


Online Purchase Decision of Gen Z Students at Shopee Marketplace

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received XX November XXXX</p> <p>Accepted XX January XX</p>	<p>Purpose: This study's objective is to analyze the purchase decisions of Generation Z (Gen Z) university students on the Shopee marketplace. The detailed analysis was: The influences of online customer ratings, celebrity endorsers, and free shipping promotion on the purchase decision.</p>
<p>Keywords:</p> <p>Celebrity endorser; Customer rating; Promotion; Purchase decision.</p>	<p>Theoretical framework: Gen Z is the generation that uses technology the most, especially for social contact. Therefore, Gen Z is used to online shopping. However, Gen Z is still forming and is not fully identified.</p>
	<p>Design/methodology/approach: This study's participants were university students who had purchased on the Shopee marketplace. By purposive sampling method, the total sample gathered was 160 respondents. Multiple linear regression analysis was utilized to evaluate the data.</p>
	<p>Findings: The findings indicated that online customer ratings did not affect purchasing decisions of Gen Z customers in the marketplace. Other variables, celebrity endorsers and free shipping promotions, affected purchase decisions.</p>
	<p>Research, Practical & Social implications: Gen Z students are price sensitive. Gen Z students will likely be attracted to marketplaces that offer promotional offers and discounts on their products and services. Gen Z students are heavily influenced by social media, the recommendations of their peers, and brand ambassadors. Therefore, a marketplace with a solid social media presence and a positive reputation among Gen Z students will likely attract and retain their business more successfully.</p>
	<p>Originality/value: Gen Z considers celebrity opinions more matter than ordinary customer reviews.</p>
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Decisão de compra online dos alunos da geração Z no Shopee Marketplace

RESUMO

Objetivo: O objetivo deste estudo é analisar as decisões de compra dos universitários da Geração Z (Gen Z) no marketplace Shopee. A análise detalhada foi: As influências das avaliações de clientes online, endossantes de celebridades e promoção de frete grátis na decisão de compra.

Referencial teórico: A geração Z é a geração que mais utiliza a tecnologia, principalmente para o contato social. Portanto, a Geração Z está acostumada a fazer compras online. No entanto, a Geração Z ainda está se formando e não está totalmente identificada.

Desenho/metodologia/abordagem: Os participantes deste estudo foram estudantes universitários que compraram no marketplace Shopee. Pelo método de amostragem intencional, a amostra total recolhida foi de 160 inquiridos. A análise de regressão linear múltipla foi utilizada para avaliar os dados.

Resultados: As descobertas indicaram que as avaliações online dos clientes não afetaram as decisões de compra dos clientes da Geração Z no mercado. Outras variáveis, endossantes de celebridades e promoções de frete grátis, afetam as decisões de compra.

Pesquisa, implicações práticas e sociais: Os alunos da Geração Z são sensíveis aos preços. Os alunos da Geração Z provavelmente serão atraídos por mercados que oferecem ofertas promocionais e descontos em seus produtos e serviços. Os alunos da Geração Z são fortemente influenciados pelas mídias sociais, pelas recomendações de seus colegas e pelos embaixadores da marca. Portanto, um mercado com uma sólida presença na mídia social e uma reputação positiva entre os alunos da Geração Z provavelmente atrairá e reterá seus negócios com mais sucesso.

Originalidade/valor: A Geração Z considera as opiniões das celebridades mais importantes do que as avaliações comuns dos clientes.

Palavras-chave: Endossante de celebridade, Avaliação do cliente, Promoção, Decisão de compra

Decisión de compra en línea de los estudiantes de la Generación Z en Shopee Marketplace

RESUMEN

Propósito: El objetivo de este estudio es analizar las decisiones de compra de los estudiantes universitarios de la Generación Z (Gen Z) en el marketplace Shopee. El análisis detallado fue: Las influencias de las calificaciones de los clientes en línea, los patrocinadores de celebridades y la promoción de envío gratis en la decisión de compra.

Marco teórico: La Gen Z es la generación que más usa la tecnología, especialmente para el contacto social. Por lo tanto, la Generación Z está acostumbrada a las compras en línea. Sin embargo, la Generación Z todavía se está formando y no está completamente identificada.

