

THE INFLUENCE OF GENERATION Z CONSUMER BEHAVIOR ON PURCHASE MOTIVATION IN E-COMMERCE SHOPPE

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Abstract. *The study aims to investigate the impact of generation Z consumer behavior on site qualities, privacy security, online shopping services, and shopping enjoyment, as well as mediating shopping pleasure on online impulse purchases. The rapid expansion of e-commerce, along with the buying habits of Generation Z, leads to unexpected or impulse purchases. This study is quantitative, with primary data collected through a purposive sampling method. The number of respondents who met the criterion of generation Z in West Java, aged 18-35 years, and had shopped on the West Java Shoppe website was 159. The data analysis method employs the Structural Equation Model (SEM) in conjunction with the SmartPLS 3.0 programs. The findings reveal that site features have a direct impact on online impulse purchase behavior, but not privacy security. Online shopping services have little direct impact on online impulse purchases. Site qualities, privacy security, and online buying services all have an impact on purchasing experience. Shopping pleasure increases online impulse buying behavior.*

Keywords: *attribute site, security privacy, enjoyment shop, service shopping online, purchase impulse online*

Abstrak. Penelitian ini bertujuan untuk menyelidiki dampak perilaku konsumen generasi Z terhadap kualitas situs, keamanan privasi, layanan belanja online, dan kenikmatan berbelanja, serta memediasi kesenangan berbelanja pada pembelian impulsif secara online. Ekspansi e-commerce yang cepat, bersama dengan kebiasaan membeli Generasi Z, mengarah pada pembelian yang tidak terduga atau impulsif. Penelitian ini bersifat kuantitatif, dengan data primer yang dikumpulkan melalui metode purposive sampling. Jumlah responden yang memenuhi kriteria generasi Z di Jawa Barat, berusia 18-35 tahun, dan pernah berbelanja di website Shoppe Jawa Barat sebanyak 159. Metode analisis data menggunakan Structural Equation Model (SEM) yang digabung dengan SmartPLS. 3.0 program. Temuan

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mengungkapkan bahwa fitur situs memiliki dampak langsung pada perilaku pembelian impulsif online, tetapi bukan keamanan privasi. Layanan belanja online memiliki sedikit dampak langsung pada pembelian impulsif online. Kualitas situs, keamanan privasi, dan layanan pembelian online semuanya berdampak pada pengalaman pembelian. Kenikmatan berbelanja meningkatkan perilaku pembelian impulsif online.

Kata kunci: atribut situs, keamanan privasi, toko kenikmatan, layanan belanja online, impuls pembelian online

INTRODUCTION

The contemporary era of digital globalisation has brought about change in many facets of West Javan communal life. The general public now has more freedom to access information at any time and in any location. Changes in culture and technology have given society a wider range of options for goods and services as well as different ways to find knowledge. This is a chance for business owners to expand online and through electronic media. The internet is a new form of media that is interactive and multidimensional. The distinctive qualities of new media mix convergence, network technology, global reach, interactivity, and many-to-many interactions, making it possible for the user to be both a content producer and consumer at the same time (Wenates et al., 2012:86). According to data from internetworldstats, there were 212.35 million Internet users in West Java as of March 2021. West Java is home to the third-most Internet users in Asia. India comes in second with 755.82 million users of the Internet, while China ranks first with 989.08 million users. West Java is a fourth-place nation in the globe in terms of resident population, surpassing nations like Thailand, Japan, and the Philippines. This can open up a lot of opportunities for internet business criminals in West Java, Asia, and possibly the entire world to expand, develop, and compete.

