



E-Commerce in the City: Investigating the Motives, Attitudes and Online Shopping Intentions of Indonesia's Young Urban Shoppers

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ABSTRACT

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This study aims to investigate the motives, attitudes and online shopping intentions among Indonesia's young urban shoppers. Using a quantitative approach with the PLS-SEM method, data were collected from 342 respondents aged 15-24 years who lived in urban locations with developing infrastructure and technology and had access to education in college and social media. Data collection lasted for six months, from September 2024 to February 2025, using an online survey. The results of the study show that simplicity motive is proven to have a major role in positively influencing attitudes towards online shopping, thus having implications for online shopping intention. The results of the study also revealed that hedonic motive has been proven to have a positive effect on attitude towards online shopping. Furthermore, attitude towards online shopping has been proven to have a positive effect on online shopping intention. These findings highlight the importance of emotional elements and ease in shaping the online shopping attitudes and intentions of young urban consumers. This research makes a practical contribution to the development of more effective digital marketing strategies in the ever-evolving era of E-commerce

INTRODUCTION

The development of digital technology has transformed the global trade landscape. One manifestation of this change in the global trade landscape is the emergence of e-commerce. E-commerce has unique features that have gained popularity among organizations across various industries (Gunawan et al., 2023). E-commerce helps organizations provide easy and fast access to various customer segments and foster a global presence. The term e-commerce refers to the process of buying or selling products and services using the internet (Albashrawi, 2021). E-commerce, with its various essential features in the internet era, is quickly becoming a profitable way to manage businesses in most parts of the world (Usman & Kumar, 2021). Furthermore, worldwide, e-commerce has become one of the most common practices for consumers in countries with developed marketing infrastructure (Traymbak et al., 2022).

E-commerce growth in Indonesia is very rapid. By 2024, the Indonesian e-commerce business is estimated to reach 65 billion US dollars, or approximately Rp. 1,026.1 trillion. This growth is driven by the live shopping trend. This trend is usually carried out by sellers by holding live streaming on marketplace platforms or social media to sell their wares. This makes e-commerce the largest contributor to the digital economy in Indonesia in 2024 (Riyanto & Pertiwi, 2024). Furthermore, based on data compiled by Databoks 2024, Shopee is the most visited marketplace platform in Indonesia, followed by Tokopedia, Lazada, and Blibli (Databoks, 2024).

E-commerce, or electronic commerce, has become not only an alternative but also a new lifestyle, especially among Indonesia's young urbanites. Supported by widespread internet penetration in Indonesia (Rimadias et al., 2021), widespread smartphone use, and the presence of various online shopping platforms, young consumers in major cities are now increasingly familiar with fast, easy, and flexible digital transactions (Wibowo & Rimadias, 2022).

Indonesia's Young Urban is a group that is highly adaptive to technology (Haque et al., 2023). Indonesia's Young Urban refers to individuals living in urban areas characterized by being between 15 and 24 years old (Nations., 2024), living in urban locations with high population density, developing infrastructure and technology, a dynamic, fast-paced lifestyle, and being more open to globalization and having better access to education, media, and social networks. Their dynamic lifestyles, need for efficiency, and expectations for shopping convenience drive them to make e-commerce their primary choice for fulfilling both consumer and lifestyle needs (Dewi et al., 2024). However, a deeper understanding of their motivations, their attitudes toward online shopping, and their intention to continue using e-commerce remains a crucial area of exploration in consumer behaviour studies.

Globalization has driven consumer attention, leading to increased online shopping (Karpagam & Rajakrishnan, 2022). Consumers typically go shopping when they feel a need for a product, which is not limited to just purchasing a product; there are various reasons why consumers go shopping (Traymbak et al., 2022). These various reasons for shopping are referred to as shopping

motivations (Luthfi Haiban & Rimadiaz, 2023). Shopping motivation influences online shopping intention, which can be either hedonic or simplicity (Ingham et al., 2020). Online shopping intention is also influenced by consumer attitudes, which have emerged as a significant factor (Ingham et al., 2020). Ultimately, marketers are investing more time and resources into understanding what motivates shoppers to purchase products online (Karpagam & Rajakrishnan, 2022).