Metodología: Los participantes de este estudio eran estudiantes universitarios que habían comprado en el mercado Shopee. Mediante el método de muestreo intencional, la muestra total reunida fue de 160 encuestados. Se utilizó un análisis de regresión lineal múltiple para evaluar los datos.

Conclusiones: Los hallazgos indicaron que las calificaciones de los clientes en línea no afectaron las decisiones de compra de los clientes de la Generación Z en el mercado. Otras variables, patrocinadores de celebridades y promociones de envío gratis, afectan las decisiones de compra.

Implicaciones de la Investigación: Los estudiantes de la Generación Z son sensibles a los precios. Los estudiantes de la Generación Z probablemente se sentirán atraídos por los mercados que ofrecen ofertas promocionales y descuentos en sus productos y servicios. Los estudiantes de la Generación Z están muy influenciados por las redes sociales, las recomendaciones de sus compañeros y los embajadores de la marca. Por lo tanto, un mercado con una sólida presencia en las redes sociales y una reputación positiva entre los estudiantes de la Generación Z probablemente atraerá y retendrá su negocio con más éxito.

Originalidad/valor: Gen Z considera que las opiniones de las celebridades son más importantes que las opiniones de los clientes comunes.

Palabras clave: Patrocinador de celebridades, Puntuación de los clientes, Promoción, Decisión de compra

INTRODUCTION

Online marketplaces provide ease of shopping in the form of goods and services. More various marketplaces are available in Indonesia, with a reasonably high number of visitors showing interest in several existing marketplaces such as Shopee, Tokopedia, Bukalapak, Blibli, Lazada, and others. Numerous parties capitalize on the e-commerce business possibility by energizing the marketplace segment with mobile applications and facilitating transactions via mobile devices.

A survey of internet users aged 16–64 (Global Web Index, 2020) reveals that Indonesia is the greatest spender on mobile online shopping, with 80% of respondents having made a purchase using a mobile device, followed by Thailand and Malaysia (Yazid et al., 2023). The ease of mobile payment systems is likely one of the factors contributing to the increase in online shopping (Ebubedike et al., 2022).

Shopee is an application that people in Indonesia widely used. Shopee is an e-commerce business operated by the SEA group. Shopee was first launched in Singapore in 2015 as a marketplace that applies consumer-to-consumer (C2C) in targeting its service users. However, Shopee has evolved into a hybrid model and is now used as a business-to-consumer (B2C) enterprise.

Shopee has expanded to several other neighboring countries and opened up to the markets of Indonesia, Thailand, Malaysia, Vietnam, Taiwan, and the Philippines (Simanjuntak et al., 2019). Nowadays, Shopee has business relationships with over seventy of the top courier service companies throughout the country and provides various logistical support for all its users. Shopee has also expanded its partnership with numerous local logistics services and well-known international online transportation service providers (Sarinah, 2021).

Shopee managed to excel in the number of monthly users to the number of downloads of the AppStore and PlayStore applications compared to other marketplaces and rank first based on data collected by iprice in the second quarter (Q2) 2022 (iprice.co.id, 2022). The data in Table 1 show that Shopee is the application that gets the second most monthly website visitors after Tokopedia. Shopee gets the highest ranking on the Appstore and Playstore compared to other marketplaces in Indonesia.

Table 1. Mobile Application Ranking and Visit Data for E-commerce Indonesia Q2, 2022

	Monthly visits	Appstore rank	Playstore rank
Shopee	131,296,667	1	1
Tokopedia	158,346,667	2	5
Bukalapak	21,303,333	7	6
Lazada	26,640.000	3	2
Blibli	19,736,667	5	3

Source: (iprice.co.id, 2022)

Shopee has various advantages. Shopee has various attractive promotions, such as cashback, discount vouchers, and free shipping promotions, that consumers can claim directly with applicable terms and conditions. Many consumers are interested in free shipping promos. Through this promo, Shopee can dispel the notion that online shopping is expensive due to shipping costs. In addition to the promos obtained by consumers, Shopee also makes it easier for consumers by having an online customer rating feature which can be seen directly at every shop on Shopee. Thus, potential buyers can weigh the product's quality.

Generation Z (Gen Z) is the generation that uses technology the most, especially for social contact. Therefore, Gen Z is used to online shopping (Hariyanto & Trisunarno, 2021). Due to their increasing numbers and global market supremacy, Gen Z consumers have become an enticing proposition for retailers globally. This study's objective is to analyze the purchase decisions of Gen Z university students on the Shopee marketplace.