West Java's more fast Internet user growth has the potential to create a cyber market. The cyber market is a meeting point for businesses engaged in e-commerce and consumers, where it acts as a supplier of online transaction services. The largest B2C (Business to Consumer) e-commerce website in West Java is called Shoppe. Shoppe offers customers the ability to purchase online quickly, safely, and conveniently with a broad number of product variants, starting from the categories of fashion, electrical, house ladder, children's toys, and sporting goods. Shoppe has the quickest growth in the globe. With the slogan "Effortless shopping" or "shopping gets complicated," Shoppe West Java offers a way for the people of West Java to experience a variety of conveniences while buying online by providing a site that is simple to use and a complete online payment system. Shoppe also promises that browsing products and looking for secure payment methods will be enjoyable. Shoppe Jawa Barat offers

a variety of amenities, including as credit cards, cash on delivery, bank transfers, mobile banking, and online payment services like HelloPay (Shopee.co.id, 2021).

Businesspeople in West Java must also interpret with regard to good consumer behaviour. Wrong One characteristic of West Javan consumers is their propensity for socialising and their tendency to think quickly and act in an impulsive manner. According to Hawkins and Mothersbaugh (2010), Generation Z is the last generation of teenagers and is mature between the ages of 1 and 5 years. This generation is more firm, independent, emotional, expressive, innovative, stand alone, and curious than any other. Compared to earlier generations, Generation Z is more accessible to communication patterns, which leads to a greater tendency for consumption in behaviour and a lack of short-term planning and thought processes. (Ling & Yazdanifard, 2015) purchase impulse-triggering site attribute variables features. Site features like ease of use and visual appeal are taken into account when deciding whether to make an online purchase. Study by Andriani & Sihombing (2015) demonstrates the connection between privacy and online buying intentions. According to Wells, Parboteeah, and Valacich (2011), a quality website's characteristics of security, usability, and visual appeal play a significant impact in influencing online buying impulse.

Study According to Pappas, Giannakos, and Chrissikopoulos (2012), online personalisation services that are a component of online buying can affect consumer behaviour. where consumers spend more frequently and without thought. Additionally, research by Beatty & Ferrel (1998), Verhagen & Dolen (2011), Shirmohammad, Ghane, and Ebrahimi (2015) supports the notion that when someone shops online, they do so because they love it. This improvement in behaviour allows users to "search more in" and can trigger impulsive buying.

According to numerous studies, 39% of purchases made in retail stores and 67% of purchases made in stores that sell food and apparel are unplanned and made on the spur of the moment. There is conflicting research on behaviour purchase impulse. While studies by Beatty & Ferrel (1998), Chavosh, Halimi, & Namdar (2011), Verhagen & Dolen (2011), Salman, Khan, & Gul (2014), Saad & Metawie (2015), and Shirmohammad, Ghane, & Ebrahimi (2015) claimed that the variable enjoyment shop had a significant connection to behaviour purchase impulse, Koufaris (2002) and James, Considerations for impulsive purchases online are different from those for traditional impulsive purchases, according to Ling & Yazdanifard's (2015) research. Online purchasing does not allow for traditional shop environment factors like lighting, music, and sellers. Online shopping environments that encourage impulse purchases take into account site features like usability and visual attractiveness. customer Y's propensity

for online impulse purchases generation Z

OBJECTIVE STUDY

This study attempts to investigate factors that may affect consumer Y's behaviour, such as site attributes, security and privacy concerns, and service purchases, against online impulse purchases that are mediated by enjoyable shopping.

REVIEW LITERATURE AND DEVELOPMENT HYPOTHESIS

Behavior Purchase Impulse Online

Purchase impulse, as defined by Mowen & Minor (2002), is defined as an action that occurs from thought that has not yet been acknowledged or an intention that has not yet been formed to make a purchase before entering a store. Purchase impulse is a strong, uncontrollable need to make an immediate, unplanned purchase of anything without giving it much thought. The term "compulsive consumption" refers to behaviour that is closely related to the impulse to buy something or is motivated by the heart, for example, a response to encouragement that cannot be controlled or a desire to obtain, use, or experience a certain feeling, substance, or activity that leads someone to repeatedly engage in actions that eventually hurt them or other people Mowen & Minor, 2002. Impulsive purchasing occurs when a person feels pressured to make a purchase and is typically unplanned and careless. demonstrate the consumer's reaction to certain unique incentives to purchase units that were not anticipated.

