



# Impact of marketing strategy and tam on buyer attitudes on online platforms: A study on gen z marketplace users

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## Article Info

### Article history:

Received Aug 10, 2025

Revised Sep 10, 2025

Accepted Sep 18, 2025

### Keywords:

Consumptive Behavior;  
Marketing Strategies;  
Purchase Decisions;  
Technology Acceptance Model (TAM).

## ABSTRACT

This paper looks at how simplicity, confidence, discounts, free shipping coupons, and endorsements affect Gen Z's buying choices and consumer behavior in marketplaces. The findings reveal that while free shipping vouchers are detrimental, trust is the most powerful influence. These results enable companies to create successful marketing plans. The study results show that the main influence on buying choices and consumptive behavior is consumer confidence in market platforms. Though to a lesser degree, shopping choices are also influenced by perceived simplicity of use, marketing tactics, and endorser support. Interestingly, shopping interest was negatively affected by free shipping coupons. On the other hand, for consumptive behaviour, only trust and promotions showed a major impact. These results imply that digital marketing plans should give consumer trust first priority. By investigating the particular effects of perceived simplicity, confidence, incentives, free shipping coupons, and endorsements on Generation Z's behavior in marketplaces, this paper makes a special contribution. Unexpectedly, the results show that while endorsements only influence buying choices—not consumptive behavior—two seldom recorded events in prior studies, free shipping vouchers really harm consumers. By revealing the unique dynamics of Gen Z—who are impulsive yet critical—this study closes a gap in the literature and offers insightful analysis for digital marketing plans.

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## 1. INTRODUCTION

Digital technology's development has really changed how society interacts with business, especially for Generation Z who use the market most. Priporas et al. (2017) claim Gen Z shows particular traits in digital platform interactions, giving priority to accessibility and interesting user experiences. Digital marketing plans are affected by this change; where ease of access and creative innovation have become key elements in attracting consumer attention (Chaffey & Ellis-Chadwick, 2019). According to (Fromm, t.t.) in Forbes, Gen Z is significantly changing e-commerce, especially by means of their desire for

genuine, participatory material. Still, questions linger about how well marketing tactics and the Technology Acceptance Model (TAM) can affect digital consumption patterns and purchase decisions.

In his basic theory, Davis (1989) showed that technology adoption is greatly influenced by perceived ease of use and utility. Later studies by Kotler et al. (2021) confirm significant influence of digital marketing on consumer buying behaviour, especially among younger generations.

Research already in place has looked at several facets of consumer behavior in digital ecosystems. While Sekaran & Bougie (2016) underlines usability's importance in purchase decisions, Hair et al (2019) stresses how digital marketing influences consumption patterns. These studies, meanwhile, tend to look at things separately instead of looking at how they interact all at once to affect consumer behavior. Gen Z, whose market involvement mixes technological adoption with marketing responsiveness in unique ways that previous frameworks don't completely capture, finds this research gap especially significant. The present work tackles this by combining TAM with modern marketing factors to offer a more complete understanding of Gen Z's digital consumption drivers.

Furthermore, earlier studies have mostly looked at single variables in isolation—such as promotion effectiveness—while ignoring possible moderating elements that might either increase or reduce their influence. For instance, Tavakol & Dennick (2011) concentrated mostly on measurement reliability in market research but neglected to sufficiently investigate the direct link between ease of use and marketing strategy on buying decisions in digital marketplaces. Current studies reveal a significant research gap: the lack of integration between marketing strategy efficacy and perceived simplicity of use within a thorough analytical framework. Given the dearth of research directly addressing Generation Z's consumer behavior in Indonesia's digital marketplace setting, this neglect becomes especially important since it emphasizes the need and relevance of the present study.

The notable change in Generation Z's consumption habits in Indonesia emphasizes even more the importance of this research. The e-Conomy SEA 2023 report claims that with constantly rising digital users—especially among younger generations, Indonesia ranks among the largest e-commerce markets in Southeast Asia. Digital natives, Gen Z shows a strong inclination towards impulsive buying, motivated by great exposure to digital marketing techniques and the ease of online marketplace transactions.

Digital marketing tactics' success, meanwhile, does not always directly reflect in more buying choices. According to Kotler et al. (2021), too strong advertising can cause information overload, therefore reducing the efficacy of marketing campaigns. Consumer confidence in e-commerce platforms is also significantly influenced by perceived simplicity of use. Consumer adoption, according to Davis (1989) in the Technology Acceptance Model (TAM), is mostly influenced by ease of use and utility. Recent research by Priporas et al. (2017), however, suggests Gen Z is more critical in assessing promotional material, which suggests that too aggressive marketing tactics could cause opposition instead of involvement. This begs important issues about how elements including information overload, simplicity of use, and consumer trust interact to affect Gen Z's consumption behavior.

