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The Effect of Rating and Lifestyle on the Purchase Decision of Skincare Products of Somethinc Brand on Gen Z in Medan City (Case Study on Shopee Marketplace)

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Abstract: This study aims to analyze the influence of ratings and lifestyle on purchasing decisions for Somethinc brand skincare products on generation Z in Medan City through the Shopee marketplace. The research method uses a quantitative approach with data collection through questionnaires distributed to 400 Gen Z respondents. The results of the analysis show that ratings have a significant influence on purchasing decisions, indicating that consumer assessments and reviews play an important role in building trust in products. In addition, the respondents' lifestyles are also proven to have a significant influence, where consumer lifestyles and preferences influence the choice of skincare products. Simultaneously, ratings and lifestyle together have a significant influence on purchasing decisions for Somethinc products. This study provides important insights for skincare business actors to improve product quality and marketing strategies that are in accordance with the characteristics and lifestyle of Gen Z, especially on the marketplace platform.

Keywords: Rating, Lifestyle, Purchasing Decisions, Skincare, Gen Z.

INTRODUCTION

The cosmetics industry in Indonesia has shown significant growth, primarily due to increasing public awareness of self-care. Women are the main consumers, as beauty products have become a part of their daily routine. The skincare segment holds a dominant position in this industry, especially among Generation Z and Millennials, who are highly influenced by social media trends and the accessibility provided by e-commerce. This development has driven many manufacturers to compete in bringing innovations to remain competitive in an increasingly expansive and dynamic market. Market growth data from 2010 to 2023 reflects a consistent increase in interest in beauty products.

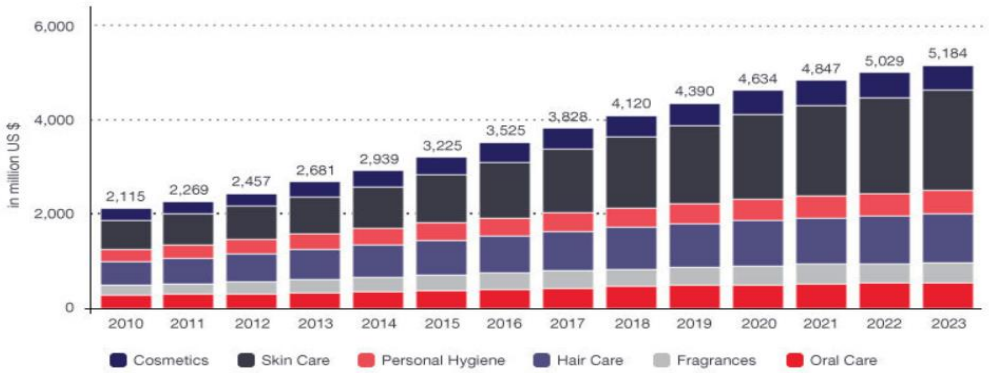


Figure 1. Growth of the Cosmetics Market Value in Indonesia, 2010–2023
Source: Holding, 2020

Based on the graph of Indonesia's cosmetics market value growth from 2010 to 2023, it is evident that this industry has experienced significant annual growth. One of the fastest-growing segments is skincare, which initially contributed only a small portion of the total market value but has continued to increase since 2015 and has now become the dominant category, surpassing products such as hair care, fragrances, and oral care. This growth is influenced by rising public awareness, especially among Gen Z and Millennials, of the importance of skin care.

Heriyanto et al. (2024) explain that Gen Z, born between 1997 and 2012, is a generation very familiar with digital technology from an early age. Their practical lifestyle makes them more inclined to shop online, including for beauty products. Factors such as easy access through marketplaces, product reviews, and a digital lifestyle make the purchasing decision process quicker and more informed. Ardiansyah & Zuhroh (2024) also emphasize that comfort and efficiency in using marketplace apps influence consumer behavior in product selection.

This trend opens up significant opportunities for local brands, especially after local beauty brands regained control of the market in the first half of 2024. One standout local brand is **Somethinc**, known as an Indonesian skincare brand focused on quality products, affordable prices, and safe formulations for various skin types, including sensitive skin. Somethinc is active on social media and e-commerce platforms, making it easier for Gen Z to access products and related information. The brand's advantages include transparent ingredients, dermatological certifications, and product variety such as serums, toners, and moisturizers (*source: somethinc.com*).

