Understanding the Generation Z Behaviour Intention to Purchase on Social Media: A Unified Theory of Acceptance and Use of Technology (UTAUT) Approach

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Abstract. *Purposes - The purpose of this study is to examine the significant impact of four factors—Performance Expectancy, Effort Expectancy, Social Influences, and Facilitating Conditions—on Behavioral Intention to use an application. Specifically, the study seeks to identify which of these factors significantly influence users' behavioral intentions and compare the findings to prior research in the field. Methodology - The study employs a quantitative approach, using a survey to gather data from application users. Hypothesis testing is conducted using structural equation modeling (SEM) to analyze the relationships between the constructs. The decision-making process is based on p-values and t-statistics, with hypotheses being accepted or rejected based on predefined thresholds: p < 0.05 and t-statistic > 1.96 for acceptance of the alternative hypothesis (Ha). Findings - The study reveals that Performance Expectancy and Facilitating Condition have significant positive impacts on Behavioral Intention. Specifically, Performance Expectancy shows a significant positive relationship with Behavioral Intention, with a path coefficient of 0.448 and a t-statistic of 2.736. Similarly, Facilitating Condition also significantly impacts Behavioral Intention, with a path coefficient of 0.337 and a t-statistic of 2.137. However, Effort Expectancy and Social Influences are found to have no significant impact on Behavioral Intention, as evidenced by their lower t-statistics and non-significant path coefficients. Novelty - The novelty of this research lies in the context-specific examination of the influence of Facilitating Condition and Performance Expectancy on Behavioral Intention, as well as the investigation into the non-significance of Effort Expectancy and Social Influences. This study provides updated insights that diverge from previous research, such as that of Oliveira et al. (2016) and Al-Okaily et al. (2020), which reported significant effects for Effort Expectancy and Social Influences. Research Implications - The findings suggest that developers and marketers should focus on enhancing Performance Expectancy and improving Facilitating Conditions to increase users' behavioral intentions to adopt and use the application. Efforts to improve the usability and social appeal of the application may not be as critical as previously thought, according to the results of this study. These insights can guide future application development and marketing strategies, as well as contribute to the ongoing academic discussion on technology acceptance models.*

Keywords: Technology Acceptance; User Behavior; Hypothesis Testing; Application Adoption

1. INTRODUCTION

Social media has become an integral part of modern society, with the majority of people shifting their interactions to these platforms (Facebook, Instagram, Twitter, LinkedIn, and so on). According to Ortiz-Ospina (2019), there were 3.5 billion social media users globally in 2019. As a result, Asian people occupy the top ranking in the demographics of social media users, accounting for more than 45% of the current population (J. Klemens, 2020) .

Marketers use social media to interact with potential clients as a result of the rise in social networking, and social media advertising spending is expected to increase to $102 billion in 2020 from $89 billion in 2019 (Zote, 2020). Marketers find that social media marketing increases their investment returns even though they spend a lot of money on it. According to

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Hutchinson (2016), 82% of marketers agree that social media marketing is currently the focus of their business.

Social media is not only used to communicate long distances, but has also developed into a tool for promotion. Studies have shown that social media can influence consumers' choices to purchase a company's goods and services, and companies can try to encourage customers to talk about their goods and services. Thus, social media plays an important role in helping businesses. The influence of social media is very important in creating attitudes towards consumer purchasing intentions. Although times have changed and customers no longer have time to visit stores in person. By making purchases online, customers can save time and effort by combining them with other activities. Generation Z is one of the brand's main target markets in this regard. This shows that, as children, this generation has sufficient technical knowledge. Marketing professionals have the opportunity to use Gen Z behavioral characteristics to make social media platforms work better.

Nowadays, there is hardly anyone who doesn't use social media, especially Gen Z. Generation Z is very tech-savvy. Therefore, attract their attention by using social media marketing strategies. Social media is how 85% of Generation Z learn about new products, and they don't hesitate to make purchases online. Generation Z can be engaged through appropriate platforms and messages by understanding how they use social media to learn about various products (Fontein 2019). Around 50% of Generation Z have made purchasing decisions based on recommendations from content on social media.