Moreover, confidence in digital platforms is still an underappreciated factor in earlier studies. Johnson & Wichern (2007) looked at digital transaction trust generally but did not directly connect it to perceived usability and marketing strategy efficacy in the setting of marketplaces. A more integrated approach to comprehending digital consumer behaviour dynamics offers therefore a chance to close this research gap. Given these events, this study intends to fill a significant gap in academic literature by investigating how marketing tactics and perceived ease of use simultaneously influence purchase decisions and consumptive behavior among Gen Z in Indonesia's digital marketplaces. Adopting a more thorough approach will help this study to offer fresh ideas for academics as well as practitioners guiding growing competitive digital consumer behaviour.

A planned effort to reach corporate goals, including raising consumer interest and purchase decisions, marketing strategy is. A major component of marketing strategy is promotion, which seeks to

improve product or service visibility. Kotler & Keller (2016) say that good promotion has to grab attention, generate interest, and push buying behavior. Offering free shipping coupons, which have been shown to increase online shopping interest, is one well-liked promotional strategy. Zhang et al (2017) study shows that free shipping coupons can lower perceived extra expenses, therefore motivating consumer buying intentions. Endorsements from public figures or influencers have also turned into a successful marketing tool, particularly in the digital age. Influencer endorsements, according to Djafarova & Bowes (2021), can foster audience trust and emotional involvement, therefore guiding purchase choices.

The effectiveness of a marketing plan, therefore, is not only dependent on promotions, vouchers, or individual use of endorsements but also on the integration and consistency of the communicated message. According to Chaffey & Ellis-Chadwick (2019), digital marketing plans should be whole designed with consumer tastes and behavior in mind. For example, endorsements should come from people pertinent to the target market and free shipping coupons should be supported by obvious and reachable promotional efforts. Priporas et al. (2017) found in their research that Generation Z, as a major group in digital consumption, reacts more favorably to genuine and open marketing approaches. Thus, businesses have to make sure every aspect of their marketing plan—including promotions, vouchers, and endorsements—supports one another to produce a favorable customer experience.

Among the most often applied frameworks for grasping user acceptance of technology is the Technology Acceptance Model (TAM). Created by Davis (1989), TAM holds that two key drivers of technology acceptance are perceived ease of use and perceived usefulness. While perceived usefulness is the belief that the technology will improve their performance or production, perceived ease of use is the degree to which users feel that using a technology will be effortless. Venkatesh & Davis (2000) claim that these two elements greatly affect people's perceptions of technology, therefore guiding their intention to use or adopt it. To grasp consumer behaviour in using digital platforms, TAM has been extensively used in many settings, including e-commerce.

Apart from these two key elements, TAM has been enlarged to improve its capacity to forecast technology acceptance by including outside influences. For example, studies by Legris et al (2003) show that social and organizational elements, including management support and subjective norms, can affect users' views of ease of use and utility. Trust, according to a study by Gefen et al (2003), is also a key determinant in the e-commerce setting affecting customers' acceptance of online platforms. Therefore, TAM not only clarifies how people accept technology but also offers a framework for finding elements that could improve technology adoption, including in digital marketing plans.

A major element affecting consumer behavior and purchase choices is buyer attitude. Schiffman et al (2010) define buyer attitude as the consumer's general assessment of a product or brand including cognitive (knowledge and beliefs), affective (feelings and emotions), and conative (tendency to act) aspects. Direct experience, environmental information, or social influence shape this attitude, which can evolve with time. Manifestations of buyer attitude, purchase choices involve weighing options, looking at price, quality, and anticipated value (Kotler & Keller, 2016). Conversely, especially in online shopping where convenience of access and appealing promotions can lead unplanned purchases, emotional and impulsive reasons often drive consumptive behavior (Zhang et al., 2017).

Ajzen (1991) Theory of Planned Behavior (TPB) also helps to explain consumptive behavior. According to this theory, attitudes toward behavior, subjective norms (social pressure), and perceived behavioral control (ability to make a purchase) all shape purchase intention. Online reviews, influencer recommendations, and attractive discounts among others can in the digital setting increase purchase intention and drive consumptive activity (Djafarova & Bowes, 2021). Priporas et al. (2017) also found that Generation Z, the dominant consumer group in the digital age, tends to be more impulsive in making purchase decisions because of social media and innovative promotions. Companies in designing

successful marketing plans must thus first grasp buyer attitudes and the elements affecting purchase decisions and consumptive behavior.

