

Factors Affecting Gen Z Purchase Decisions on Shopee (Case Study in Surakarta City)

Agiardo Yanuarisa¹, Sri Wijastuti², Zandra Dwanita Widodo³

^{1,2,3} Faculty of Economics and Business, Management, Tunas Pembangunan University, Surakarta, Indonesia

ARTICLE INFO

Article history:

Received Dec 06, 2024

Revised Dec 18, 2024

Accepted Dec 22, 2024

Keywords:

Information Quality
e-WOM
Ease of Use
Purchase Decisions
Generation Z

ABSTRACT

This study aims to determine the influence of information quality, electronic word of mouth (e-WOM), and ease of use on purchase decisions among Generation Z in Surakarta City, utilizing the Shopee e-commerce platform. The research employed a quantitative approach with primary data collected through a survey involving 100 respondents. Multiple linear regression was used to analyze the data. The results showed that: information quality has a significant positive effect on purchase decisions (sig. = 0.013), e-WOM has a significant positive effect on purchase decisions (sig. = 0.003), and ease of use has a significant positive effect on purchase decisions (sig. 0.013). Simultaneously, information quality, e-WOM, and ease of use significantly influence purchase decisions (sig. 0.000). The determination coefficient (R^2) of 37.9% indicates that the regression model can explain the purchase decision variable, while 62.1% is explained by other variables outside this study. The Adjusted R^2 value of 0.360 indicates the model's suitability after adjustment for the number of independent variables and sample size. These findings suggest that Shopee should prioritize improving the quality of information, leveraging credible e-WOM reviews, and enhancing user interfaces to effectively support consumer purchase decisions.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Agiardo Yanuarisa,
Faculty of Economics and Business,
Tunas Pembangunan University,
St. Walanda Maramis No. 31, Nusukan, Banjarsari, Surakarta, Central Java, Indonesia
Email: agiardoyanuarisa@gmail.com

1. INTRODUCTION

Amid the rapid development of technology and digital transformation, e-commerce has become an inseparable part of people's daily lives. e-commerce is rapidly growing and providing positive impacts as well as opportunities for companies to increase sales through the internet. One of the largest e-commerce platforms in Indonesia, Shopee, has become the main destination for consumers to shop online (Mawa & Cahyadi, 2021).

Previously, we had to go to a specific place and time. Now, we can do it directly anywhere through e-commerce. This phenomenon is further strengthened by the high adoption of online shopping, especially among Generation Z as active users of e-commerce platforms. Shopping online has now become one of the important intermediaries to meet the needs of society (Wang et al., in Widiastuti, 2023).

Generation Z includes individuals born between 1997 and 2012 (BPS Surakarta). Currently, the largest population in Indonesia is from Generation Z, with data from goodstats.id (2023) showing that the number of Generation Z individuals is 74.93 million or 27.94% of the total population, while the millennial generation numbers 69.38 million or 25.87% of the total population of Indonesia. The population of Solo or Surakarta is dominated by generation Z, based on BPS Surakarta data (2024), which is 158,038 people or 27.97% of the total population of 564,943 people. This makes Surakarta City one of the cities with the largest population of productive age, which is in accordance with Shopee's target market (Azka, 2021). In addition, based on BPS data, Surakarta is the most populous

city in Central Java with a density of 11,277 people/km². The selection of this city provides an opportunity to explore the consumer behavior of a significant demographic group.

According to data from We Are Social (2023), as of January 2023, Shopee ranks seventh in the category of most visited websites in Indonesia, with an average of 165 million visits per month. It is also the number one most visited e-commerce platform. This then increases to a total of 184 million visits in January 2024, making Shopee the sixth most visited website, displacing X or Twitter (We Are Social, 2024). Based on a survey conducted by Alvora Research Center in March 2022 among 1,529 respondents in Indonesia, Shopee is the most preferred e-commerce platform among Generation Z and Millennials. A total of 69.9% of Gen Z and 64.2% of Millennials choose Shopee as their main shopping platform.

