

## The Influence of Ease of Use, Practicality, and Product Information on Generation Z Consumer Purchase Decisions on the Shopee Application in Makassar City

Adel Gedis Mangngappi<sup>1)</sup>  
[adelgedismangngappi@gmail.com](mailto:adelgedismangngappi@gmail.com)

Amir Jaya<sup>2)</sup>  
[amirjaya0505@gmail.com](mailto:amirjaya0505@gmail.com)

Jerliyen Pramita Londong<sup>3)</sup>  
[jerliyenp@gmail.com](mailto:jerliyenp@gmail.com)

<sup>1)2)3)</sup>Management Study Programme, Faculty of Economics and Business, Universitas Kristen Indonesia Paulus

### ABSTRACT

The development of digital technology and the rapid growth of e-commerce have changed consumer shopping behaviour, especially among Generation Z, who are highly dependent on digital platforms. This study aims to analyse the influence of convenience, practicality, and product information on the purchasing decisions of Generation Z consumers who use the Shopee application in Makassar City. Purposive sampling was utilised to pick 100 respondents for the quantitative, explanatory research design study. Using the SmartPLS 4 program, Structural Equation Modeling–Partial Least Squares (SEM-PLS) was used to analyse the data. Convenience had a positive and significant impact on purchasing decisions ( $\beta = 0.370$ ;  $t = 3.069$ ;  $p = 0.002$ ), practicality had a positive and significant impact ( $\beta = 0.312$ ;  $t = 2.073$ ;  $p = 0.038$ ), and product information had a positive but not significant impact ( $\beta = 0.259$ ;  $t = 1.873$ ;  $p = 0.061$ ). With an R-Square value of 0.831, the study model has good predictive potential. On the Shopee platform, Generation Z's purchase decisions are primarily influenced by convenience.

Keywords: Generation Z, Product Information, Purchasing Decisions, Practicality, Shopee

## INTRODUCTION

The rapid advancement of digital technology has led to substantial transformations across many areas of life, particularly in the way society consumes goods and services. One tangible impact of this development is the increased activity in electronic commerce (e-commerce), which enables consumers to conduct online transactions more easily and efficiently (Rahma et al. 2025). In Indonesia, the expansion of e-commerce is driven by rising internet access and widespread use of smart devices, positioning it as a major platform for meeting consumers' purchasing needs.

In Indonesia, Shopee is regarded as one of the most popular e-commerce sites, particularly among Generation Z consumers. Generation Z represents a demographic group that has grown up alongside digital technology and has a high dependency on internet-based applications in daily life, including online shopping activities (Verolyna 2021). The characteristics of Generation Z, which prioritise speed, Convenience, simplicity of use, and efficiency have made e-commerce applications the main platform for making purchase decisions.

According to the Technology Acceptance Model (TAM), consumers' behavioural reactions to a technological system are influenced by perceived usefulness and ease of use (Afifah 2024). The user-friendly nature of e-commerce applications, such as simple navigation, fast transaction processes, and diverse payment methods, has been proven to reduce barriers for users in shopping online and increase the tendency to make purchases (Wahab 2025).

Besides ease of use, the aspect of practicality also has a significant role in shaping consumers' purchasing decisions. Practicality encompasses time efficiency, comfort in using features, and ease in the delivery and product return process. For Generation Z, they place a high importance on quickness and adaptability, the level of application practicality becomes a differentiating factor amongst e-commerce platforms and contributes significantly to purchase decisions (Putri 2024).

