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The Influence of Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty and Price on Generation Z Purchase Decisions on E-Commerce Platforms in the Greater Jakarta Area

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Abstract

This study aims to the influence of brand awareness, brand association, perceived quality, brand loyalty, and price on Generation Z's purchase decisions on the Shopee e-commerce platform in the Greater Jakarta area. This study is motivated by the increasing competition in digital marketplaces and the characteristics of Generation Z as digital natives who are sensitive to economic value and promotional dynamics. In a transparent, multi-seller-based marketplace environment, consumers can compare prices, seller reputations, and product reviews simultaneously, so the relevance of the brand equity construct in shaping purchase decisions needs to be empirically re-evaluated. The study used a quantitative approach with a purposive sampling technique on 328 Generation Z respondents who had experience purchasing on Shopee and resided in Greater Jakarta (Jabodetabek). Data were collected through a structured questionnaire with a six-point Likert scale using Structural Equation Model Partial Least Squares (SEM-PLS). The results showed that brand loyalty and price had a positive and significant influence on purchase decisions, with price being the most dominant determinant. Brand association had a positive effect at a marginal level of significance, while brand awareness and perceived quality showed no significant influence. These findings indicate that Generation Z's purchasing decisions are more influenced by considerations of economic value and user experience than by the cognitive construct of the brand. This research provides theoretical contributions by re-examining the relevance of the brand equity model in the context of a digital marketplace based on information transparency and provides strategic implications for e-commerce platform management in strengthening transaction value and user retention in a sustainable manner.

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1. Introduction

The Greater Jakarta (Jabodetabek) region was chosen as the research location based on its characteristics as a center of economic growth and the epicenter of national digital transformation. This region has a high level of digital economic activity, particularly in the e-commerce sector. Shopee is listed as an online shopping platform with a dominant usage rate of 58%, placing Greater Jakarta among the ten regions with the highest e-commerce activity in Indonesia.(Faisal et al., 2025). In addition, public preference for digital transactions is also very high, with 84.2% of Jabodetabek residents preferring to make purchases online over conventional methods.(Hasibuan, 2020).This condition reflects the maturity of society's technology adoption, making it relevant in representing e-commerce consumer in Indonesia.

DKI Province Jakarta (Jabodetabek) tops the list compared to other regions, demonstrating high consumer engagement in online shopping. This high level of engagement is primarily driven by younger consumers who are more adaptable to digital technology. This group is known for being critical and selective, requiring brands to build and maintain trust sustainably. Generation Z's characteristics indicate relatively low levels of brand loyalty and a tendency to switch when values and experiences don't meet expectations.(Walsh, 2023).

Generation Z was chosen as the research object due to its dominant role in digital consumption. This situation indicates that online shopping is no longer just a common phenomenon, but rather reflects the dynamics of consumption of the younger generation, particularly Generation Z, who grew up alongside the development of digital technology. This generation grew up alongside technological developments, making it highly adaptable to digital innovation and is often referred to as the i-gen.(Cornelius & Sabat, 2023)Generation Z, also known as centennials, is a generation group born between 1997 and 2012.(Arum et al., 2023).

Table 1. Classification of Generations of the Indonesian Population in 2020

Generation	Year of Birth	Population Percentage (%)
Pre-Boomer	< 1945	1.87%
Baby Boomers	1946–1964	11.56%
Generation X	1965–1980	21.88%
Generation Y (Millennials)	1981–1996	25.87%
Generation Z	1997–2012	27.94%
Post Gen Z (Alpha) Generation	2013–onwards	10.88%

Source: Central Statistics Agency (2021)

Based on Table 1, the composition of the Indonesian population shows that Generation Z dominates the demographic structure with the highest percentage at 27.94%, followed by millennials at 25.87%. This composition indicates the dominance of the productive-age population, which has significant potential to support economic growth and social stability. Meanwhile, the pre-boomer group occupies the smallest proportion, at 1.87%, indicating a shift in the demographic structure toward a more dynamic population.(BPS, 2021)The high proportion of Generation Z strengthens this generation's position as a central force in shaping changes in social and economic , particularly in the shift in consumption patterns toward an increasingly digital technology-based ecosystem in Indonesia.

