Analysis of Tokopedia's Purchase Intention among Generation Z in Jakarta

Radinka Fathanayra Anwari[1], Sholikhah [2], Dewi Agustin Pratama Sari[3]

[1]Department of Applied Digital Marketing, Universitas Negeri Jakarta, Indonesia

[2] Department of Applied Digital Marketing, Universitas Negeri Jakarta, Indonesia

[3] Department of Applied Digital Marketing, Universitas Negeri Jakarta, Indonesia

Abstract

The emergence of e-commerce platforms like Tokopedia has transformed shopping behavior, especially among younger generations. Understanding the factors that influence consumer purchase intention towards Tokopedia is crucial for the platform to develop effective marketing strategies. This study aims to examine the purchase intention of Generation Z consumers towards Tokopedia by analyzing the factors in the Theory of Planned Behavior (TPB), namely attitude, subjective norms, and perceived behavioral control. The study employs a quantitative method with data collection techniques through online surveys distributed on social media using Google Forms. The research sample consists of Generation Z consumers in Jakarta. Data was analyzed using SPSS to analyze the TPB constructs. The results indicate that the TPB factors have a positive influence on the purchase intention of Generation Z consumers towards Tokopedia. Consumers with a positive attitude towards Tokopedia, who feel social normative pressure to purchase on the platform, and believe they have the ability to do so, are more likely to exhibit strong purchase intention. The findings of this study suggest that TPB is an effective framework for understanding the purchase intention of Generation Z consumers towards Tokopedia. Tokopedia can utilize these findings to develop targeted marketing strategies, such as building a positive brand image, leveraging social influence, and ensuring a user-friendly platform.

Keyword: purchase intention; theory of planned behavior; e-commerce; generation z;

1. Introduction

In recent years, advancements in information and communication technology have had a significant impact on consumer behavior. According to a survey by the Indonesian Internet Service Providers Association (APJII), internet penetration in Indonesia reached 78.19 percent in 2023, or 215,626,156 out of a total population of 275,773,901 people (Bisnis Tekno, 2023). This digital transformation has created a new trend where people are shifting from conventional shopping to online shopping.

Online shopping has transformed the way people acquire goods. Instead of going to physical stores or malls, consumers can now purchase items with just a click through their computers or smartphones (Agung et al., 2020). Online shopping eliminates the time and distance constraints of traditional shopping and allows consumers to access products anytime, anywhere (Widanengsih, 2020). According to the 2021 e-Conomy SEA Report, 80 percent of internet users in Indonesia have made at least one online purchase.

E-commerce, or internet shopping, is a form of commerce that allows consumers to purchase goods or services using web search engines (Al Hamli & Sobaih, 2023). E-commerce has become a popular digital marketing tool in the era of Industry 4.0 evolution (Harefa, 2023). E-commerce offers seamless operations, multiple payment methods for customers, and provides more features accessible online (Jain et al., 2021).

In Indonesia, several e-commerce platforms are highly popular, such as Shopee, Tokopedia, Bukalapak, Lazada, and Blibli.com (Wardhana et al., 2021). NielsenIQ reported that the number of online shoppers in Indonesia using e-commerce reached 32 million people in 2021, an 88 percent increase from 2020's 17 million people (CNN Indonesia, 2021). According to research by Google, Temasek, and Bain & Company, the economic value of Indonesia's e-commerce sector reached US$59 billion in 2022, equivalent to 76.62% of the total digital economic value of Indonesia, which amounted to US$77 billion. We Are Social & Meltwater in the Digital 2023: Global Overview Report stated that in 2023, e-commerce users in Indonesia reached 178.9 million people, or 65% of the total population.

Tokopedia, established in 2009, is a prominent e-commerce platform in Indonesia, boasting a vision to empower the nation through the internet (Agustina et al., 2020). It has emerged as a preferred choice for electronic, household, and health product purchases among Indonesians, particularly Gen Z (Populix, 2023). However, recent data suggests a decline in Tokopedia's user base, particularly among Gen Z consumers (Nainggolan & Sijabat, 2023). Understanding the factors towards Gen Z's purchase intention on Tokopedia is crucial for the platform's continued success.

