculated as $n - k - 1$, resulting in $df_2 = 96 - 5 - 1 = 90$. As a result, the F-table value is 2.31.

Discussion

The partial t-test findings show that the lifestyle variable produces a calculated t-value of 12.563 and a significance value of 0.000. The calculated t-value (12.563) > t-table (1.987), and the significance level is 0.000 < 0.05; thus, it can be stated that lifestyle has a positive and substantial influence on purchasing decisions. Consequently, H1 is accepted. This indicates that the greater the alignment of a product with a consumer's lifestyle, the stronger the consumer's tendency to purchase it. This finding confirms previous research by Aisyah & Ezizwita (2025), which shows that lifestyle substantially influences purchasing decisions. However, the findings of this study contradict research by Fadhillah dkk., (2023), which shows that lifestyle factors do not have a substantial influence on shopping decisions. The variation in results is likely due to variations in respondent characteristics and research topics.

Calculated t-value for the brand image variable is 15.123, with a significance level of 0.000. The calculated t-value (15.123) > t-table (1.987) and the significance

value of $0.000 < 0.05$; thus, it can be concluded that brand image has a positive and substantial influence on purchasing decisions. Consequently, H2 is approved. This indicates that a strong brand image, a good reputation, and high perceived quality can increase consumer confidence in their purchasing decisions. This finding confirms previous research by Febiantika dkk., (2025), which shows that brand image substantially influences purchasing decisions. However, the findings of this study contradict research by Julia & Ridhaningsih, (2024), which shows that brand image does not have a substantial influence on purchasing decisions.

The customer review variable produces a t - value of 16.667 and a significance value of 0.000. The t-value (16.667) > t-table (1.987) and a significance value of $0.000 < 0.05$, indicating that customer reviews have a positive and significant influence on purchasing decisions. Consequently, H3 is approved. This indicates that customer reviews are an important factor that needs to be examined before making a purchase. The quality and persuasiveness of reviews directly influence consumer purchasing decisions. This finding confirms previous research by Rohmah & Zagladi, (2025), which shows that customer reviews substantially influence purchasing decisions. This finding contradicts research conducted by Ateh, (2025), which shows that customer reviews do not significantly influence purchasing decisions.

The COD feature variable produces a t - value of 10.394 with a significance level of 0.000. The t-value (10.394) > t-table (1.987) and a significance value of $0.000 < 0.05$; therefore, it can be concluded that the COD feature has a positive and substantial influence on purchasing decisions. Consequently, H4 is approved. This indicates that ease of payment through the COD system increases security and strengthens consumer confidence in purchasing decisions. This finding is consistent with other studies by Marpaung & Lubis, (2022) and Andriani, (2022), which show that COD characteristics substantially influence purchasing decisions.

The flash sale variable produces a t - value of 14.539, accompanied by a significance value of 0.000. The t-value (14.539) > t-table (1.987) and a significance value of $0.000 < 0.05$; thus, it can be stated that flash sales have a positive and substantial influence on purchasing decisions. Consequently, H5 can be accepted. This indicates that time-limited discounts can encourage consumers to make immediate purchases. This finding confirms research by Salsabila dkk., (2024), which shows that flash sales substantially influence purchasing decisions. However, the findings of this study contradict the findings of Ateh, (2025), which show that flash sales do not have a substantial influence on purchasing decisions.

The F test produces a calculated F value of 83.130, accompanied by a significance level of 0.000. Considering the calculated F value (83.130) > F table (2.32) and a significance value of $0.000 < 0.05$, it can be concluded that lifestyle, brand image, customer reviews, COD features, and flash sales collectively have a significant impact on purchasing decisions.

CONCLUSION

Research findings on the influence of lifestyle, brand image, customer reviews, COD features, and flash sales on purchasing decisions indicate that lifestyle has a positive and significant effect on skincare purchasing decisions among Gen Z

consumers through Shopee in Belongkut Village, leading to the acceptance of the first hypothesis. Similarly, brand image demonstrates a positive and significant influence, confirming the second hypothesis. Customer reviews show a moderate yet significant impact, supporting the third hypothesis. The COD (Cash on Delivery) feature also exerts a partial, positive, and significant effect, thereby validating the fourth hypothesis. Furthermore, flash sales have a partial and significant positive influence on purchasing decisions, confirming the fifth hypothesis. Collectively, lifestyle, brand image, customer reviews, COD features, and flash sales simultaneously have a positive and significant effect on skincare purchasing decisions among Gen Z consumers on Shopee in Belongkut Village, thus supporting the sixth hypothesis.

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