Information quality, specifically the level of truth and accuracy of the products offered, is one of the factors that cannot be separated from Shopee's growth. Information quality is the degree of accuracy of the products offered. The quality of information in the marketplace has a persuasive effect when the information can be trusted, so that there is no doubt in purchasing the product (Wahyuni et al., 2017).

Electronic word of mouth (e-WOM) is a type of marketing contact that includes positive or negative feedback about a product or company from consumers, past customers, or potential customers that is shared online (Arsyalan & Ariyanti, 2019).

The concept of ease of use according to Wen et al. in (Wiyata et al., 2020), in the context of web-based businesses, is explained as the extent to which consumers feel that they can easily access and obtain the products they are looking for through the platform. One of the factors that can influence customers' purchase decisions is the ease of use of the platform; users are more likely to feel comfortable with a system that is more useful and easy to use.

Based on Ana Dewi Marsalin's (2023) previous research, information quality has a significant effect, Yodi Prayuda's (2023) research shows that ease of use has a significant effect, Elsa Rizki Yulindasari's (2022) research also states that e-WOM has a significant effect on purchasing decisions. Based on the explanation of the problems that have been conveyed, conclusions can be drawn as a reference for the author to conduct research entitled "Factors Affecting Gen Z Purchase Decisions on Shopee (Case Study in Surakarta City)".

2. RESEARCH METHOD

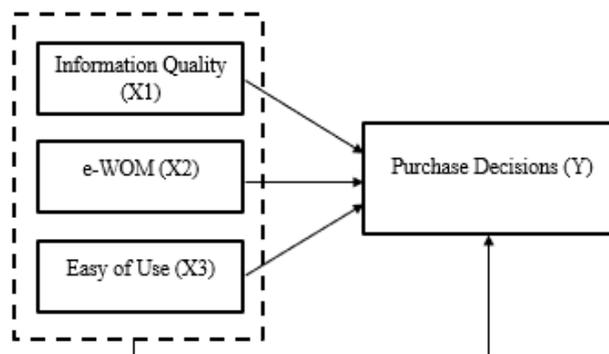


Figure 1. Conceptual Framework

Description:

H1: Information Quality have an effect on purchase decisions.

H2: Electronic Word of Mouth (E-WOM) have an effect on purchase decisions.

H3: Ease of Use have an effect on purchase decisions.

H4: Information Quality, E-WOM, and Ease of Use simultaneously have an effect on purchase decisions.

This study uses a quantitative approach. This technique is applied to study a specific population or sample (Sugiyono, 2019). This research was conducted in the city of Surakarta in January 2025. This research used a survey, which was conducted by distributing questionnaires. The aim is to obtain responses from relevant respondents on the relationship between the

independent variable (X) and the dependent variable (Y). The research sources of this research include primary and secondary data. In this case, the population identified for this study is Generation Z Shopee users in Surakarta City. The sample used in this study was Generation Z in Surakarta City who had shopped on Shopee in the past 6 months.

According to BPS data for Surakarta city in 2024, the number of generation Z in Surakarta city is about 158,038 people. So the sample size was drawn using the Slovin formula (Purbosari in Widiastuti, 2023). Based on the calculation, a result of 99.94 can be obtained, which is then rounded up to 100 respondents.

In this study, questions were sent through Google Form. This questionnaire uses a Likert scale to evaluate the views, attitudes, and perceptions of people or groups toward certain phenomena (Sugiyono, 2019). Through the Likert scale, respondents can provide a variety of responses ranging from very positive to very negative.

Classical Assumption Test

1) Normality Test

The normality test is designed to assess whether the dependent and independent variables, or both, are normally distributed or approximately normal (Ambarwati, 2019).

2) Multicollinearity Test

The multicollinearity test determines whether there is a correlational relationship among the independent variables in the regression model (Ambarwati, 2019).