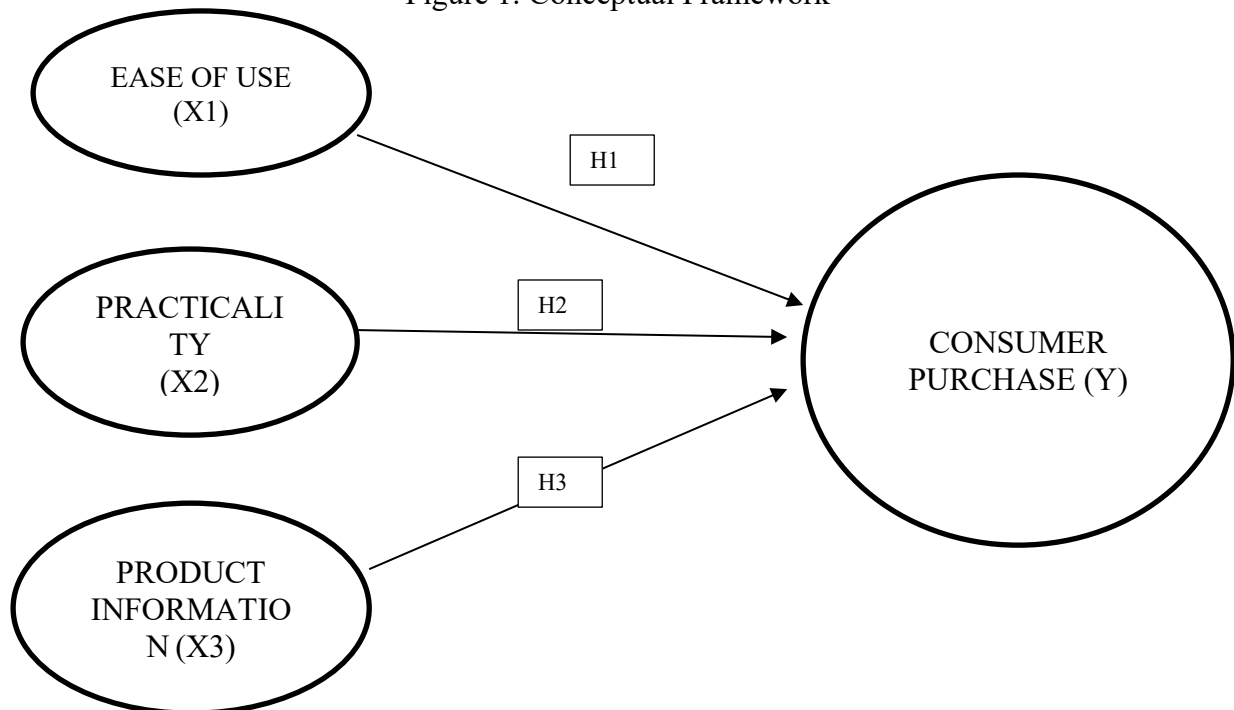
Another factor that influences purchase decisions is the product information presented on e-commerce platforms. Complete, accurate, and easily understood product information functions as a substitute for the physical product inspection experience, thereby reducing consumer uncertainty in online shopping (Nuryani 2025). Earlier research suggests that the quality of product information such as product descriptions, visual representations, and consumer reviews exerts a positive effect on purchase decisions made by e-commerce users, particularly for Generation Z, who heavily rely on social proof (Annisa and Amalia 2025).

### Conceptual Framework

The Technology Acceptance Model (TAM), which explains how users' opinions of a technology's usability and simplicity of use will affect attitudes, is used to establish the conceptual framework of this study and usage behaviour of that technology. Within the e-commerce context, ease of use and practicality of application usage become important factors that encourage consumers to conduct purchase transactions.

The ease of use variable (X1) reflects the level to which users find the Shopee application simple to understand and operate by consumers; practicality (X2) describes the efficiency and comfort of the shopping process, whilst product information (X3) represents the completeness and clarity of information provided to consumers. These three variables are assumed to impact Generation Z customers' decisions to buy on the Shopee platform (Y).

Figure 1. Conceptual Framework



Source: Authors' personal conception 2025

The conceptual framework demonstrates that the higher Generation Z's perception of ease of use, practicality, and product information quality, the greater their tendency to make purchase decisions through the Shopee application.

### Hypotheses

Based on the established conceptual framework and theoretical background, The following is how the research hypotheses are developed:

- H1: It is hypothesised that ease of use has a positive influence on the purchase decisions of Generation Z consumers on the Shopee application.
- H2: It is hypothesised that practicality has a positive influence on the purchase decisions of Generation Z consumers on the Shopee application.
- H3: It is hypothesised that product information has a positive influence on the purchase decisions of Generation Z consumers on the Shopee application,

### METHODOLOGY

This research applied a quantitative approach using an explanatory research design. The quantitative approach was selected as it seeks to test causal relationships amongst variables that have been established, namely ease of use, practicality, and detailed details about the purchases made by Makassar City's Generation Z customers using the Shopee app. Using hypothesis testing based on numerical data, the explanatory research approach methodically explains and analyses the impact of independent variables on the dependent variable.

### Population and Sample

All Generation Z customers in Makassar City who use the Shopee app make up the research population. Those born between 1995 and 2010, or those between the ages of 15 and 30 at the time this study was conducted, are referred to as Generation Z. Using information from the Statistics Indonesia (BPS) for Makassar City in 2024, the Generation Z population in Makassar City reached 384,844 people, consisting of 196,196 males and 188,648 females (BPS, 2024). The Slovin formula was used to determine the sample size for this investigation, with a margin of error tolerance level of 10% (0.10). Since the population size is known exactly, the Slovin

formula was applied, and the research requires a representative sample whilst remaining efficient in terms of time efficiency and cost considerations.

Slovin Formula:

$$n = \frac{N}{1 + N \cdot e^2}$$

Where:

- n = Sample size
- N = Population size (384,844)
- e = Error tolerance (0.10)

Calculation:

$$n = \frac{384,844}{1 + 384,844 \times (0.10)^2} n = \frac{384,844}{1 + 384,844 \times 0.01} n = \frac{384,844}{1 + 3,848.44} n = \frac{384,844}{3,849.44} = 100.01 \approx 100$$

This study used a sample of 100 respondents based on the computation's findings. This sample size is deemed sufficient and representative for quantitative research utilizing the Structural Equation Modelling Partial Least Squares (SEM-PLS) approach.

