FACTORS AFFECTING ONLINE PURCHASE DECISION OF GENERATION Z IN SHOPEE APPLICATION

FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN ONLINE GENERASI Z PADA APLIKASI SHOPEE

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Abstract: This study aims to analyse the factors that affecting online purchase decisions of Generation Z on the Shopee application in Manado. The Population in this study is Generation Z Shopee users in Manado who have made transaction/purchases. The number of sample in this study were 96 respondents. The sampling method used non-probability sampling technique, namely purposive sampling. The data was processed by multiple linear regression method. The result of this study found that trust, easiness, security, and e-service quality simultaneously have a significant and positive effect on Generation Z online purchase decision in Shopee application. Based on the partial test, trust, easiness, and e-service quality have a positive and significant effect on generation Z online purchase decision, while security has a negative and no significant effect on generation Z online purchase decision.

Keywords: trust, easiness, security, e-service quality, and online purchase decision

Abstrak: Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi keputusan pembelian online Generasi Z pada aplikasi Shopee di Manado. Populasi dalam penelitian ini adalah pengguna Shopee Generasi Z di Manado yang pernah melakukan transaksi/pembelian. Jumlah sampel dalam penelitian ini sebanyak 96 responden. Metode pengambilan sampel menggunakan teknik non-probability sampling yaitu purposive sampling. Data diolah dengan metode regresi linier berganda. Hasil penelitian ini menemukan bahwa kepercayaan, kemudahan, keamanan, dan kualitas pelayanan elektronik secara simultan berpengaruh signifikan dan positif terhadap keputusan pembelian online Generasi Z pada aplikasi Shopee. Berdasarkan uji parsial, kepercayaan, kemudahan, dan kualitas e-service berpengaruh positif dan signifikan terhadap keputusan pembelian online generasi Z, sedangkan keamanan berpengaruh negatif dan tidak signifikan terhadap keputusan pembelian online generasi Z.

Kata Kunci: kepercayaan, kemudahan, keamanan, kualitas pelayanan elektronik, dan keputusan pembelian online.

INTRODUCTION

Research Background

The development of information technology, especially the internet is growing very rapidly and has changed various aspects of human life because nowadays the internet has become a basic need. The Minister of Communication and Information, Johnny G. Plate, said that currently Indonesia is the country with the 4th largest number of internet users in the world. The increasing use of the internet has resulted in changes that affect human life where one of these changes is where to shop. Nowadays many people prefer to shop online because online shop itself is felt to be easier, cheaper, profitable and efficient. The high public interest in online shops has resulted in many online shops that have sprung up, ranging from online shops that are honest, dishonest, or from fictitious or real, even fraudulent online shops.

During the Covid-19 pandemic, consumer behaviour has changed. The limitations of making face-to-face transaction make people shop for their daily needs more through e-commerce. . In addition, due to government policies that limit people's mobility in controlling the spread of Covid-19 in the country, it also

increases the number of consumers who shop online. NielsenIQ noted that the number of online shopping consumers in Indonesia who use e-commerce reach 32 million people in 2021. According to the census of Badan Pusat Statistik (BPS) 2020, Generation Z is the largest segment in Indonesia which covers 27.94 percent of the total population. This generation is digitally literate with significant purchasing power. Generation Z has a very high level of consumption so it is very easy to make purchases even for products that are less needed or not needed.

Currently, there are many companies that provide the sale of goods and services via internet with their respective advantages, including Shopee, Tokopedia, Jd.id, Bukalapak, Elevenia, Lazada, and so on. However, the most popular among netizens is Shopee. Shopee has succeeded in developing into one of Indonesia's e-commerce giants in a relatively short period. Shopee can be accesed through the website or application. Shopee is the top online shopping platform in Indonesia from the total number of application downloads and total monthly users achievements. Based on a survey from Katadata Insight center (KIC) and Sirclo, it shows that in 2021 fashion products and accessories are the most sought after and purchased by consumers when shopping online.