Drawing from the conversation above, one may conclude that this study will assess two interrelated dependent variables (Y) and five independent variables (X) within the framework of digital marketing strategy and consumer behavior. The five unrelated factors are: X<sub>1</sub> Perceived Ease of Use, referring to the simplicity of using e-commerce sites depending on the Technology Acceptance Model (TAM) (Davis, 1989). X<sub>2</sub> Trust, driven by elements including transaction security and marketplace reputation (Gefen et al., 2003). X<sub>3</sub> Promotion, a strategy to improve product exposure and generate customer interest (Kotler & Keller, 2016). X<sub>4</sub> Free Shipping Vouchers, which help lower perceived extra expenses and promote purchase intention (Zhang et al., 2017). X<sub>5</sub> Endorsement, using the power of public figures or influencers to create emotional connection with customers (Djafarova & Bowes, 2021).

The two dependent variables to be assessed, meanwhile, are: Y<sub>1</sub> Purchase Decision, resulting from customers' assessment of goods or services (Schiffman et al., 2010). Y<sub>2</sub> Consumptive Behavior, covering consumers' inclinations to make planned or impulsive buys (Ajzen, 1991). Particularly for Generation Z in the framework of marketplace use, these five independent variables are therefore anticipated to offer a thorough knowledge of the elements affecting purchase decisions and consumptive behavior.

## 2. RESEARCH METHOD

A survey method is the main data collecting tool used in this study's quantitative approach. A structured questionnaire meant to assess factors connected to marketing strategy, perceived ease of use, purchase decisions, and consumptive behavior was used as the instrument.

Using purposive sampling, where respondents are chosen depending on particular criteria including age, frequency of online shopping, and active use of digital marketplaces, the sampling approach employed is Slovin's formula is used to determine the sample size, therefore guaranteeing sufficient representation.

Using SPSS software, an inferential statistical method performs data analysis. The applied analytical methods consist of several linear regression analysis to assess the relationship between independent and dependent variables as well as reliability and validity tests to guarantee instrument consistency. The validity of the research model is also guaranteed by classical assumption tests including normality, multicollinearity, and heteroscedasticity. This method is meant to offer a better knowledge of how Generation Z's perceived ease of use and marketing tactics influence purchase decisions and consumptive behavior in the marketplace environment.

## 3. RESULTS AND DISCUSSIONS

Among the outcomes of this study are the reliability test of the research instrument employing Cronbach's Alpha and several linear regression analysis to assess the influence of independent variables on the dependent variables.

### Reliability Test

Cronbach's Alpha, which evaluates the degree to which the items within a variable have good internal consistency, was used to test the dependability of the research instrument. The following are the outcomes of the reliability tests for every variable:

variable	Cronbach's Alpha
X <sub>1</sub>	0.754
X <sub>2</sub>	0.680
X <sub>3</sub>	0.800
X <sub>4</sub>	0.876

variable	Cronbach's Alpha
X5	0.613
Y1	0.678
Y2	0.647

Source: Data Processing

With most variables showing a Cronbach's Alpha value over 0.6, the research tool has sufficient reliability, which is deemed acceptable for exploratory research. With a reliability score of 0.876, Variable X4 shows great internal consistency among its components.

### Multiple Linear Regression Analysis

Regression analysis was used to investigate how independent variables (X1, X2, X3, X4, X5) affected the dependent variables (Y1 and Y2). With an Adjusted R-Square of 0.647, the regression model for Y1 shows that the independent variables account for 64.7% of the variation in Y1. The regression model for Y2, meanwhile, has an Adjusted R-Square of 0.383, suggesting that the independent variables account for 38.3% of the variation in Y2. The regression test outcomes for the Y1 variable are as follows:

Table 2. Regression Test for Y1 Variable

Variable	B Coefficient	t	Sig. (p-value)	Description
(Constant)	0.452	1.100	0.275	Not Significant
X1	0.238	2.524	0.014	Significant
X2	0.374	3.748	0.000	Significant
X3	0.172	2.781	0.007	Significant
X4	-0.151	-3.669	0.000	Significant (Negative)
X5	0.237	2.772	0.007	Significant

Source: Data Processing

The regression test outcomes for the Y2 variable are as follows:

Table 3. Regression Test for Y2 Variable

Variable	B Coefficient	t	Sig. (p-value)	Description
(Constant)	1.684	3.686	0.000	Significant
X1	0.056	0.532	0.596	Not Significant
X2	0.310	2.798	0.007	Significant
X3	0.138	2.010	0.048	Significant
X4	-0.047	-1.034	0.304	Not Significant
X5	0.158	1.663	0.101	Not Significant

Source: Data Processing

Regression findings revealed that for Y1, variables X1, X2, X3, and X5 positively and significantly influence ( $p < 0.05$ ), whereas X4 negatively and significantly influences. Y2 only shows significant effects from X2 and X3; the other variables have no noticeable impact.