However, despite once dominating the market, Somethinc has shown a decline in sales ranking. According to research data, Somethinc once ranked first in the "Top Brand Face Serum on Shopee" category in June 2021. It dropped to second place in August 2022, then to third in January 2023, and even fell out of the top five in 2024. This downward trend may indicate a decrease in consumer purchasing decisions for the brand.

According to Manik (2018), a purchase decision is a consumer action driven by motives and needs, going through a series of stages from need identification, information search, evaluation of alternatives, to purchase and post-purchase evaluation. The decline in Somethinc’s position in the sales ranking suggests a possible shift in consumer preferences, increasing competition, or external factors such as demographic changes affecting Gen Z's interest and purchasing decisions toward the product.

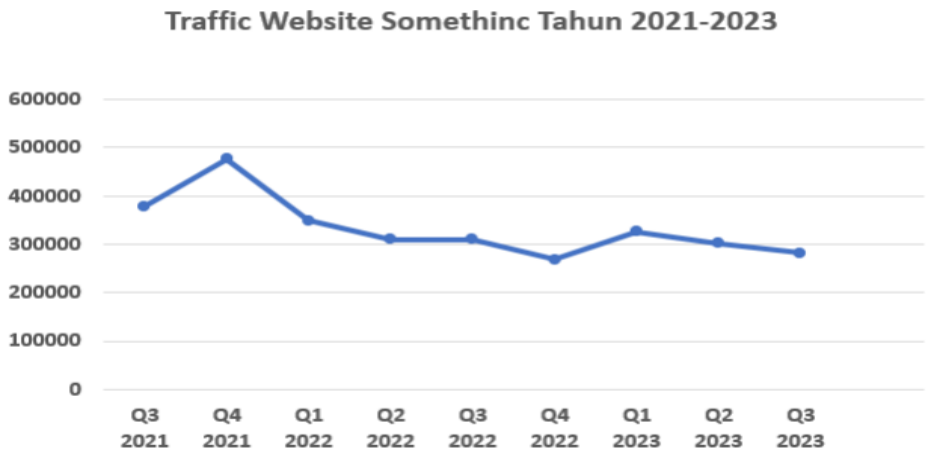


Figure 2. Somethinc Website Traffic 2021–2023
Source: Similarweb, 2023

The decline in Somethinc's ranking and sales on Shopee in recent years indicates a change in consumer perception or trust. This phenomenon is also reflected in the drop in website traffic from 2021 to 2023, which indicates decreasing consumer interest. One important factor shaping consumer perception **is** ratings**,** as they reflect product experience and satisfaction levels. According to Dewi & Kuntardina (2022), ratings are a form of consumer assessment of seller performance and strongly influence brand reputation—the higher the rating, the greater the consumer trust in making purchase decisions.

Rating data for Somethinc products on Shopee shows that 92.68% of users gave five-star ratings**,** indicating that the majority of users, especially Gen Z who heavily rely on online reviews, are satisfied with the product quality. However, there are still low ratings (one and two stars) which, although small in number, can reduce consumer trust since Gen Z highly values peer reviews before buying. Dewi & Kuntardina (2022) also affirm that ratings significantly influence purchase decisions.

In addition to ratings**,** lifestyle factors also influence consumer decisions. According to Kurniawan & Susanti (2020), lifestyle reflects how individuals use their time, money, and energy, which also indicates their values and brand preferences. Gen Z is known as a fast-paced and active generation, making them more in need of practical skincare products that still offer optimal facial protection.

Through interviews with 40 Gen Z individuals in Medan City, it was found that many prefer international skincare brands because they are considered more exclusive, higher quality, and follow global trends. They are also more interested in brands that use promotions through popular social media influencers. Meanwhile, although Somethinc is known for its quality and safety for all skin types, it is often seen as less appealing because it is perceived as not sufficiently aligned with current trends. Fathurrahman & Anggesti (2021) confirm that lifestyle has a significant impact on consumer purchasing decisions, including in selecting skincare products.

Based on these phenomena, the researcher is interested in conducting further research under the title: "The Influence of Ratings and Lifestyle on the Purchase Decision of Somethinc Skincare Products Among Gen Z in Medan City (A Case Study on Shopee Marketplace)."

Based on the above background, the research aims to: (1) Identify the influence of ratings on the purchase decisions of Somethinc skincare products among Gen Z in Medan City on Shopee marketplace. (2) Identify the influence of lifestyle on the purchase decisions of Somethinc skincare products among Gen Z in Medan City on Shopee marketplace. (3)

Determine the simultaneous influence of ratings and lifestyle on the purchase decisions of Somethinc skincare products among Gen Z in Medan City on Shopee marketplace.