Influence Attribute Site with Behavior Purchase Impulse Online

Shirmohammad, Ghane, and Ebrahimi's (2015) study demonstrates how online store beliefs and feature shopping can be used to predict online impulse purchases. User-friendly experience is something that website users value highly when navigating. Study Salman, Khan, and Gul (2014) promote the draught as a spectator sport when there is a strong desire to buy. Spending money and effort on displays or marketing is recognised as a promotional aspect in an enjoyable store that triggers impulsive behaviour. Characteristics Factor Environment Sites Trigger Impulse Purchases, claim Ling & Yazdanifard (2015). When making an impulse buy online, factors including site convenience and the usage of power pull visuals are taken into account. Referring to the description in one, first state the following.

H1: The online buying impulse behaviour is influenced by the attribute site.

Influence Security Privacy to Behavior Purchase Impulse Online

According to study by Ling, Chai, and Piew (2010), consumers feel secure while making

purchases at online stores because of the confidentiality and privacy of those transactions. Study This further suggests that the confluence of factors, including the direction of purchasing impulse, the direction of quality, the direction of brand, and the direction of online trust Additionally, internet shopping experience can affect a person's intention to make a buy. Referring to the description in the first, state the second hypothesis as follows.

H2: Online behaviour and impulsive purchases have an impact on privacy and security

Influence Service Shopping Online to Behavior Purchase Impulse Online

Online service shopping includes any non-physical services provided to customers by e-commerce on that website. Customers can receive services in the form of quick response from customer service representatives, online stores that regularly update their websites to make it easier for customers to access them, features that let customers easily find needs that correspond to previous purchases, and facilities like price comparison services that have become a powerful force in e-commerce. When a customer receives a good service, they will feel inspired to do more research and are more likely to act quickly when making a decision, which leads to impulsive purchases. Referring to the description in the previous sentence, state third hypothesis as follows.

H3: Online service shopping has an impact on impulsive online purchase behaviour.

Influence Attribute Site to enjoyment Shop

Which pleasurable will effect consumer behaviour such as impulsive purchases, compulsive shopping, curiosity, and attitude, claim Hsu, Hung, and Tang (2012). Additionally, keeping the site's design in mind will boost happiness because features offered by the site tend to create a pleasant virtual environment and are strongly associated with consumer enjoyment. Challenge positive from experience purchasing on the website can produce reaction consumer, claims Koufaris (2002). a difficult form of instruction navigation site Whichever consumer procedure is simple to use when looking for information and using a distinctive feature can lead to challenge and ambition with a favourable impact on shopping enjoyment. In light of the description provided above, state the fourth hypothesis as follows.

H4: There is a site that influences the delight shop.

Influence Security Privacy to enjoyment Shop

According to Pappas, Giannakos, and Chrissikopoulos (2012), the issue of privacy can have a substantial detrimental impact on a person, leading to a negative correlation between privacy and behaviour. Online privacy draughts can make consumers feel as though they have

lost control and are worrying, which might make them enjoy purchasing less. When customers accept recommendations based on past purchases or even just their habit of explaining, they feel as though their privacy has been breached. Contrarily, personalisation as a technique for internet marketing that promises to avoid exploiting customer data would assist practitioners in taking care of their clients and ultimately cause customers to feel comfortable, spend more money, and make more purchases. Referring to the description in the previous sentence, state the fifth hypothesis as follows.

H5: Privacy and security have an impact on how much you like shopping.

Influence Service Shopping Online to enjoyment Shop

Customer service quality, or perceived site quality, can affect how much a customer enjoys shopping online. Study According to Dai, Haried, and Regards (2011), the quality of the delivery service, which is a component of online service shopping, the dimensions of the visual display, navigational instructions, reviews customised on service content quality, and their impact on service enjoyment are all important factors. According to a study by Pappas, Giannakos, and Chrissikopoulos (2012), online service personalisation, which is a component of online buying, can affect consumer behaviour. Where consumers shop more frequently and without thought. Using the description as a guide, state the sixth hypothesis as follows.