Trust is the main factor that a buyer considers when shopping online, namely whether consumers will trust the services provided and ensure the privacy of consumer data. Many factors that can influence the occurrence of transactions through e-commerce, the trust factor is a key factor that affect the occurrence of transactions through e-commerce. Only consumers who have trust will dare to make transactions through the internet, without the consumers trust, it is impossible for e-commerce transactions to occur. In addition to trust factor, there are several factors that also influence consumers in online purchase, namely the easiness factor, security factor, and e-service quality factor. Easiness is an important thing that needs to be considered by e-commerce providers, considering that consumers in e-commerce have various levels of convenience ranging from ease of accessing product information, ease of accessing a selection of goods, ease of making purchase, ease of payment to ease of getting goods (delivery). Easiness is a factor that chosen by the consumer in deciding on online shopping, therefore it is very important for the easiness factor to be the highlight in purchase transaction through online.

After trust and easiness, the security factor is also often a consideration for someone to shop online. As it is known that the potential for cybercrime in online transaction activities in Indonesia is increasingly widespread. Therefore, e-commerce service providers must provide services that have security features that can guarantee users that online transactions are safe, so that consumers will find it easier to decide to make online transactions because they feel there is a security guarantee. The next variable used in this research is e-service quality. Companies that consistently provide the best e-service then it will get an edge over the competition, more freely and easily in fostering the loyalty of the consumer. In this case, the success of a company or business is also based from the factors of e-service quality. Based on the explanation above, the researcher is interested in conducting research on the factors that influence online purchase decision of generation Z in Shopee application.

Research Objectives
The objectives to be achieved in this research are:
1. To know the effect of trust on online purchase decision Generation Z in Shopee application.
2. To know the effect of easiness on online purchase decision Generation Z in Shopee application.
3. To know the effect of security on online purchase decision Generation Z in Shopee application.
4. To know the effect of e-service quality on online purchase decision Generation Z in Shopee application.
5. To find out the effect of trust, easiness, security, and e-service quality on online purchase decision Generation Z in Shopee application.

THEORITICAL FRAMEWORK

Online Purchase Decision
According to Haque, Sadeghzadeh and Khatibi (2006), online purchase refers to the consumption process of customers through which they tend to satisfy their shopping requirements by means of the internet. Purchase decision is a problem solving process which consists of analysing needs and wants, seeking information, assessing the source of choice for alternative purchases, purchasing decisions, and post-purchase behaviour (Kotler and Keller, 2016). Online purchase decision are consumer behaviour in choosing products

online from several alternatives to find solutions and give birth to decisions to use these products and make repeat purchases and recommend to others.

Trust

Trust is the expectation of consumers towards sellers that they have appropriate behavior in fulfilling their commitments to consumers (Gefen, Karahanna, and Straub, 2003). Trust is the main key in online business or offline business. Online trust is confident attitude of hope in risky online situations.

Easiness

According to Hartono (2007), easiness is defined as the extent to which a person believes that using a technology will be free from effort. Easiness is a situation in which individuals believe that the use of a certain technology will improve their performance. Thus, the perception of easiness refers to the individual's belief that the information technology system to be used is not inconvenient or does not require a great effort when used.

Security

Security is the ability of online stores to control and give safeguard security of data transactions (Park and Kim, 2016). Security is also the website or application ability to protect consumer's personal information from suspicious use in electronic transactions. Security is a key factor that people concerns about in using internet to purchase because most transactions are carried out on the web where information about users is transferred through an insecure environment (Raman and Viswanathan, 2011).

e-Service Quality

Parasuraman, Zeithaml, and Malhotra (2005) defined e-service quality as the level to which a website uses effective and efficient shopping, purchasing and delivery of goods and services, while Santos (2003) defined e-service quality as consumer overall opinions and evaluation regarding the excellent e-service delivery in online market.

Previous Research

Fachmi, Setiawan, and Hidayat (2019) analyzed the effect of trust, promotion, and e-service quality on consumer purchasing decisions in online stores. Respondents in this study were users of online shops in Makassar City with a total sample of 100 people. Sampling was done randomly for college students who had shopped at Tokopedia, Bukalapak, and Shopee. To test the hypothesis, the researcher using Multiple Regression Analysis with a software SPSS 22.0. The findings of this study are that trust, promotion, and e-service quality have a positive and significant effect on purchasing decisions at online shops. That is, the higher the trust, the better promotions carried out, and good e-service quality, consumers will decide to shop using online shops at Tokopedia, Bukalapak, and Shopee.