Data shows that generation Z in Indonesia has a high level of internet usage, with the majority accessing the internet for 1 to 6 hours per day (Heriyanto et al., 2024). This intensity of usage correlates with increased online shopping activity, with Shopee being the most widely used e-commerce platform compared to other platforms. Purchasing preferences also differ by gender, with women more likely to purchase fashion and beauty products, while men tend to choose

electronics and hobby-related products.(Heriyanto et al., 2024)This condition shows that online shopping is no longer incidental, but has become part of the daily consumption routine of Generation Z.(Nurrahim, 2022)This phenomenon confirms that Generation Z purchasing decisions are increasingly influenced by factors in the digital environment, making it important to understand the determinants of purchasing on e-commerce platforms.

Income levels and online shopping intensity of Generation Z in 2024. The graph of length of service shows that the majority of respondents are still in the unemployed or student/college student group, as well as those with relatively short service periods, so that most have a monthly income below IDR 5 million. However, around 80% still allocate IDR 101,000 - IDR 750,000 per month for online shopping.(Tjokrodinata, 2025).This demonstrates that financial constraints do not hinder digital consumption activities, but rather shape more rational spending patterns tailored to economic capabilities. While these expenditures are relatively small on an individual basis, they represent significant economic potential on a large population scale. According to a survey by the Indonesian Internet Service Providers Association (APJII), Shopee will be the most widely used e-commerce platform by Indonesians in 2025, with a share of 53.22%.(Yonatan, 2025)This means that approximately half of internet users in Indonesia frequently access Shopee for online shopping. This high level of access to Shopee is supported by various factors, such as numerous promotions and discount programs, easy platform navigation, and a convenient and uncomplicated payment system, which ultimately enhances user convenience when shopping online.

Shopee Indonesia, a platform introduced by Sea Group in 2015, has rapidly grown into a leading e-commerce market. In just a few years, Shopee has dominated Southeast Asia, particularly Indonesia, by providing efficient, secure, and easy-to-use shopping services. This superiority makes Shopee more than just a transaction tool, but also a digital lifestyle element that prioritizes convenience and efficiency. Shopee's growth in Indonesia has been rapid, marked by increasing numbers of active users, transactions, and a wide variety of product categories, ranging from daily necessities to digital services. This success is supported by an aggressive marketing strategy, attractive promotions, and responsive customer service, which have increased consumer awareness and trust in the Shopee brand. This increased trust and intensity of use ultimately contribute to the growth of e-commerce transaction value, along with the increasing frequency and volume of shopping conducted through the Shopee platform.

Table 2. Comparison of Value Estimates Gross Merchandise Value (GMV) E-Commerce

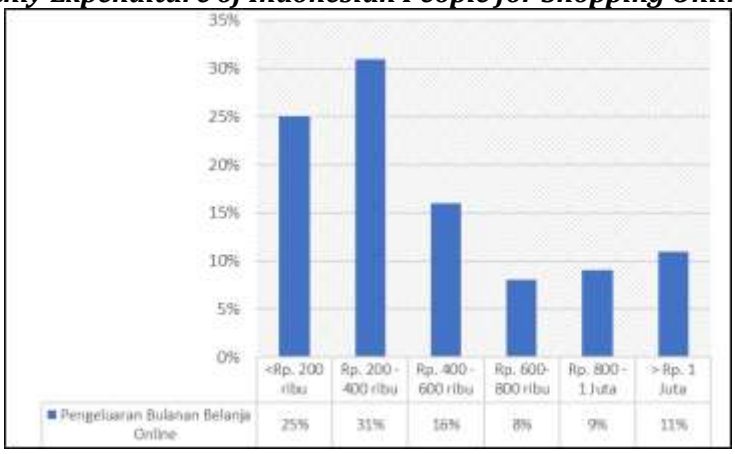
Year	Shopee	Lazada	Tokopedia	TikTok Shop
2020	24.3	13.1	10.9	0
2021	42.5	21	16.1	0.6
2022	47.9	20.1	18.4	4.4
2023	55.1	18.6	16.3	13
2024	66.8	18	12.8	22.6

Source: Santika (2025)

In Table 2, it is known that the e-commerce market value in Southeast Asia experienced growth of 12% annually and is projected to reach US$128.4 billion in 2024.(Santika, 2025)This value represents the gross merchandise value (GMV), which includes all sales transactions,

whether successful, canceled, or returned. Shopee's dominance of the e-commerce market in Southeast Asia is evident in its substantial GMV share, which reached 52%, equivalent to US$66.8 billion. Shopee's dominance since 2020 demonstrates its continued competitive advantage in the Southeast Asian e-commerce market.