Research on the impact of social media on consumer behavior has been conducted for several years (Liu et al. 2020; Gunnarsson et al. 2018; Dulek and Aydin 2020). Among the many behavioral theories of IT adoption, the Unified Theory of Acceptance and Use of Technology (UTAUT) was selected. This theory is used by many researchers to understand user behavior towards technology (Davis, 2003). Therefore, this model is quite suitable for assessing Gen Z's behavior towards social media use.

This research provides a useful overview of Generation Z's behavioral intentions regarding social media, with particular emphasis on the way this generation interacts with and understands the internet environment. This research can help entrepreneurs, marketers, and technology developers create digital social media strategies that better suit Gen Z. From a management perspective, this research provides the basis for building simpler and more accessible systems for social media resources, which will overall increase the effectiveness and efficiency of social media technology.

Therefore, this research focuses on the following research problems: *First*, examining how Generation Z uses social media according to their characteristics. Generation Z consists of people who are still in high school and college and are highly influenced by the internet and digital technology. *Second*, provide practical benefits for understanding and increasing Generation Z's engagement with digital technology, especially social media. This research aims to provide insight for entrepreneurs and technology providers on how to better meet the preferences and behavior of generation Z by looking at things such as performance expectancy, effort expectancy, social influence, and facilitating conditions.

2.   LITERATURE REVIEW

Social Media

Social media sites are websites that provide their members with a variety of features to help them interact socially virtually. Kim Stiglitz (2013) states that social media is a beautiful and fun world. Understanding each available tool gives you the confidence to take significant action to increase sales, increase brand awareness, or foster personal relationships with customers. According to Boyd and Ellison (2008), social networking sites or web-based social media services allow people to (1) create public or semi-public profiles in a tied system, (2) share connections with a list of other users, and (3) view and edit the list of connections created by others in the system.

Development of a Behavioural Intention Model

The probability that someone will buy or use a particular product, service or technology is called Behavioral Intention (BI). Many studies have been conducted to discover the main components that influence behavior using new technologies. Theories such as the Theory of Reasoned Action (TRA), Planned Behavior Theory (TPB), Technology Acceptance Model (TAM), and Unified Theory of Acceptance and Use of Technology (UTAUT) contributed to the development of this model.

In 1967, the Theory of Reasoned Action (TRA) was created to see how attitudes, subjective norms, and behavioral intentions relate to each other (Ajzen & Fishbein, 1969). A person's past attitudes influence their intention to behave, which determines whether or not the expected outcome is worthwhile to perform the behavior. Social influences should also influence a person's decision whether to carry out the behavior or not. Attitudes are based on beliefs and judgments, but subjective norms are influenced by normative beliefs and the desire to imitate. In this context, attitude is defined as the extent to which a person assesses behavior

that he likes or dislikes; while the subjective norm of a person's beliefs is whether other people believe that a person should engage in a certain behavior (Ajzen & Fishbein, 1969). Intention to behave is also defined as the extent to which a person is willing to try a particular behavior (Davis, 1989). The Theory of Planned Behavior (TPB) developed from TRA by adding the construct of Perceived Behavior Control (PBC). PBC is an individual's perception of how easy or difficult it is to perform a certain behavior (Ajzen, 1985). Additionally, PBC is an individual's perception of how they control a particular behavior (Davis, 1989).

The Technology Acceptance Model (TAM) explains the relationship between user attitudes and perceived interest in technology adoption and actual adoption (Davis, 1989). TAM is based on TRA to explain and predict user interest in various information systems. Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) are the main structures of TAM. If it is considered to improve job performance, someone tends to use information system technology. PU is the extent to which a person believes that using a particular system will improve his or her job performance (Davis, 1989).

Additionally, PEOU shows how confident a person is that the system is easy to use. One powerful conceptual model for analyzing the adoption of new information system technologies is TAM, which better explains people's willingness to use a particular technology than TRA or TPB. This model is used and cited in research on technology or information system adoption (Leong, Hew, Tan, & Ooi, 2013). Furthermore, Venkatesh et al. (2003) developed the UTAUT model, which combines theoretical frameworks from TRA, TPB, TAM, motivation, and social cognitive theory. The four constructs determined by UTAU aim to explain users' intentions to adopt new technology and subsequent usage behavior, determined by four constructs: Performance Expectancy, Effort Expectancy, Facilitating Condition and Social Influences (Oliveira, Thomas, Baptista, & Campos, 2016).