Astuti and Putri (2019) determined what factors influence the decision of consumers (millennial generation) to make online purchases. The population in this study is the millennial generation born in the 2000s. The research method used is quantitative descriptive using factor analysis techniques. Where the results of the study stated that there are three dominant factors that influence online purchasing decisions, namely lifestyle, easiness, and quality of information.

Sinurat and Ali (2020) determined the analysis of the influence of e-service quality and information quality on trust and its impact on consumer purchasing decisions on Tokopedia (a study of Tokopedia customers in Tangerang) by measuring indicators that affect the variable E-Service Quality, Information Quality, Trust and Consumer Purchasing Decisions. This study applies the explanatory research design using survey methods. Sampling using the technique of accidental sampling with the criteria of respondents had been shopping at least one time in Tokopedia. This study was tested using a structural equation modeling to test the influence of the significance of the overall model and predetermined pathway. The findings show that the E-Service Quality variable has a positive and significant effect on Trust, Information Quality has a positive and significant effect on Trust, E-Service Quality has a positive and significant effect on Purchasing Decisions, Information Quality has a positive and significant effect on Purchasing Decisions and trust has a positive and significant effect to the Purchasing Decision.

Conceptual Framework
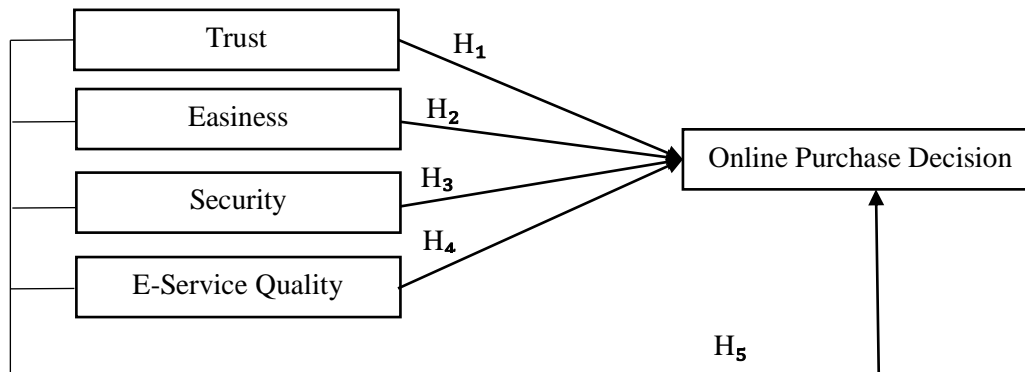
Figure 1. Conceptual Framework

RESEARCH METHOD

Research Approach

This research is using quantitative research method. According to Creswell (2011), Quantitative research explains phenomena by collecting numerical unchanging detailed data that are analysed using mathematically based methods, in particular statistics that pose questions of who, what, when where, how much, how many, and how. It deals in numbers, logic, and an objective stance. Quantitative method is used to find behaviour on particular populations or samples, using research instrument in data collection, using statistical data analysis, and the aim is to test hypothesis that have been formed.

Population, Sample, and Sampling Technique

Population is a complete group of elements, which are usually people, objects, transactions, or events in which we are interested in studying or being the object of research (Kuncoro, 2013). The population of this research is Generation Z who previously used and transacted through the Shopee application in Manado. The number of samples in this research was determined by the Cochran formula. In this study, the sample used is 96 samples. The sampling technique of this research used non-probability sampling, by means of purposive sampling. According to Sugiyono (2008), purposive sampling is a sampling technique with certain considerations or criteria. The sampling technique used in this research is purposive sampling which have the respondents criteria to be a sample and have been determined in this research are Generation Z in Manado who are 11-25 years old, and Shopee users who have made purchases through the Shopee application. Researcher chose to research specifically on generation because this generation have significant purchasing power.

Data Collection Method

The data collected by distributing online questionnaires to respondents using google form. The questionnaire in this research uses 4 point likert scale, namely strongly disagree, disagree, agree, and strongly agree.