H6: Online influence service shopping is available for amusement.

Influence enjoyment Shop to Behavior Purchase Impulse Online

Shirmohammad, Ghane, and Ebrahimi (2015) support the idea that when someone buys something online, enjoyment shopping intrinsic persons are able to increase behaviour "search more in" user And can lead to buying behaviour impulse, according to Pappas' research (Beatty & Ferrell, 1998), Verhagen & Dolen (2011), and others. On the other hand, James, Gregory S., and Thai-Ha (2014) and Koufaris (2002) argue the opposite, asking where they may find that amusement shop. No personal impact on hasty purchases. Study Saad & Metawie (2015) provides evidence that two personal inclinations—pleasure shopping and trend purchase impulse—along with three personality factors—impulsiveness, excitement, and price self—as well as two environmental factors—music and system location—all significantly affect behaviour purchase impulse. Referring back to the summary above, the following is stated regarding number seven.

H7: there is influence enjoyment shop to behavior purchase impulse online.

METHOD STUDY

Population And Sample

The participants in this study are members of the Zyang generation, who buy online at Shoppe West Java and are residents of the entire West Java region. They range in age from 18 to 35. Utilising data figures from Shoppe.com, the study's overall population is 56. 1 32,000 visitors. Additionally, to find multiple samples using purposive sampling, we need to know that: a) respondents are members of generation Z, with ages ranging from 18 to 35. Respondents once made a purchase at Shoppe West Java. c). Respondents are located throughout West Java. The sample size for this study is calculated by multiplying 23 indicators by 7, which equals 159 respondents.

Source Data

Study This is done by gathering and processing qualitative data, which is then used to create quantitative data using scale measurements (scale likert).

Information utilised in the study This is external data, which includes information gathered through websites, books, and surveys.

According to the methodology used, this study employs primary data along with an online questionnaire to understand generation Z's online impulse-buying behaviour in West Java.

Based on time recording. Because this study did not place a strong emphasis on a certain time period, it used the cross-sectional data approach. This is doable when needed.

Testing Instrument Study

Test validity

If you perform the actions that should be performed and measure the actions that should be measured, a scale measurement is said to be valid. When scale measurements are invalid, researchers cannot benefit since they cannot measure or take the necessary actions.

Test Reliability

Test reliability is used to demonstrate the precision, consistency, and accuracy of a measurement device. For measure reliability in studies, two methods are used: Cronbach's Alpha and composite reliability, which is frequently referred to as Dillon-Goldstein's reliability. Use of Cronbach's Alpha for the reliability test will result in a lower grade, hence the study will also use Composite Reliability for the dependability test. Mark A result between 0.60 and 0.70 for Cronbach's Alpha and Composite Reliability is still acceptable. According to (Now & bougie, 2013), a Cronbach's Alpha value of 0.60 indicates a dependable variable.

it is understandable. Method analysis descriptive was intended to get an overview and

data systematic form analysis statistics descriptive to analyse the respondents' responses in a manner that considered all of the respondents' responses as well as the categories of respondents' responses to characterise the respondents' conditions.

Analysis structural Equation Model (SEM)

Method structural Equation Model, also known as Structural Equation Model, is a collection of statistical techniques that allow for assessing a link that is relatively complex at the same time (Pardade & Reinhard, 2015). Complex connections can be understood as the connections constructed between one or more independent variables and one or more dependent variables. CB-SEM and pls (Partial Least Square) are the two parts of the structural equation model. Tool: CB-SEM Measure as a confirmation for.

Method Analysis

SEM, or the structural method equation model, was used to analyse the data. SmartPLS 3.0 is the programme used for structural analysis. According to an objective study, there is evidence that generation Z consumer behaviour has an impact on online impulse purchases made at West Java Shoppe. This evidence comes from factors including site qualities, privacy and security, online buying services, and enjoyment of the shopping experience.