Conceptual Framework

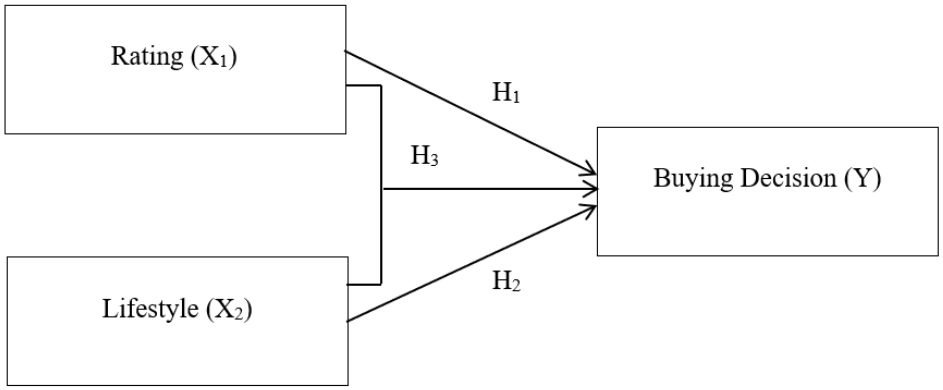


Figure 2. Conceptual Framework

Research Hypothesis

A hypothesis is a formal statement that explains several results. In its simplest form, a hypothesis is a guess (Rapingah et al., 2022). The hypotheses in this study are:

H_1: Rating influences the purchasing decision of Somethinc brand skincare products for Gen Z in Medan City on the Shopee marketplace.

H_2: Lifestyle influences the purchasing decision of Somethinc brand skincare products for Gen Z in Medan City on the Shopee marketplace.

H_3: Rating and lifestyle simultaneously influence the purchasing decision of Somethinc brand skincare products for Gen Z in Medan City on the Shopee marketplace.

METHOD

This research was conducted in Medan City, North Sumatra, as a location that has been determined to direct the focus of the object and objectives of the research. The research implementation period took place from February to April 2025.

The type of data used is quantitative data, namely data in the form of numbers that are analyzed statistically to measure the relationship between variables. Data were collected from two main sources, namely primary data through experiments and surveys, and secondary data obtained from various literature such as websites, articles, and e-books.

The population in this study was all generation Z in Medan City totaling 767,934 people based on BPS data in 2023. Researchers used the Slovin method with a 5% error rate to determine the number of samples, resulting in a total of 400 respondents. The sampling technique used was purposive sampling, namely selecting Gen Z respondents who had purchased and used the Somethinc brand facial serum.

This study examines the relationship between independent variables in the form of ratings (X1) and lifestyle (X2) on the dependent variable, namely purchasing decisions (Y). Data collection techniques were carried out through interviews, questionnaires, and observations. The questionnaire instrument used a Likert scale with five levels of assessment from "Strongly Agree" (5) to "Strongly Disagree" (1).

Data analysis included validity and reliability tests to ensure the accuracy and consistency of the instrument, followed by classical assumption tests (normality, multicollinearity, and heteroscedasticity) to ensure the feasibility of the regression model.

Multiple linear regression analysis was used to measure the influence of each independent variable on the dependent variable. Hypothesis testing was carried out using the t-test to test the influence of each independent variable partially and the F-test to test the simultaneous influence of both on purchasing decisions. In addition, the coefficient of determination (R^2) was used to determine how much the rating and lifestyle contributed to explaining variations in purchasing decisions.

With this methodological framework, the study attempted to systematically and measurably understand how rating and lifestyle elements influence Gen Z consumers' decisions in purchasing beauty products, especially Somethinc brand facial serum.

RESULTS AND DISCUSSION

Respondent Characteristics

Based on the results of data processing, the characteristics of respondents in this study were reviewed from three main aspects, namely gender, age, and frequency of purchasing Somethinc brand skincare products through the Shopee platform.

In terms of gender, the majority of respondents were female, with a total of 292 people out of a total of 400 respondents, or 73 percent. Meanwhile, male respondents only numbered 108 people or 27 percent. This shows that Gen Z consumers in Medan City who buy Somethinc skincare products online are more dominated by women. This tendency reflects a general consumption pattern where women are more interested and have a greater need for skincare products than men.