3) Heteroscedasticity Test

The heteroscedasticity test refers to a condition where the residual variance of a regression model is inconsistent across observations. According to Priyanto (in Widiastuti, 2023), a good regression model should be free from heteroscedasticity issues.

Multiple Linear Regression

According to Ghozali (2021), multiple linear regression is a statistical strategy used to investigate the impact of several independent variables (information quality, e-WOM, ease of use) on a dependent variable (purchase decisions).

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Explanation:

Y	= Purchase Decision
β_0	= Constant
β	= Regression Coefficient
X1	= Information Quality
X2	= e-WOM
X3	= Ease of Use
E	= Error

- 1) **T-Test (partial)**, determines how much an independent variable can explain the fluctuations in the dependent variable (Ghozali, 2019).
- 2) **F-Test (simultaneous)**, determines whether all the independent variables in the regression model have a joint effect on the dependent variable (Meileny & Wijaksana, 2020).
- 3) **Coefficient of Determination Test (R)**, assesses how well a model explains the fluctuations of the dependent variable (Ghozali, 2019).

3. RESULTS AND DISCUSSIONS

Classical Assumption Test

1) Normality Test

In this study, the normality test is conducted using the One-Sample Kolmogorov-Smirnov test.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.24834198
Most Extreme Differences	Absolute	.075
	Positive	.065
	Negative	-.075
Test Statistic		.075
Asymp. Sig. (2-tailed)		.183 ^c

Figure 2. Kolmogorov-Smirnov Test results

From the image showing the One Sample Kolmogorov-Smirnov normality test results, it can be concluded that the data are normally distributed, since the significance value is $0.183 > 0.05$.

Multicollinearity Test

In order to assess the presence of multicollinearity in the study, the tolerance value and the variance inflation factor (VIF) are utilized. A model is declared to pass or to be free of multicollinearity if the tolerance value is greater than 0.1 and the VIF value is less than 10 (Ambarwati, 2019).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.503	1.248		2.807	.006		
	Kualitas Informasi	.247	.098	.243	2.525	.013	.697	1.435
	E-WOM	.257	.084	.279	3.069	.003	.783	1.278
	Kemudahan Penggunaan	.177	.070	.254	2.537	.013	.644	1.554

a. Dependent Variable: Keputusan Pembelian

Figure 3. Multicollinearity Test results

As illustrated in the above image, the regression model appears to be free of multicollinearity. This is evidenced by the tolerance value, which is greater than 0.1, and the VIF value, which is less than 10.

Heteroscedastisity Test

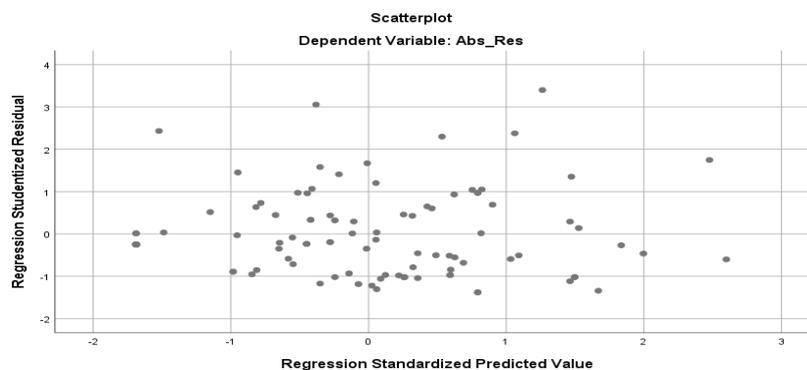


Figure 4. Heteroscedastisity Test results

Based on Figure 3, it appears that the points are scattered randomly below and above the Y-axis without forming a specific pattern, which can be concluded that this regression model is free of heteroscedasticity.

