



Planned Behavior (TPB) Theory: Analysis of Gen Z Purchase Decisions Through the Shopee Application in Surabaya

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ARTICLE INFO

Keywords: Theory Planned Behavior, Purchase Decision, E-commerce, Generation Z, Shopee Application

Received: 28, Februari

Revised: 29, March

Accepted: 30, April

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ABSTRACT

The rapid development of digital technology has increased the use of e-commerce, with Shopee becoming one of the most popular platforms among Generation Z in Indonesia. This study aims to analyze the purchase decisions of Generation Z in Surabaya through the Shopee application using the Theory of Planned Behavior (TPB). A qualitative descriptive approach was employed, involving Generation Z aged 18–25 years who actively use Shopee and have made at least three purchases in the last six months. Data were collected through interviews, observations, and documentation, then analyzed using the Miles and Huberman model. The findings indicate that purchase decisions are influenced by three TPB factors: attitude toward behavior, subjective norms, and perceived behavioral control. Positive attitudes are driven by ease of use, promotions, and shopping efficiency; subjective norms are shaped by family, friends, social media, and influencers; while perceived behavioral control is supported by easy application access, diverse payment methods, and accessible product information. These factors collectively influence Generation Z's purchase intentions and decisions when shopping on Shopee.

INTRODUCTION

The development of digital technology and the internet has changed people's consumption patterns and encouraged an increase in electronic trade activities in various countries, including Indonesia (Statista, 2024; Google, Temasek, & Bain, 2024). These technological advances have also changed people's behavior patterns in carrying out economic activities, especially in online buying and selling transactions through *e-commerce* platforms. This change in consumer behavior is supported by the increasing use of smartphones and internet access that is increasingly accessible to the public. According to the We Are Social 2024 report, Indonesia is the country with the largest internet and social media users in the world, thus driving the growth of digital transactions and the use of *e-commerce* applications significantly.

One of the *fast-growing e-commerce* platforms in Indonesia is Shopee. Shopee is one of the dominant e-commerce platforms in Southeast Asia because it offers an easy shopping experience, attractive promotions, and an integrated payment system (Prasetyo et al., 2023). Shopee occupies a position as an *e-commerce* application with the highest number of visits and active users in Indonesia. This condition shows that Shopee has a great influence on changes in the shopping behavior of the Indonesian people, especially among Generation Z.

Generation Z is a generation group born in the range of 1997-2012 and is known as a generation that grew up side by side with the development of digital technology. Generation Z is known as the digital native generation who has a high level of technological adaptation and tends to use digital platforms in daily activities (Francis & Hoefel, 2018) and Gen Z has characteristics that tend to actively use the internet, social media, and digital applications in daily life, including in doing online shopping activities. Research conducted by Pratiwi and Nugroho (2022) explains that Gen Z has a higher tendency to make purchases through *e-commerce platforms* because they are influenced by ease of access, digital promotion, and the influence of social media on consumption behavior.

In Surabaya, the use of the Shopee application among Gen Z has increased significantly. Surabaya as a metropolitan city has a high level of internet use and is dominated by people of productive age such as students and young workers who actively use digital platforms. This phenomenon has caused Shopee to become one of the popular online shopping applications among Gen Z in Surabaya because it is considered more practical, fast, and in accordance with modern lifestyles. Research from Airlangga University in 2023 states that students in Surabaya tend to choose Shopee over other platforms due to promotional factors, ease of transactions, and the influence of the social environment.

However, the increasing use of Shopee also raises various consumer behavior phenomena that are interesting to research. Many Gen Z users make purchases not based on primary needs, but because they are attracted by twin date promotions such as 9.9, 10.10, 11.11, and 12.12, *live shopping features*, and the influence of product reviews and social media. This condition causes the emergence of impulse buying behavior on e-commerce platforms often triggered

by digital promotions, discounts, and the influence of social media (Ardhi et al., 2024; Sari & Rafida, 2024). Research conducted by Rahmawati (2021) shows that digital promotions on Shopee have an influence on the impulse buying behavior of young consumers in Indonesia.

In addition to promotional factors, consumers' purchasing decisions are also influenced by psychological and social factors. In understanding consumer behavior, one of the relevant theories used is *the Theory of Planned Behavior* (TPB) proposed by Icek Ajzen. This theory explains that individual behavior is influenced by three main factors, namely *attitude toward behavior*, *subjective norms*, and *perceived behavioral control*. These three factors can influence a person's decision to make a purchase through an *e-commerce* application. Previous research has shown that TPB is effectively used to analyze the purchasing behavior of digital consumers on online shopping platforms.