Figure 1.
Average Monthly Expenditure of Indonesian People for Shopping Online in 2025



Source: Wafa (2025)

Based on Figure 1, the distribution of expenditures shows that online shopping has become a routine part of Indonesian consumption patterns. The majority of consumers spend between Rp 200,000 and Rp 400,000 per month, while a small percentage spend more than Rp 1 million. This pattern indicates that e-commerce transactions are no longer incidental, but instead reflect a combination of routine and high-value purchases.(Wafa, 2025)This situation indicates that consumers are increasingly considering various aspects before purchasing, with brand perception, quality, loyalty, and price playing a significant role in purchasing decisions. Thus, the rise in online shopping also reflects more selective and rational consumer .

Shopee faces consumers who are increasingly selective in evaluating the overall shopping experience and rely heavily on digital information via mobile devices. The abundance of product information and reviews on the internet and social media encourages consumers to filter information before making purchasing decisions. However, the dynamics of social commerce also indicate that emotional factors such as parasocial interaction and emotional motivation still have the potential to trigger impulse purchases.(Mardhiana, 2024)This situation suggests that purchasing decisions on e-commerce platforms are the result of an interaction between rational and emotional considerations. In this context, consumer perception of brands becomes increasingly important as a tool for simplifying decisions amidst the multitude of product choices.

The level of trust in a platform and perceived brand credibility can influence consumer intention to transact. Consumer concerns about the use of digital technology, such as information transparency and potential decision-making bias, as well as perceived credibility of a company's practices can influence how consumers evaluate a brand before making a purchase.(Koch & Denner, 2025)Brands play a strategic role in Shopee's marketing because they can shape positive consumer perceptions, increase competitive advantage, and strengthen user loyalty. As one of the e-commerce market leaders in Southeast Asia, Shopee's success is linked to its ability to build a brand image that is trusted, easy to use, and valuable to consumers. This aligns with findings that brands with a strong image play a significant role in determining purchasing decisions and contribute to increased customer loyalty.(N. Salsabila & Purwanto, 2024).

Consumer awareness of a brand is the initial stage in the purchasing decision-making process. In a digital environment with high advertising intensity, consumers are exposed to many brands simultaneously, thus limiting brand recall. This makes brand awareness crucial as a key entry point for product evaluation. Supiyandi et al. (2022) and Sabilla & Yuliana (2025) demonstrated a positive effect of brand awareness on purchasing decisions. However, Wati et al. (2025) found insignificant results. This difference indicates that brand awareness is not always sufficient to drive purchasing decisions, especially when consumers have numerous alternative choices in the marketplace.

After recognizing a brand, consumers form associations with it through digital information and promotional images. However, a large amount of inconsistent content can weaken these associations. Talahatu (2024) and Anjelita & Salim (2025) found that brand associations positively influence purchasing decisions, while Supiyandi et al. (2022) found no significant effect. This suggests that brand associations can lose their effectiveness in e-commerce environments where similar product information is presented side by side.

During the evaluation stage, consumers assess the product's suitability to expectations through perceived quality. A discrepancy between the description and the actual product can lower perceived quality. Supiyandi et al. (2022) and D. Gunawan (2024) demonstrated a positive effect of perceived quality on purchasing decisions, but Vitaloka (2024) found the results to be insignificant. This discrepancy in findings suggests that perceived quality in e-commerce depends more on actual user experience than on initial information received by consumers.

Furthermore, repeat purchasing experiences shape brand loyalty. However, product diversity and algorithmic recommendations encourage consumers to explore alternatives, making loyalty more dynamic. Supiyandi et al. (2022) and Desfitriady et al. (2025) found a positive effect of brand loyalty on purchasing decisions, while Zahra & Sulaeman (2023) showed insignificant results. This indicates that brand loyalty on marketplace platforms tends to be situational.

Besides brand factors, price is an important consideration because consumers can directly compare sellers and the practice of "strike-out pricing" is also a factor. Natasha & Subakti (2021) and Suryabhuana (2025) demonstrated a significant influence of price on purchasing decisions. Meanwhile,(Ruri & Purnamawati, 2022)found different results. This suggests that price sensitivity in e-commerce is influenced by the transaction context and the consumer's perceived value.