Multiple Linear Regression

This study has three independent variables: information quality, e-WOM, and ease of use. The employment of multiple linear regression facilitates the determination of the effect of each independent variable on the dependent variable, both partially and simultaneously (Ghozali, 2021).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.503	1.248		2.807	.006		
	Kualitas Informasi	.247	.098	.243	2.525	.013	.697	1.435
	E-WOM	.257	.084	.279	3.069	.003	.783	1.278
	Kemudahan Penggunaan	.177	.070	.254	2.537	.013	.644	1.554

a. Dependent Variable: Keputusan Pembelian

Figure 5. Multiple Linear Regression test results

Based on the figure, the regression equation is derived as follows:

$$Y = 3.503 + 0.247X_1 + 0.257X_2 + 0.177X_3 + e$$

This equation gives the following interpretation:

- a) Constant (a = 3.503): In the event that all independent variables are set to zero, the average value of the Purchase Decision is 3.503.
- b) Information Quality (b1 = 0.247): An increase of 1 unit in Information Quality will result in a 0.247-unit increase in the Purchasing Decision, under the assumption that the other variables remain constant.
- c) E-WOM (b2 = 0.257): A 1-unit increase in E-WOM will result in a 0.257-unit increase in the Purchasing Decision, under the assumption that the other variables remain constant.
- d) Ease of Use (b3 = 0.177): A 1-unit increase in Ease of Use will result in a 0.177-unit increase in the Purchasing Decision, under the assumption that the other variables remain constant.

T-Test (Partial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.503	1.248		2.807	.006		
	Kualitas Informasi	.247	.098	.243	2.525	.013	.697	1.435
	E-WOM	.257	.084	.279	3.069	.003	.783	1.278
	Kemudahan Penggunaan	.177	.070	.254	2.537	.013	.644	1.554

a. Dependent Variable: Keputusan Pembelian

Figure 6. Result of T-Test (Partial)

Based on Figure 5, the results of the t-test show that the findings of the research for the t-test are as follows:

- a) The value of t-table is known:
 $Df = n - k - 1$
 $Df = 100 - 3 - 1 = 96 (1,985)$
- b) Based on the figure, the t-value for Information Quality (2.525) exceeds the t-table (1.985), and the significance value (0.013) is below 0.05. It can be concluded that Information Quality has a significant partial effect on Purchase Decision.

- c) Based on the figure, the t-value for e-WOM (3.069) exceeds the t-table (1.985), and the significance value (0.003) is below 0.05. It can be concluded that e-WOM has a significant partial effect on Purchase Decision.
- d) Based on the figure, the t-value for Ease of Use (2.537) exceeds the t-table (1.985), and the significance value (0.013) is below 0.05. It can be concluded that Ease of Use has a significant partial effect on Purchase Decision.

F-Test (Simultaneous)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94.233	3	31.411	19.546	.000 ^b
	Residual	154.277	96	1.607		
	Total	248.510	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kemudahan Penggunaan, E-WOM, Kualitas Informasi

Figure 7. Result of F-Test (Simultaneous)

Based on the figure, the F-value for Ease of Use (19.546) exceeds the F-table (2.70), and the significance value (0.000) is below 0.05. This indicates that all independent variables: Information Quality (X1), e-WOM (X2), and Ease of Use (X3), simultaneously have a significant effect on Purchase Decision.

Coefficient of Determination Test (R)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.616 ^a	.379	.360	1.268

a. Predictors: (Constant), Kemudahan Penggunaan, E-WOM, Kualitas Informasi

b. Dependent Variable: Keputusan Pembelian

Figure 8. Coefficient of Determination Test (R) results

According to the results from the multiple linear regression analysis in the Model Summary figure, the Adjusted R Square value is 0.360. This means that 36% of the variation in the dependent variable, Purchase Decision, is explained by the combined effect of the independent variables: Ease of Use, e-WOM, and Information Quality. The remaining 64% is attributed to other factors not included in this study.

