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**UNDERSTANDING THE PURCHASE DECISIONS MADE BY  
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**Abstract**

The rapid growth of e-commerce has significantly transformed the shopping behavior of Generation Z (born 1997-2012), with Shopee emerging as Indonesia's leading platform. Most existing studies rely on regression or Structural Equation Modeling (SEM) approaches, which are limited in hierarchically prioritizing decision-influencing factors. This study applies the Analytic Hierarchy Process (AHP) to systematically rank the factors driving Generation Z purchasing decisions on Shopee. Primary data were collected from 31 Generation Z Shopee users in Sukabumi City through simple random sampling. Likert-scale responses were converted to the Saaty scale (1-9) and analyzed through pairwise comparison matrices, eigenvalue calculations, and Consistency Ratio (CR) testing. Five criteria were evaluated: UX/UI design, consumer trust, promotions and discounts, social influence, and price and product diversity. The CR value of 0.012 confirmed internal consistency of respondents' judgments. Results indicate that price and product diversity is the dominant factor (29.8%), followed by social influence (24.7%), UX/UI design (23.2%), consumer trust (23.1%), and promotions and discounts (19.3%). These findings suggest that Generation Z prioritizes platform value and product breadth over promotional incentives. These results provide practical guidance for e-commerce managers and MSMEs in formulating marketing strategies aligned with young consumers' preferences.

**Kata Kunci:** AHP, Purchase Decision, Generation Z, Shopee, E-Commerce



## INTRODUCTION

The rapid advancement of digital technology has fundamentally reshaped consumer behavior, particularly among Generation Z, individuals born between 1997 and 2012 who grew up immersed in social media and e-commerce ecosystems (Anggraini et al., 2025). For this demographic, online shopping is no longer merely an alternative to conventional retail; it has become a primary mode of consumption. Platforms that offer ease of access, transactional convenience, and competitive promotions have become central to their purchasing habits. At the same time, Generation Z remains a discerning consumer group: they actively compare prices, rely on product reviews, and are highly sensitive to social media trends and digital influencer recommendations (Pebrianti et al., 2025). Phenomena such as Fear of Missing Out (FoMO) further heighten their responsiveness to online promotions, occasionally driving more impulsive purchasing behavior (Kumoro et al., 2024).

In the Indonesian e-commerce landscape, Shopee has emerged as the dominant platform, recording 325 million visitors, substantially ahead of Tokopedia (224.2 million), Lazada (157.7 million), Blibli (52.5 million), and Bukalapak (33.7 million) (Mikro, 2025). Since entering the Indonesian market in 2015, Shopee has expanded across Southeast Asia, including Thailand, Vietnam, Malaysia, and the Philippines, largely through its Customer-to-Customer (C2C) model and consumer-centric features such as free shipping, secure payment systems, and promotional campaigns (Fuad et al., 2021). These characteristics make Shopee particularly aligned with the preferences of Generation Z consumers. In cities such as Sukabumi, growing internet penetration has accelerated this trend, making Shopee the platform of choice for many young shoppers, though challenges remain, such as the potential gap between perceived price and actual product quality (Samudra & Liang, 2021).

Despite a growing body of research on Generation Z's e-commerce behavior, most existing studies rely on multiple regression or Structural Equation Modeling (SEM) approaches (e.g., Adriyanti & Abubakar, 2023). While statistically robust in identifying variable relationships, these methods are limited in their ability to hierarchically prioritize the relative importance of decision-influencing factors. This gap is significant, as understanding not merely which factors matter but how much each factor matters relative to others is essential for constructing actionable strategies for e-commerce businesses. No study, to the authors' knowledge, has applied the Analytic Hierarchy Process (AHP) to systematically rank the factors driving Generation Z's purchasing decisions on Shopee in the Indonesian context.



This study addresses that gap by employing AHP as its core analytical framework. The primary objectives are: (1) to identify and characterize the purchasing decision patterns of Generation Z consumers on Shopee in Sukabumi City; (2) to determine the relative priority of factors, including trust, UX/UI design, pricing, product diversity, and social influence, that drive their online purchase decisions; and (3) to generate insights that can inform more targeted and effective marketing strategies for e-commerce platforms catering to young consumers.

## LITERATURE REVIEW

### 1. Shopee as a Leading E-Commerce Platform

Shopee, launched by Sea Group in 2015, has grown into one of the most prominent e-commerce platforms in Indonesia and Southeast Asia. Built on a mobile-first concept, the platform offers a simple, secure, and interactive shopping experience. Although originally founded on a Customer-to-Customer (C2C) model, Shopee has since expanded into Business-to-Consumer (B2C) commerce through Shopee Mall, enabling major brands to sell directly to consumers (Umbara et al., 2023). This hybrid model reflects Shopee's strategic adaptability in meeting the diverse needs of both buyers and sellers.