This study aims to investigate the motives, attitudes, and online shopping intentions of young urban consumers in Indonesia. This study adopts a conceptual model constructed by (Ingham et al., 2020). By understanding the factors underlying their online shopping decisions, this research is expected to contribute to the development of more effective digital marketing strategies and enrich the academic literature on consumer behaviour in the digital era.

LITERATURE REVIEW

The Influence of Hedonic Motive and Simplicity Motive on Attitude Towards Online Shopping

Hedonic motive is a condition in which individuals believe in happiness, pleasure, emotion, and ecstasy when shopping for products or services (Traymbak et al., 2022). Hedonic motives focus on the joy and entertainment during shopping, which involves affective or emotional aspects (Turhan, 2022). Hedonic motivation is also an important determinant of online shopping to meet psychological and emotional needs (Haque et al., 2023). The experience-based enjoyment obtained from consuming a product or service and the entire consumer purchasing process is referred to as a hedonic motive (Tunsakul, 2020).

“Simplicity is the ultimate sophistication,” according to a famous quote from Leonardo da Vinci (Aghion et al., 2024). The simplicity motive refers to a user's perception of how easy or difficult it is to perform a particular action (such as shopping at a favourite online store) compared to another action (such as shopping from another retail platform) (Tunsakul, 2020). Simplicity motive, in the context of online shopping, refers to consumers' drive or motivation to shop because the process is easy, practical, and uncomplicated (Gedmontaitė, 2024). This reflects consumers' desire to avoid hassles or complications when shopping, so they tend to choose online platforms or stores that offer intuitive interfaces, fast purchasing processes, and a smooth user experience.

A deeper understanding of consumers' online shopping behaviour is achieved by understanding their attitudes toward online shopping, and it is crucial for companies to design strategies to increase online revenue (Makhitha et al., 2021). Hedonic motives play a significant role in influencing online shopping behaviour. Attitude towards online shopping, Internet-enabled (He & Jin, 2024). The simplicity motive is also significantly influencing attitude towards online shopping (Tunsakul, 2020).

Previous research (He & Jin, 2024), (Tunsakul, 2020), revealed that hedonic motive and simplicity motive influence positive attitude towards online shopping. Therefore, the research hypothesis that can be proposed is as follows:

- H1: Hedonic motive has a positive influence on attitude towards online shopping.
- H2: Simplicity motive has a positive effect on attitude towards online shopping.

The Influence of Attitude towards Online Shopping on Online Shopping Intention

Attitude toward online shopping is a consumer's attitude or perspective toward online shopping activities, reflecting the extent to which someone has a positive or negative assessment of online shopping (Tran & Nguyen, 2022). Attitude toward online shopping is a key predictor of online purchasing decisions (Hebbar et al., 2020). In an online shopping environment, consumers benefit from increased convenience; however, they cannot directly touch or feel the physical products they purchase online (Dharmesti et al., 2019).

Attitude significantly influences consumer purchasing decisions, being a person's relatively stable tendencies, feelings, and evaluations of an object (Dharmesti et al., 2019). A study conducted by (Patel et al., 2023) revealed strong evidence for a direct relationship between attitude toward online shopping and online shopping intention. Furthermore, previous studies on online shopping behaviour revealed a positive influence between attitude toward online shopping and online shopping intention (Dharmesti et al., 2019). So, the research hypothesis that can be put forward is as follows:

- H3: Attitude towards online shopping has a positive influence on online shopping intention.