Operational of Definition Research Variable

1. Trust is the expectation of consumers towards seller that they have appropriate behaviour in fulfilling their commitments to consumers (Gefen, Karahanna and Straub, 2003). Indicators: Integrity, Believable, Credible, and Cares of Customers.
2. Easiness is defined as the extent to which a person believes that using a technology will be free from effort (Hartono, 2007). Indicators: easy to use, easy to do transaction, easy to get the product, and easy to learn.
3. Security is the ability of online stores to control and give safeguard security of data transactions (Park and Kim, 2006). Indicators: confidently, personal data management, and security guarantee.
4. E-service quality is the ability of a website to provide effective and efficient facilities for online shopping, online purchasing and in the acquisition of goods or services (Parasuraman, Zeithaml, and Malhotra, 2005). Indicators: responsiveness, system availability, efficiency, fulfilment, and privacy.

5. Purchase decision is a problem solving process which consists of analysing needs and wants, seeking information, assessing the source of choice for alternative purchases, purchasing decisions, and post-purchase behaviour (Kotler and Keller, 2016). Indicators: product choice, brand choice, dealer choice, purchase timing, and payment.

Data Analysis Method
Validity and Reliability Test

Validity test is carried out to find out how precisely a measuring instrument can measure what it wants to measure. According to Machali (2018) a measuring instrument is said to be valid or has a high validity value if the measuring instrument can indeed measure what we want to measure. Reliability testing is carried out in order to obtain consistent measurements when repeated measurements are made. According to Sugiyono (2012), the instrument is declared reliable if the reliability coefficient is at least 0.6.

Multiple Linear Regression

Multiple linear regression analysis is analytical tool used to determine whether there is a significant effect between the independent variable on the dependent variable. The formula for multiple linear regression analysis in this research is as   follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

Description:
Y	: Purchase Decision
α	: Constant
$\beta_1, \beta_2, \beta_3, \beta_4$	: Regression coefficient
X_1	: Trust
X_2	: Easiness
X_3	: Security
X_4	: E-Service Quality
e	: Error

RESULT AND DISCUSSION

Result
Validity & Reliability Test

Validity test in this study was carried out using the SPSS program. The valid item of questionnaire could be seen if the coefficient correlation (r-count) is higher than r-table (r-count > r-table) with significant value 0.05. The test was conducted on 96 respondents with an r-table 0.227. The results shows that all indicators for measuring the variables in this study have a correlation coefficient r-count > r-table. So, all of these indicators are declared valid. In this study, the reliability test used Crpnbach's alpha method, where the questionnaire was said to be reliable if Cronbach's alpha > 0.60. The results shows that each variable has a Cronbach's alpha value greater than 0.60, so that the five variables are declared reliable.

Classic Assumption Test
Normality Test

The normality test in this study used the One Sample Kolmogrov-Smirnov (SF) method. If sig. value $\geq$ 0.05, it means the data is normally distributed.

Table 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.33721445
Most Extreme Differences	Absolute	.091
	Positive	.091
	Negative	-.053
Test Statistic		.091
Asymp. Sig. (2-tailed)		.050[c]

Source: Data Processed (2022)

Based on table 4 the results of the normality test shows that sig. 0.05. It means the data is normally distributed.

Multicollinearity Test

Table 2. Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF
Trust (X1)	0.548	1.824
Easiness (X2)	0.651	1.536
Security (X3)	0.339	2.954
E-Service Quality (X4)	0.320	3.125

Source: Data Processed (2022)

From results above, it can be seen that independent variables have a VIF value less than 10, so it can be concluded that there is multicollinearity in this research.