Shopee's growth is also sustained by aggressive marketing strategies, including themed campaigns, influencer collaborations, and large-scale promotional events such as Shopee 9.9 and 12.12 (Ying et al., 2023). These initiatives are complemented by features designed to support Micro, Small, and Medium Enterprises (MSMEs), such as Shopee Ads and flash sales. During the COVID-19 pandemic, the #ShopeeDariRumah campaign further reinforced its image as a consumer-centered platform, strengthening user loyalty at a critical time (Wijayanti et al., 2023). Nevertheless, Shopee faces ongoing challenges including price competition and the need for continuous technological innovation to maintain its dominance over rivals such as Tokopedia, Lazada, and Bukalapak.

### 2. Generation Z as Digital Consumers

Generation Z, broadly defined as individuals born between 1997 and 2012, represents the first cohort to have grown up with widespread internet access, social networks, and digital devices as integral parts of daily life. Unlike preceding generations, Gen Z is more accustomed to virtual communication and depends heavily on digital information in making decisions, including those related to shopping (Venkatesh, 2022).

In the context of online purchasing, Generation Z exhibits a critical and selective approach. They routinely compare prices, consult user reviews, and seek



peer or influencer recommendations before committing to a purchase (Siswati, 2024). While attractive promotions such as discounts and free shipping serve as significant draws, Gen Z tends to place greater trust in authentic user-generated content than in conventional advertising. Transparency and brand authenticity are thus key determinants of their loyalty (MR Dewi, 2022). Additionally, Gen Z is notably comfortable with digital transactions, demonstrating a high degree of independence in decision-making enabled by easy access to online information (Akib et al., 2025). For e-commerce platforms, understanding these behavioral tendencies is essential to developing effective, youth-oriented marketing strategies.

### **3. Theoretical Framework**

#### **3.1 Marketing Theory and Strategy**

Marketing is fundamentally a strategic process aimed at understanding consumer needs and delivering value accordingly (Juwita et al., 2023). Modern marketing extends beyond product promotion to encompass market analysis, customer segmentation, and Segmenting, Targeting, and Positioning (STP) strategies. In the digital age, marketing increasingly prioritizes personalization and customer experience, leveraging data, social media, and interactive content to cultivate long-term consumer relationships (Nurmalia et al., 2024; FK Dewi, 2025). An effective marketing strategy identifies market opportunities, aligns product offerings with demand, and optimizes available resources, all of which are critical imperatives in the highly competitive e-commerce sector (Hadi et al., 2021).

#### **3.2 Consumer Behavior Theory**

The Theory of Planned Behavior (TPB), as applied by Chen et al. (2021), posits that purchasing decisions are shaped by three interrelated factors: attitudes toward the behavior, subjective norms derived from social influence, and perceived behavioral control. In the e-commerce context, this framework illuminates how consumers weigh perceived product benefits against social expectations and their own sense of agency in completing a transaction. However, TPB has recognized limitations in accounting for decisions driven by moral or social values, such as preferences for environmentally sustainable products (Gudiato, 2022).

#### **3.3 Social Influence Theory and Technology Acceptance**

Complementing TPB, the Unified Theory of Acceptance and Use of Technology (UTAUT) emphasizes that technology adoption, including the use of e-commerce platforms, is significantly driven by performance expectancy, effort



expectancy, and social influence (Putri, 2025; Oktaviany, 2025). In online shopping contexts, these social factors manifest through customer reviews, influencer recommendations, and social media trends, all of which serve as primary decision-making cues for Generation Z consumers (Suryani & Kurniasari, 2024).

#### **4. Purchasing Decisions in the Digital Context**

A purchasing decision represents the culmination of the consumer decision-making process, wherein an individual selects a specific product or brand. According to Suryani and Kurniasari (2024), this decision is shaped by both internal factors, including personal needs and preferences, and external factors such as market trends, social recommendations, and platform marketing strategies.

For Generation Z, purchasing decisions are closely tied to active information-seeking behaviors across social media platforms, including Instagram, Twitter, and Facebook, as well as a tendency to align choices with prevailing trends (Pebrianti et al., 2025). As noted by Abraham et al. (2022, as cited in Adriyanti & Abubakar, 2023), purchasing behavior is driven by impulses or motivations rooted in need or desire. Kumar and Chitranka (2023) further argue that purchasing decisions result from a complex interplay of psychological, social, and technological considerations, underscoring that the act of buying extends beyond product selection to encompass processes of searching, comparing, and verifying information prior to transaction.