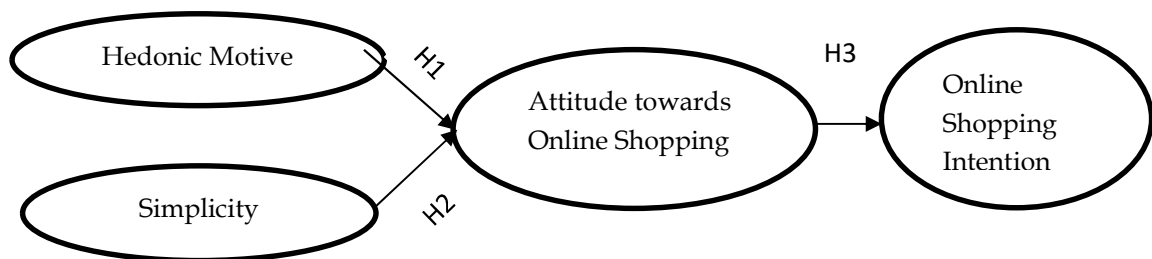


Figure 1. The Conceptual Model

METHODOLOGY

Data Collection and Samples

Data collection is collected from respondents who are Indonesia's Young Urban, with characteristics that respondents were aged between 15 and 24, lived in urban areas with developed infrastructure and technology, and had access to higher education and social media. These criteria were the basic requirements for completing the survey. Data collection took place over six months (September 2024 - February 2025). A total of 342 valid respondents were obtained in this study. A Likert scale ranging from 1 to 6 was used in the questionnaire in accordance with the formulated hypotheses. The research questionnaire adopted variables and an indicator instrument. In previous research (Ingham et al., 2020), these include hedonic motive, simplicity motive, attitude towards online shopping, and online shopping intention.

All respondents are Indonesia's Young Urban with 342 respondents. The sample consisted of 82.5% women and 17.5% men. The majority of respondents resided in large cities, such as Jakarta (56%), with the remaining 44% spread across other cities, such as Bekasi, Depok, Tangerang, Bogor, Bandung, Surabaya, Semarang, Yogyakarta, Makassar, Denpasar, Palembang, and Manado. All respondents live in urban locations with developed infrastructure and technology, and have access to higher education and social media.

Analysis Data

There are two phases carried out in data analysis, namely the measurement model and the structural model using Partial Least Squares (PLS-SEM). Hair (2022) explains that PLS-SEM can be applied due to its low sensitivity to data normality issues; its appropriate indices for goodness-of-fit testing; its strong predictive capacity; and its exploratory nature as a model, complementing measures for testing the robustness of the results (Salinero et al., 2022).

A measurement model explains the relationship between latent constructs (latent variables) and manifest indicators (Hair et al., 2019). An indicator's convergent validity can be assessed by examining its outer loading. Convergent validity is evaluated using an indicator's outer loading, which should ideally be above 0.70 to determine how strongly the indicators of a construct in the research model correlate with each other and accurately represent the latent variable being measured. Ghazali (2014) suggests that an external loading value of up to 0.60 is acceptable (Haenlein & Kaplan, 2004).

Discriminant validity can be assessed by comparing the square root of the average variance extracted (AVE) value for each construct with the correlation value between constructs in the model. If the AVE value is higher than the correlation with other constructs, then the discriminant validity is considered good. Cross-loading was also conducted to test the discriminant validity in the measurement model. Therefore, AVE should exceed 0.50 as recommended by (Haenlein & Kaplan, 2004). Meanwhile, according to the Heterotrait-Monotrait (HTMT) approach, discriminant validity is considered achieved if all the values of HTMT are below the threshold of 0.85 (Henseler et al., 2016). The reliability of the construct or Construct Reliability (CR) is generally evaluated based on a composite reliability value, with a minimum threshold of 0.70 to be considered adequate. The CR value reflects the extent to which the indicator variables consistently measure the same latent construct. Although not an absolute benchmark, a CR value of 0.70 is often used as an acceptable limit (Haenlein & Kaplan, 2004).