Heteroscedasticity Test

Heteroscedasticity test is a test that assesses whether there is an inequality of variance from the residuals for all observations in the linear regression model. According to Ghozali (2016), one way to find out whether there is heteroscedasticity in a multiple linear regression model, by looking at the scatterplot graph or from the predicted value of the dependent variable, namely SRESID with a residual error, namely ZPRED. If there is no certain pattern and it does not spread above or below zero on the y-axis, it can be concluded that there is no heteroscedasticity. For a good research model, there is no heteroscedasticity.
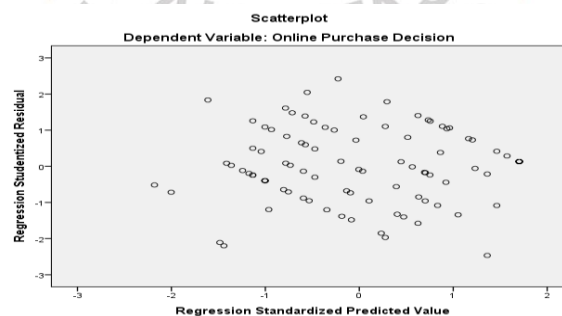
Figure 2. Heteroscedasticity Test
Source: Data Processed (2022)

It can be seen that the data points spread above and below or zero, and the dependent variable online purchase decisions (Y) shows that the points on the scatterplot graph do not have certain pattern. This shows that there is no heteroscedasticity.

Multiple Linear Regression
Table 3. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1. (Constant)	2.667	1.302	
Trust	0.270	0.107	0.230
Easiness	0.459	0.101	0.379
Security	-0.173	0.166	-0.121
E-Service Quality	0.379	0.112	0.404

Source: Data Processed (2022)

Multiple linear regression equation can be formed as follows:

$$Y = 2.667 + 0.270\,X1 + 0.459\,X2 - 0.173\,X3 + 0.379\,X4$$

1. The constant value (α) of online purchase decisions is 2.667. It means that if the independent variables trust (X1), easiness (X2), security (X3), and e-service quality (X4) are zero, then the online purchase decision (Y) is 2.667.
2. The X1 coefficient value is 0.270 indicates that the trust variable has a positive effect on online purchase decision, it means that every one unit increase, the online purchase decision will increase by 0.270 or in other words if trust is increased, the online purchase decisions on Shopee will increase.
3. The X2 coefficient value is 0.459 indicates that the easiness variable has a positive effect on online purchase decision, it means that every one unit increase, the online purchase decision will increase by 0.459 or in other words if easiness is increased, the online purchase decisions on Shopee will increase.
4. X3 coefficient value is – 0.173 indicates a negative effect of security on online purchase decision. It means that every one unit increase, the online purchase decision will decrease by 0.173 with the assumption that other variables (trust, easiness, and e-service quality) are constant.
5. The X4 coefficient value is 0.379 indicates that the e-service quality variable has a positive effect on online purchase decision, it means that every one unit increase, the online purchase decision will increase by 0.379 or in other words if e-service quality is increased, the online purchase decisions on Shopee will increase.

Hypothesis Test
T- Test
Table 4. T- Test

Model	T	Sig.
Trust	2.552	.013
Easiness	4.525	.000
Security	-1.043	.300
E-Service Quality	3.382	.001

Source: Data Processed (2022)

This test is carried out by comparing the t-count obtained in the table above with the t-table at a significance level ($\alpha = 0.05$) and degrees of freedom df (n-k-1) = 96-4-1 = 91. So that the t-table is obtained of 1.990. Based on the results of SPSS calculations as in table 4.36 above:

1. The test result of trust variable shows trust has a t-count value 2.522 is greater than t-table value 1.990 and a significance value 0.13 is smaller than 0.05. So, it can be concluded from these results that H_1 is accepted.
2. The test result of easiness variable shows easiness has a t-count value of 4525 is smaller than t-table value of 1.990 and the significance value of 0.000 is smaller than 0.05. Therefore, it can be concluded from these results that H_2 is accepted.
3. The test result of security variable shows security has a t-count value -1.043 is smaller than t-table value of 1.990 and the significance value 0.300 is greater than 0.05. Therefore, it can be concluded from these results that H_3 is rejected.
4. From the result of the estimation of the e-service quality variable, the t-count value of 3.382 is greater than t-table value of 1.990 and the significance value 0.001 is smaller than 0.05. Therefore, it can be concluded from these results that H_4 is accepted.