LITERATURE REVIEW

Online marketplaces have revolutionized how consumers shop, providing them abundant options and convenience at their fingertips. As a result, the purchasing decisions of consumers, particularly younger generations, are becoming increasingly influenced by their online experiences.

Gen Z is the demographic generation born between the late 1990s and the early 2010s, sometimes known as post-millennials or the iGeneration. This generation, the first to have grown up with the internet and mobile technology, is known for its digital savvy

and influence on consumer trends. Customer ratings, celebrity endorsers, and free shipping promotions can influence a customer's online purchase decision.

Customer ratings are a common feature of online marketplaces, and they can provide valuable information to potential buyers about the quality and reliability of a product or service. An online customer rating is given by buyers using a particular scale. Ratings are another form of opinion represented on a specific scale (Lackermair et al., 2013). The most often used scale is star-shaped, with the scale given by consumers who have shopped or used the product first. It will make it easier when potential consumers intend to buy a product because there has been an assessment from previous buyers. The more star scales consumers give, the better the quality of the product.

Before deciding to purchase, a consumer usually seeks information through advertisements. Although advertisements may boost brand awareness (Chaurasiya et al., 2020), consumer attitude towards the message might be determined by the consumer's skepticism of the ad. These negative attitudes toward advertisements may slow brand success (Singh et al., 2021).

On the other hand, research has shown that ratings can positively affect a customer's purchase decision, providing social proof and reassurance that the product or service is trustworthy. For example, Istiqomah & Marlina (2020) and Ambarwati & Pradana (2021) show that customer rating positively influences purchasing decisions in the Shopee marketplace. Shopee has provided assessment information from buyers that can be seen directly by potential customers. The customer rating is also a predictive factor of purchase decisions in other Indonesian marketplaces such as Tokopedia (Arbaini, 2020) and Lazada (Johan et al., 2021).

Online customer ratings can provide important references for potential buyers. Product review can also serve as a benchmark for potential buyers who want to know if the product meets their expectations. Product ratings range from 1 to 5 stars, with five stars being the best. Consumers can see a more detailed review and complete information about the product they intend to buy. Consumers can see how many stars are in product quality assessment by previous buyers.

On the other hand, celebrity endorsers are well-known individuals with a strong presence in the public eye. A celebrity endorser is known by many for his achievements in one of the fields (actors, athletes, artists, et cetera) to introduce a supported product (Friedman et al., 1978; Friedman & Friedman, 1979). Carroll (2009) defines celebrity

endorsers as prominent figures who utilize their popularity to promote consumer goods by appearing together in a single advertising.

Celebrities usually have fans who can be buyers and create a market. Companies often use celebrity endorsers to promote their products or services, as the endorsement of a well-known and respected individual can increase the perceived value and credibility of the product or service. Potential buyers might be interested in buying a product after being promoted by a celebrity (celebrity endorser). Research has shown that celebrity endorsements can positively affect a customer's purchase decision, increasing brand awareness and creating a sense of aspirational appeal. For example, Dewa (2018) and Aqmarina et al. (2016) find that celebrity endorsers positively influence purchasing decisions.

Free shipping promotions, in which a company offers free shipping on its products or services, can also influence a customer's online purchase decision. Shipping costs are the cost of shipping goods or services charged to customers by the seller during the buying and selling process (Himayati, 2008). With the free shipping promotion, buyers only need to pay the price of the goods. Mira Istiqomah & Marlana (2020) and Maulana & Asra (2019) prove that free shipping promos significantly and positively influence purchasing decisions. Free shipping promotions can increase customer satisfaction and encourage repeat purchases. In addition, free shipping can reduce the perceived cost of the product or service, making it more appealing to potential buyers.

Overall, customer ratings, celebrity endorsers, and free shipping promotions are all factors that can influence a customer's online purchase decision. Providing valuable information, creating aspirational appeal, and reducing the perceived cost of the product or service can increase the likelihood that a customer will purchase.

While earlier studies mentioned above laid the groundwork for creating a general understanding of consumer behaviors, current research is focused on the online shopping habits of Gen Z in the Shopee marketplace. The first generation to be considered digital natives is Gen Z, necessitating a shift in how businesses approach them in buying items and connecting with companies (Olsen, 2017). The distinctions between Millennials and Gen Z are highlighted by observing that Gen Z "takes in knowledge quickly and loses interest just as quickly" (Williams, 2015).