Based on this phenomenon, this research is important to find out how Gen Z behaves in making purchasing decisions through the Shopee application in Surabaya. This research uses a qualitative method in order to explore in depth the experiences, perceptions, and reasons of Gen Z in using the Shopee application as an online shopping medium. Using the *Theory of Planned Behavior* (TPB) approach, this study is expected to be able to provide an overview of the factors that influence Gen Z's purchasing decisions through the Shopee application in Surabaya.

Therefore, this study takes the title "**Planned Behavior Theory (TPB) Analysis of Gen Z Purchase Decisions Through the Shopee Application in Surabaya.**"

Problem Formulation

1. What is Gen Z's attitude towards purchasing decisions through the Shopee application in Surabaya?

How does the social environment affect Gen Z's purchasing decisions through the Shopee application in Surabaya?

How does the ease of use of the Shopee application affect Gen Z's purchasing decisions in Surabaya?

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior was developed by Ajzen and is still one of the most widely used theories to explain consumer behavior in the digital environment (Ajzen, 2020). The Theory of Planned Behavior (TPB) is a theory that explains that individual behavior is influenced by behavioral intentions formed through three main constructs, namely *attitude toward behavior*, *subjective norms*, and *perceived behavioral control*. These three constructs play a role in explaining and predicting how a person makes decisions and determines the behavior to be carried out. According to Leong et al. (2023), the more positive an individual's attitude towards a behavior, the greater the social support received, and the higher the perception of the ability to carry out the

behavior, the stronger the individual's intention to carry out the behavior in question.

Attitude toward behavior refers to an individual's positive or negative evaluation of an action. Subjective norms describe an individual's perception of social pressure or support from the surrounding environment, such as family, friends, or social groups that are considered important. Meanwhile, perceived behavioral control shows an individual's belief about the ability, resources, and opportunities they have to perform a behavior. These three factors together form behavioral intentions that ultimately affect a person's actual behavior (Leong et al., 2023).

In the context of digital consumer behavior, TPB is widely used to explain purchasing decisions on e-commerce platforms. Consumer attitudes are related to the assessment of the benefits, conveniences, and profits obtained from the use of online shopping applications. Subjective norms are related to social influences that come from family, friends, and social media that can influence purchasing decisions. Meanwhile, perceived behavioral control is related to consumer perception of the ability to use technology, ease of transactions, and the availability of resources that support online purchasing activities. Research conducted by Nguyen et al. (2023) shows that attitudes, subjective norms, and perceived behavioral controls have a significant influence on online purchase intentions on digital platforms.

In addition, research by Dwivedi et al. (2023) explains that TPB is still one of the relevant theories in explaining consumer behavior in the digital environment because it is able to integrate psychological, social, and behavioral control factors in predicting consumers' intentions and actual behavior. Therefore, the Theory of Planned Behavior is used as a theoretical foundation in this study to analyze the factors that influence Generation Z's purchase decisions through the Shopee application in Surabaya.

Purchase Decision

Purchasing decisions are the process of consumers making choices to buy a product or service based on certain needs, desires, and considerations. Purchase decisions on digital platforms are influenced by various factors such as trust, quality of electronic services, promotions, prices, and electronic word of mouth (Ismagilova et al., 2020).

In the digital era, consumer purchasing decisions have changed because people are making more transactions through *e-commerce* platforms. Consumers not only consider product quality, but also pay attention to customer reviews (*online reviews*), product ratings, digital promotions, and user experience when using online shopping applications.

Research by Putri and Rismawati (2022) shows that price, product quality, and *electronic word of mouth* (E-WOM) have a positive influence on Gen Z consumers' purchasing decisions on the Shopee application. In addition, research by Yahya and Sukandi (2022) explains that promotion, price, and product quality

have a significant effect on consumer purchase decisions on the Shopee marketplace.

The information derived from consumer reviews has a strong influence on the formation of online purchasing decisions (Liang et al., 2021). Based on some of these studies, it can be concluded that purchase decisions on *e-commerce* platforms are influenced by internal and external factors related to digital consumer behavior.