2. Literature Review
Theory of Planned Behavior

Understanding consumer purchasing behavior is crucial for businesses to effectively market their products and services. Various theories have been developed to analyze individuals' purchasing intentions, including the Unified Theory of Acceptance and Use of Technology (UTAUT), the Technology Acceptance Model (TAM), and the Theory of Planned Behavior (TPB). This study employs the TPB framework to examine the factors influencing Gen Z's purchase intention on Tokopedia, a leading e-commerce platform in Indonesia.

The TPB, introduced by Ajzen (1991), is a prominent psychological theory that explains and predicts human behavior. It builds upon the Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen (1975) by incorporating the concept of perceived behavioral control (PBC) (Ha et al., 2019). According to TPB, three key determinants shape human behavior: attitude, subjective norm, and perceived behavioral control (Sintia et al., 2023).

TPB has been widely applied in research to investigate how human behavior and intentions are influenced. The TPB model offers a more comprehensive explanation of behavioral models that rely on both individuals' intentions to engage in a specific behavior and their ability to control that behavior (Ru et al., 2021).

Attitude refers to an individual's preference or feelings that drive their tendency to act in a particular way; it is a factor that influences the intention to purchase (Tedjakusuma et al., 2023). Initially, Ajzen (1991) defined attitude towards a behavior as "the degree to which a person has a favorable or unfavorable evaluation of the behavior in question." Both TPB and TAM recognize attitude as a significant predictor of behavioral intention (Nguyen et al., 2023). According to TRA, intention is the outcome of attitude towards a specific behavior: the more positive the attitude towards a behavior, the greater the intention to engage in that behavior (Peña-García et al., 2020). Attitude consists of key components: beliefs, feelings, evaluations, and an individual's tendency to respond, involving mental processes and thoughts, shaped by the origins of attitudes, influenced by attitude strength, and its specificity (Shufiana et al., 2021).

Subjective norms are a crucial factor influencing customers' online purchasing intention and behavior (Alkailani & Abu-Shanab, 2021). In studies conducted by Daxini (2019) and Gunawan (2022), subjective norms represent the social pressure and expectations individuals perceive from others, which can influence their decision-making regarding a particular action (Aprili et al., 2023). It is stated that if consumers believe their peers support online purchasing, their intention to engage in online shopping will be higher (Peña-García et al., 2020).

In TPB, Ajzen (2002) introduced the perceived behavioral control (PBC) construct and positioned it as a determinant between intention and actual behavior (Peña-García et al., 2020). This dimension represents an individual's belief in their ability to perform the behavior. In the study conducted by Tedjakusuma et al. (2023), PBC determines an individual's ability and decision to make an online purchase. This individual ability encompasses adequate knowledge, sufficient facilities, and financial resources, while individual judgment evaluates the level of difficulty in performing a particular behavior.

3. Material and Method
3.1 Design Study

This study employed a quantitative approach through a survey method. Quantitative research methods are used to examine a specific population or sample and collect data using research instruments, analyze quantitative or statistical data with the aim of testing predetermined hypotheses (Sugiyono, 2020). The survey method is carried out to provide a detailed picture with the background, characteristics, and distinctive characteristics of the case or event of a general nature. The survey in this study was conducted online using a Google Form questionnaire that will be distributed through social media. The sample criteria in this

study are Generation Z who were born between 1997-2012 who are domiciled in Jakarta and have an interest in buying on Tokopedia.

The Cochran formula is used to determine the sample in this study. This is because the number of members of the population is not known for sure. Based on the results obtained, 96.04 were obtained. According to Sugiyono (2020), in calculations that produce fractional (decimal) results, it is recommended to round up. Therefore, the number of samples in this study is 97 respondents.

3.2 Data Analysis Technique

This study employed descriptive analysis as its primary analytical technique. Descriptive statistics, according to Sugiyono in (Khasanah, 2021), is a formulation of a research problem that is related to the question of the existence of an independent variable. Descriptive analysis aims to describe the responses of each respondent collected in the questionnaire made and distributed by the researcher (Sentana, 2023). In (Aprili et al., 2023), Bungin explains that this analysis is limited to collecting basic data and presenting it descriptively. This analysis does not seek relationships between variables, test hypotheses, or draw conclusions.