The structural model is assessed after the external model evaluation is completed. At this stage, several analyses are conducted, including the R-squared or coefficient of determination, which is used to measure the extent to which endogenous constructs are influenced by exogenous constructs. The R-Square value ranges from 0 to 1, with 0.75 indicating a strong model, 0.50 indicating a moderate model, and 0.25 indicating a weak model (Dante M. Pirouz, 2006). In addition, the test statistics were also carried out in a structural model to assess the validity of the proposed hypothesis. This model describes

the causal relationship between exogenous and endogenous variables. Hypothesis testing is based on the significance value (p-value); if the p-value is less than 0.05, then the hypothesis is considered significant and supported by the data. Conversely, a p-value above 0.05 indicates that the hypothesis is insignificant and does not receive support. Meanwhile, original sample value (O) indicates the direction of the relationship, either positive or negative, between endogenous and exogenous constructs (Haenlein & Kaplan, 2004).

RESULT

Measurement Model

The convergent validity of an indicator can be analyzed through the value of outer loading, with an ideal standard above 0.70. This value indicates the extent to which the indicators in a construct are highly correlated with each other, thus accurately representing the measured latent variable. Based on the analysis results (Table 1), all indicators in each variable have met the threshold outer loading of 0.70. Indicators with values below 0.70 have been removed from the model. In addition, convergent validity is also evaluated by comparing the square root of Average Variance Extracted (AVE) of each construct against the correlation between constructs. A minimum AVE value of 0.50 is required to indicate that the construct explains more than 50% of the variance in its indicators. In testing, all constructs had AVE values above 0.50 (Table 1), indicating good convergent validity.

Construct reliability reflects internal consistency between indicators in measuring the same construct. Reliability evaluation usually uses the composite reliability (CR) value, with a value above 0.70 considered feasible. The test results show that all variables have CR values above this threshold (Table 1). In addition, Cronbach’s Alpha (α), which is a classic indicator for measuring internal consistency, also showed satisfactory results with all values above 0.70. Further reliability assessment used the value Rho-A, which ideally should also be ≥ 0.70 . The test results show that all constructs meet this criterion (Table 1), which means the model's reliability level is adequate.

Tabel 1. Reliability and Convergent Validity of Reflective Constructs

Constructs	Items	Outer Loadings	Cronbach’s Alpha (α)	Rho-A	Composite Reliability	AVE
Hedonic Motive (HM)	I feel happy when shopping at online shops (HM1).	0,931	0,889	0,903	0,931	0,819
	When I shop from my favorite online store, I feel Happy (HM2).	0,856				
	When shopping from my favorite online store, I feel very entertained (HM3). (Ingham et al.,	0,926				

Constructs	Items	Outer Loadings	Cronbach's Alpha (α)	Rho-A	Composite Reliability	AVE
Simplicity Motive (SM)	2020) I find it easy to shop for what I want from my favorite online stores (SM1)	0,784	0,793	0,807	0,879	0,708
	My favorite online store offers clear and understandable offers (SM2)	0,905				
	Overall, my favorite online store is easy to use (SM3) (Ingham et al., 2020)	0,832				
Attitude towards Online Shopping (ATOS)	I feel that shopping from my favorite online stores is wise (ATOS1)	0,842	0,879	0,882	0,916	0,733
	I find shopping at online shops enjoyable (ATOS2)	0,868				
	I feel that shopping from my favorite online stores makes sense (ATOS3)	0,858				
	I feel that shopping at online shops provides many benefits (ATOS4) (Ingham et al., 2020)	0,856				
Online Shopping Intention (OSI)	I will continue shopping at my favorite online stores whenever possible (PWD1)	0,857	0,792	0,798	0,877	0,705
	I am willing to shop at my favorite online shop in the near future (OSI2)	0,820				
	I will continue shopping at my	0,841				

Constructs	Items	Outer Loadings	Cronbach's Alpha (α)	Rho-A	Composite Reliability	AVE
	favorite online store (OSI2) (Ingham et al., 2020)					

Source: Data Processed (2025)