Previous research serves as an empirical basis for understanding the influence of various variables on purchasing decisions and identifying research gaps that require further study. Supiyandi et al. (2022) demonstrated that brand awareness, perceived quality, and brand loyalty influence purchasing decisions on the Shopee platform. However, this study did not include price as a key factor in the dynamics of e-commerce competition, allowing consumers to directly compare products. Furthermore, Natasha and Subakti (2020) emphasized the significant role of price in purchasing decisions, but their study was not conducted in an e-commerce context, which differs from conventional purchasing with its promotional characteristics, algorithmic recommendations, and price transparency. Both studies did not specifically address the of Generation Z, a consumer group accustomed to digital information, sensitive to trends, and intensively transacting through online platforms. These differences in al characteristics could potentially lead to a different relationship between purchasing decision variables compared to previous research findings.

Based on these problems, it is important to study "The Influence of Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty and Price on Generation Z Purchase Decisions on E-Commerce Platforms in the Jabodetabek Area"

2. Methods

Natural objects are objects that develop naturally without any intervention from the researcher, so that the presence of the researcher does not influence the conditions or dynamics that occur in the object.(Sugiyono, 2025)This study took Generation Z consumers who shop through the Shopee platform and reside in the Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) areas as its subjects.

This research employed quantitative methods with a hypothesis testing design. Quantitative research methods are based on the philosophy of positivism and are aimed at observing specific populations or samples through research instruments. The collected data is then processed using quantitative or statistical analysis techniques to explain the research conditions and test the established hypotheses.(Sugiyono, 2025)Hypothesis-testing research is conducted to examine the causal relationship between independent and dependent variables. Furthermore, this research serves to determine whether assumptions or hypotheses formulated based on theory or previous studies can be empirically proven.

The hypothesis testing design was chosen because this study seeks to determine and analyze the influence of brand awareness, brand association, perceived quality, brand loyalty, and price on Generation Z purchase decisions in the Greater Jakarta area. In this study, a cross-sectional design was chosen as the most appropriate approach for the analytical purpose. A cross-sectional design examines the relationship between causal (independent) factors and their impacts (dependent) by collecting data simultaneously.(Sofya et al., 2024).

This study used a questionnaire as the primary method of data collection, designed based on established research variables and indicators. The questionnaire was used as a data collection method by providing respondents with a series of questions to answer based on their understanding.(Sugiyono, 2025)The questionnaire will be distributed digitally via Google Forms, making it easy for Generation Z Shopee respondents to access and complete it quickly and accurately. It will then be processed to ensure accuracy, consistency, and completeness before being analyzed.

3. Results and Discussion

Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS 4 to evaluate the significance of the relationships between latent constructs in the structural model. This non-parametric approach is capable of producing stable parameter estimates in assessing the strength of causal relationships between variables. Hypothesis evaluation is based on the path coefficient value as an indicator of the direction and magnitude of influence, as well as the t-statistic and p-value as the basis for significance testing. The decision to accept or reject a hypothesis is determined based on the significance level (alpha), which represents the probability of error tolerated by the researcher and indicates the level of confidence in the test results.(Akbar et al., 2023).

At a significance level of 5% ($\alpha = 0.05$) with a confidence level of 95%, the relationship is declared significant if the t-statistic value is > 1.96 and the p-value is < 0.05(Akbar et al., 2023)Meanwhile, at a significance level of 10% ($\alpha = 0.10$) with a 90% confidence level, the

relationship is declared significant if the p-value is <0.10 (Akbar et al., 2023). The results of the hypothesis testing are presented in the following table.

Table 3. Analysis Results Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation	*T statistics*	*P values*	Information
Brand Awareness -> Purchase Decision	0.004	0.006	0.048	0.088	0.930	H0 cannot be rejected - The results are not supported by the data.
Brand Association -> Purchase Decision	0.120	0.120	0.066	1,829	0.068**	H0 rejected - Results supported by data
Perceived Quality -> Purchase Decision	0.080	0.082	0.073	1,093	0.274	H0 cannot be rejected - The results are not supported by the data.
Brand Loyalty -> Purchase Decision	0.284	0.287	0.075	3,771	0,000*	H0 is rejected - The results are supported by the data
Price -> Purchase Decision	0.442	0.435	0.074	5,985	0,000*	H0 is rejected - The results are supported by the data

*Information: *(α = 0.05), **(α = 0.10)*

Source: Processed by Researchers, 2026

Based on the results of structural model testing using the bootstrapping method in Smart PLS 4, the decision to accept or reject the hypothesis is determined by the t-statistic and p-value. At the 5% significance level, the relationship is declared significant if the t-statistic is > 1.96 and the p-value is < 0.05, while at the 10% significance level, the relationship is declared significant if the p-value is < 0.10.