To facilitate the interpretation of the research results obtained from the results of the questionnaire responses for each variable, the researchers refer to the following evaluation interpretation criteria.

Table 1. Respondent's Criteria Score

No	Criteria Score	TPB towards Tokopedia
1	0 – 25%	Very Bad
2	26 – 50%	Bad
3	51 – 75%	Good
4	76 – 100%	Very Good

The average of the respondents' answers will be calculated to be categorized and draw conclusions from the data. After the average score is calculated, the researcher can interpret it based on the established criteria scale range. The largest value range is taken from the measurement scale of four (4) for the answer "Strongly Agree" as the largest weight, then the smallest value range is taken from the measurement scale of one (1) for the answer "Strongly Disagree" as the smallest weight. By applying this interpretation criteria, the researchers can effectively analyze and interpret the collected data, drawing meaningful conclusions regarding the research questions.

Table 2. Mean Scale

Mean Scale	TPB towards Tokopedia
1,00 – 1,75	Strongly Disagree
1,76 – 2,50	Disagree
2,51 – 3,25	Agree
3,26 – 4,00	Strongly Agree

4. Result

The study employed Pearson's Product-Moment Correlation Coefficient to assess the validity of the questionnaire items. A valid item is one that accurately measures the intended construct, ensuring that the survey instrument captures the relevant information.

Table 3. Validity Test

Dimension	Item	N	R count	R table	Description
Attitude	Item 1	30	0,684	0.1966	Valid
	Item 2	30	0,565	0.1966	Valid
	Item 3	30	0,428	0.1966	Valid
	Item 4	30	0,378	0.1966	Valid
	Item 5	30	0,665	0.1966	Valid
	Item 6	30	0,466	0.1966	Valid
	Item 7	30	0,542	0.1966	Valid
Subjective Norms	Item 8	30	0,495	0.1966	Valid
	Item 9	30	0,399	0.1966	Valid
	Item 10	30	0,576	0.1966	Valid
	Item 11	30	0,373	0.1966	Valid
	Item 12	30	0,597	0.1966	Valid
	Item 13	30	0,744	0.1966	Valid
Perceived Behavioral Control	Item 14	30	0,448	0.1966	Valid
	Item 15	30	0,378	0.1966	Valid
	Item 16	30	0,226	0.1966	Valid
	Item 17	30	0,310	0.1966	Valid
	Item 18	30	0,514	0.1966	Valid
	Item 19	30	0,376	0.1966	Valid

The results, presented in Table 3, indicate that all item correlations (r_count) exceed the significance level of 5% (r_table = 0.1966). The strong validity of the questionnaire items supports the accuracy and relevance of the data collected, providing a reliable basis for understanding the factors influencing purchase intention towards Tokopedia among Gen Z consumers in Jakarta.

Table 4. Reliability Test

Dimension	N	Cronbach's Alpha Score	Description
Attitude	30	0,767	Reliable
Subjective Norms	30	0,621	Reliable
Perceived Behavioral Control	30	0,666	Reliable

The study employed Cronbach's Alpha to assess the reliability of the three TPB dimensions (Attitude, Subjective Norms, and Perceived Behavioral Control). The results, presented in Table 4, indicate that all three dimensions exhibit alpha values exceeding 0.60. According to Aprili et al. (2023), an alpha value greater than 0.60 is considered acceptable and suggests that the instrument is reliable and produces consistent results. In conclusion, the strong reliability of the TPB dimensions supports the validity and trustworthiness of the study's

findings, providing a solid foundation for understanding the factors influencing purchase intention towards Tokopedia among Gen Z consumers in Jakarta.

The study employed a Likert scale with four response options (strongly disagree, disagree, agree, strongly agree) to measure respondents' perceptions across the three dimensions of the Theory of Planned Behavior (TPB). The absence of a neutral option encouraged respondents to express a clear preference or opinion. This approach facilitated the interpretation of the data by enabling researchers to categorize responses and identify trends in attitudes and beliefs regarding Tokopedia among Gen Z consumers in Jakarta.