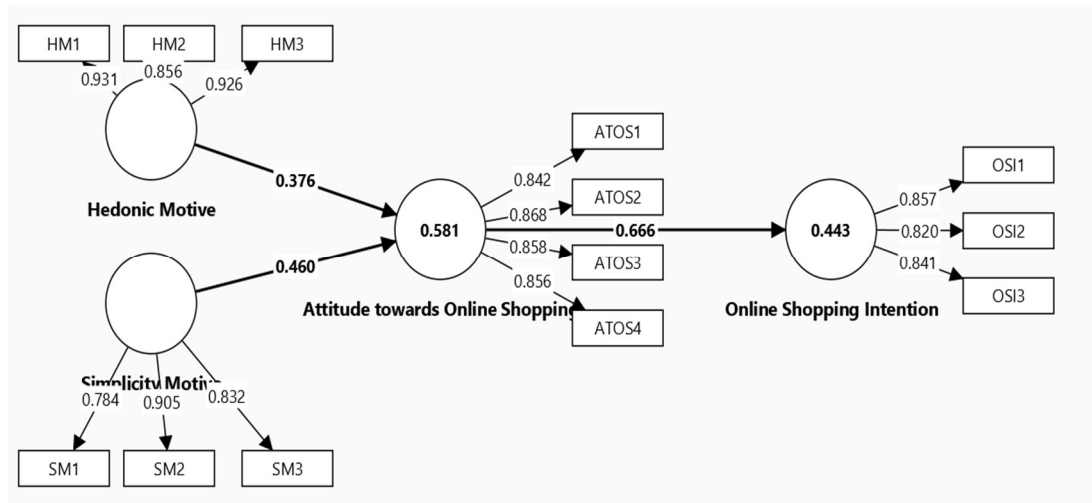


Figure 2. Path Model

Discriminant validity refers to the extent to which a construct can be empirically distinguished from other constructs in the model. In other words, indicators belonging to one construct should not show a high correlation with other constructs. In testing using the Fornell-Larcker Criterion, the Average Variance Extracted (AVE) of a construct must be higher than its correlation with other constructs.

Tabel 2. Fornell-Larcker Criterion

	Attitude towards Online Shopping	Hedonic Motive	Online Shopping Intention	Simplicity Motive
Attitude towards Online Shopping	0,856			
Hedonic Motive	0,679	0,905		
Online Shopping Intention	0,666	0,568	0,839	
Simplicity Motive	0,708	0,658	0,481	0,842

Source: Data Processed (2025)

Meanwhile, in the Cross Loadings analysis, each item is expected to have the highest loading value on the intended construct, as well as lower loading values on other constructs.

Tabel 3. Cross Loadings

	Attitude towards Online Shopping	Hedonic Motive	Online Shopping Intention	Simplicity Motive
ATOS1	0,842	0,521	0,556	0,588
ATOS2	0,868	0,697	0,584	0,688
ATOS3	0,858	0,522	0,554	0,604
ATOS4	0,856	0,568	0,586	0,533
HM1	0,639	0,931	0,522	0,631
HM2	0,529	0,856	0,460	0,509
HM3	0,663	0,926	0,553	0,635
OSI1	0,585	0,471	0,857	0,415
OSI2	0,601	0,516	0,820	0,493
OSI3	0,473	0,434	0,841	0,277
SM1	0,549	0,562	0,388	0,784
SM2	0,668	0,579	0,424	0,905
SM3	0,562	0,522	0,403	0,832

Source: Data Processed (2025)

Finally, in the Heterotrait-Monotrait Ratio (HTMT) analysis, which measures the correlation ratio between constructs, the HTMT value should be below 0.90 (or below 0.85 for more stringent standards). If these values are met, it can be concluded that discriminant validity has been achieved, meaning that each construct in the model truly represents a theoretically distinct concept.

Tabel 4. HTMT (Heterotrait-Monotrait Ratio)

	Heterotrait-monotrait Ratio (HTMT)
Hedonic Motive <-> Attitude towards Online Shopping	0,758
Online Shopping Intention <-> Attitude towards Online Shopping	0,789
Online Shopping Intention <-> Hedonic Motive	0,669
Simplicity Motive <-> Attitude towards Online Shopping	0,841
Simplicity Motive <-> Hedonic Motive	0,780
Simplicity Motive <-> Online Shopping Intention	0,594

Source: Data Processed (2025)

Structural Model

Analysis of the R-Squared value for each endogenous latent variable was carried out as an initial step to evaluate the predictive ability of the structural model in the PLS approach.