F-Test
Table 5. F-Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	238.626	4	59.657	31.958	.000[b]
	Residual	169.874	91	1.867		
	Total	408.500	95			

a. Dependent Variable: Online Purchase Decision
b. Predictors: (Constant), E-Service Quality, Easiness, Trust, Security
Source: Data Processed (2022)

The results of the F-test simultaneously show the Fcount value 31.958, while the value of Ftable is 2.47. Because the value of Fcount 31.958 > Ftable 2.47, it can be concluded that trust (X1), easiness (X2), security (X3), and e-service quality (X4) simultaneously have a significant effect on online purchase decisions (Y).

Determination Coefficient (R²)
Table 6. Determination Coefficient (R²)

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.764[a]	.584	.566	1.366

a. Predictors: (Constant), E-Service Quality, Easiness, Trust, Security
Source: Data Processed (2022)

Table 7 above explains that the value of the R Square (R²) from the results of this study 0.584 or 58.4%. This shows that the contribution of the independent variables, namely trust (X1), easiness (X2), and security (X3), and e-service quality (X4) to the dependent variable online purchase decisions is 58.4%. The remaining is affected by other variables outside of this study.

Discussion
The Effect of Trust on Online Purchase Decision
Trust is important in business. A business transaction will occur if one and the other trust each other. Trust cannot simply be recognized by other parties, but must be built from the beginning of the business and can be proven. . In this research, there are four indicators of trust, namely integrity, believable, credible, and cares of customers. These indicators are used in the questionnaire to determine the opinion of respondents in this research are generation Z Shopee users in Manado about trust on online purchase decision. The results of the questionnaire shows that most of the respondents answered "agree" and "strongly agree" rather than "disagree" and "strongly disagree". The statement in integrity indicator where respondents trust in Shopee whose performance is reliable get the most "strongly agree" responses. These results indicate that Generation Z considers the trust factor to be very important in making online purchase decision, so that it will have a positive effect on online purchase decision and will increase the purchases in the Shopee application. Everyone has a different level of trust, some have a higher level of trust and some have a lower level of trust. Therefore, the higher a person level of trust in something that is believed, the higher the decision to make an online purchase. This result is in line with Fachmi, Setiawan, and Hidayat (2019) that trust has a positive and significant effect on purchasing decisions at online shops.

The Effect of Easiness on Online Purchase Decision
In this research, there are four indicators of easiness, namely easy to use, easy to do transaction, easy to get the product and easy to learn. These indicators are used in the questionnaire to find out the opinion of respondents (generation Z Shopee users in Manado) about the ease of online purchase decision. The results of the questionnaire showed that the majority of respondents answered "strongly agree" and "agree" and very few respondents answered "disagree" and "strongly disagree". From this shows that the easier it is to use the system and does not require much effort, it will improve online purchase decision. The four factors that affects online purchase decision in this research, the easiness factor is the biggest affecting online purchase decision. The magnitude of the effect caused by the easiness factor shows that currently most people prefer to use the internet to make purchases, where they no longer have to go directly to the store to make purchases but can be done from anywhere and anytime. It can be concluded that generation Z considers the easiness factor is a very

important factor in making online purchase on the Shopee application. This result is in line with Astuti and Putri (2019) that one of dominant factors that influence online purchasing decisions is easiness.

The Effect of Security on Online Purchase Decision

In this research, there are three indicators in the security variable, namely confidently, personal data management, and security guarantee. These indicators are used in the questionnaire to know the opinion of respondents (generation Z Shopee users in Manado) regarding security on online purchase decision. The results of the questionnaire show that the respondents answers on the confidently and personal data management indicators answered "agree" and "strongly agree" and there were no answers "strongly disagree". But, on the security guarantee indicator had 28 respondents answered "disagree" and 2 respondents answered "strongly disagree". This proves that the third hypothesis is rejected, that security has a negative effect on online purchase decisions. This may be due to the lack of consumer awareness of the importance of protecting their personal data. Many of them make purchases only to extant that the personal data they provide to e-commerce is only for the purpose of shipping goods, and they do not think further that their personal data is very likely to be used by other irresponsible parties. This result is in line with Suryana (2022) that security had a positive and significant effect on purchasing decisions.