Purposive sampling, which is a sample strategy with specific criteria set by the researcher, was used in this study. The requirements for participants in this research are :

1. Included in the Generation Z category (aged 15-30 years)
2. Domiciled in Makassar City
3. Have used the Shopee application for online shopping
4. Have conducted purchase transactions through Shopee at least once in the past 6 months
5. Willing to complete the research questionnaire comprehensively

**Data Collection**

Structured questionnaires were used to collect primary data directly from respondents. Google Forms was used to distribute the instrument online after it was created using indications that represented each research variable. Based on the following criteria, respondents were asked to rate each statement on a Likert scale from 1 to 5 :

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

Secondary data came from a range of literary sources, including academic journals, textbooks, articles, previous research reports, and statistical data from the Statistics Indonesia (BPS) for Makassar City that are relevant to the research topic.

**Operational Variables**

For every study variable, the operational definitions and measurement indicators are presented as follows:

Table 1. Operational Variables of the Study

Variable	Operational Definition	Indicators	Source
Ease of Use (X1)	Ease of use describes a simple experience for users, where every transaction is easily accessible, flexible, and easy to understand when using the Shopee application.	1. Easy to learn 2. Easy to use 3. Easy to find information 4. Easy in transactions	(Susilo 2025)
Practicality (X2)	Practicality refers to the efficiency and comfort	1. Simple and attractive interface display	(Pramuda 2023)

	experienced by users in utilising the features of the Shopee application, including process speed and ease of access.	2. Completeness of information 3. Easy return or refund process 4. Ease in finding desired products	
Product Information (X3)	Product information is the completeness, accuracy, and clarity of information presented about products on the Shopee application, which assists consumers in decision-making.	1. Completeness of product information 2. Accuracy of product information 3. Ease of understanding information 4. Trust in product information	(Heryawan and Kristiawan n.d.)
Purchase Decision (Y)	Purchase decision is the action of Generation Z consumers to conduct purchase transactions through the Shopee application based on considerations of ease of use, practicality, and available product information.	1. Ease of use 2. Consumer trust 3. Product information quality 4. Promotions and discounts	(Febrianti et al. 2023)

Source: Adapted from several previous studies (2025)

### Data Analysis Technique

The SmartPLS 4 program and the Structural Equation Modeling–Partial Least Squares (SEM-PLS) technique were used for data analysis in this study. This method was selected because it does not impose normality assumptions on the data and is appropriate for studies with small to moderate sample sizes. The analysis stages include: (1) descriptive statistical analysis to explain respondent characteristics and response distribution; (2) evaluation of the measurement model (outer model), which included assessing discriminant validity using the Fornell Larcker criterion, testing convergent validity using outer loading values and Average Variance Extracted (AVE), and analysing reliability using Cronbach's Alpha and Composite Reliability; (3) assessment of the structural model (inner model) using R-Square values to evaluate the predictive power of the model, path coefficients to determine the direction and strength of relationships between variables, and f-square to determine the effect size of each relationship; and (4) hypothesis testing using a bootstrapping procedure with significance criteria of t-statistic greater than 1.96 or p-value less than 0.05 at a 95% confidence level. All analyses were carried out in a systematic manner to guarantee the research model's validity, robustness, and dependability (Hair et al. 2019)

## RESULTS

The results explain the calculation outputs generated by the tools or applications used based on each test result, up to and including the hypothesis test results.

### Respondent Characteristics

This study involved 100 respondents who are Generation Z consumers using the Shopee application in Makassar City. Respondent characteristics are presented to offer a general description of the research participants' profiles, including gender, age, occupation, duration of Shopee application usage, and primary purpose of application use.

## a. Respondent Characteristics by Gender

Table 2. Distribution of Respondents by Gender

Gender	Number	Percentage (%)
Female	58	58%
Male	42	42%
Total	100	100%

Source: Processed primary data (2025)

Referring to Table 2, most of the respondents in this research are female, numbering 58 people (58%), whilst male respondents number 42 people (42%). The dominance of female respondents indicates that Shopee application users amongst Generation Z in Makassar City are predominantly female, which may indicate a higher level of online shopping activity in this group.

## b. Respondent Characteristics by Age

Table 3. Distribution of Respondents by Age

Age Range (Years)	Number	Percentage (%)
13-15	1	1%
16-18	9	9%
19-21	59	59%
22-24	26	26%
25-28	5	5%
Total	100	100%

Source: Processed primary data (2025)

Table 3 shows that the largest age group is 19-21 years with 59 respondents (59%), followed by the 22-24 years age group with 26 respondents (26%). The 16-18 years age group comprises 9 respondents (9%), the 25-28 years age group comprises 5 respondents (5%), and the smallest is the 13-15 years age group with 1 respondent (1%). This distribution indicates that Shopee users from Generation Z in Makassar City are dominated by the late adolescent to young adult age group who are active in online shopping activities.