Analysis Descriptive

It is necessary to change the raw data set into more concise information using the descriptive analysis method in order to better understand the study model. When attempting to verify the validity of this notion, CB- SEM is employed. PLS is a tool used to forecast and build new theories as well as to determine whether a hypothesis is accurate or not. Model for Structural Equations This is a statistical technique used to assess the relationships between a number of variables that are created from either observed variables or variable factors and are then analysed using the SmartPLS 3.0 programme. This study employs partial least squares to demonstrate that there is no relationship between the latent variable and the confirmed hypothesis. stages of a study's analysis This involves five process stages, each of which will have an impact on the subsequent stages. Models for conceptualization, and 2. Find the algorithm for the Method of Analysis, 3). Decide on the method of resampling, 4).Evaluation Model. Describe Diagram Track, 5.

Test hypothesis

In (Ghozali & Latan, 2015), Baron and Kenny propose a three-stage model for test effect mediation in psychology, consisting of the following: 1). Model First, test the t-statistic's significant level and the influence of exogenous and endogenous variables. Test the second model's exogenous variable's influence on the mediator variable and its level of significance

using t-statistics > 1.96, 3. The third model tests the simultaneous influence of exogenous variables and their mediating effects on endogenous variables. At the testing stage's conclusion, it was anticipated that exogenous variables would have little effect on endogenous variables, however mediational effects would have a degree of significance on t-statistics > 1.96.

RESULTS AND DISCUSSION

Results Study Analysis Factor Confirmatory

Based on results output analysis, it can be shown that the entire indicator construct for the pleasure of shopping (KB), including KB1, KB2, KB3, and KB4, has values loading factor > 0.70, indicating that all of the indicators are valid. A loading factor > 0.70 signifies that the entire indicator construct for privacy and security (KP), which includes KP1, KP2, KP3, and KP4, is valid. The loading factor for the entire indicator construct Behaviour Purchase Impulse Online (PPI), which includes PPI1, PPI2, PPI3, PPI4, and PPI5, is greater than 0.70, indicating the validity of each individual indicator. Indicator build Service Shopping Online (LB) has an LB1, LB2, and LB3 own loading factor > 0.70, indicating that the indicator is valid, however LB4 has a least mark loading factor of 0.493408, indicating that the indicator is invalid and must be written off. Attribute of an indicator construct The site (AS) is AS4 with a loading value that is as large as 0.529747 and AS3 as large as 0.563495 among the attribute builds sites. Additionally, AS6 as big as 0.580449 is invalid, necessitating the removal of the indication. given that validity convergence also AVE Not yet met, so the researcher decided to eliminate the indication from the variable that does not meet the criteria for the four rules of thumb (LB4, AS4, AS3, and AS6). Researchers then process the data and return the following findings.

Table 1. Results Average Variances Extracted After Deletion Indicator

Variable	Wide Variances Extracted
Attribute Site	0.598986
enjoyment Shop	0.676899
Security Privacy	0.656670
Service Shopping Online	0.574662
Behavior Purchase Impulse Online	0.772169

Source: data though Smart pls

Table 1's data processing findings demonstrate that each reflective construct generates an AVE value more than 0.50, satisfying the validity requirements. Mark AVE values recommended to be greater than 0.50 indicate that at least 50% of the variance of the indicator construct can be accounted for. The largest internet purchasing impulse measured by Mark AVE is 0.772169. Additionally, variable attribute site has a mark AVE Lowest of 0.598986.

Test Reliability

SmartPLS reliability testing using composite and mark Cronbach's alpha reliability.

Table 2. Results Cronbach's Alpha And Composite reliability

Variable	Cronbach's Alpha	Composite reliability
Attribute Site	0.662716	0.813911
enjoyment Shop	0.841693	0.893190
Security Privacy	0.825398	0.883982
Service Shopping Online	0.631671	0.802035
Behavior Purchase Impulse Online	0.926147	0.944251

Source: data though Smart pls.