The Effect of E-Service Quality on Online Purchase Decision

To measure the e-service quality variable, five indicators are used, consist of responsiveness, system availability, efficiency, fulfilment, and privacy. The results of the questionnaire shows that the majority of respondents answered agree and strongly agree rather than disagree and also no one answered strongly disagree. This indicates that e-service quality provided by Shopee has the advantage of good electronic services, so that it becomes a factor that is approved by consumers in affecting online purchase decisions. It means that the better the level of e-service quality provided, the online purchase decisions through the Shopee application will increase. The influence caused by the e-service quality shows that currently most people are starting to show demands for excellent electronic services, where they no longer just need quality products but also prefer to enjoy the convenience of e-services. Consumer satisfaction can only be achieved by providing good e-service quality to its consumers. It shows that the e-service quality is very important in determining the success and survival of a business, especially in a competitive business environment. This result is in line with Sinurat and Ali (2020) that e-service quality variable has a positive and significant effect on Purchasing Decisions.

The Effect of Trust, Easiness, Security and E-Service Quality on Online Purchase Decision

The last discussion is the effect of trust, easiness, security, and e-service quality on online purchase decision. Based on the results of data analysis that have been carried out, it can be seen that trust, easiness, security, and e-service quality simultaneously have a significant effect on generation Z online purchase decision on the Shopee application. This can be justified because in making online purchase decision the trust, easiness, security and e-service quality factors are taken into consideration by Shopee users who will make purchases. So, it can be concluded that the better the trust built by Shopee, the easiness offered by Shopee, the security guaranteed by the Shopee application in conducting transactions, and the good e-service quality in Shopee application, the more online purchases will be made.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Trust has a positive and significant effect on generation Z online purchase decisions in the Shopee application. It means that the higher level of trust in Shopee application, it will increase to make online purchase in the Shopee application.
2. Easiness has a positive and significant effect on generation Z online purchase decisions in the Shopee application. It means that the higher the easiness on Shopee application, it will increase to make online purchase on Shopee application.
3. Security has a negative and no significant effect on generation Z online purchase decisions in the Shopee application. It means that the level of security in Shopee application has no effect in make online purchase on Shopee.

4. E-service quality has a positive and significant impact on generation Z online purchase decisions in the Shopee application. It means that the higher of e-service quality on Shopee application, it will increase to make online purchase on the Shopee application.
5. Trust, Easiness, Security, and E-Service Quality simultaneously have a positive and significant effect on online purchase decisions of Generation Z in the Shopee application.

Recommendation

1. In the trust variable, the answers of the respondents are positive. However, the credible indicator have bad results on the statement "trust in the product ordered at Shopee is in line with expectations" with a total of 22 respondents or 22.9% answering disagree. This should be a concern for Shopee to pay more attention to the products offered so that the products that will be ordered by customers will match what is offered on the Shopee application, so the users will be satisfied. And from this it will also increase the trust of users to make online purchase in the Shopee application.
2. In the easiness variable, the answers from respondents are positive. All indicators in the easiness variable have good results with an average of answering strongly agree and agree, and very few answers disagree and strongly disagree. Therefore, Shopee must maintain the current easiness or improve it further because from this research it can be seen that the easiness factor affects online purchase decision. So from this, there will be more users who will make online purchase in the Shopee application.
3. The security variable in this study has a negative effect on online purchase decisions. More precisely on the security guarantee indicator, in the statement "Shopee will provide compensation if the product does not meet expectations (damaged)" several respondents answered disagree. For this reason, Shopee further enhances security during the packaging and shipping process so that the products that will sent to customers are not damaged.
4. In the e-service quality effects on online purchase decisions in generation Z, so that the better the e-service quality provided will affect consumers to make online purchases in the Shopee application. The Shopee Company should be able to maintain e-service quality that has provided satisfaction for consumers in making online purchases.
5. For further researchers, the writer suggests that further research can use other variables that affects online purchase decisions that are not included in this study, so the more variables that affects online purchase decisions can be identified. And also research can be developed again with different research models that expand the scope of research such as the place of research and the number of samples to obtain information from various possibilities and have wider knowledge result.

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