## c. Respondent Characteristics based on occupation

Table 4. Respondent Distribution Based on Occupation

Occupation	Number	Percentage (%)
School Student	4	4%
University Student	80	80%
Employee	12	12%
Entrepreneur	3	3%
Unemployed	1	1%
Total	100	100%

Source: Processed primary data (2025)

Referring to Table 4, most respondents are university students, numbering 80 people (80%). Respondents working as employees number 12 people (12%), school students 4 people (4%), entrepreneurs 3 people (3%), and unemployed 1 person (1%). The dominance of university students in this study indicates that the Shopee application is very popular amongst Generation Z university students in Makassar City, which can be associated with high digital consumption patterns in the higher education group.

## d. Respondent Characteristics by Duration of Shopee Application Usage

Table 5. Distribution of Respondents by Duration of Shopee Application Usage

Duration of Application Usage	Number	Percentage (%)
< 6 months	18	18%

Duration of Application Usage	Number	Percentage (%)
6 Months - 1 Year	8	8%
1-2 Years	22	22%
> 2 Years	52	52%
Total	100	100%

Source: Processed primary data (2025)

Table 5 indicates that most respondents have been using the Shopee application for more than 2 years, numbering 52 people (52%). Twenty-two people (22%) have used Shopee for 1-2 years, 18 people (18%) for less than 6 months, and 8 people (8%) for 6 months to 1 year. These findings show that most respondents are loyal users who have considerable experience using the Shopee application.

e. Respondent Characteristics by Primary Purpose of Using Shopee

Table 6. Distribution of Respondents by Primary Purpose of Using Shopee

Primary Purpose	Number	Percentage (%)
Shopping for Personal Needs	83	83%
Seeking Promotions/Discounts	15	15%
Purchasing Digital Products (Credit, Bills, etc.)	2	2%
Total	100	100%

Source: Processed primary data (2025)

Referring to Table 6, the main purpose of using the Shopee application is dominated by shopping for personal needs with 83 respondents (83%). Fifteen respondents (15%) use Shopee to seek promotions or discounts, and 2 respondents (2%) to purchase digital products such as mobile credit and bill payments. This finding demonstrates that Shopee is used more as a platform to fulfil daily personal consumption needs compared to other purposes.

**Descriptive Statistical Analysis**

Table 7. Descriptive Statistical Analysis Results

Variable/Indicator	Mean	Median	Std. Deviation	Min	Max	Skewness
X1.1	4.05	4.0	1.15	1	5	-0.85
X1.2	4.08	4.0	1.20	1	5	-0.91
X1.3	4.08	4.0	1.08	1	5	-0.87
X1.4	4.03	4.0	1.12	1	5	-0.89
X2.1	4.04	4.0	0.95	1	5	-0.73
X2.2	4.08	4.0	1.14	1	5	-0.98
X2.3	3.73	4.0	1.18	1	5	-0.65
X2.4	3.95	4.0	1.09	1	5	-0.81
X3.1	3.98	4.0	1.04	1	5	-0.79
X3.2	3.82	4.0	1.09	1	5	-0.68
X3.3	3.94	4.0	1.13	1	5	-0.81
X3.4	3.72	4.0	1.20	1	5	-0.66
Y1	3.98	4.0	1.10	1	5	-0.82
Y2	3.94	4.0	1.07	1	5	-0.76
Y3	4.06	4.0	1.12	1	5	-0.89
Y4	4.11	4.0	1.18	1	5	-0.97

Source: Processed SmartPLS data (2025)

The results of the descriptive statistical analysis indicate that the mean values of all research indicators fall within the range of 3.72 to 4.11, with a median value of 4.0 for almost all indicators. This indicates that the majority of respondents provided positive assessments with a tendency to answer “agree” to the statements in the questionnaire. The standard deviation is in the range of 0.95 to 1.20, which shows that the distribution of respondent answers is

relatively homogeneous, and there are no extreme variations in the assessment. Because more respondents provided high values, the data distribution tends to be biased to the right, as indicated by the negative skewness scores across all indicators. This condition is nevertheless suitable for SEM-PLS analysis even though the Cramér–von Mises normality test indicates that the data are not normally distributed ( $p$ -value = 0.000). This is because the method does not rely on the assumption of normal data distribution.

### Measurement Model Evaluation (Outer Model)

In order to assess the validity and reliability of the research equipment, the measurement model was evaluated. Convergent validity, discriminant validity, and construct reliability were all tested in this evaluation.