4. Discussion

This section presents a discussion of the empirical findings of the study, linking them to the theoretical framework and previous research findings, to gain a comprehensive understanding of the role of each variable in shaping purchasing decisions on the Shopee platform. This study focused on Generation Z as the primary respondent group, so the results are interpreted by considering the characteristics of this generation within the context of digital consumer .

Based on the organizational theory proposed by Robbins and Judge (2022), individual is influenced by attitudes, perceptions, values, and decision-making processes. Attitudes and perceptions of a stimulus shape cognitive and affective evaluations, ultimately determining an individual's response. In the context of purchasing, various marketing stimuli such as brand

awareness, brand association, perceived quality, brand loyalty, and price are processed through these mechanisms before resulting in a purchasing decision.

As digital natives, Generation Z possesses characteristics that distinguish them from previous generations. They are accustomed to the rapid flow of information, have access to a wide range of alternative options, and are able to compare products instantly through digital platforms. Purchasing decisions are influenced not only by brand recognition but also by user experience, social recommendations, and perceived benefits. Therefore, this section will systematically describe how each variable influences the purchase decisions of Generation Z Shopee users in the Greater Jakarta area. The discussion is conducted by linking empirical findings with organizational theory and relevant previous research, thus obtaining a comprehensive and contextual interpretation of the research results.

In more detail, the following discussion will analyze the influence of Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, and Price on Purchase Decision, both variables that are proven to be significant and those that are not significant, in order to present a comprehensive understanding of the factors that play a role in shaping Generation Z's purchasing decisions on the Shopee platform.

The Influence of Brand Awareness on Purchase Decisions of Generation Z in the Greater Jakarta Area.

This section discusses research findings regarding the influence of Brand Awareness on Purchase Decisions among Generation Z in the Jabodetabek area based on the results of hypothesis testing that has been carried out.

H01 : *Brand Awareness*does not have a positive effect on Generation Z's Purchase Decision in the Jabodetabek area.

Ha1 : *Brand Awareness*has a positive influence on Generation Z's Purchase Decision in the Jabodetabek area.

The analysis results show that the Brand Awareness variable has a coefficient of 0.004 with a t-statistic of 0.088 and a p-value of 0.930. Because the p-value is greater than 0.05, the alternative hypothesis (Ha1) cannot be accepted. This indicates that Brand Awareness has not been proven to have a significant effect on Generation Z's Purchase Decision on the Shopee platform.

Theoretically, brand awareness describes a consumer's ability to recognize and remember a brand. Brands that are easy to remember are usually more easily considered in the purchasing process because they convey a sense of familiarity and trust. However, in the context of this study, awareness of Shopee was no longer a factor in determining purchasing decisions. This can be explained by the characteristics of the study respondents. The majority of respondents were aged 21–28 years and were dominated by private sector employees and students. This age group represents Generation Z, who are accustomed to using various digital platforms and have a high level of technological literacy. Shopee as a marketplace is already well-known among respondents, so the level of brand awareness was relatively even. Because almost all respondents were familiar with Shopee before making a transaction, brand awareness was no longer a determining factor in purchasing decisions.

Furthermore, although all respondents fall into the Generation Z category, their employment backgrounds indicate differences in decision-making patterns. Respondents who are employed and have their own income tend to consider more rational aspects, such as the influence of influencers and liking the brand, as well as their own impressions and perceptions of the brand. Thus, purchasing decisions are not solely based on how well-known a brand is, but rather on the value and experience it offers. In the context of brand awareness, a factor is no longer the primary determinant of purchasing decisions if it is already possessed by almost all consumers. In this

study, the level of awareness of Shopee was very high and evenly distributed among respondents. Because almost all respondents were already familiar with Shopee, brand awareness was no longer a differentiating factor in determining purchasing decisions.