Table 5. Descriptive Statistical Analysis Attitude

No	Statement		Questionnaire Answers Dimension Attitude			
			SD	D	A	SA
1	In my opinion, buying on Tokopedia is a wise choice.	f	0	0	59	41
		Σ(fi.xi)	341			
		%	0,0%	0,0%	59,0%	41,0%
		total	0		100	
			0%		100%	
		Mean	3,41			
2	I find Tokopedia to be easier to use than other e-commerce platforms.	f	1	13	50	36
		Σ(fi.xi)	321			
		%	1,0%	13,0%	50,0%	36,0%
		total	14		86	
			14%		86%	
		Mean	3,21			
3	If I had known how easy it was to shop on Tokopedia, I would have bought there more often.	f	0	1	55	44
		Σ(fi.xi)	343			
		%	0,0%	1,0%	55,0%	44,0%
		total	1		99	
			1%		99%	
		Mean	3,43			
4	When I have enough information about Tokopedia's system, I will buy there.	f	0	4	40	56
		Σ(fi.xi)	352			
		%	0,0%	4,0%	40,0%	56,0%
		total	4		96	
			4%		96%	
		Mean	3,52			
5	I believe that using Tokopedia is beneficial.	f	0	4	48	48
		Σ(fi.xi)	344			
		%	0,0%	4,0%	48,0%	48,0%
		total	4		96	
			4%		96%	
		Mean	3,44			
6	I feel that buying on Tokopedia is a good opinion.	f	0	4	53	43
		Σ(fi.xi)	339			
		%	0,0%	4,0%	53,0%	43,0%

		total	4		96
			4%		96%
		Mean	3,39		
7	I feel that buying on Tokopedia is a good choice.	f	0	2	55	43
		Σ(fi.xi)	341		
		%	0,0%	2,0%	55,0%	43,0%
		total	2		98
			2%		98%
		Mean	3,41		
Percentage Mean			4,2%		95,9%
Mean			3,40		

The Attitude dimension of the Theory of Planned Behavior (TPB) revealed an impressive 95.9% agreement rate among respondents, indicating a highly favorable attitude towards purchasing on Tokopedia. This falls within the "Excellent" category (76-100%) according to the interpretation criteria table. Moreover, the average score for Attitude was calculated as 3.40, placing it within the "Strongly Agree" range (3.26-4.00). This suggests that respondents overwhelmingly agree that shopping on Tokopedia is a wise and beneficial choice. These findings highlight the importance of cultivating positive brand perceptions and fostering a sense of value among consumers to enhance purchase intentions.

Table 6. Descriptive Statistical Analysis Subjective Norms

No	Statement		Questionnaire Answers Dimension Subjective Norms			
			SD	D	A	SA
1	If my family has bought on Tokopedia, I am more likely to buy on Tokopedia as well.	f	3	8	42	47
		Σ(fi.xi)	333			
		%	3%	8%	42%	47%
		total	11		89	
			11,0%		89%	
		Mean	3,33			
2	If my closest friends recommend Tokopedia, I might be interested in buying there.	f	1	3	45	51
		Σ(fi.xi)	346			
		%	1%	3%	45%	51%
		total	4		96	
			4%		96%	
		Mean	3,46			
3	Many people close to me are considering buying on Tokopedia.	f	5	9	41	45
		Σ(fi.xi)	326			
		%	5%	9%	41%	45%
		total	14		86	
			14%		86%	
		Mean	3,26			
4	I find Tokopedia's ads to be important to me when	f	3	3	55	39
		Σ(fi.xi)	330			
		%	3%	3%	55%	39%

No	Statement		Questionnaire Answers Dimension Subjective Norms			
			SD	D	A	SA
	deciding whether or not to buy there.	total	6		94	
			6%		94%	
		Mean	3,30			
5	I find the incentives offered by Tokopedia to be attractive and make me want to buy there.	f	1	2	44	53
		Σ(fi.xi)	349			
		%	1%	2%	44%	53%
		total	3		97	
			3%		97%	
		Mean	3,49			
6	My interactions with others influence me to buy on Tokopedia.	f	3	5	43	49
		Σ(fi.xi)	338			
		%	3%	5%	43%	49%
		total	8		92	
			8%		92%	
		Mean	3,38			
Percentage Mean			7,7%		92,3%	
Mean			3,37			