#### Convergent Validity

Average Variance Extracted (AVE) and outer loading values are used to gauge convergent validity. If an indicator's outer loading value is at least 0.70 and its AVE is at least 0.50, it is considered genuine.

Table 8. Outer Loading Test Results

Variable	Indicator	Outer Loading	Remark
Ease of Use (X1)	X1.1	0.951	Valid
	X1.2	0.948	Valid
	X1.3	0.939	Valid
	X1.4	0.934	Valid
Practicality (X2)	X2.1	0.865	Valid
	X2.2	0.919	Valid
	X2.3	0.896	Valid
	X2.4	0.865	Valid
Product Information (X3)	X3.1	0.901	Valid
	X3.2	0.840	Valid
	X3.3	0.884	Valid
	X3.4	0.859	Valid
Purchase Decision (Y)	Y1	0.866	Valid
	Y2	0.900	Valid
	Y3	0.903	Valid
	Y4	0.895	Valid

Source: Processed SmartPLS data (2025)

Table 8 shows that every indicator has *outer loading* values greater than 0.70, indicating that every indicator satisfies the convergent validity requirements. Indicator X1.1 (0.951) has the greatest outer loading value, indicating that it makes the greatest contribution in explaining the Ease of Use variable.

Table 9. Average Variance Extracted (AVE) Test Results

Variable	AVE	Remark
Ease of Use (X1)	0.889	Valid
Practicality (X2)	0.784	Valid
Product Information (X3)	0.759	Valid
Purchase Decision (Y)	0.794	Valid

Source: Processed SmartPLS data (2025)

Table 9 demonstrates that all variables have AVE values  $> 0.50$ . This signifies that the variables are capable of explaining over 50% of the variation in their markers, demonstrating the good fulfilment of convergent validity.

b. Discriminant Validity

The Fornell–Larcker criterion, which compares the square root of the AVE with the correlations between variables, was used to evaluate discriminant validity. If a variable's AVE square root is greater than its correlations with other variables, it is deemed to have appropriate discriminant validity.

Table 10. Discriminant Validity Test Results (Fornell-Larcker)

Variable	X1	X2	X3	Y
Ease of Use (X1)	<b>0.943</b>			
Practicality (X2)	0.768	<b>0.885</b>		
Product Information (X3)	0.741	0.762	<b>0.871</b>	
Purchase Decision (Y)	0.844	0.833	0.804	<b>0.891</b>

Source: Processed SmartPLS data (2025)

Note: Bold figures on the diagonal are square root values of AVE

Table 10 shows that each variable's square root of AVE (highlighted in the bold diagonal) is greater than its correlation with other variables. This demonstrates that each variable possesses distinct characteristics and can be clearly differentiated from the others, indicating that discriminant validity has been achieved.

c. Construct Reliability

Cronbach's Alpha and Composite dependability (CR) are used to evaluate construct dependability. If a construct's Cronbach's Alpha and CR values are  $\geq 0.70$ , it is deemed dependable.

Table 11. Construct Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability (rho_c)	Remark
Ease of Use (X1)	0.958	0.970	Highly Reliable
Practicality (X2)	0.908	0.936	Highly Reliable
Product Information (X3)	0.894	0.926	Highly Reliable
Purchase Decision (Y)	0.914	0.939	Highly Reliable

Source: Processed SmartPLS data (2025)

All variables have Cronbach's Alpha and Composite Reliability values  $> 0.70$ , even surpassing 0.90, according to the results shown in Table 11. This implies that the research tool has good internal consistency and can be relied upon to measure the targeted constructs with accuracy.

**Structural Model Evaluation (Inner Model)**

The structural model was evaluated to determine the strength of relationships between variables in the research model. This assessment involved analyzing R-Square values, effect sizes ( $f^2$ ), and hypothesis testing.

a. R-Square

The percentage of the dependent variable's variance that the independent variables in the research model account for is displayed by the R-Square ( $R^2$ ) value.

Table 12. R-Square Test Results

Variable	R-Square	R-Square Adjusted	Category
Purchase Decision (Y)	0.831	0.826	Strong

Source: Processed SmartPLS data (2025)

Table 12 shows that the Ease of Use (X1), Practicality (X2), and Product Information (X3) variables account for 83.1% of the variation in Generation Z consumers' purchase decisions on the Shopee application. The Purchase Decision variable (Y) has an R-Square value of 0.831. Factors not included by this research model are responsible for the remaining 16.9%.

After accounting for the number of independent variables, the model's R-Square Adjusted value of 0.826 shows that it is still consistent. This research model can be said to have extremely good predictive potential because, according to Chin (1998), an R2 value  $> 0.67$  is classified as strong.

#### b. Effect Size ( $f^2$ )

To assess how strongly each independent variable affects the dependent variable, effect size ( $f^2$ ) is used. The following are the evaluation criteria, according Cohen (1988): A tiny effect is represented by 0.02, a medium effect by 0.15, and a strong influence by 0.35.