Discussion

The Effect of Information Quality on Purchase Decisions

Based on the results of the data analysis conducted by the researcher, it was found that Information Quality has a positive effect on Purchase Decision. The result is supported by the t-test value, which is higher than the critical t-table value ($2.525 > 1.985$), and the significance level is $0.013 < 0.05$. In other words, higher Information Quality leads to an improvement in consumers' Purchase Decisions. This finding aligns with previous studies by Marsalin and Hendratmoko (2023), as well as Romla and Ratnawati (2023), which also concluded that Information Quality significantly influences Purchase Decision.

The Effect of e-WOM on Purchase Decisions

Based on the results of the data analysis conducted by the researcher, it was found that e-WOM has a positive effect on Purchase Decision. The result is supported by the t-test value, which is higher than the critical t-table value ($3.069 > 1.985$), and the significance level is $0.003 < 0.05$. In other words, the better the e-WOM, the higher the likelihood of improving consumers' Purchase Decisions. This finding aligns with previous studies by Yulindasari and Fikriyah (2022) and Abas (2024), which also concluded that e-WOM has a significant influence on Purchase Decision.

The Effect of Easy of Use on Purchase Decisions

Based on the results of the data analysis conducted by the researcher, it was found that Ease of Use has a positive effect on Purchase Decision. The result is supported by the t-test value, which is higher than the critical t-table value ($2.537 > 1.985$), and the significance level is $0.013 < 0.05$. In other words, the better the Ease of Use, the greater the likelihood of improving consumers' Purchase Decisions. This finding is consistent with previous studies by Renggowati, Prihartini, and Listyorini (2023), as well as Prayuda and Anwar (2023), which also concluded that Ease of Use significantly influences Purchase Decision.

The Effect of Information Quality, e-WOM and Easy of Use on Purchase Decisions

Based on the results of the data analysis conducted by the researcher, it was found that Information Quality, e-WOM, and Ease of Use simultaneously have a positive effect on Purchase Decision. This finding is supported by the F-test value, which is greater than the critical F-table value ($19.546 > 2.70$), and the significance level is $0.000 < 0.05$.

4. CONCLUSION

This study aims to examine the influence of information quality, electronic word of mouth (e-WOM), and ease of use on purchase decisions on the Shopee platform among Generation Z in Surakarta City. Based on the data analysis conducted, the following are the key conclusions of this research: 1) Information quality has a significant impact on the purchase decision of Shopee among Generation Z in Surakarta City. 2) Electronic Word of Mouth (e-WOM) has a significant impact on Shopee purchase decisions among Gen Z in Surakarta City. 3) Ease of use has a significant effect on purchase decisions at Shopee among Gen Z in Surakarta City. 4) Information Quality, e-WOM and Ease of Use have a significant effect on purchase decisions at Shopee among Gen Z in Surakarta City.

ACKNOWLEDGEMENTS

The lecturers of the Faculty of Economics and Business at Tunas Pembangunan University Surakarta, who have shared their knowledge and invaluable experiences with the author, as well as all administrative staff who have facilitated the necessary resources to support the author in completing this thesis. Gratitude is also extended to the entire extended family of the Management Study Program for their assistance throughout the thesis preparation process.