Previous research on Gen Z shopping behavior was more about their shopping motives/reasons (Tunsakul, 2020). This study aimed to determine whether hedonic, simplicity, and utility motives influence Generation Z's online purchase intentions. In

addition, it was hypothesized that the attitude toward online buying would serve as a mediator between the independent variables and the intention to shop online. The investigation found that hedonic and utilitarian reasons considerably impacted online shopping attitudes. In addition, the attitude about online buying substantially impacted the intention to shop online. However, the simple motive had no substantial effect on internet shopping attitudes (Tunsakul, 2020).

In the current study, before determining the indicators or variables to be studied, the researcher analyzed salient factors to be combined with the antecedents/variables based on a literature review (Said, 2019). In looking for the salient factors, researchers asked an open-ended question to forty university students about their reasons for shopping online. Table 2 contains the initial survey results of the reasons for a sample of 40 Gen Z students to shop at Shopee.

Table 2. Reasons for online shopping in Shopee

Salient Factors	Reasons
Trust/rating	Ratings from other consumers that can be seen directly, the presence of goods testimony from buyers, previous customer ratings, ratings and comments, high ratings, can return products if they are not suitable, the goods sold vary.
Less delivery cost	Many free shipping promos and free shipping discounts often get free shipping vouchers, discount vouchers, relatively low prices, free shipping subsidies, guaranteed shopping security, cashback, and easy payment methods.
Trust/endorser	Reviews from celebgrams, a greater level of trust after seeing endorsers from a celebrity, and a link given directly by celebrities or celebgrams when reviewing provide convenience because of seeing reviews from the celebrity.

Source: Prepared by the authors (2022)

In the current study, by combining variables from the literature review and preliminary survey results, researchers select online customer ratings, celebrity endorsers

and free shipping promotions as antecedents of purchasing decisions on the Shopee marketplace.

RESEARCH METHOD

One hundred and sixty subjects between the ages of 18 and 23 comprised the sample for this study. The research participants were male and female Gen Z students from Lambung Mangkurat University who have made purchases through the Shopee marketplace.

Primary data were employed in the data collection technique for this investigation. Primary data are collected directly by researchers in the form of surveys or observations in order to answer a research question or achieve the goal of exploratory, descriptive, or causal research (Hermawan & Yusran, 2017).

The dependent variable in this study was the purchase decision (Y). A purchase decision is a consumer's decision to purchase a product after choosing or completing an available choice. The independent variables were online customer rating (X1), celebrity endorser (X2), and free shipping promotion (X3). Operational definitions of research variables, indicators, and statement items are outlined in Table 3.

Table 3. Research variable operationalization

Variable	Operational Definition	Indicator	Statement Item	Source
Online customer rating	Rating products online is a way for consumers to argue about product quality.	1. Service	1. High ratings describe good service 2. Rating awarded based on the consumer's shopping experience 3. Ratings help me know the services sellers provide	(Engler et al., 2015)
		2. Product	4. Consumer gets product information through rating. 5. Rating is a benchmark for the quality of a product.	

		3. Operational	6. High rating can increase the number of product sales. 7. Higher consumer rating indicates a better sales rating. 8. Good response sellers can increase store ratings.	
Celebrity endorser	Public figures who have achievements in specific fields (actors, athletes, artists, etc.) as advertising stars support the promotion of a product according to their expertise.	1. Popularity 2. Skill 3. Objectivity 4. Likeability	1. Shopee's chosen celebrity is a famous person. 2. Shopee's chosen celebrity has many followers. 3. Celebrity endorsers who have product knowledge will attract more consumer attention 4. Celebrities with more knowledge about a product will be more trusted. 5. The experience of celebrity endorsers wearing products is significant to me. 6. The celebrity's experience with the product made me more confident. 7. If many like the product that the celebrity endorser promotes from his post, then I am sure of the product. 8. I read the comments of other consumers before buying a product that promoted celebrity endorsers.	(Dewa, 2018; Royan Frans, 2004)