Table 13. Effect Size ( $f^2$ ) Test Results

Variable Relationship	$f^2$ Value	Category
Ease of Use $\rightarrow$ Purchase Decision	0.119	Small-Medium Effect
Practicality $\rightarrow$ Purchase Decision	0.055	Small Effect
Product Information $\rightarrow$ Purchase Decision	0.057	Small Effect

Source: Processed SmartPLS data (2025)

Table 13 demonstrates indicating that the Ease of Use variable has the highest  $f^2$  value (0.119), falling within the small to medium effect category. This indicates that Ease of Use provides a fairly meaningful contribution in explaining the Purchase Decision variable. The Practicality ( $f^2 = 0.055$ ) and Product Information ( $f^2 = 0.057$ ) variables have small effects on Purchase Decision but still provide relevant contributions to the research model.

#### Hypothesis Testing

Hypothesis testing was conducted using the *bootstrapping* procedure with criteria of t-statistic  $> 1.96$  or p-value  $< 0.05$  at a 5% significance level.

Table 14. Hypothesis Testing Results

Hypothesis	Relationship	Path Coefficient	T-Statistics	P-Value	Decision
H1	Ease of Use $\rightarrow$ Purchase Decision	0.370	3.069	0.002	Accepted
H2	Practicality $\rightarrow$ Purchase Decision	0.312	2.073	0.038	Accepted
H3	Product Information $\rightarrow$ Purchase Decision	0.259	1.873	0.061	Rejected

Source: Processed SmartPLS data (2025)

Referring to Table 14, the following is a description of the hypothesis testing outcomes:

H1: Ease of Use exerts a positive and significant effect on Purchase Decision.

The results show that the Ease of Use variable has a positive and significant effect on Purchase Decision, with a path coefficient of 0.370 and a t-statistic of 3.069 ( $> 1.96$ ), and p-value of 0.002 ( $< 0.05$ ). Thus, the first hypothesis (H1) is accepted. This finding indicates that the easier the Shopee application is to use, the higher the likelihood of Generation Z consumers making purchase decisions.

H2: Practicality exerts a positive and significant effect on Purchase Decision.

The Practicality variable is shown to have a positive and significant effect on Purchase Decision, with a path coefficient of 0.312 and a t-statistic of 2.073 ( $> 1.96$ ), and p-value of 0.038 ( $< 0.05$ ). Thus, the second hypothesis (H2) is supported, indicating that the practicality of features and transaction processes on the Shopee application increases Generation Z consumers' tendency to make purchases.

H3: Product Information exerts a positive effect on Purchase Decision, but this influence is not statistically significant.

The Product Information variable has a positive effect on Purchase Decision, with a path coefficient of 0.259; however, this effect is not statistically significant, as indicated by a t-statistic of 1.873 ( $< 1.96$ ) and p-value of 0.061 ( $> 0.05$ ). Thus, the third hypothesis (H3) is rejected. Although Product Information provides a positive contribution, its influence is not strong enough to be considered significant at the 95% confidence level.

## Discussion

This study found a number of important conclusions about the variables influencing Generation Z consumers' decisions to buy on the Shopee app in Makassar City based on the data analysis results. The results of the hypothesis testing are explained in detail in the discussion that follows and relates them to existing theories and prior research.

### 1. The Effect of Convenience on Purchasing Decisions

With a path coefficient of 0.370, a t-statistic of 3.069 ( $> 1.96$ ), and a p-value of 0.002 ( $< 0.05$ ), the results of testing the first hypothesis (H1) show that convenience has a favourable and significant impact on Generation Z consumers' purchasing decisions on the Shopee application in Makassar City. This research suggests that Generation Z consumers are more likely to make purchases when the Shopee application is user-friendly.

The results of this study corroborate Davis's (1989) Technology Acceptance Model (TAM), which holds that consumers' acceptance and use of technology are significantly influenced by perceived ease of use. In the context of e-commerce, ease of use covers various aspects such as intuitive navigation, simple transaction processes, ease of finding product information, and a user-friendly interface.

Generation Z, as a generation that grew up with digital technology, has high expectations for the ease of use of applications. They tend to avoid platforms that are complicated or take a long time to learn. The Shopee application, which provides simple navigation features, a fast checkout process, and various payment methods, is able to meet Generation Z's expectations for ease of access and use.

Mongol et al. (2023) revealed that purchase intention on mobile shopping applications is significantly impacted by perceived ease of use, which supports our findings. Additionally, Lengkong et al. (2021) verified that Shopee purchase decisions are significantly influenced by simplicity of use. According to Ayudhitama et al. (n.d.), user happiness and mobile application usability are favourably connected, which ultimately drives purchasing decisions.