The study found that the Subjective Norms dimension of the Theory of Planned Behavior (TPB) exhibited a remarkable 92.3% agreement rate among respondents, indicating a strong perception of social and environmental support for purchasing on Tokopedia. This falls within the "Excellent" category (76-100%) according to the interpretation criteria table. Furthermore, the average score for Subjective Norms was calculated as 3.37, placing it within the "Strongly Agree" range (3.26-4.00). This suggests that respondents generally agree that the incentives offered by Tokopedia positively influence their purchase intention. These findings align with the notion that social norms and perceived approval from others play a significant role in shaping consumer behavior.

Table 7. Descriptive Statistical Analysis Perceived Behavioral Control

No	Statement		Questionnaire Answers Dimension Perceived Behavioral Control			
			SD	D	A	SA
1	I have the freedom to decide whether or not to buy on Tokopedia.	f	0	2	37	61
		Σ(fi.xi)	359			
		%	0,0%	3,3%	40,0%	56,7%
		total	2		98	
			3,3%		96,7%	
		Mean	3,59			
2	I find the prices on Tokopedia to be important to me when deciding whether or not to buy there.	f	0	3	35	62
		Σ(fi.xi)	359			
		%	0,0%	4,2%	38,3%	57,5%
		total	3		97	
			4,2%		95,8%	

No	Statement		Questionnaire Answers Dimension Perceived Behavioral Control			
			SD	D	A	SA
		Mean	3,59			
3	I have the financial means to buy on Tokopedia.	f	0	1	37	62
		Σ(fi.xi)	361			
		%	0,0%	3,3%	42,5%	54,2%
		total	1		99	
			3,3%		96,7%	
		Mean	3,61			
4	I was only convinced to buy on Tokopedia after seeing testimonials from people who have already bought there.	f	0	0	38	62
		Σ(fi.xi)	362			
		%	0,0%	2,5%	40,8%	56,7%
		total	0		100	
			2,5%		97,5%	
		Mean	3,62			
5	I have the knowledge of how to use Tokopedia.	f	1	4	50	45
		Σ(fi.xi)	339			
		%	0,8%	5,0%	55,0%	39,2%
		total	5		95	
			5,8%		94,2%	
		Mean	3,39			
6	I have the ability to buy on Tokopedia.	f	0	0	43	57
		Σ(fi.xi)	357			
		%	0,0%	0,8%	49,2%	50,0%
		total	0		100	
			0,8%		99,2%	
		Mean	3,57			
Percentage Mean			3,8%		96,7%	
Mean			3,56			
Dimension Mean			$\frac{95,9\% + 92\% + 96,7\%}{3} = 95\%$			

The study revealed a remarkable 96.7% agreement rate for the Perceived Behavioral Control (PBC) dimension of the Theory of Planned Behavior (TPB), indicating an exceptionally high level of self-confidence among respondents regarding their ability to purchase on Tokopedia. This falls within the "Excellent" category (76-100%) according to the interpretation criteria table. Furthermore, the average score for PBC was calculated as 3.56, placing it within the "Strongly Agree" range (3.26-4.00). This suggests that respondents overwhelmingly agree that they possess the necessary skills and resources to make purchases on Tokopedia.

Table 8. Mean of Theory of Planned Behavior

Dimension	Mean	Description
Attitude	3,40	Strongly Agree
Subjective Norms	3,37	Strongly Agree

Perceived Behavioral Control	3,56	Strongly Agree
Absolute Mean	$\dfrac{3{,}40 + 3{,}37 + 3{,}56}{3} = 3{,}44$	

According to Table 8, the average score obtained from the TPB dimensions is 3.44, falling within the interval scale range (3.26-4.00). This indicates that the TPB dimensions related to purchase intention towards Tokopedia fall into the "Strongly Agree" category. This is supported by the Attitude dimension, which reflects a positive attitude towards Tokopedia due to its ease of use and the desire to shop on the platform. Additionally, the Subjective Norms dimension highlights the influence of family and friends' recommendations, as well as Tokopedia's advertisements and incentives, on purchase intentions. Finally, the Perceived Behavioral Control dimension emphasizes the confidence in one's ability to purchase on Tokopedia due to financial affordability and ease of access to information.