Tabel 5. R-Square Adjusted Value

Variable	R-Square adjusted Value
Attitude towards Online Shopping	0,578
Online Shopping Intention	0,442

Source: Data Processed (2025)

Referring to Table 5, it is known that 57.80% of the variance of attitude towards online shopping can be explained by the influence of hedonic motive and simplicity motive, while the remaining 42.20% is due to other variables that have not been included in the model. In addition, 44.20% of online shopping intention variance was influenced by attitude towards online shopping, while the other 57.80% came from other factors that have not been identified in this study. Thus, further studies are needed to explore additional variables that have the potential to affect attitudes towards online shopping and online shopping intentions.

Hypothesis Testing

Hypothesis testing in this study was carried out through path analysis. In the context of PLS-SEM (Partial Least Squares-Structural Equation Modelling), path analysis is used to assess the causal relationships between latent constructs in structural models, and is a major part of the inner model analysis. The evaluation of the relationship between latent constructs involves several important components, one of which is the p-value obtained through the bootstrapping technique to determine statistical significance. A relationship is considered significant if the p-value is less than 0.05. In addition, the Original Sample value is an initial estimate of the path coefficient calculated directly from the original data. This value reflects the magnitude of the influence of one construct on another construct based on the sample data used.

Tabel 6. Path Analysis

	Original sample (β)	P values	Remarks
Attitude towards Online Shopping -> Online Shopping Intention	0,666	0,000	Supported
Hedonic Motive -> Attitude towards Online Shopping	0,376	0,000	Supported
Simplicity Motive -> Attitude towards Online Shopping	0,460	0,000	Supported

Source: Data processed (2025)

DISCUSSION

H1: Hedonic Motive -> Attitude towards Online Shopping

Hedonistic motives have been shown to have a positive influence on attitudes towards online shopping among Indonesia's Young Urban, as shown by a p-value of 0.000, which is smaller than the significance threshold of 0.05. The original sample value of 0.376 indicates a positive causal relationship between the

hedonic motive variable (as an exogenous variable) and the attitude towards online shopping (as an endogenous variable).

The findings suggest that the higher the hedonistic impulse—such as feeling happy, entertained, or excited when shopping at your favorite online store—the more positive an individual's attitude toward online shopping activities becomes. These results are in line with previous research by (Traymbak et al., 2022) and (He & Jin, 2024), which confirms that positive emotional experiences such as happiness, pleasure, and ecstasy when buying products or services online have an important role in shaping positive attitudes towards internet-based online shopping.

Factual support for these findings can also be seen from a survey conducted by Jakpat in the second half of 2024, which involved 2,474 respondents from various generations: Generation Z (37%), Millennials (41%), and Generation X (22%). The survey results showed that 91% of respondents made online transactions during the period. As many as 9 out of 10 respondents admitted to shopping through e-commerce platforms, and 16% of them used quick-commerce services. In addition, the aspect of fun and entertainment that consumers feel through features such as live shopping is also the main attraction that strengthens the online shopping experience (Purnama, 2025).

H2: Simplicity Motive -> Attitude towards Online Shopping

Simplicity motive has been shown to have a positive influence on attitudes towards online shopping among Indonesia's Young Urban, as shown by a p-value of 0.000, which is smaller than the significance limit of 0.05. The original sample value of 0.460 shows a strong and positive causal relationship between the simplicity motive as an exogenous variable and attitude towards online shopping as an endogenous variable. In addition, the simplicity motive is the dominant variable that is most influential in shaping attitudes towards online shopping.

This means that the higher the motivation of consumers to shop for reasons of convenience, practicality, and an uncomplicated process, the more positive their attitude towards online shopping activities will be. These findings are in line with the results of previous research that shows that the perception of an easy and uncomplicated shopping process influences consumer attitudes towards online shopping (Gedmontaitė, 2024); (Tunsakul, 2020).