The data processing findings in Table 2 demonstrate that every variable is reliable and has passed the reliability test. With a Cronbach's Alpha value of 0.926147, unpredictable online impulse buying behaviour is the most dependable. Additionally, with mark Composite reliability greater than mark Cronbach's Alpha, all constructs have proven to be reliable and have passed the reliability test, with all mark Composite reliability greater than 0.70.

Testing Hypothesis

The significance test demonstrates whether there is a relationship between the variables that were studied.

Table 3. Results Path coefficient

		T Statistik	P Values	Hasil H1
Site Attributes to Impulse Purchasing	H1	2.742443	0.006120	Diterima
Privacy Security for Impils Online Buying Behavior	H2	1.175806	0.239728	Ditolak
Online Shopping Services against	H3	0.997631	0.318506	Ditolak

Impulse Buying Behavior				
Site attributes to shopping pleasure	H4	2.600991	0.009323	Diterima
Privacy Security for Shopping Pleasure	H5	2.030196	0.042389	Diterima
Shopping for the pleasure of shopping	H6	2.622896	0.008745	Diterima
Shopping Pleasure to Impulse Buying Behavior	H7	6.512699	0.000000	Diterima

Source: Data though SmartPLS.

Based on the results of the t-statistic test on table 3 so results from testing hypothesis H1 Which accepted is H1, H3, H5, H6, H7, while those that are rejected is H2, And H3.

Discussion The Effect of Site Attributes on Purchase Impulse Online

The findings of the study demonstrate that generation Z in West Java is significantly influenced by attribute site in site Shoppe West Java while making online impulse purchases. Results from studies by Shirmohammad, Ghane, and Ebrahimi (2015), Floh and Madlberger (2013), Salman, Khan, and Gul (2014), and Ling, Chai, and Piew (2010) are in support of each other. Specifically the pleasing visual look, mark outer loading For indication Attribute Site highest (US1) as huge 0.892015. This demonstrates that a pleasing visual display on a retail website has the most influence and can lead to irrational purchases from customers.

Effect of Privacy Security on Purchase Impulse Online

Research findings show that generation Z websites are secure and private. No personal influence on impulsive online purchases, no matter This is due to the fact that consumers rarely pay attention to privacy and security issues when making purchases. Unexpected purchases made by customers eat up time spent shopping online. Customers pay closer attention to factors like promotion advertisements, the website's aesthetics, and discounted prices that are appealing to them. This is left behind with research by Andriani, Sihombing, and Ling, Chai, and Pew from 2015 and 2010, respectively.

Influence Shopping Services Against Purchase Impulse Online

Results research This demonstrates that the online shopping service offered by Shoppe No Own has a substantial impact on online shoppers who make impulsive purchases, particularly members of generation Z in West Java. Profile respondent Which part big

background his education is Level 1, cause consumer tend to purchase No planned No focused to service Which given site Shoppe West Java but consumer with background education Which belong "clever" specifically tend Act in a manner logical moment shop so that variable service shopping online No influential in a manner direct to purchase impulse online.

Influence Attribute Site to enjoyment Shop

Results research This demonstrates that the West Java Shoppe's attribute site has a substantial impact on the enjoyment shop. Matter Floh and Madlberger (2013), Hsu, Hung, and Tang (2012), and Koufaris (2002) are all referenced in this paper. When a website's aesthetic is engaging and its navigation is simple, users especially those in West Java's generation Z will be more likely to feel enjoyment. When users feel enjoyment, they are more likely to make an impulsive purchase.

Privacy Security Impact To enjoyment Shop

Results research This is evidence that the enjoyment shop generation Z in West Java is significantly impacted by the security and privacy of the site Shoppe. This study runs counter to that of Pappas, Giannakos, and Chrissikopoulos (2012), which found that consumers' feelings of happiness when shopping online can be influenced by their level of privacy on the website Shoppe West Java. Customers feel secure when they make purchases on the Shoppe West Java website thanks to the indicator with the highest outer loading mark, KP4, which is large at 0.885. Matter This demonstrates that customers are more likely to enjoy buying online at the Shoppe website when they feel safe on the platform.