Given that this study employs the Analytic Hierarchy Process (AHP), a method focused on determining priority weights among factors rather than hypothesis testing, five primary criteria are established as the basis of analysis: (1) UX/UI Design, encompassing ease of navigation, visual aesthetics, and application responsiveness; (2) Consumer Trust, covering customer reviews and transaction security guarantees; (3) Promotions and Discounts, including the influence of vouchers, flash sales, and free shipping programs; (4) Social Influence, comprising recommendations from peers and family, influencer roles, and social media trends; and (5) Price and Product Diversity, reflecting ease of price comparison and the breadth of products available on Shopee.

#### **RESEARCH METHOD**

This study employed a quantitative approach using the Analytic Hierarchy Process (AHP) to identify the dominant factors influencing Generation Z purchasing decisions on Shopee. AHP is a multi-criteria decision-making method that determines the relative importance of factors through pairwise comparisons



and consistency testing (Sholistiyawati, 2025). This method was selected because it provides a systematic and hierarchical evaluation framework, enabling researchers to rank decision-influencing factors according to their relative priority levels rather than merely identifying their statistical significance (Aqmarina et al., 2023). This distinguishes AHP from conventional regression-based approaches and makes it particularly suitable for studies that seek to understand the structure of consumer preferences.

The research population consisted of Generation Z consumers, defined as individuals born between 1997 and 2012 who actively use Shopee for online purchases. A sample of 31 respondents from Sukabumi City was selected through simple random sampling, ensuring equal probability of participation for each eligible individual. In AHP-based research, response quality and internal consistency are considered more critical than sample size. Prior studies have confirmed that AHP yields reliable results with relatively small samples, provided respondents possess sufficient familiarity with the research object (Ilmiah & Islam, 2024). Consumer-oriented AHP studies commonly employ between 30 and 50 respondents as an accepted range for ensuring result reliability (Suliman et al., 2025; Ying et al., 2023).

Data were collected from both primary and secondary sources. Primary data were obtained through a structured questionnaire distributed via Google Forms. Responses were recorded using a Likert scale, which was subsequently converted into the Saaty scale (1 to 9) for pairwise comparison purposes. Respondents evaluated five main criteria considered to influence purchasing decisions on Shopee, namely: UX/UI design, consumer trust, promotions and discounts, social influence, and price and product diversity. The measurement indicators for each criterion were adapted from validated instruments in prior literature: navigation ease and visual aesthetics from Sa'bani et al. (2024); customer reviews and transaction security from Maharani et al. (2024); promotional programs and free shipping from Pratiwi et al. (2023); social recommendations and influencer effects from Achiriani and Imanudin (2021); and price comparison and product variety also from Pratiwi et al. (2023). Secondary data were sourced from academic journals, textbooks, and e-commerce industry reports relevant to Generation Z consumer behavior.

The data analysis followed four sequential stages. In the first stage, Likert-scale responses were transformed into pairwise comparison matrices using the Saaty scale conversion. In the second stage, matrix normalization was performed by dividing each element by the sum of its respective column. In the third stage,



priority weights ( $W_j$ ) for each criterion were calculated using the eigenvalue method, producing a weight vector that reflects the relative importance assigned by respondents to each factor. In the fourth and final stage, the Consistency Ratio (CR) was computed to verify the logical coherence of respondents' judgments. A CR value below 0.10 was adopted as the threshold for acceptable consistency, in line with the standard established by Saaty (1980). Criteria yielding the highest priority weights were identified as the dominant determinants of Generation Z purchasing decisions on Shopee. This analytical framework enabled the study to produce objective, measurable, and internally consistent findings regarding consumer decision priorities among young digital shoppers in Sukabumi City..

## RESULTS AND DISCUSSION

### 1. AHP Priority Weights and Factor Ranking

Based on the Analytic Hierarchy Process (AHP) analysis conducted on 31 Generation Z Shopee users in Sukabumi City, five criteria were evaluated and ranked according to their normalized priority weights. The results are presented in Table 1.

**Table 1.**

**Normalized AHP Priority Weights of Decision Criteria**

Rank	Criterion	Priority Weight	Percentage
1	Price and Product Diversity	0.298	29.8%
2	Social Influence	0.247	24.7%
3	UX/UI Design	0.232	23.2%
4	Consumer Trust	0.231	23.1%
5	Promotions and Discounts	0.193	19.3%

The Consistency Ratio (CR) obtained from the pairwise comparison matrix across all respondents was 0.012, which falls well below the accepted threshold of 0.10. This confirms that the respondents' judgments were internally consistent and that the resulting weights are valid for interpretive purposes.