		5. Similarity	9. I am looking for product information through celebrity endorsers. 10. I compare the reviews given by celebrity endorsers with the original product.	
Free shipping promotion	The mechanism of exemption of the cost of delivery of goods.	1. Coupons	1. Shopee offers attractive coupons (discount/cashback) 2. Free shipping coupons/vouchers provided can always be used.	(Himayati, 2008; Hollensen et al., 2017; Kartajaya et al., 2019)
		2. Rebates	3. Shopee gives free shipping on twin dates (such as 6.6, 8.8, and 12.12). 4. Free shipping promotions on Shopee are not always used when I want to shop. 5. I feel that I get a more economical price with the discount provided by Shopee.	
		3. Price pack/ cents off deals	6. I save money with the price package provided by the Shopee marketplace. 7. The pricing plans provided by Shopee are beneficial for me.	
Online purchase decision	The decision to buy products online has gone through several considerations.	1. Product selection	1. I decided to shop at Shopee because of the large selection of products 2. I feel happy that there is a large selection of	(Kotler et al., 2014)

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|------------------------|--|
| | products to compare them. |
| 2. Choice of brand | 3. I decided to shop at Shopee because there are many choices of brands.
4. Large selection of brands of a product makes it easier for me to make choices. |
| 3. Seller options | 5. I am happy because various sellers are available throughout Indonesia, making buying easier.
6. I choose the seller closest to my city if I want to shop. |
| 4. Number of purchases | 7. I decided to shop at Shopee because I can choose the number of products as needed.
8. I can select the number of products I desire when shopping at Shopee. |
| 5. Purchase time | 9. I can shop in Shopee anytime.
10. I never worry about when I want to shop at Shopee. |
| 6. Payment methods | 11. I feel facilitated by the many payment methods provided by Shopee
12. I decided to shop at Shopee because many payment methods are available that make it easy. |
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Source: Prepared by the authors (2022)

The participants were given a link to a Google Form where they could confirm their age, give general information about themselves, and give their contact information. Table 4 describes the research participants' age range in the current study, while Table 5 presents a gender comparison of participants in numbers and percentages.

Table 4. Participants' age range

Age	Number	Percentage
18-19 yrs	49	31%
20-21 yrs	76	48%
22-23 yrs	35	22%
Total	160	100%

Source: Prepared by the authors (2022)

Table 5. Participants' gender

Gender	Number	Percentage
Female	115	72%
Male	45	28%
Total	160	100%

Source: Prepared by the authors (2022)

A list of statements was used in the questionnaire to find out how the online customer ratings, celebrity endorsements, and free shipping promotions affected the participants' decisions to buy something on the Shopee marketplace. Furthermore, the questionnaire was tested using validity tests and reliability tests.

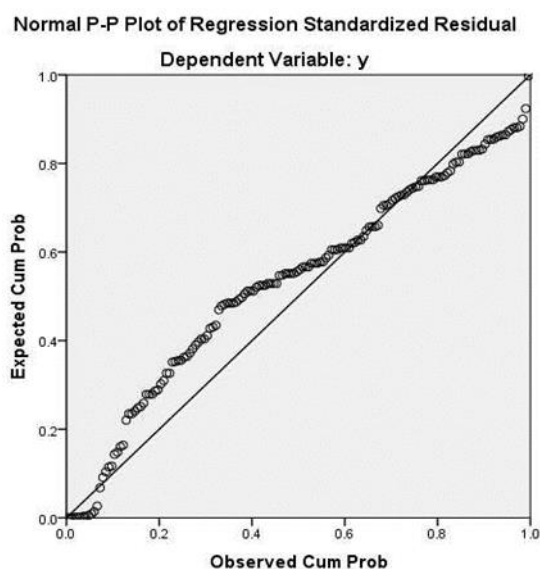
Regression analysis determined how independent variables affected the dependent variable. The t-test showed how much an independent variable affects dependent variable variance.

RESULTS

Normality Test

The normality test determines whether regression model variables have a normal or close-to-normal distribution. Data normality testing was performed by evaluating the P-P Plot graph as presented in Figure 1.

Figure 1. Normality test results with P-Plot



If the item in the P-Plot graph is not near the diagonal line and moves counter to the direction of the line, the normality assumption cannot be made (Ghozali, 2016). Based on Fig. 1, the P-Plot shows how the data are dispersed along and in the direction of a diagonal line. Therefore, the current study's data were regularly distributed or satisfied the normality assumption.