Simplicity motive is reflected in the ease of access to your favorite online stores, the presentation of clear and easy-to-understand offers, and the overall appearance and function of a user-friendly online store. All of these aspects contribute to shaping consumers' positive attitudes towards online shopping. In addition, the presence of an increasingly popular live shopping feature also strengthens the perception of convenience, as it allows for direct interaction between sellers and buyers in a practical and engaging manner (Syamsury & Klarifikasi, 2025).

H3: Attitude towards Online Shopping -> Online Shopping Intention

Attitude towards online shopping has been shown to have a positive influence on online shopping intention among Indonesia's Young Urban, as shown by a p-value of 0.000, which is smaller than the significance limit of 0.05. The original sample value of 0.666 showed a strong and positive causal

relationship between attitude as an exogenous variable and intention as an endogenous variable.

These findings indicate that the more positive an individual's attitude towards online shopping, for example, when they consider shopping at their favorite online store to be a wise, sensible, and beneficial choice, the greater their intention to make online transactions. In other words, a favorable attitude towards online shopping activities is an important factor in encouraging consumer intent to shop on e-commerce platforms.

These results are consistent with previous research by (GoodStats, 2024), which confirms that an individual's perception of online shopping, whether profitable or not, significantly influences their behavioral intentions. Data from the We Are Social 2024 report also supports these findings, stating that globally, 56.1% of internet users do online shopping every week. In Indonesia, the percentage is higher, at 59.3%, placing Indonesia as the 9th country with the highest weekly online shopping frequency in the world, on par with India.

Managerial Implications

The findings of the study explain that the simplicity motive is the dominant variable that is the most influential in shaping attitudes towards online shopping, thus having implications for online shopping intention among Indonesia's Young Urban. From the findings of this study, e-commerce platforms need to prioritize a simple user interface, intuitive navigation, and an efficient payment system, because the simplicity motive is proven to greatly influence attitudes towards online shopping. Furthermore, because young urban consumers are highly dependent on smartphones, optimizing mobile applications with access speed, personalizing offers, and real-time promotions are important steps to take.

The characteristics of the respondents in this study are Indonesia's Young Urban, who have access to education in higher education and social media, so marketers need to adjust strategies based on the characteristics of Indonesia's Young Urban, who are highly adaptive to technology and seek convenience in the digital consumption process.

The findings of the study also explain that hedonic motive is also proven to have an effect on attitude towards online shopping, thus having implications for online shopping intention among Indonesia's Young Urban. From these findings, marketers need to present elements of entertainment and fun in e-commerce platforms, such as live shopping features, interactive experiences, and attractive visual content, to increase users' hedonic motivation.

CONCLUSION AND RECOMMENDATION

This study confirms that the simplicity motive is the dominant variable that is the most influential in shaping attitude towards online shopping, so that it has implications for online shopping intention among Indonesia's Young Urban. Furthermore, hedonic motive also contributes positively to forming attitudes towards online shopping and has implications for online shopping intentions. Furthermore, attitude towards online shopping has been proven to have a positive effect on encouraging online shopping intention in young urban Indonesian consumers. The conceptual model adopted from Ingham et al. (2020) is valid and relevant to be applied in the Indonesian context. The findings of this

study highlight the importance of emotional elements and convenience in shaping the online shopping attitudes and intentions of urban young consumers. This research makes a practical contribution to the development of more effective digital marketing strategies in the ever-evolving era of e-commerce.

FURTHER STUDY

The research only uses a quantitative approach, so it has not explored in depth the subjective perception of consumers. Furthermore, respondents were limited to 15–24 years of age and only those living in urban areas, so they were not yet representative of the young population as a whole. The study also did not consider other factors such as trust, perceived risk, or influencer marketing that may also affect online shopping intentions.

Future Research Direction

Future research can use FGDs or in-depth interviews to further explore the experiences and perceptions of Indonesia's Young Urban in the discussion of online shopping intentions. Follow-up research can also consider other factors such as trust, perceived risk, or influencer marketing that may also influence online shopping intentions. Further research can also compare online shopping behavior between big cities and small towns or between generations (Gen Z vs Millennials).

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