E-Commerce

E-commerce is an electronic trade activity carried out through the internet network to facilitate the transaction process of buying and selling goods and services. The presence of *e-commerce* provides convenience for consumers because transactions can be made anytime and anywhere without having to come directly to a physical store.

The development of *e-commerce* in Indonesia has increased significantly in line with the increasing use of the internet and smartphones. *E-commerce* platforms such as Shopee, Tokopedia, and Lazada are part of the lifestyle of modern society, especially Generation Z who tend to actively use digital technology in their daily activities.

Shopee is one of the *most popular e-commerce* platforms for Indonesians because it offers various attractive features such as free shipping, *flash sales*, *live shopping*, and ease of digital payments. Research by Diana and Krisnawati (2025) shows that *E-WOM* factors, price, product quality, emotional value, and trust have an influence on Gen Z's fashion product purchase decisions on the Shopee application.

In addition, research by Chrisanta and Rokhman (2022) explains that ease of use, security, trust, and *e-service quality* have a positive effect on online purchase decisions on Shopee *e-commerce*. This shows that the success of an *e-commerce* platform is not only determined by the products sold, but also the user experience and the quality of digital services provided to consumers. The quality of electronic services is an important factor that determines consumer satisfaction and behavior on e-commerce platforms (Rita et al., 2019). The use of mobile commerce applications is increasing because it provides ease of access, time efficiency, and flexibility in transactions (Alalwan, 2020).

Purchase decisions on e-commerce applications are also influenced by risk perceptions and users' level of trust in digital platforms (Chopdar et al., 2022). Thus, *e-commerce* is one of the important factors influencing changes in modern consumer behavior, especially Gen Z in making online purchase decisions.

METHODOLOGY

Types of Research

This study uses a qualitative method with a descriptive approach. The qualitative method is used to understand the behavior and experience of Generation Z in making purchasing decisions through the Shopee application in Surabaya in depth. Descriptive research aims to describe social phenomena based on the results of interviews and observations in the field.

According to Adlini et al. (2022), qualitative research is used to understand social phenomena in depth through descriptive data in the form of interviews, observations, and documentation. (journal.universitaspahlawan.ac.id), in addition qualitative research aims to understand the meanings, experiences, and social phenomena experienced by research subjects in depth (Creswell & Creswell, 2023).

Research Object

This research was conducted on several polytechnic campuses in the city of Surabaya

Research Subject

The subject of the study is the people of Surabaya who are included in the category of Generation Z with the age of 18-25 years who actively use the Shopee application and have made online purchases at least three times in the last six months. The technique of determining informants uses *purposive sampling*.

According to Campbell et al. (2020), *purposive sampling* is used to select informants that suit the needs and focus of qualitative research. (qualres.org)

Data Collection Techniques

Data collection techniques are carried out through:

1. Interview
2. Observations
3. Documentation

The technique was used to obtain data on Gen Z's purchasing decision behavior through the Shopee application.

Data Analysis Techniques

Data analysis using the Miles and Huberman model which consists of:

1. Data reduction
2. Data presentation
3. Conclusion drawing

According to Miles and Huberman (2020), qualitative data analysis is carried out interactively until the data reaches the saturation point. (us.sagepub.com)

Data Validity

Data validity uses source triangulation techniques and triangulation techniques to ensure that the data obtained is valid and reliable.

RESULT AND DISCUSSION

Research Results

This study aims to analyze Generation Z's purchasing decisions through the Shopee application using the Theory of Planned Behavior (TPB) approach. The research data was obtained through the distribution of questionnaires to 30

respondents who were Shopee users who were included in the Generation Z category and supported by the results of the researcher's observation of the respondents' online shopping behavior.

In this qualitative study, the questionnaire was used as supporting data (data triangulation) to strengthen the results of the researcher's observation and interpretation regarding the purchasing behavior of Generation Z on the Shopee application.

Respondent Overview

Based on the results of data collection, most of the respondents were 15–25 years old and included in the Generation Z category. Some of the respondents came from Surabaya, while others came from Sumenep, Sidoarjo, Kangean, Batam, and Medan.

The majority of respondents are active users of the Shopee application who have made online purchases more than three times in the last six months. This condition shows that respondents have sufficient experience in using Shopee as a digital transaction medium.

Observation Results

Observations were made on the behavior of Generation Z using the Shopee application during the research process. Based on the results of observations, several phenomena were found that show changes in consumer behavior in the digital era.