From the descriptive analysis results, the ease indicators with the highest average values were X1.2 (Easy to use) and X1.3 (Easy to find information) each with a mean score of 4.08. This demonstrates that respondents thought the Shopee application was generally easy to use. Furthermore, on indication X1.1 (0.951), the ease variable also had the highest outer loading value, which shows that the 'easy to learn' aspect is the most dominant component in forming the ease construct.

The effect size ( $f^2$ ) value for ease of 0.119 indicates that this variable has an effect that ranges from small to moderate on purchasing decisions. Nevertheless, ease of use remains the variable with the most dominant influence as seen by the greatest path coefficient value (0.370) when compared to other variables in this study.

The practical implication of this finding is that Shopee's management needs to continue to maintain and enhance the application's usability. This can be done by simplifying the registration and login process, optimising the application loading speed, providing accurate and responsive search features, and ensuring that each feature can be accessed with a minimum number of clicks. In addition, the development of new features must continue to consider the principles of user-centred design so as not to add complexity that could reduce the application's simplicity of usage.

### 2. Practical Influence on Purchasing Decisions

With a path coefficient of 0.312, a t-statistic value of 2.073 ( $> 1.96$ ), and a p-value of 0.038 ( $< 0.05$ ), the results of testing the second hypothesis (H2) demonstrate that practicality has a favourable and significant impact on the purchasing decisions of Generation Z consumers on the Shopee application in Makassar City. This finding confirms that the practicality of the Shopee application increases Generation Z consumers' tendency to make purchases.

Practicality in the context of this study includes four main dimensions: a simple and attractive interface, completeness of information, ease of returns or refunds, and ease of finding desired products. These four dimensions reflect the efficiency and convenience experienced by users when using The Shopee app for e-commerce.

One of the characteristics of Generation Z is that values time efficiency and desires practical solutions in various activities, including shopping. They tend to choose platforms that can provide an efficient shopping experience, do not waste time, and provide convenience in every stage of the purchasing process. The Shopee app, which provides practical features such as comprehensive search filters, well-organised product categories, a variety of payment systems, and a transparent refund process, is capable of satisfying Generation Z's practical needs.

The study's findings are consistent with those of Siregar et al. (2023), who found that consumers' interest in making purchases on e-commerce platforms is positively impacted by practicality and accessibility. Nugroho et al. (2025) also confirmed that the practicality factor of marketplace applications contributes significantly to user loyalty in Indonesia. Nafisca et al. (2025) added that the practicality and efficiency of e-commerce applications have a significant impact on improving Generation Z customers' buying experiences.

From the descriptive analysis results, the practical indicator with the highest average value was X2.2 (Completeness of information) with a mean value of 4.08, followed by X2.1 (Simple and attractive interface display) with a mean value of 4.04. This shows that respondents positively assessed the completeness of information and interface display of the Shopee application. Meanwhile, indicator X2.3 (Ease of returns or refunds) had the lowest average value (3.73), suggesting that this area still needs to be improved.

The effect size ( $f^2$ ) value for the practical variable was 0.055, indicating that this variable has a small effect on purchasing decisions. Although its influence is smaller than ease of use, practicality still makes a relevant and significant contribution to the research model. This shows that Generation Z consumers not only consider ease of use, but also practical aspects that include time efficiency and convenience throughout the shopping process.

The practical implication of this finding is that Shopee needs to continue to improve the practicality of its application, particularly in terms of the return or refund process, which still receives a relatively low score. Improvements can be made by simplifying the refund application procedure, speeding up the refund process, and increasing the transparency of the product return status. In addition, Shopee also needs to maintain an attractive interface and ensure the completeness of product information, categories, and other features that make it easy for consumers to find the products they want quickly and efficiently.

### 3. The Effect of Product Information on Purchasing Decisions

With a path coefficient of 0.259, a t-statistic value of 1.873 ( $< 1.96$ ), and a p-value of 0.061 ( $> 0.05$ ), the results of testing the third hypothesis (H3) demonstrate that product information has a favourable but negligible impact on Generation Z consumers' purchasing decisions on the Shopee application in Makassar City. This finding indicates that although product information contributes positively to purchasing decisions, its effect is not strong enough to be considered significant at a 95% confidence level.

This insignificant result is quite interesting considering that, theoretically, product information should play an important role in reducing consumer uncertainty when shopping online. Sutabri (2012) states that complete, accurate, and easy-to-understand product information serves as a substitute for physical inspection of products in online transactions. However, the study's conclusions demonstrate that formal product information supplied by vendors is not a significant deciding element for Generation Z customers in Makassar City.

This discovery can be explained in a number of ways. First, rather than formal product descriptions from merchants, Generation Z consumers are more likely to rely on social proof,

such as user reviews, product ratings, and customer testimonials. It is well known that Generation Z is dubious of marketing claims and believes what other consumers who have bought the goods have to say. This is consistent with the traits of Generation Z, who were raised in the digital era and are accustomed to various forms of user-generated content.