Multicollinearity Test

The multicollinearity test results are shown in Table 6, where the tolerance values are greater than 0.10 and the Variance Inflation Factor (VIF) < 10. Therefore, it may be concluded that the study's data do not exhibit multicollinearity.

Table 6. Multicollinearity test result

Variable	Tolerance	VIF	Conclusion
Online customer rating (X1)	0.632	1.582	No multicollinearity
Celebrity endorser (X2)	0.569	1.756	No multicollinearity

Free shipping promotion (X3) 0.877 1.140 No multicollinearity

Source: Prepared by the authors (2022)

Heteroscedasticity Test

In regression analysis and the analysis of variance, heteroscedasticity is a serious concern because it renders erroneous statistical significance tests that presume all modeling errors have the same variance. Homoscedasticity is a good way to make a regression model. If $p > 0.05$, there is no heteroscedasticity. Table 7 shows that the significant values of each independent variable are greater than 0.05, indicating no symptoms of heteroscedasticity for all variables.

Table 7. Heteroscedasticity test result

Variable	Sig.	Conclusion
Online customer rating (X1)	0.578	No heteroscedasticity
Celebrity endorser (X2)	0.916	No heteroscedasticity
Free shipping promotion (X3)	0.731	No heteroscedasticity

Source: Prepared by the authors (2022)

Linearity Test

Linearity means that the relationship between the independent and dependent variables in a regression is a straight line. A linearity test with a significance threshold of 0.05 was utilized in this investigation. If the deviation from linearity is more than 0.05, the relationship between the two variables is linear. The results of the linearity test are shown in Table 8.

Table 8. Result of the linearity test

Dependent variable	Independent variable	Sig. deviation from linearity	Conclusion
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Online purchase decision (Y)	Online customer rating (X1)	0.266	Linear
	Celebrity endorser (X2)	0.381	Linear
	Free shipping promotion (X3)	0.060	Linear

Source: Prepared by the authors (2022)

Table 8 shows the significance value greater than 0.05 of each relationship between online customer rating, celebrity endorser, and free shipping promotion variables with the purchase decision. As a result, the variable exhibits a linear connection.

Validity Test

Because the R-value is greater than the R-table, which is 0.1723, and the p-value is less than 0.05, all the research instrument's statement items are valid, as shown in Table 9.

Table 9. Validity test result

Variable	Item number	Validity	
		R-value	Sig.
Online customer rating (X1)	1	0.603	0.000
	2	0.453	0.000
	3	0.480	0.000
	4	0.564	0.000
	5	0.608	0.000
	6	0.564	0.000
	7	0.487	0.000
	8	0.320	0.000
Celebrity endorser (X2)	1	0.525	0.000
	2	0.499	0.000
	3	0.500	0.000
	4	0.627	0.000
	5	0.566	0.000
	6	0.610	0.000

	7	0.426	0.000
	8	0.306	0.000
Free shipping promotion (X3)	1	0.535	0.000
	2	0.493	0.000
	3	0.579	0.000
	4	0.534	0.000
	5	0.565	0.000
	6	0.538	0.000
	7	0.419	0.000
	8	0.444	0.000
Purchase decision (Y)	Y.1	0.493	0.000
	Y.2	0.616	0.000
	Y.3	0.510	0.000
	Y.4	0.647	0.000
	Y.5	0.555	0.000
	Y.6	0.599	0.000
	Y.7	0.442	0.000
	Y.8	0.579	0.000

Source: Prepared by the authors (2022)

Reliability Test

According to Table 10, every statement item on the questionnaire passed the reliability test and had a Cronbach's Alpha of greater than 0.6. It suggests that the participants' answers from the statements provided were stable or consistent.

Table 10. Reliability Values

Variable	Cronbach's Alpha	Conclusion
Online customer rating (X1)	0.602	Reliable
Celebrity endorser (X2)	0.602	Reliable
Free shipping promotion (X3)	0.603	Reliable
Purchase decision (Y)	0.652	Reliable

Source: Prepared by the authors (2022)

Multiple Regression Analysis

The findings of multiple regression analysis are shown in Table 11, and their interpretation is as follows:

- In constant (α) = 26. 369, which means that if the online customer rating (X1), celebrity endorser (X2), and free shipping promotion (X3) did not increase or decrease simultaneously, then the purchase decision was 26.369.
- The online customer rating (X1) regression coefficient value was (negative) -108, with a significance level of 0.256. It demonstrates that online customer ratings did not affect the purchase decision.
- The value of the celebrity endorser (X2) regression coefficient was 0.274, and the significance level was 0.007 (positive and significant). It demonstrates that celebrity endorsers influenced the purchase decision.
- The free shipping promotion (X3) had a regression coefficient of 0.174 with a significance level of 0.032 (positive and significant). It shows that free shipping promotion influenced the purchase decision.