The results of this study align with those of Frisilla and Sari (2025), who found that brand awareness had a positive but insignificant effect on purchasing decisions in the Shopee marketplace. This suggests that in a competitive digital environment, brand awareness is not always a primary factor in determining purchasing decisions. However, these findings differ from those of Solikhah and Amelia (2023) and Kurniawan (2025), who stated that brand awareness had a positive and significant effect on purchasing decisions. This difference can be understood through the differences in the research objects. For physical products, brands function as a guarantee of quality and reduce purchasing risk. Meanwhile, on e-commerce platforms, brands play a more active role as transaction system providers, so purchasing decisions are more influenced by transaction benefits and user experience than by brand recognition. Therefore, it can be concluded that among Generation Z Shopee users in the Greater Jakarta area, brand awareness is not a primary determinant in forming purchase decisions. Brand awareness has become a basic condition for almost all respondents, so other, more specific and evaluative factors play a greater role in influencing purchasing decisions.

The following discussion describes the results of hypothesis testing related to the influence of Brand Association on Purchase Decisions among Generation Z in the Jabodetabek area.

H02 : *Brand Association*does not have a positive effect on Generation Z's Purchase Decision in the Jabodetabek area.

Ha2 : *Brand Association*has a positive influence on Generation Z's Purchase Decision in the Jabodetabek area.

The test results show that the Brand Association variable has a coefficient of 0.120 with a t-statistic value of 1.829 and a p-value of 0.068. At a significance level of 10%, this value meets the testing criteria so that the hypothesis stating that brand association has a positive and significant effect on Purchase Decision can be accepted. However, compared to other variables in the model, the influence of Brand Association is the lowest. Theoretically, Brand Association represents the perception and impression attached to a brand in the minds of consumers. Positive associations, such as a good reputation, level of trust, and popularity, can increase consumer confidence in making purchasing decisions. In the context of this study, Shopee's image as a marketplace that is widely known and trusted by the public plays a role in forming a sense of security before consumers make transactions, thus continuing to contribute to Purchase Decision.

However, the small coefficient indicates that this influence is not dominant. This can be explained by the characteristics of Generation Z as a group that grew up in the digital era with extensive access to information and many alternative platforms. Generation Z tends to compare before purchasing and considers more immediate benefits, such as price, promotions, seller quality, and ease of transaction. Thus, brand image serves as a basis for trust, but not as a primary determinant in the decision-making process. Furthermore, Shopee, as a multi-brand marketplace, offers a variety of products from many sellers, so consumers focus more on the products and offers available than on the platform's brand identity. This condition causes Brand Association to remain positive, but its strength is relatively smaller compared to the Price and Brand Loyalty variables.

The results of this study align with the findings of Lingga et al. (2023) who showed that Brand Association had a positive and significant influence on iPhone purchasing decisions in Yogyakarta. Similarly, research by Wati and Husein (2025) found that Brand Association had a

positive and significant influence on purchasing decisions among Batam City residents on the Shopee e-commerce platform. Anjelita and Salim (2025) also stated that Brand Association had a positive and significant influence on purchasing decisions, albeit partially. This consistency reinforces the fact that brand association still plays a role in influencing purchasing decisions, including in the digital environment. Thus, these findings indicate that Brand Association remains relevant in shaping purchasing decisions, but in the context of Generation Z on the Shopee platform, its role is more as a perceptual enhancer than as a primary determinant. This enriches the understanding that in a competitive digital environment, the strength of brand image tends to function as a foundation of trust, rather than as a dominant determinant of purchasing decisions.

Influence Perceived Quality On Purchase Decisions Among Generation Z in the Greater Jakarta Area.

This section discusses the results of hypothesis testing regarding the influence of Perceived Quality on Purchase Decisions among Generation Z in the Jabodetabek area.

H03 : *Perceived quality*does not have a positive effect on Generation Z's Purchase Decision in the Jabodetabek area.

Ha3 : *Perceived quality*has a positive influence on Generation Z's Purchase Decision in the Jabodetabek area.

The test results show that the Perceived Quality variable has a coefficient of 0.080 with a t-statistic value of 1.093 and a p-value of 0.274. Because the p-value is greater than 0.05, the hypothesis stating that Perceived Quality has a positive effect on Purchase Decision cannot be accepted. Thus, in this study Perceived Quality was not proven to have a significant effect on Purchase Decision of Generation Z on the Shopee platform. Conceptually, Perceived Quality represents a consumer's subjective assessment of the level of quality or superiority of a product compared to other alternatives. In various marketing studies, perceived quality is often positioned as an important factor that can increase consumer confidence and encourage purchases. However, the results of this study indicate that in the context of Generation Z on the Shopee marketplace, perceived quality is not a determining factor in forming purchasing decisions.

