



**THE INFLUENCE OF CUSTOMER REVIEW,
PROMOTION, AND BRAND IMAGE ON PURCHASE
DECISION AMONG GENERATION Z OF
INTERNATIONAL FASHION BRAND**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Manajemen**

By:

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**FACULTY OF BUSINESS
MANAGEMENT STUDY PROGRAM
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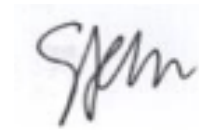
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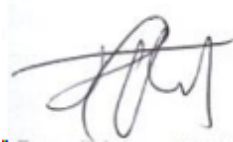
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The Influence of Customer Review, Promotion, and Brand Image on Purchase Decision Among Generation Z of International Fashion Brand

ABSTRACT

The development of fashion trends is increasing, causing consumption needs in the fashion sector to increase. In March 2022 Indonesia recorded an increase in clothing imports compared to February 2022. Clothing is the most frequently purchased item by generation Z online. Globalization makes it easier to get fashion clothing and generation Z has a high level of consumption of fashion clothing. The variable of this research are online customer review, promotion, and brand image as an independent variable, purchase decision as a dependent variable, and customer trust as an intervening variable. This research is quantitative research using SmartPLS 3 with 250 respondents of generation Z. The result shows that there is significant influence on online customer review, promotion on customer trust. Customer trust significant influence on purchase decision. Online customer review, promotion, and brand image significant influence on purchase decision. Promotion have a positive influence on purchase decision mediated by customer trust but online customer review and brand image have no influence on purchase decision mediated by customer trust. Hence, this research explains online customer review, promotion, and brand image variables and customer trust as intervening variable have influence on purchase decision among generation Z of international fashion brand.

Keywords: *online customer review, brand image, promotion, customer trust, purchase decision*

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