Table 11. The result of a multiple linear regression test

Dependent variable	Independent variable	Regression coefficient	t-test	t-table	Sig.
Purchase decision (Y)	Online customer rating (X1)	-108	-1.141	1.960	0.256
	Celebrity endorser (X2)	0.274	2.737	1.960	0.007
	Free shipping promotion (X3)	0.174	2.161	1.960	0.032
Constanta = 26.369			Adjusted R-squared = 0.092 F-test = 6.394		
R = 0.390					
R-Squared = 0.152			Sig.F = .000		

Std. error of the estimate = 2.0862

Source: Prepared by the authors (2022)

Hypotheses Testing

Table 12 shows the t-test findings.

Table 12. T-test results

Variable	t-table	t-test	Sig.	Effect
Online customer rating →Purchase decision	1.960	-1.141	0.256	Negative and not significant
Celebrity endorse →Purchase decision	1.960	2.737	0.007	Positive and significant
Free shipping promotion →Purchase decision	1.960	2.161	0.032	Positive and significant

Source: Prepared by the authors (2022)

DISCUSSION

Providing detailed information on the online shopping habits of Generation Z students at a given marketplace is challenging, as this would depend on the individual characteristics and preferences of the students in question. However, some general trends and factors are likely to influence the online purchase decisions of Gen Z students in a marketplace. A significant contributor is the availability of various goods and services. Gen Z students are likely to be attracted to marketplaces that offer a diverse selection of products and services, as this allows them to compare prices and features and find the best deals.

The marketplace's accessibility and user-friendliness may also influence Gen Z students' propensity to shop online. Gen Z students are accustomed to using technology and the internet for various activities and are likely drawn to user-friendly marketplaces that offer a seamless online shopping experience.

In addition, Gen Z students may also be influenced by the reputation and trustworthiness of the marketplace. They are likely to be cautious about making online purchases and will likely consider the reputation of the marketplace and the seller before making a purchase decision. The final choice of whether to make a purchase online made by students of Generation Z in a given market is likely to be influenced by many factors.

According to the findings, the online customer rating variable did not play any role in the decision-making process for purchases made on the Shopee marketplace. It happens when Gen Z does not prioritize a product rating before making a purchase decision. Gen Z consumers may rather pay attention to other factors, such as how the seller provides service and fast response when they ask about the product. These findings are consistent with M Istiqomah & Mufidah's study (2021) that online customer rating does not affect purchasing decisions, especially food purchases on the Shopee food feature.

Likewise, Shopee has the 'Shopee Mall stores' feature that sells well-known brands. Perhaps because gen Z consumers are already familiar with and trust the brands, thus they would not bother to look at ratings. There is also a 'Star Seller' category on Shopee where the sales are the most and best-selling even though the product rating is low. Nevertheless, because the store is trusted, the rating given by previous buyers is not a reference for Gen Z.

Another factor that might make consumers buy without looking at the ratings/reviews at Shopee is when the online shop provides many promotions and low prices. The rating/review might not become a priority by Gen Z in purchasing.

Figure 2 indicates a low rating as it only gets 3.8 of 5 stars. However, the store can sell up to 672 items. When Gen Z gets low prices plus discounts and a large selection of products in the store, ratings are no longer the main reason they make purchases.

Figure 2. Online customer rating in Shopee



A unique Gen Z character is illustrated as taking in knowledge quickly and losing interest just as quickly (Williams, 2015). This character will likely affect the review information processing, so Gen Z consumers do not care about reviews and ratings from other buyers, especially since gen Z already has prior references for the product brand. Positive perception of the brand and brand quality leads to customer loyalty (Sia et al., 2022).