The insignificance of this variable can be explained by the characteristics of the respondents, who were predominantly aged 21–28, dominated by students and private sector employees. This group represents a generation that grew up in a digital environment with intense exposure to information, whether through social media, digital advertising, or recommendations from influencers. In this context, purchasing decisions are often influenced by price, product visibility, frequency of information appearance, and social recommendations received. Generation Z tends to be responsive to trends and products that gain widespread attention in the digital space. When a product is widely recommended, heavily promoted, or receives positive reviews, perceptions of interest can form quickly, rather than conducting a thorough evaluation of the product's quality.

Furthermore, Shopee, as a multi-brand marketplace, brings together various sellers with products of varying quality levels. Unlike business models that sell products from only one brand or manufacturer, Shopee presents thousands of sellers with varying quality standards. In this situation, it is difficult for consumers to directly assess the quality of each available product. Therefore, product quality is often assumed to be represented through the rating and review system provided by the Shopee platform. Consumers no longer conduct comprehensive quality evaluations, but instead rely on the collective experiences of other users, reflected in reviews and rating scores. This condition results in perceived quality not being a factor that directly influences

Purchase Decisions, because quality evaluation has been delegated to the assessment mechanism available within the Shopee platform.

The results of this study align with the findings of Ulum et al. (2022), who demonstrated that Perceived Quality had a positive but insignificant effect on purchasing decisions among Maxim app users in Malang City. This similarity suggests that, in the context of digital platforms, perceived quality is not always the primary determinant in driving purchasing decisions. However, the results of this study differ from the findings of Melinia et al. (2024) and Anjelita and Salim (2025), who stated that Perceived Quality had a positive and significant effect on purchasing decisions. These differences may be influenced by respondent characteristics, product type, and the platform context studied. In this study, the focus on Generation Z Shopee users indicates that this group's consumption patterns are more influenced by easily accessible and comparable indicators than by in-depth quality evaluations.

This section discusses research findings regarding the influence of brand loyalty on purchase decisions among Generation Z in the Jabodetabek area based on the results of hypothesis testing that has been carried out.

H04 : *Brand loyalty*does not have a positive effect on Generation Z's Purchase Decision in the Jabodetabek area.

Ha4 : *Brand loyalty*has a positive influence on Generation Z's Purchase Decision in the Jabodetabek area.

The test results show that the Brand Loyalty variable has a coefficient of 0.284 with a t-statistic value of 3.771 and a p-value of 0.000. Because the p-value is smaller than 0.05, the hypothesis stating that Brand Loyalty has a positive effect on Purchase Decision can be accepted. This coefficient value is the second highest after the price variable, which indicates that brand loyalty has a strong contribution in shaping Generation Z's purchasing decisions on the Shopee platform. Conceptually, Brand Loyalty describes the level of consumer attachment to a brand which is reflected in the tendency to make consistent repeat purchases. Loyal consumers not only know a brand, but also have positive experiences that encourage them to continue using that brand even though other alternatives are available.

These findings align with the characteristics of the respondents in the study, where the majority were in the 21–28 age range and demonstrated a relatively high transaction frequency, particularly in the 3–5 and more than 10 transaction categories. This high transaction frequency indicates the formation of usage habits through repeated experiences on the Shopee platform. The ease of application, transaction convenience, and consistent experience strengthen consumer engagement with the platform. Shopee, as a marketplace with an integrated system and easy-to-use features, also supports the formation of long-term relationships between consumers and the platform. In the context of digitally active Generation Z, practical and repeated usage experiences naturally form loyalty patterns.

The results of this study align with the findings of Supiyandi et al. (2023) who showed that brand loyalty has a positive and significant influence on purchasing decisions among Shopee app users. Research by Solikhah and Amelia (2023) and Anjelita and Salim (2025) also showed similar results in different contexts. The consistency of these findings confirms that brand loyalty is a stable and consistent factor in influencing purchasing decisions. In the context of the Shopee platform, consistent transaction experiences and ease of repeated application use contribute to building trust and usage habits, which ultimately strengthen user loyalty to the platform. Consumers who have had repeated positive experiences tend to show a stronger preference for the same brand and are less likely to switch to other alternatives. Thus, the results of this study

emphasize that brand loyalty plays a key role in forming purchase decisions among Generation Z Shopee users.

Influence Price On Purchase Decisions Among Generation Z in the Greater Jakarta Area.