Judging from the age category, all respondents are in the age range that is still included in generation Z, namely 17 to 28 years. The most dominant age group is 20-22 years old with 106 people (26.5%), followed by 23-25 years old with 103 people (25.8%). Furthermore, the 17–19 age group numbered 98 people (24.5%), and the 26–28 age group was the smallest, at 93 people (23.3%). The dominance of the early 20s age group reflects the transition period towards adulthood, where individuals begin to be more aware of their appearance and skin health, so they are more active in purchasing skincare products online.

Meanwhile, based on the frequency of purchases, most respondents have made repeat purchases. The largest number of respondents were recorded as having made purchases between 4 and 6 times, as many as 107 people (26.8%). Almost equivalent to this group were respondents who made purchases more than 6 times, namely 105 people (26.3%). Meanwhile, as many as 99 people (24.8%) bought the product 2–4 times, and 89 people (22.3%) only bought less than 2 times. This pattern shows that the majority of respondents are quite familiar and tend to be loyal to Somethinc products, which can be interpreted as a positive indicator of the level of satisfaction and trust of Gen Z consumers towards the brand.

Validity and Reliability Test

Validity Test

Table 1. Rating Validity Test Results (X_1)

Statement	r_{count}	r_{table}	Information
I feel that the rating information on Somethinc serum products on Shopee is reliable.	0,591	0,361	Valid
I believe that the ratings given to Somethinc serum products reflect the quality of the product.	0,838	0,361	Valid
I believe that the rating reviews given by other consumers on Somethinc serum products are honest.	0,754	0,361	Valid
I often use other consumers' rating reviews as a reference when purchasing Somethinc serum products.	0,854	0,361	Valid

Statement	r_{count}	r_{table}	Information
I feel that consumers who rate Somethinc serum products assess the product professionally.	0,910	0,361	Valid
The ratings given to Somethinc serum products make me trust consumer assessments.	0,826	0,361	Valid
I feel that the rating information on Somethinc serum products is very helpful in making purchasing decisions.	0,841	0,361	Valid
The rating information available on Somethinc serum products provides additional insight before I buy the product.	0,799	0,361	Valid
I feel happy when I find Somethinc serum products with good ratings.	0,890	0,361	Valid
The rating information on Somethinc serum products makes my shopping experience more enjoyable.	0,910	0,361	Valid
I am more interested in Somethinc serum products that have high ratings compared to products without ratings.	0,831	0,361	Valid
The rating information on Somethinc serum products makes me more confident in buying the product.	0,945	0,361	Valid

Source: Data Processing Results, 2025

Based on Table 1, it is obtained that the results of the validity test of the rating variable (X_1) have a calculated $r_{value} > r_{table}$ 0.361. Thus, it can be concluded that all statement instruments from the rating variable (X_1) used are declared valid and can be used in research. The results of the validity test of the lifestyle variable (X_2) can be explained as follows:

Table 2. Results of the Validity Test of the Lifestyle Variable (X_2)

Statement	r_{count}	r_{table}	Information
I often search for information about Somethinc brand serum products on Shopee as part of my routine activities.	0,864	0,361	Valid
Using Somethinc brand serum products is an important part of my daily skincare activities.	0,431	0,361	Valid
I am interested in trying various variants of Somethinc brand serum products because they suit my needs.	0,915	0,361	Valid
Somethinc brand serum products caught my attention because they follow current skincare trends.	0,924	0,361	Valid
In my opinion, Somethinc brand serum products are the right choice to care for my skin.	0,900	0,361	Valid
I feel that Somethinc brand serum products reflect the healthy and modern lifestyle that I want.	0,910	0,361	Valid

Source: Data Processing Results, 2025

Based on Table 2, it is obtained that the results of the validity test of the lifestyle variable (X2) have a calculated r value> r table 0.361. Thus, it can be concluded that all statement instruments from the lifestyle variable (X2) are stated to be valid and can be used in research.