The statistical regression analysis shows that celebrity endorsers influenced Gen Z's purchasing decisions on the Shopee marketplace. Celebrities with many followers and fans on Instagram, called celebgram, endorse or promote a product brand on their Instagram accounts. Followers, as consumers, get product information quickly from their favorite celebrities. Celebgram provides a Shopee link so followers who want to buy similar products can quickly get the product, and it will be easier to make purchase decisions.

Selecting the right celebrity as a brand ambassador will impact the product's brand image. A celebrity has an appeal and can inspire and influence followers to use the product. The current study's results reinforce previous research findings, which stated that Gen Z students care deeply about brand ambassadors (Olsen, 2017). Therefore, sellers need to ensure that the selected celebrity endorser has a good image, high achievement, and high popularity and inspires consumers when they see the products promoted by the celebrity.

If a product has a positive impact, consumers will easily trust it to decide on a buy. Based on the results of this study, Gen Z consumers make a purchase decision after seeing a celebrity promote a product very well, which makes them interested in trying and buying it. It is consistent with earlier studies, among others, by Dewa (2018), Aqmarina et al. (2016), and Salim & Bachri (2014), which state that celebrity endorsers positively affect purchasing decisions.

Based on the current study, it is possible to deduce that the free shipping promotion affects the purchase decision. Free shipping promotions can help consumers make purchase decisions on the Shopee marketplace. This finding is aligned with previous research on purchasing decisions in the Indonesian consumer marketplace (e.g., Ambarwati & Pradana, 2021; Mira Istiqomah & Marlina, 2020; Maulana & Asra, 2019) that free shipping promotion positively affects the purchase decision. The current study

supports the findings of the character of Gen Z students as a price-sensitive consumer group (Olsen, 2017; Tunsakul, 2020).

Free shipping can help consumers get more affordable prices through discounted shipping costs. The higher the discount on shipping costs, the higher the benefit obtained by consumers. Specifically, this study aims at Gen Z in Banjarmasin, South Kalimantan Province, Indonesia. Shipping costs to Banjarmasin can reach IDR 41,000. If customers claim shipping promotions from Shopee, the shipping cost will be lower to IDR 1,000 or free.

Marketplaces must avoid hidden costs to get free shipping promotions because some terms and conditions are applied. There are still many free shipping promos that require specific requirements, such as a minimum purchase of IDR 30,000 and when consumer purchases of only IDR 28,000 automatically do not meet the requirements, consumers cannot get the free shipping. In other cases, a free shipping requirement can only be obtained if consumers shop and make payments through unique payment mechanisms such as *Shopee pay*, *Paylater*, and Cash-On-Delivery (COD). Gen Z consumers will potentially avoid a marketplace that has hidden costs.

Some possible factors that could be considered in a study on the shopping behavior of Generation Z (Gen Z) students in online marketplaces include:

The range of products and services offered on the marketplace: Gen Z students are likely to be attracted to marketplaces that offer a diverse selection of products and services, as this allows them to compare prices and features and find the best deals.

The convenience and ease of use of the marketplace: Gen Z students are accustomed to using technology and the internet for various activities and are likely to be drawn to user-friendly marketplaces that offer a seamless online shopping experience.

The reputation and trustworthiness of the marketplace and sellers: Gen Z students are likely to be cautious about making online purchases and will likely consider the reputation of the marketplace and the seller before making a purchase decision.

The influence of social media and peer recommendations: Gen Z students are known to be heavily influenced by social media and the recommendations of their peers. Therefore, a marketplace with a solid social media presence and a positive reputation among Gen Z students will likely attract and retain their business more successfully.

The availability of promotional offers and discounts: Gen Z students are known to be price-sensitive and are likely to be attracted to marketplaces that offer promotional offers and discounts on their products and services.

CONCLUSION

Online customer rating does not influence Gen Z purchase decisions at the Shopee marketplace. Celebrity endorsers and free shipping promotions significantly affect the purchase decision of gen Z. These findings imply that Gen Z students are price sensitive. Gen Z considers celebrity opinions to matter more than reviews of the products by previous buyers. In general, a study on Gen Z students' online shopping decisions in a market would need to consider a wide range of elements that are likely to affect their purchasing behavior.

This study had some limitations that must be considered when interpreting the results, including the following: the examined group consisted solely of college students. Future studies should include other demographic factors, such as comparing different educational and economic backgrounds. This research only focuses on researching the Shopee marketplace. In future studies, there should be a comparative analysis among available marketplaces.

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