This section discusses research findings regarding the influence of price on purchase decisions among Generation Z in the Jabodetabek area based on the results of hypothesis testing that has been carried out.

H05 : *Price*does not have a positive effect on Generation Z's Purchase Decision in the Jabodetabek area.

Ha5 : *Price*has a positive influence on Generation Z's Purchase Decision in the Jabodetabek area.

The test results show that the Price variable has a coefficient of 0.442 with a t-statistic of 5.985 and a p-value of 0.000. Because the p-value is less than 0.05, the hypothesis that Price has a positive effect on Purchase Decisions is accepted. This coefficient value is the highest compared to other variables, thus indicating that price is the most dominant factor in shaping Generation Z's purchasing decisions on the Shopee platform.

Conceptually, price is a rational consideration directly perceived by consumers during the transaction process. Unlike other variables that are more perceptual, price has a tangible impact on consumers' ability to make a purchase. In the context of digital marketplaces, price transparency and the ease of comparing products between sellers further strengthen the role of price as a determining factor. This finding is increasingly relevant to the characteristics of Generation Z, as a group that grew up in a fast-paced and informative digital environment. Generation Z is accustomed to instantly comparing prices through search and filter features in apps. They are also responsive to promotions, discounts, and special offers that are easily accessible through notifications or app displays. This makes price the most concrete indicator and directly influences purchasing decisions.

Furthermore, the characteristics of the study respondents, who were predominantly between the ages of 21 and 28, dominated by students and private sector employees, indicate that this group is in the early stages of financial independence. The distribution of incomes, which are predominantly below Rp 5 million per month, further reinforces the importance of spending efficiency in every transaction. Shopee, as a marketplace, offers a wide selection of products from numerous sellers at competitive prices. Search features, price filters, and promotional programs make it easy for consumers to choose products with the best value. In such situations, price becomes the most easily observed and compared variable, directly influencing purchase decisions.

The results of this study align with the findings of Solikhah and Amelia (2023), Fauziyah et al. (2023), and Susanto and Cahyono (2021), which showed that price has a positive and significant influence on purchasing decisions in various contexts. The consistency of these findings confirms that price is a variable that consistently influences purchasing decisions, both for physical products and digital platforms. Therefore, the dominant influence of price in this study confirms that for Generation Z Shopee users, price is a rational factor that significantly influences purchase decisions.

5. Conclusion

Referring to the results of the research model testing and the discussion of empirical findings regarding the influence of brand awareness, brand association, perceived quality, brand loyalty, and price on Generation Z's purchase decisions on the Shopee platform in the Greater Jakarta area, the research conclusions can be formulated as follows:

1. *Brand awareness*did not significantly influence purchase decisions. This finding suggests that Shopee's level of familiarity does not directly determine Generation Z's purchasing decisions. Consumers are already familiar with various marketplaces, so purchasing decisions are not based solely on brand presence but rather on perceived transaction benefits. Therefore, in the context of e-commerce, brand awareness serves as a prerequisite for initial consideration, not a determining factor in transactions.
2. *Brand association*has a positive and significant influence on purchase decisions. Positive associations with Shopee increase consumers' likelihood of choosing the platform. Perceptions of ease of use, product completeness, and transaction experience help shape preferences, especially when consumers compare several alternative marketplaces with relatively similar service characteristics.
3. *Perceived quality*does not significantly influence purchase decisions. Service quality is perceived to meet basic usage standards and is no longer a differentiating factor between marketplaces. Purchase decisions are more influenced by the transaction benefits obtained than by a mere evaluation of system quality.
4. *Brand loyalty*has a positive and significant influence on purchase decisions. Consistent user experiences foster trust and habitual use, leading consumers to make repeat purchases without extensive research on alternatives. Loyalty thus plays a key role in determining purchase decisions.
5. *Price*has a positive and significant influence on purchase decisions. Generation Z's purchasing decisions are based on considerations of economic value. Promotions, discounts, and financial benefits strengthen the perceived benefits, accelerating the formation of purchasing decisions.

Thus, purchasing decisions on the Shopee platform are more influenced by brand loyalty and price than brand awareness and perceived quality. While brand association plays a role in reinforcing preference, brand recognition and perceived quality are no longer the primary differentiators. This suggests that in the context of a digital marketplace, purchasing decisions are shaped by repeated usage experiences and perceived transaction value.

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