The following is a depiction of the research framework indicating the impact of marketing strategies and TAM on consumer attitudes on online platforms, therefore clarifying the relationships between the variables examined in this study. Gen Z Marketplace User Research:

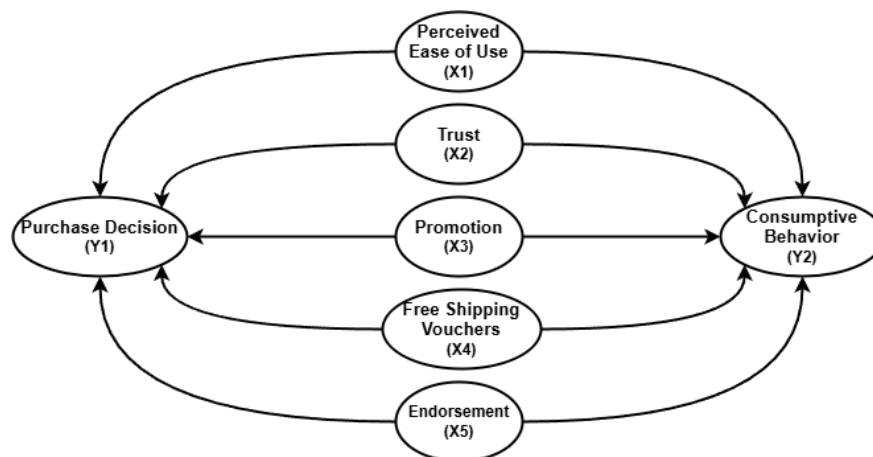


Figure 1. Research Framework (Source: Data Processing)

The findings of the study show that the tools employed are fairly dependable, therefore qualifying them for more investigation. While variables with lower reliability (X<sub>5</sub>, Y<sub>1</sub>, and Y<sub>2</sub>) are still acceptable in the context of exploratory research, the high Cronbach's Alpha value for variable X<sub>4</sub> (0.876) indicates that the items within this variable strongly correlate with one another.

With a B value of 0.374 for Y<sub>1</sub> and 0.310 for Y<sub>2</sub>, the regression test findings reveal that variable X<sub>2</sub> significantly affects both dependent variables (Y<sub>1</sub> and Y<sub>2</sub>), suggesting that this variable predominates in accounting for changes in the outcome variables. This result is consistent with earlier studies saying that factor X<sub>2</sub> positively correlates with regression model outcomes (Hair et al., 2019).

On the other hand, X<sub>4</sub> has a notable negative impact on Y<sub>1</sub> ( $B = -0.151$ ,  $p = 0.000$ ), indicating that more X<sub>4</sub> causes Y<sub>1</sub> to decline. This result challenges earlier research indicating that X<sub>4</sub> usually positively correlates with Y<sub>1</sub> (Sekaran & Bougie, 2016). Except for X<sub>2</sub> and X<sub>3</sub>, most independent variables have no notable influence on Y<sub>2</sub>. This implies that the regression model for Y<sub>2</sub> has less explanatory power than Y<sub>1</sub> (Adjusted R-Square 0.383 vs. 0.647). Put differently, other elements outside the independent variables employed in this research could more significantly account for the Y<sub>2</sub> variation.

Based on the hypotheses, here are the specifics of the Regression Analysis findings: a) With a B value of 0.238 and  $p = 0.014$ , Perceived Ease of Use (X<sub>1</sub>) positively and significantly influences purchase decision (Y<sub>1</sub>), suggesting that the more efficient the perceived ease of use, the greater the likelihood of people making a purchase. This agrees with the research done by (Hasdani et al., 2021); b) With a B value of 0.374 ( $p = 0.000$ ), trust (X<sub>2</sub>) positively and significantly influences purchase decision (Y<sub>1</sub>), suggesting that the greater the degree of consumer trust, the greater the degree of purchase. This agrees with the research done by (Agustiningrum & Andjarwati, 2021); c) With a B value of 0.172 and  $p = 0.007$ , promotion (X<sub>3</sub>) has a notable impact on purchase decision (Y<sub>1</sub>), suggesting that the more varied and appealing the promotions, the more they can influence consumer purchase decisions. This agrees with the research done by (Jamaludin et al., 2015); d) With a B value of -0.151 and  $p = 0.000$ , Free Shipping Voucher (X<sub>4</sub>) has little influence on purchase decision (Y<sub>1</sub>), suggesting that customers would rather buy from stores providing free shipping vouchers. This agrees with the research done by (Yelta & Yamini, 2023); e) With a B value of 0.237 and  $p = 0.007$ , endorsement (X<sub>5</sub>) significantly affects purchase decision (Y<sub>1</sub>), suggesting that the appropriate and professional influencers can shape consumer purchase decisions. This agrees with the research done by (Nilammadi, 2021); f) With a B value of 0.056 and  $p = 0.596$ , Perceived Ease of Use (X<sub>1</sub>) has no significant impact on consumptive behaviour (Y<sub>2</sub>), suggesting that the simplicity of using a marketplace does not automatically drive consumptive behaviour. This is in