The results of the validity test of the purchasing decision variable (Y) can be explained as follows:

Table 3. Results of the Validity Test of the Purchasing Decision Variable (Y)

Statement	r_{count}	r_{table}	Information
I chose Somethinc serum products because they suit my skin needs.	0,748	0,361	Valid

I am confident that Somethinc serum products offer the variants I want.	0,760	0,361	Valid
I chose Somethinc because this brand is known to have good quality.	0,865	0,361	Valid
I feel confident with the Somethinc brand compared to other serum brands.	0,819	0,361	Valid
I prefer to buy Somethinc serum products through the Shopee marketplace.	0,841	0,361	Valid
The Shopee marketplace is my main choice for getting Somethinc serum products.	0,889	0,361	Valid
I buy Somethinc serum products at the time that I think is most appropriate, such as when there is a discount.	0,785	0,361	Valid
I tend to buy Somethinc serum products as soon as I know my skin needs.	0,867	0,361	Valid
I buy Somethinc serum products according to the amount I need.	0,709	0,361	Valid
I tend to buy several Somethinc serum products at once for long-term needs.	0,578	0,361	Valid

Source: Data Processing Results, 2025

Based on Table 3, it is obtained that the results of the validity test of the purchasing decision variable (Y) have a calculated r value> r table 0.361. Thus, it can be concluded that all statement instruments of the purchasing decision variable (Y) used are declared valid and can be used in research.

Reliability Test

Table 4. Reliability Test Results

Variables	Nilai *Cronbach Alpha*	Number of Statements	Description
Rating (X1)	0,959	12	Reliable
Lifestyle (X2)	0,894	6	Reliable
Purchase Decision (Y)	0,925	10	Reliable

Source: Data Processing Results, 2025

Based on Table 4, all variables in this study are declared reliable because the Cronbach's Alpha value of each variable exceeds 0.60. The rating variable (X1) has a value of 0.959, lifestyle (X2) is 0.894, and purchasing decision (Y) is 0.925. This shows that all statement items in the three variables are reliable or consistent and are suitable for further analysis.

Classical Assumption Test

Normality Test

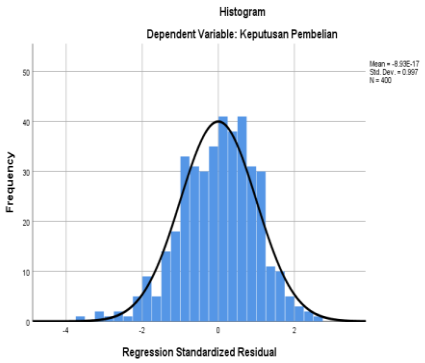


Figure 4. Histogram Graph

Source: Data Processing Results, 2025

Based on Figure 4 Histogram, it can be seen that the data is spread around the diagonal line and follows the direction of the line. The histogram graph pattern formed resembles a bell shape and does not lean to the left or right, so it can be concluded that the data in the regression model meets the normality assumption.

The next statistical test used is the One Sample Kolmogorov-Smirnov (K-S) Test. The decision-making criteria in this test are as follows:

- Accept H0 if significant K-S≥0.05 (then the distribution is normal)
- Reject H0 if significant K-S ≤0.05 (then the distribution is not normal)

The results of the statistical test can be seen in the table below:

Table 5. Results of the One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		400
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.95777196
Most Extreme Differences	Absolute	.044
	Positive	.032
	Negative	-.044
Test Statistic		.044
Asymp. Sig. (2-tailed)		.058[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Data Processing Results, 2025

Based on Table 5 above, it can be seen that the results of the Kolmogorov Smirnov normality test prove that the resulting significance level value is greater than 0.05, which is 0.058, so it can be concluded that the normality statistical test is classified as normally distributed.

In addition, to see normally distributed data, it can also be seen by looking at the normal probability plot graph shown in the following figure:

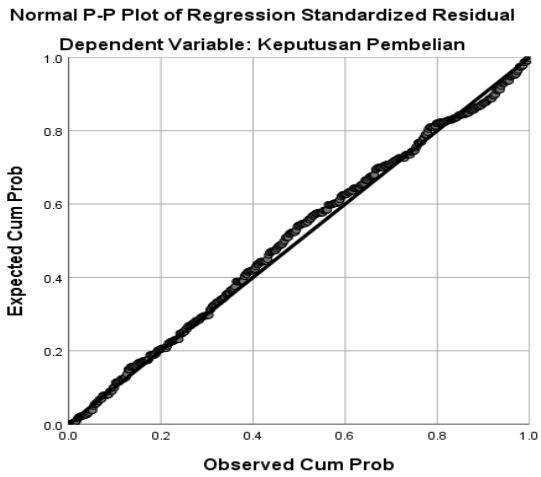


Figure 5. Normal P-P Plot Graph

Source: Data Processing Results, 2025

Based on Figure 5 Normal P-P Plot, it can be seen that the points on the graph are around the diagonal line. This pattern indicates that the data is normally distributed and meets the basic assumptions in the normality test.