REFERENCES

- Abas, N. I. (2024). *YUME : Journal of Management Kualitas Website, Informasi, dan E-WOM sebagai Kunci Keputusan Pembelian Online : Studi pada Generasi Z*. 7(3), 1457–1466.
- Agustina, K. E., Musmini, L. S. (2022). *Pengaruh Pengetahuan, Kemudahan Penggunaan, dan Kredibilitas terhadap Minat Penggunaan Quick Response Code Indonesian Standard (QRIS)* (Studi pada Generasi Z di Provinsi Bali). *Jurnal Riset Akuntansi*.
- Ananto, A., Adiyani, R., Sumarto., L. (2023). *Pengaruh Kualitas Produk, Review Pelanggan, dan Rating Terhadap Keputusan Pembelian di Shopee (Studi Kasus Mahasiswa Universitas Tunas Pembangunan Surakarta)*. Universitas Tunas Pembangunan Surakarta.
- Andi Link. (2024). *Hootsuite & We Are Social: Data digital Indonesia 2024*. Accessed on September 16, 2024, from <https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/>
- Arsyalan, A. G., Ariyanti, M. (2019). *Pengaruh Electronic Word of Mouth (e-wom) Terhadap Keputusan Pembelian di Shopee Oleh Masyarakat Bandung*. Universitas Telkom
- Asiyah. (2021). *Pengaruh Penilaian Produk dan Ongkos Kirim Terhadap Keputusan Pembelian Konsumen Shopee di Kabupaten Ponorogo*. Institut Agama Islam Negeri Ponorogo.