5. Discussion

This study extends the theoretical understanding of the Theory of Planned Behavior (TPB) by examining its application to purchase intention towards Tokopedia among Gen Z consumers in Jakarta. The study incorporates the Perceived Behavioral Control (PBC) dimension of TPB, which assesses individuals' perceived ease or difficulty of performing the behavior. The findings reveal that all three TPB dimensions (Attitude, Subjective Norms, and PBC) exhibit positive average scores, indicating a favorable predisposition towards Tokopedia among Gen Z consumers. Notably, PBC emerges as the most influential factor, suggesting that Gen Z's ability and confidence in using Tokopedia significantly impact their purchase intention. This aligns with Han et al.'s (2024) research, highlighting PBC as the dominant determinant of purchase intention among Gen Z consumers.

6. Conclusion, Implication, and Recommendation
Conclusion

One of the most striking findings was the very positive average score on the Attitude dimension. This translates to Gen Z users holding Tokopedia in high regard, perceiving it as a wise choice for their shopping needs. This positive sentiment suggests Tokopedia has successfully established a strong brand image, one that resonates with the Gen Z demographic. This success could be attributed to factors like a trustworthy reputation, a commitment to quality products, or a user-friendly interface.

Furthermore, the analysis revealed a very positive score on the Subjective Norms dimension. This indicates that Gen Z users experience a social pressure to buy on Tokopedia. This pressure likely stems from the platform's ability to cultivate a strong community atmosphere. Tokopedia might achieve this through features like user reviews, influencer collaborations, or social media engagement. The presence of attractive incentives, such as discounts, cashback programs, or loyalty rewards, could also contribute to this social pressure, as users might feel motivated to take advantage of these offers and share their experiences with their peers.

Finally, the Perceived Behavioral Control dimension also yielded a very positive score. This signifies that Gen Z users feel confident and capable of navigating the Tokopedia platform

to make purchases. This finding suggests Tokopedia has succeeded in creating a user-friendly platform that empowers Gen Z users to shop independently. Factors like a clear and intuitive interface, a well-organized product catalog, and various payment options could all contribute to this sense of control.

In conclusion, by analyzing the TPB dimensions, this study sheds light on Tokopedia's winning formula. Through a focus on building a positive brand image, offering attractive incentives that create social pressure, and fostering a user-friendly platform that empowers users, Tokopedia has effectively captured the hearts and minds of Gen Z consumers in Indonesia. This understanding provides valuable insights for Tokopedia to maintain its dominance in the e-commerce landscape and for other businesses seeking to cultivate a loyal Gen Z customer base.

Implication

This study analyzes the TPB factors in the purchase intention of Tokopedia. All three TPB dimensions used in this study have very good values, with Perceived Behavioral Control having the highest average value. It is hoped that Tokopedia could take into consideration related to Attitude on the purchase intention of Tokopedia are to improve the Tokopedia system, such as UI/UX and payment systems, to make it easier to use and understand for consumers. This can give a positive view or perception of Tokopedia and make consumers choose to shop at Tokopedia. Also, Subjective Norms on the purchase intention of Tokopedia are to increase brand awareness, such as building online or offline communities, placing advertisements on social media, and providing attractive promotions, such as discounts, vouchers, and cashback that can make consumers interested in buying on Tokopedia. Finally, Perceived Behavioral Control on the purchase intention of Tokopedia are to set competitive prices and provide the best service to consumers to create a pleasant experience. This can make consumers leave good reviews on Tokopedia and attract other consumers who see those reviews.

Recommendation

To address the limitations of this study, future research should strive for a more comprehensive understanding of Tokopedia's Gen Z customer base. Expanding the sample size and diversifying subjects across demographics will increase data accuracy and reveal a broader range of behaviors. Additionally, incorporating multiple theoretical frameworks beyond TPB can enrich the analysis, providing a more nuanced picture of the factors shaping purchase intention on Tokopedia.

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