First, Generation Z tends to use Shopee because it is considered more practical than shopping directly at physical stores. They can search for products, compare prices, read reviews, and make payments just through smartphones.

Second, digital promotions such as free shipping, cashback, discount vouchers, flash sales, and Shopee Live are the main attractions that make respondents often open the Shopee application even though they do not have urgent needs.

Third, social media has an important role in shaping purchasing decisions. Many respondents admitted to knowing certain products through TikTok, Instagram, Facebook, and influencer content before finally making a purchase through Shopee.

Fourth, consumer reviews and product ratings are the main considerations before making a transaction. Most respondents admitted that they trust the experience of other users more than the ads shown by the seller.

Fifth, the ease of digital payments such as ShopeePay, bank transfers, QRIS, and Cash on Delivery (COD) makes respondents feel more comfortable in making online transactions.

The results of these observations show that Generation Z's purchasing decisions are not only influenced by personal needs, but also influenced by the development of digital technology, social media, and various features available on the Shopee application.

Research Results Based on the Theory of Planned Behavior

1. Attitude

Attitude is an individual's assessment of the benefits or advantages obtained from a behavior. Based on the results of the questionnaire, as many as 14 respondents agreed and 5 respondents strongly agreed that attitudes had an effect on purchasing decisions through Shopee. On the other hand, only a small percentage of respondents expressed disagreement or strongly disagreed.

The findings show that most respondents have a positive attitude towards the use of Shopee. Respondents assessed that Shopee was able to provide convenience in obtaining products, provide a wide selection of goods, offer competitive prices, and provide various attractive promotional programs. This positive attitude shapes the tendency of respondents to make purchases through Shopee because they feel the real benefits of using the application.

2. Subjective Norms

Subjective norms are individual perceptions of social influences that come from the surrounding environment. Based on the results of the study, as many as 16 respondents agreed and 2 respondents strongly agreed that friends, family, and the social environment influenced their purchasing decisions.

Most respondents admitted to getting product information from friends, family, social media, and influencers before deciding to buy a product. In addition, consumer reviews and other users' recommendations are also factors that influence purchasing decisions.

These findings show that the social environment has a contribution to shaping Generation Z's purchasing decisions on the Shopee application.

3. Perceived Behavioral Control

Perceived Behavioral Control is an individual's perception of the ease and ability to perform an action. The results of the study showed that as many as 17 respondents answered yes and 5 respondents answered strongly that the ease of use of the Shopee application influenced their purchase decisions.

Respondents stated that product search features, various payment methods, easy checkout process, and easy order tracking made them more comfortable using Shopee than other platforms.

This convenience increases users' confidence in making transactions, thus encouraging the emergence of purchase decisions.

Behavioral Intention

The results of the study show that the majority of respondents agreed that purchase intent influences their purchase decisions on Shopee. Purchase intent arises due to the need for a product, interest in the promotions offered, and the influence of information obtained from the social environment.

Thus, purchase intent acts as a link between attitudes, subjective norms, and perceived behavioral control with actual purchasing behavior.

The Influence of Attitude on Purchase Decisions

The results of the study show that attitudes have an influence on Generation Z's purchasing decisions through the Shopee application. Most respondents have a positive view of Shopee because they are considered to be able to provide benefits in the form of ease of transactions, time efficiency, competitive prices, and various attractive promotional programs.

These findings are in line with research by Aida Hanafiah et al. (2023) showing that attitudes have a positive influence on Shopee users' purchase intentions in the context of electronic commerce.

Thus, the more positive the consumer's attitude towards Shopee, the higher the likelihood that they will make purchases through the application.

The Influence of Subjective Norms on Purchase Decisions

Subjective norms have been proven to influence Generation Z's purchase decisions through Shopee. The influence of friends, family, social media, influencers, and consumer reviews are the main sources of reference before respondents make a purchase.

The results of this study support the Theory of Planned Behavior which states that individuals tend to consider the views and expectations of the social environment in making decisions. This finding is also in line with the research of Zulkarnain A. Lubis et al. (2024) who found that social factors have an influence on consumers' purchase decisions on the Shopee Live feature.

This condition shows that Generation Z is greatly influenced by social interaction and digital information in determining purchasing decisions.