- Azka, N. A., (2023). *Pengaruh Brand Ambassador, Layanan Cash On Delivery, Dan Online Customer Review Terhadap Keputusan Pembelian Situs Shopee Generasi Z Di Kota Surakarta*. Jurnal Visi Manajemen. Vol 9 No 2.
- Badan Pusat Statistik Kota Surakarta. (2024). Jumlah penduduk menurut kelompok umur dan jenis kelamin. Accessed on September 21, 2024, dari <https://surakartakota.bps.go.id/id/statistics-table/2/MzE5IzI=/jumlah-penduduk-menurut-kelompok-umur-dan-jenis-kelamin/>
- Badan Pusat Statistik Provinsi Jawa Tengah. (n.d.). Kepadatan penduduk menurut kabupaten/kota. Accessed on September 21, 2024, from <https://jateng.bps.go.id/id/statistics-table/2/OTg1IzI=/kepadatan-penduduk-menurut-kabupaten-kota/>
- Damayanti, V. *The Effect of Perceived Usefulness and Perceived Ease of Use on Purchase Intention Through Brand Image as an Intervening Variable in Yogyakarta ust Shopee Users*. Jurnal Ilmiah Ekonomi dan Bisnis.
- Effendy, J. A., & Tanjung, J. (2023). Pengaruh Kualitas Aplikasi, Electronic Word of Mouth, Dan Kualitas Aplikasi Terhadap Keputusan Pembelian Konsumen Shopee. *Performa*, 8(1), 20–32.
- Fikriyah, Ulya Nurul. (2022). *Pengaruh Desain Aplikasi Dan Kualitas Informasi Terhadap Keputusan Pembelian Pengguna Marketplace Shopee (Studi Kasus Mahasiswa Uin Walisongo Semarang)*. UIN Walisongo Semarang.
- Fitriani, Nani. Khalishah, Dinda. Syauqi Ilal Jinan, Ahmad. (2023) *The Influence Of Online Customer Review, Social Media Marketing, And Sales Promotion On Purchase Decision Of Shopee Customer*. Perbanas International Seminar on Economics, Business, Management, Accounting and IT 2023.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23*.
- Goodstats. (n.d.). Sensus BPS saat ini: *Indonesia didominasi oleh Gen Z*. Accessed on September 21, 2024 dari <https://data.goodstats.id/statistic/sensus-bps-saat-ini-indonesia-didominasi-oleh-gen-z-n9kqv>
- Hidayani. (2019). Pengaruh Kemudahan Penggunaan, Kesenangan, Berbelanja, Dan Promosi Terhadap Minat Beli Konsumen Di Situs Jual Beli Online Shopee. *Ekonomi*, 1–96.
- Idris, F. (2022). *Pengaruh Digital Marketing Dan Electronic Word Of Mouth Terhadap Keputusan Pembelian Pada Tokopedia*. 131.
- Iriana, C. E., Darmaningrum, K., Handoko, T. (2022). *Pengaruh Kualitas Website, Kualitas Informasi, dan E-WOM Terhadap Keputusan Pembelian Online Marketplace Shopee di Surakarta*. Universitas Tunas Pembangunan Surakarta.
- Kotler, P., & Armstrong, G. (2016). *Prinsip-prinsip Pemasaran*. Edisi 13, Jilid 1. Jakarta: Erlangga.
- Marsalin, D. A., & Hendratmoko, C. (2023). Pengaruh Kepercayaan, Kemudahan, Brand Image Dan Kualitas Informasi Terhadap Keputusan Pembelian Pada Pengguna E-Commerce Shopee (Studi Kasus pada Pengguna Aplikasi Shopee di Kota Sukoharjo). *Jurnal Bintang Manajemen (JUBIMA)*, 1(3), 192–214.
- Mawa, S. F., & Cahyadi, I. F. (2021). *Pengaruh Harga, Online Customer Review dan Rating Terhadap Minat Beli di Lazada*. Jurnal Bisnis dan Manajemen Islam. Vol. 9 No. 2.
- Melisa, D., Damayanti, R. (2022). *Impulse Buying Pada Pengguna E-Commerce di Kota Surakarta Ditinjau dari Online Customer Review dan Website Quality*. Dimensi, Vol 11 No 3.
- Negara, D. W. P., Widodo, Z. D., Darsono. (2023). *Pengaruh Harga, Word of Mouth, dan Kualitas Produk Platform Steam Pada Keputusan Pembelian Game (Studi Kasus Pada Area Soloraya)*. Jurnal Pemasaran, Keuangan & Sumber Daya Manusia. Vol. 3 No. 2.
- Novitasari, R. (2023). Pengaruh Kepercayaan, Kemudahan Penggunaan, Dan Promosi Terhadap Keputusan Pembelian Pada Fitur Tiktok Shop. 151.
- Nurmalasari, N., & Latifah, L. (2023). Pengaruh Keamanan, Kualitas Informasi dan Kemudahan terhadap Keputusan Pembelian Online pada Konsumen Tiktok Shop. *Jurnal Perspektif*, 21(1), 45–52.
- Oktaviana, I., Nursal, M. F., & Wulandari, D. S. (2023). Pengaruh Persepsi Kemudahan Penggunaan, Persepsi Risiko, Dan Fitur Layanan Terhadap Minat Menggunakan Shopeepay Di Kota Bekasi. *Jurnal Economina*, 2(10), 2806–2822.
- Oktavia, Nurafny. Mustari. Rahmatullah. Supatminingsih, Tuti. Dinar, Muhammad. (2022). *Pengaruh Kualitas Produk dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Pada Aplikasi Shopee*. Jurnal Manajemen AMKOP Makassar.
- Permana, E., Cahyani, D. S., Wijayanti, F., Syamsurizal. (2024). Analisis Kepuasan Generasi Z Terhadap Layanan E-Commerce. Jurnal Ilmiah Ekonomi, Akuntansi, dan Pajak. Vol 1 No 2.
- Prayuda, Yodi. Anwar, Syaiful. (2023). *Pengaruh Kepercayaan, Kemudahan, dan Harga Terhadap Keputusan Pembelian Online pada Konsumen Shopee kota Padang*. Jurnal Ilmiah Ilmu Manajemen dan Kewirausahaan Vol. 3 No. 2.
- Regiana, I. N. (2022). *Pengaruh Review Produk, Kualitas Informasi, Dan Desain Website Terhadap Keputusan Pembelian Di Marketplace Shopee (Studi Pada Konsumen Shopee Kota Semarang)*. UIN Walisongo Semarang.
- Renggowati, W., Prihatini, A., & Listyorini, S. 2023. *Pengaruh Electronic Word Of Mouth (E-WOM) Dan Kemudahan Penggunaan Aplikasi Shopee Terhadap Keputusan Penggunaan E-Commerce Shopee*. Jurnal Ilmu Administrasi Bisnis, Vol. 12 No. 4.