Influence Service Shopping Online To enjoyment Shopping

Results research This demonstrates the tremendous influence that service online shopping on the Shoppe website has on generation Z's satisfaction of shopping in West Java. The findings are consistent with studies by Hwang and Kim (2007), Dai, Haried, and Regards (2011), and Pappas, Giannakos, and Chrissikopoulos (2012) that found that online shopping services affect customer behaviour by encouraging more frequent and careless shopping. The indicator with the highest outside loading mark is LB2, with a value of 0.7803, indicating how easy it is for customers to use the Shoppe West Java website. Consumers in the current digital era This tendency is cautious, realistic, and time-efficient. Convenience offerings on the Shoppe website give customers the feeling that they may shop more leisurely while saving time.

Influence enjoyment Shop To Purchase Impulse Online

Results research This demonstrates that online impulse purchases can be significantly influenced by a person's enjoyment of shopping. Results This confirms the findings of studies by Beatty & Ferrel (1998), Chavosh, Halimi, & Namdar (2011), Verhagen & Dolen (2011),

Shirmohammad, Ghane, & Ebrahimi (2015), and others that an enjoyable store can influence a customer's decision to "search more in" at the West Java Shoppe website and trigger a buy impulse. The indicator showing the biggest outside loading is KB1, which is large at 0.8702, where the store provides amusement for the customer. Matter This demonstrates that customers enjoy themselves while shopping and find it entertaining. When consumers find shopping enjoyable to a greater extent, they become more impulsive and make impulsive purchases on the website Shoppe West Java.

Variable security privacy and online shopping services have no direct impact on behaviour purchase impulse online, however variable enjoyment store mediates in a partial manner where variable attribute site influences direct to behaviour. When compared to the fact that there is variable mediation enjoyment shop, variable attribute site is significantly influential. Online buying security, privacy, and services are important for enjoyment shopping and can have a big impact on impulse buy behaviour.

CONCLUSION

Conclusion

Following conclusions can be drawn from management of study outcomes and analysis of collected data. Online shopping impulsivity among Generation Z in West Java No, security and privacy factors have little impact. Online shopping impulsivity among Generation Z in West Java No significantly influenced by varying service online buying. The entertainment store for generation Z in West Java was significantly influenced by the variable attribute location. West Java's entertainment store for generation Z is greatly impacted by security and privacy factors. Generation Z's leisure time activities in West Java were significantly influenced by internet shopping for a variety of services. Variable shop delight has a big impact on generation Z's online impulse buying behaviour in West Java. Variable security, privacy, and variable service shopping online mediate in a way that is only partially influential in where variable attribute sites influence behaviour purchase impulse, but these factors have no bearing on online shopping behaviour purchase impulse. Variability of shopping experience has a significant 46.18% impact on online impulse purchases. Which demonstrates how shopping for fun has become a crucial aspect in encouraging consumers to make impulsive purchases. key aspect of affect variations in consumer satisfaction with online shopping by 24.10%, specifically by developing visually appealing, engaging, secure, and private websites that encourage consumers to transact. These websites should also offer services that encourage

consumers to feel at ease and enjoy their online shopping experiences.

Suggestion

Impulsive buying is a marketing strategy that needs to be noted from consumer behaviour that is displayed online. It makes a big contribution to the global Internet. Site attributes, security and privacy, as well as online buying options, may impact online impulse purchases. Business owners are advised to improve their website's visual appeal, facility security and privacy policies, as well as its responsiveness and ability to offer fast online shopping in order to provide better service and draw in customers who make unplanned purchases. Additionally, by creating scenarios online that appeal to users' emotions, sites are visited longer by users, increasing the likelihood that they would make unanticipated purchases.

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