The Influence of Perceived Behavioral Control on Purchase Decisions

Perceived Behavioral Control was the most dominant factor in this study. The ease of use of the application, the ease of digital payments, and the ease of obtaining product information make respondents feel more comfortable and confident in shopping through Shopee.

The results of this study support research by Paul A. Pavlou and Mendel Fygenson (2006) who explain that the perception of ease of use of technology affects online purchasing behavior.

The higher the perception of convenience that users feel, the higher their tendency to make transactions through digital platforms.

Generation Z's Consumptive Behavior in Using Shopee

The results of observations show that promotions, discounts, cashback, free shipping, and social media exposure often encourage respondents to make previously unplanned purchases. Some respondents admitted to buying products because they were interested in promos that appeared on applications and social media.

These findings show a tendency towards consumptive behavior in some Generation Z. This condition is in line with research by Sutarmin et al. (2023) which found that Generation Z's consumptive behavior is influenced by digital lifestyles, financial attitudes, and the intensity of use of e-commerce platforms.

In addition, research by Alexander and Lu (2024) shows that discount programs have a positive influence on Generation Z's purchasing decisions on the Shopee application.

Summary of Research Results

Based on the results of research and discussion, it can be concluded that the Theory of Planned Behavior (TPB) is able to explain Generation Z's purchasing decisions through the Shopee application. The three main components of TPB, namely attitude, subjective norms, and perceived behavioral control, have been proven to influence respondents' purchasing decisions.

Of these three factors, perceived behavioral control or ease of use of the application is the most dominant factor. In addition, social media, influencers, digital promotions, and the ease of electronic payments also strengthen purchasing decisions and increase the tendency to consumptive behavior in Generation Z.

The findings of this study show that the development of digital technology has changed the behavior patterns of Generation Z consumers from conventional shopping patterns to more practical, fast, and digital platform-based shopping patterns such as Shopee.

CONCLUSIONS AND RECOMMENDATIONS

Based on the study of the Theory of Planned Behavior (TPB) and the phenomenon of Shopee application use by Generation Z in Surabaya, it can be concluded that Gen Z's purchase decisions through the Shopee application are influenced by three main factors, namely *attitude toward behavior*, *subjective norms*, and *perceived behavioral control*.

First, attitudes towards behavior have an important role in shaping purchasing decisions. Generation Z tends to have a positive perception of using Shopee because it offers various conveniences, such as convenient access, a wide selection of products, free shipping promos, cashback, flash sales, and easy payment methods. This positive perception encourages the emergence of the intention to make purchases through the Shopee application.

Second, subjective norms also influence Gen Z's purchasing decisions. Recommendations and the experiences of others are often a consideration in determining the purchase decision of a product.

Third, perceived behavioral control affects purchasing decisions because it is related to the perception of ease of use of applications. Shopee's easy-to-understand features, diverse payment systems, easy access to product information, and integrated delivery services increase users' confidence to make online transactions.

Based on these three factors, the Theory of Planned Behavior (TPB) has proven to be relevant to explain the purchasing behavior of Generation Z through the Shopee application in Surabaya. Positive attitudes towards the platform, support for the social environment, and the perception of ease of use

of the application together shape consumers' intentions and purchase decisions. In addition, digital promotion and the development of e-commerce technology are also supporting factors that strengthen online purchasing behavior in Generation Z.

Suggestions

Based on the results of the research, there are several suggestions that can be given as follows:

1. Share Shopee

Shopee is expected to continue to improve service quality, ease of use of applications, transaction security, and provide promotions that are relevant to consumer needs. In addition, Shopee needs to develop features that can help users make purchases more rationally so that they can reduce impulse buying behavior.

2. For Generation Z

Generation Z is expected to be wiser in making purchasing decisions through e-commerce applications by considering their needs, product benefits, and financial condition before making a transaction. This is important to avoid consumptive behavior that is influenced by promotions and social pressure.

3. For the Next Researcher

The next study is recommended to use mixed *methods* or quantitative methods with a larger number of respondents in order to measure the influence of each SDG variable in more depth. Subsequent research can also add other variables such as digital promotion, trust, electronic word of mouth (E-WOM), live shopping, and impulse buying behavior to obtain more comprehensive results.

4. For Academics

The results of this research are expected to be a reference for the development of a study of digital consumer behavior, especially related to the application of the Theory of Planned Behavior (TPB) in understanding Generation Z's purchasing decisions on e-commerce platforms in Indonesia.

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