- Rizky, B., Kurniati, R. R., & Hardati, R. N. (2023). *Pengaruh Online Customer Review dan Online Customer Rating Terhadap Keputusan Pembelian di Marketplace Tokopedia*. Jurnal Ilmu Administrasi Niaga/Bisnis.
- Rizki Yulindasari, Elsa. Fikriyah, Khusnul. (2022). *Pengaruh e-WOM (Electronic Word of Mouth) Terhadap Keputusan Pembelian Kosmetik Halal di Shopee*. Journal of Islamics Economic and Finance Studies.
- Robiah, Siti. Dzaki, Hilmi. Setiawan, Drajat. (2023). *Pengaruh Flash Sale, Kemudahan, Dan Customer Review Terhadap Keputusan Pembelian Produk Pada Platform Marketplace*. Jurnal Bisnis dan Manajemen. Universitas Islam Negeri (UIN) K. H. Abdurrahman Wahid Pekalongan.
- Romla, Siti. Ratnawati, Alifah. 2021. *Keputusan Pembelian E-Commerce Melalui Kemudahan Penggunaan, Kualitas Informasi Dan Kualitas Interaksi Layanan Web*. Jurnal Ekonomi dan Bisnis Universitas Islam Sultan Agung Semarang.
- Sari, W. I., Adiyani, R., & Wijastuti, S. (2023). *Analisis Pengaruh Kualitas Produk, Harga dan Word of Mouth Terhadap Keputusan Pembelian (Studi Kasus Pengguna Smartphone Merek Xiaomi di Kecamatan Jatiyoso)*. Universitas Tunas Pembangunan Surakarta.
- Satriadi, et al. (2021). *Manajemen Pemasaran*. Penerbit Samudra Biru.
- Sudarsono, H. (2020). *Manajemen Pemasaran*. Pustaka Abadi.
- Sugiyono, S. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*. Bandung: Alfabeta
- Suryani, A. (2022) *Pengaruh Electronic Word of Mouth, Kemudahan Penggunaan Teknologi, Manfaat dan Kepercayaan Terhadap Keputusan Pembelian pada Marketplace Shopee*. Politeknik Negeri Semarang
- Syabani, A. N. (2024). *Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Produk Fashion Pada E-Commerce Shopee (Studi Kasus Pada Masyarakat Desa Batuajajar Barat RW 12)*. Jurnal Interkom.
- Syaifullah, A. I. (2021). *Pengaruh Kualitas Website, Kualitas Informasi, Dan E-Wom Terhadap Keputusan Pembelian Online Di Shopee (Studi Pada Mahasiswa Lingkungan Ums)*. 1–15.
- We Are Social. (2023, Januari). *Digital 2023: Indonesia's digital report*. Accessed on September 16, 2024, from <https://wearesocial.com/id/blog/2023/01/digital-2023/>
- Wibowo, F. T., Widodo, Z. D., & Wijastuti, S. (2023). *Pengaruh Kualitas Produk, Harga dan Ulasan Produk Terhadap Keputusan Pembelian di Shopee (Studi Kasus Pada Brand Manly Cloth di Kota Sukoharjo)*. Universitas Tunas Pembangunan Surakarta.
- Widiastuti, P. (2023). *Pengaruh Persepsi Kemudahan Penggunaan, Ulasan Pelanggan Online Dan Kualitas Layanan Elektronik Tiktok Shop Terhadap Keputusan Pembelian Di Tiktok Shop (Studi Kasus: Generasi Z Di Kabupaten Sragen)*. Universtias Sebelas Maret Surakarta.
- Wiyata, M. T., Putri, E. P., & Gunawan, C. (2020). *Pengaruh Customer Experience , Ease of Use , Dan Customer Trust Terhadap Repurchase Intention Konsumen Situs Jual Beli*. CAKRAWALA – Repositori IMWI, 3(1).
- Yulianti, F., Lamsah. (2019). *Manajemen Pemasaran*. CV. Budi Utama.