### 2. Discussion of Findings

Price and Product Diversity emerged as the highest-priority criterion, with a normalized weight of 0.298 (29.8%). This finding reflects the characteristic behavior of Generation Z consumers, who grew up in an environment where cross-platform price comparison is readily accessible and habitual. Their strong sensitivity to value for money, combined with an appreciation for one-stop shopping convenience, makes the breadth and affordability of product offerings



a primary determinant in platform selection. This result is consistent with Suryani and Kurniasari (2024), who identified price as a significant driver of Generation Z purchasing decisions on Shopee. It is important to note that this criterion specifically concerns the competitiveness of prices and the diversity of available products, and should be distinguished from the Promotions and Discounts criterion, which pertains to the influence of vouchers, flash sales, and free shipping incentives as marketing stimuli.

Social Influence ranked second with a weight of 0.247 (24.7%), underscoring the extent to which Generation Z purchasing behavior is shaped by digital communities. Recommendations from peers, family, and influencers, as well as exposure to social media trends, substantially inform their platform choices. This finding aligns with Febriantari et al. (2023), who demonstrated that influencer marketing exerts a meaningful effect on Generation Z purchasing decisions, and with the UTAUT framework, which identifies social influence as a core predictor of technology adoption and use.

UX/UI Design and Consumer Trust ranked third and fourth with nearly identical weights of 0.232 and 0.231, respectively. The proximity of these scores suggests that ease of navigation, visual aesthetics, and application responsiveness are valued comparably to the assurance provided by customer reviews and transaction security mechanisms. Both factors reflect the importance of a trustworthy and frictionless digital experience, which Generation Z expects as a baseline rather than a differentiator.

Promotions and Discounts ranked lowest among the five criteria, with a weight of 0.193 (19.3%). While this factor remains relevant, its comparatively lower priority indicates that Generation Z consumers on Shopee do not primarily base their purchasing decisions on promotional incentives alone. Rather, promotions appear to function as supplementary motivators rather than primary decision drivers, a finding that has practical implications for how marketing budgets are allocated.

### **3. Theoretical and Practical Implications**

From a theoretical standpoint, this study contributes to the literature on digital consumer behavior by demonstrating the applicability of AHP as an alternative to regression and Structural Equation Modeling approaches. Unlike these methods, AHP produces an explicit and quantifiable priority ordering of decision criteria, offering a more transparent representation of the relative weight each factor holds in the consumer decision-making process. The findings also



affirm the continued relevance of consumer behavior theory and social influence theory within the Indonesian e-commerce context.

From a practical standpoint, the results offer actionable guidance for e-commerce platform managers. Given that price competitiveness and product diversity are the foremost priorities for Generation Z, platforms such as Shopee should ensure a broad and competitively priced product assortment as a foundational strategy. Simultaneously, investment in community-based marketing and influencer collaborations represents a high-return approach to increasing engagement among young consumers, given the strong weight assigned to social influence. For MSMEs operating on Shopee, these findings provide direction for refining pricing strategies and expanding product offerings to remain competitive within the Generation Z segment, which constitutes an increasingly dominant share of the platform's user base.

## CONCLUSION

Based on findings showing that price and product variety are the dominant factors influencing Gen Z purchasing decisions on Shopee, the researchers provide the following recommendations:

- **Optimizing Pricing Strategy and Product Diversity**  
Shopee is advised to continue adjusting its competitive pricing strategy and expanding the product range it sells. This can be achieved by increasing collaboration with various local and international sellers to ensure a diverse and affordable product offering for Generation Z, who are highly price-sensitive and tend to compare products before purchasing.
- **Strategic Use of Social Influence**  
Considering that social influence is the second most influential factor, Shopee can develop digital community-based marketing strategies, such as referral programs, user-generated content, and campaigns with influencers close to the Generation Z segment. Building authentic social engagement can strengthen loyalty and encourage impulsive purchasing decisions through trend-based approaches and recommendations from fellow users.
- **UX/UI Enhancements to Support Digital Shopping Experiences**  
Despite its third-place ranking, UX/UI remains a crucial aspect in maintaining user experience. Therefore, regular updates to a more intuitive, responsive, and aesthetically pleasing interface are necessary, based on the preferences and habits of Gen Z users. The use of personalized recommendations, interactive



product displays, and a streamlined checkout process can also increase purchase conversions.

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