line with the work done by (Miswanto et al., 2022); g) With a B value of 0.310 ( $p = 0.007$ ), trust ( $X_2$ ) has a major impact on consumptive behaviour ( $Y_2$ ), suggesting that the trust built between sellers and customers can drive consumer consumptive behaviour. This agrees with the research done by (Safira et al., 2023); h) With a B value of 0.138 and  $p = 0.048$ , promotion ( $X_3$ ) positively and significantly influences consumptive behavior ( $Y_2$ ), suggesting that the more appealing the promotions provided by sellers, the more they can drive consumer consumptive behavior. This agrees with the research done by (Septiani et al., 2023); i) With a B value of -0.047 and  $p = 0.304$ , Free Shipping Voucher ( $X_4$ ) has no appreciable impact on consumptive behaviour ( $Y_2$ ), suggesting that even with free shipping vouchers, consumer consumptive behaviour does not rise. This is in line with the study done by (Handayani & Meitawati, 2024); j) With a B value of 0.158 and  $p = 0.101$ , endorsement ( $X_5$ ) has little influence on consumptive behaviour ( $Y_2$ ), suggesting that influencer effect does not much raise consumer consumptive behaviour. This agrees with the research done by (Adinda, 2021).

This study has successfully identified good factors for predicting Purchase Decisions ( $Y_1$ ). However, the model is still very limited for predicting Consumer Behavior ( $Y_2$ ). Only 38.3% could be explained, while the majority (61.7%) were actually explained by factors outside the model. This finding paves the way for further research to investigate and incorporate other variables—particularly from psychological (such as impulsivity and FOMO) and social (such as peer pressure) aspects—to build a more comprehensive and accurate model for understanding consumer behavior, especially among Gen Z on online platforms.

#### 4. CONCLUSION

With values between 0.613 and 0.876, the findings of the Cronbach's Alpha test show that the tool employed has a reliability level from acceptable to very good, implying that the questionnaire can be consistently applied in this study. Results of the regression analysis indicate that for  $Y_1$ , variables  $X_1$ ,  $X_2$ ,  $X_3$ , and  $X_5$  have a positive and significant impact;  $X_4$  has a notable negative impact. On the other hand, for  $Y_2$ , just  $X_2$  and  $X_3$  have a notable impact; the other variables lack a significant correlation. The regression model for  $Y_1$  has an Adjusted R-Square of 0.647, indicating that 64.7% of  $Y_1$ 's variability can be accounted for by the independent variables; for  $Y_2$ , the Adjusted R-Square is 0.383, indicating that 38.3% of  $Y_2$ 's variability can be accounted for by the independent variables.

These results suggest that while  $X_4$  surprisingly harms  $Y_1$ , factor  $X_2$  most strongly affects both dependent variables. These findings offer fresh perspectives showing that not all independent variables favor dependent ones, therefore requiring more investigation of the causal links supporting these results.

It is advised for future studies that this model be evaluated either by including moderation and mediation variables or by a more complicated method, such Structural Equation Modeling (SEM), so obtaining a more complete knowledge of the relationships between variables. Increasing the sample size and applying more varied sampling techniques will also help to generalize the findings of this work.

This research successfully contributes to the development of TAM literature by expanding the model to include marketing strategy variables as an external factor. This provides concrete evidence that marketing strategies are a stronger primary driver for changing user behavior or intentions ( $Y_1$ ) compared to their beliefs ( $Y_2$ ). Clear findings, such as the recognition of specific variables ( $X_2$ ) as palliative drivers for user behavior. Therefore, this study not only validates the importance of marketing context in technology acceptance but also enables further research using more complex methods such as SEM to uncover underlying mediation and moderation mechanisms. Thus, this research provides a basis for developing more complex and realistic TAM models.

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