Multicollinearity Test

Table 6. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	Rating	.759	1.318
	Lifestyle	.759	1.318

a. Dependent Variable: Buying Decision

Source: Data Processing Results, 2025

Table 6 shows that each variable, namely rating and lifestyle, has a tolerance value above 0.1 and a Variance Inflation Factor (VIF) value below 10. This indicates that there are no symptoms of multicollinearity among the variables in this research model.

Heteroscedasticity Test

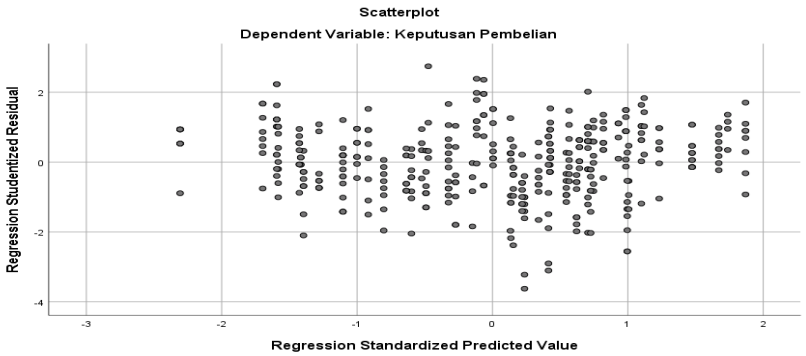


Figure 6. Scatterplot Graph

Source: Data Processing Results, 2025

Based on the scatterplot graph above, it appears that the points are spread randomly without forming a particular pattern, and are evenly distributed above and below the zero line on the Y axis. This condition indicates that there is no indication of heteroscedasticity in the regression model. In addition to using scatterplot graphs, heteroscedasticity testing can also be done through the Glejser test, with the results presented as follows:

Table 7. Glejser Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.968	.822		4.830	.000
	Rating	-.012	.020	-.034	-.590	.556
	Lifestyle	.027	.028	.057	.982	.326

a. Dependent Variable: ABS

Source: Data Processing Results, 2025

From Table 7, the results of the Glejser test where the significant value of the rating and lifestyle variables is > 0.05, it can be concluded that there is no heteroscedasticity symptom in this study.

Multiple Linear Regression Analysis

Table 8. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	26.715	1.363		19.604	.000
	Rating	.145	.033	.234	4.440	.000
	Lifestyle	.206	.046	.236	4.479	.000

a. Dependent Variable: Buying Decision

Source: Data Processing Results, 2025

Table 8 above is known in Unstandardized Coefficients section B obtained a multiple linear regression equation with the following formula:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Purchase Decision = 26.715 + 0.145 Rating + 0.206 Lifestyle + e

The interpretation is:

1. Constant (a) = 26.715, This constant value indicates that if the rating and lifestyle variables are zero, then the purchase decision value is estimated at 26.715. In other words, the constant reflects the basic value of the purchase decision when there is no influence from the independent variable.
2. Rating coefficient (b1) = 0.145, This coefficient value indicates that if the rating variable increases by one unit, then the purchase decision value will increase by 0.145, assuming the lifestyle variable is constant.
3. Lifestyle coefficient (b2) = 0.206, This coefficient value shows that if the lifestyle variable increases by one unit, the purchasing decision value will increase by 0.206, assuming the rating variable is constant

Hypothesis Testing

t Test (Partially)

Table 9. t Test Results

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	26.715	1.363		19.604	.000
	Rating	.145	.033	.234	4.440	.000
	Lifestyle	.206	.046	.236	4.479	.000

a. Dependent Variable: Buying Decision

Source: Data Processing Results, 2025

Based on the partial t-test above, it can be seen that:

1. The value of the t-count of the rating variable is 4.440 and is significant at 0.000, which means it is less than 0.05. The hypothesis is accepted because t-count> t-table (4.440> 1.966), which means that the rating has a significant effect on the purchasing decision of Somethinc brand skincare products for Gen Z in Medan City on the Shopee marketplace
2. The value of the t-count of the lifestyle variable is 4.479 and is significant at 0.000, which means it is less than 0.05. The hypothesis is accepted because t-count> t-table (4.479> 1.966), which means that lifestyle has a significant effect on the purchasing decision of Somethinc brand skincare products for Gen Z in Medan City on the Shopee marketplace