Second, in the context of the Shopee app, which offers millions of products in various categories, Generation Z consumers may prioritise ease and practicality in the search and transaction process over reading detailed product information. They tend to make impulsive purchases or base their decisions on algorithm recommendations, promotions, and discounts offered, so detailed product information is not always a primary consideration.

Thirdly, many products sold on Shopee are familiar or commonly known to consumers, so they do not feel the need to read product information in detail. Generation Z consumers who already have prior knowledge or experience with certain products tend to make purchases immediately without spending time studying the product descriptions provided.

From the descriptive analysis results, the product information indicator with the highest average value is X3.1 (Completeness of product information) Indicator X3.4 (Trust in product information) has the lowest average score (3.72), with a mean value of 3.98. This suggests that even though respondents consider the product information on Shopee to be quite complete, the level of trust in this information still needs to be improved. The low level of trust in product information may explain why the product information variable does not have a significant effect on purchasing decisions.

The product information variable has a very minor impact on purchasing decisions, as indicated by its effect size ( $f^2$ ) value of 0.057. This demonstrates that product knowledge is not a major determinant of purchasing decisions among Makassar City's Generation Z consumers compared to the ease and practicality of the application.

These findings differ from the results of Servanda et al. (2019), they discovered that e-commerce purchase decisions are significantly positively impacted by the quality of product information. This difference in results may be due to differences in sample characteristics, research context, or the e-commerce platform studied. Different findings are also found in the study by Intanny et al. (2018), which indicates that e-commerce customers' purchasing decisions are significantly impacted by the quality of the information.

Although product information does not have a significant impact, this does not mean that Shopee management can ignore this aspect. Complete, accurate, and reliable product information remains a crucial element in fostering customer confidence and lowering the possibility of post-purchase discontent. This finding's practical relevance is that Shopee must incorporate social proof components like user reviews and product ratings with official product information, photos and videos from buyers, and testimonials that can increase consumer confidence in the information presented.

Shopee can also improve its product information quality verification features, for example by providing badges or special labels for sellers who provide complete and accurate product information, or by using artificial intelligence technology to verify the consistency between product descriptions and the photos displayed. In addition, improving the moderation of product reviews and ratings is also important to ensure that the social proof available is authentic and trustworthy for consumers.

## CONCLUSIONS

The purpose of this study is to examine how Generation Z customers' purchasing decisions on the Shopee app in Makassar City are influenced by product knowledge, usability, and practicality. Using the Structural Equation Modelling Partial Least Square (SEM-PLS) approach with 100 respondents, the data analysis results, several important findings were obtained. First, a path coefficient of 0.370 ( $t$ -statistic = 3.069;  $p$ -value = 0.002) indicates that Generation Z

consumers' purchase decisions are positively and significantly impacted by the Shopee application's ease of use. This indicates that Generation Z consumers are more likely to make purchases when the Shopee application is easy to use, from straightforward navigation and information retrieval to straightforward transaction procedures. This result is in line with the Technology adoption Model (TAM), which contends that the adoption and utilisation of information systems are influenced by how simple people believe technology to be.

Secondly, With a path coefficient of 0.312 (t-statistic = 2.073; p-value = 0.038), the Shopee application's usefulness has also been shown to have a favourable and substantial impact on purchase decisions. Practicality, which encompasses a simple interface display, completeness of information, ease in the return or refund process, and ease in finding desired products, becomes an important consideration for Generation Z, who value time efficiency and comfort in online shopping. This result confirms that practical features in e-commerce applications become added value that can enhance user experience and encourage purchase decisions.

Thirdly, although product information shows a positive influence on purchase decisions with a path coefficient of 0.259, the influence is not statistically significant (t-statistic = 1.873; p-value = 0.061). This finding indicates that although the completeness, accuracy, and ease of understanding product information contribute to the decision-making process, this factor does not become the main determinant for Generation Z consumers in Makassar City. This can be caused by several possibilities, amongst which are that Generation Z consumers rely more on reviews or testimonials from other users (social proof) than formal product descriptions, or they prioritise aspects of ease of use and practicality in the shopping experience over product information details.

Overall, this research model has strong predictive capability with an R-Square value of 0.831, which means 83.1% of the variation in Generation Z consumer purchase decisions on the Shopee application can be explained by the ease of use, practicality, and product information variables, while variables outside the research model have an impact on the remaining 16.9%. The ease of use variable has the most dominant influence compared to other variables, as demonstrated by the highest path coefficient value and effect size ( $f^2 = 0.119$ ), which is in the small to medium category. The study's findings have applications for Shopee management to continue improving the quality of the application interface, simplifying transaction processes, and ensuring that the provided features can be used easily and practically by Generation Z consumers. Furthermore, although product information is not proven to be significant, the platform still needs to maintain standards of complete and accurate product information as part of comprehensive service to consumers.

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