F Test (Simultaneous)

Table 10. F Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1930.418	2	965.209	39.072	.000[b]
	Residual	9807.222	397	24.703		

	Total	11737.640	399			

a. Dependent Variable: Buying decision
b. Predictors: (Constant), Lifestyle, Rating
Source: Data Processing Results, 2025

Based on Table 10, the F_{count} value> F_{table} (39.072> 3.02) with a significant value of 0.000 is smaller than 0.05, so the results of this study state that the hypothesis is accepted, which means that there is a simultaneous influence between the rating and lifestyle variables on the purchasing decision of Somethinc brand skincare products on Gen Z in Medan City on the Shopee marketplace

Coefficient of Determination Test (R^2)

Table 11. Results of the Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.406[a]	.164	.160	4.97024

a. Predictors: (Constant), Lifestyle, Rating
b. Dependent Variable: Buying Decision
Source: Data Processing Results, 2025

Therefore, in this study, the determination coefficient value uses the Adjusted R Square value, because more than one independent variable is used. Based on table 4.14, the Adjusted R Square value can be seen = 0.160. Thus, the influence of rating and lifestyle on purchasing decisions is 16%, while the remaining 84% is influenced by other factors not examined in this study such as product quality, discounts, advertising and others.

Contribution of Variables

Table 12. Results of the Dominant Role of Independent Variables

Model	Variables Entered	Variables Removed	Method
1	Lifestyle	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Rating	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: Buying decision
Source: Data Processing Results, 2025

From the test results, it is known that the lifestyle variable has a more dominant influence than the rating variable on purchasing decisions because the lifestyle variable is in first place and the rating is in second place.

Discussion

The Influence of Ratings on Purchasing Decisions for Somethinc Brand Skincare Products on Gen Z in Medan City on the Shopee Marketplace

The results of partial hypothesis calculations show that ratings have a significant influence on purchasing decisions for Somethinc brand skincare products on Gen Z in Medan City through the Shopee marketplace. This means that the higher the assessment or rating given by consumers to Somethinc brand skincare products, the greater the consumer's decision to make a purchase. Ratings are one of the important considerations in the online purchasing process because they can provide an initial picture of the quality of a product. Consumers tend to be more confident and trusting in buying products that have high ratings.

These results are in line with research conducted by Dewi & Kuntardina (2022) where the results of the study showed that ratings have a significant influence on purchasing decisions.

The Influence of Lifestyle on Purchasing Decisions for Somethinc Brand Skincare Products on Gen Z in Medan City on the Shopee Marketplace

The results of partial hypothesis calculations show that lifestyle has a significant influence on purchasing decisions for Somethinc brand skincare products on Gen Z in Medan City through the Shopee marketplace. Generation Z's lifestyle, which tends to follow trends, pay attention to appearance, and is active on social media, makes them more selective in choosing skincare products that suit their self-image. Therefore, the more relevant a product is to the consumer's lifestyle, the more likely the product will be purchased.

These results are in line with research conducted by Fathurrahman & Anggesti (2021) which shows that lifestyle has a significant influence on purchasing decisions.

The Influence of Rating and Lifestyle on Purchasing Decisions for Somethinc Brand Skincare Products on Gen Z in Medan City on the Shopee Marketplace

The results of simultaneous hypothesis testing show that the rating and lifestyle variables together have a significant influence on purchasing decisions for Somethinc brand skincare products on Gen Z in Medan City through the Shopee marketplace. The combination of the credibility of rating information and the suitability of the product to lifestyle trends plays a major role in shaping purchasing decisions.

These results are in line with research conducted by Pasaribu et al. (2023), where lifestyle and product rating assessments have a significant influence on consumer purchasing decisions.

CONCLUSION

Based on the results of the study, the following conclusions can be drawn:

1. Rating has a significant effect on the purchasing decision of Somethinc brand skincare products for Gen Z in Medan City on the Shopee marketplace.
2. Lifestyle has a significant effect on the purchasing decision of Somethinc brand skincare products for Gen Z in Medan City on the Shopee marketplace.
3. Rating and Lifestyle simultaneously have a significant effect on the purchasing decision of Somethinc brand skincare products for Gen Z in Medan City on the Shopee marketplace.

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