The Impact of Performance Expectancy on Behavioral Intention

According to Venkatesh et al. (2003), performance expectation is the belief held by users that using the system enhances job performance to perform various tasks. The TAM model and this statement are compatible. When people see that mobile payment systems are advantageous for their financial needs or transaction needs, they will embrace them. When expressing the intention to use mobile payment technology, performance expectations are crucial. Numerous research studies have demonstrated that Performance Expectancy has a major impact on the Behavioral Intention to use specific technologies, such as social media (Jung et al., 2020), mobile commerce technologies (Ali & Qaisar, 2018), academic information

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systems (Handayani & Sudiana, 2017), and mobile learning (Chao, 2019). The following theory is put forth in light of the previously provided explanation:

H1: Performance Expectancy has a significant positive effect on Behavioural Intention

The Impact of Effort Expectancy on Behavioral Intention

People's expectations that a system will be simple to operate, error-free, and problem-free are known as effort expectations (Venkatesh et al., 2003). People think that there would be no work involved in using an information technology system. This claim is in line with TAM, which holds that people's perceptions of new technology's ease of use play a significant role in their decision to adopt them (Davis, 1989). Numerous research studies have demonstrated that an individual's intention to adopt a particular technology is significantly influenced by their Effort Expectancy (Oliveira et al., 2016; Peša & Brajković, 2016; Slade, Dwivedi, Piercy, & Williams, 2015). In light of the preceding explanation:

H2: Effort Expectancy has a significant positive effect on Behavioral Intention

The Impact of Social Influences on Behavioral Intention

According to Venkatesh et al. (2003), social influences are the degree to which significant individuals (friends, coworkers, and family) have an impact on a person's intention to use a specific technology. The TAM model does not take social influences into account. The subjective norm on Theory of Reasoned Action (TRA) is comparable to Social Influences. The UTAUT model acknowledges the value of incorporating a social component, such as friends' and family's opinions, into the model. This model suggests that when people use specific technologies, Social Influences become stronger early on. People become more perceptive to the opinions of others.

According to Nassar et al. (2019), social influences play a significant role in persuading individuals to adopt and use mobile payment systems when other people perceive the technology's benefits. Social influences, in terms of social expectations, are associated with an individual's belief that influential people take into account and anticipate that they should or shouldn't engage in a specific behavior. Numerous research works have demonstrated that Social Influences have a major impact on the Behavioral Intention to use new technologies in mobile learning (Slade et al., 2015), learning management systems (Alshehri, Rutter, & Smith, 2019), and mobile payment (Oliveira et al., 2016). (Al-Okaily, Lutfi, Alsaad, Taamneh, & Alsyouf, 2020). Therefore, this may lead to the following theory:

H3: Social Intention has a significant positive effect on Behavioral Intention

The Impact of Facilitating Conditions on Behavioral Intention

People's views of all the resources at their disposal and the support systems around particular behaviors are known as facilitating conditions (Venkatesh et al., 2003). The person thinks that the infrastructure of technology is in place to facilitate system adoption. According to Oliveira et al. (2016), having a supportive infrastructure in place will increase people's intention to adopt new technologies. According to a number of studies, the Behavioral Intention of using a particular technology is strongly influenced by the Facilitating Conditions (Mensah, Chuanyong, & Zeng, 2020; Patil et al., 2020; Gupta, Manrai, & Goel, 2019). As a result, the following theory is put forth:

H4: Facilitating Condition has a significant positive effect on Behavioral Intention
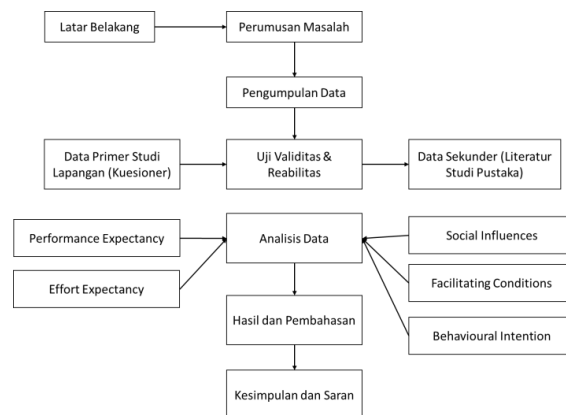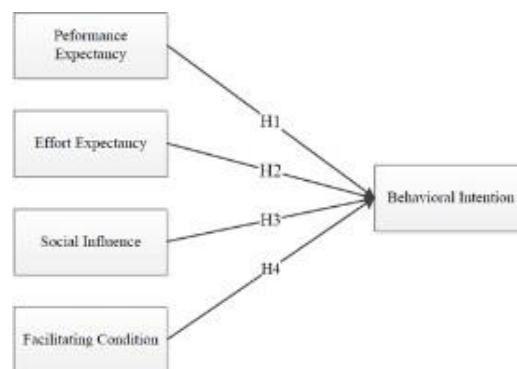
3. RESEARCH METHODOLOGY

Figure 1. Research Framework

Figure 2. Research Model

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Based on the research model above, the research hypothesis is formulated as follows:

- *H1: Performance Expectancy is having a positive affect to Generation Z' Behaviour Intention to use social media.*

- *H2: Effort Expectancy is having a positive affect to Generation Z' Behaviour Intention to use the social media.*

- *H3: Social Influence is having a positive affect to Generation Z' Behaviour Intention to use the social media.*

- *H4: Facilitating Condition is having a positive affect to Generation Z' Behaviour Intention to use the social media.*

Table 1. Research Hypothesis

Variable	Code	Item	Sources
Performance Expectancy	PE1	Social media is useful to support my needs	Adapted from: (Venkatesh, Thong, & Xu, 2012);(Oliveira et al., 2016)
	PE2	Social media allows me to complete my tasks faster.	
	PE3	Using a social media will increase my productivity in purchase	
	PE4	Using a social media makes it easier for me to do my needs.	
Effort Expectancy	EE1	My interaction with social media would be clear and	Adapted from: (Venkatesh, Thong, & Xu, 2012);(Oliveira et al., 2016)
		understandable	
	EE2	I think the social media is easy to use	
	EE3	Learning how to operate features via social media was very easy for me	
Social Influences	SI1	The people who matter to me think I have to use the social media to transact online	Adapted from: (Venkatesh et al., 2012)(Dalimunte, Miraja, Persada, & Prasetyo, 2019)
	SI2	People who influence my life believe that I have to use the social media to transact online	
	SI3	People whose opinions are important to me think that I should use	
		the social media to transact online	
	SI4	People around me who use social media seem to have more prestige than those who do Not	
Facilitating Condition	FC1	I have the resources needed to operate the social media	Adapted from: (Oliveira et al., 2016)
	FC2	I have sufficient knowledge to use the social media	
	FC3	I use social media with other technology.	

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	FC4	I will easily get help from other people when I find it difficult to use the social media.	
Behavioural Intention	BI1	I will continue to use the social media	Adapted from: (Venkatesh, Thong, & Xu, 2012);(Oliveira et al., 2016)
	BI2	I will often use the social media when transacting online	
	BI3	I will use the social media in my daily life	
	BI4	I will recommend my friends to use the social media service	

4. FINDINGS AND RESULT

Table 2. Respondent Demographics

Item	Option	Percentage
Age	11 - 15 years	17.3%
	17 - 20 years	30.7%
	21 - 26 years	51.9%
Occupation	Student	19.2%
	University Student	51.9%
	Employee	23.1%
	Others (Lainnya)	5.1%
Education	Junior High School (SMP)	17.3%
	High School (SMA)	5.8%
	Bachelor's Degree (S1)	44.2%
	Master's Degree (S2)	28.8%
	Doctorate (S3)	3.8%
Gender	Male (Laki-laki)	25%
	Female (Perempuan)	75%
Location	Lives in Jabodetabek	100%
	Does not live in Jabodetabek	0%
Social Media Usage	Frequently uses social media	98.1%
	Does not use social media frequently	1.9%

The survey data shows that the majority of respondents are between the ages of 21 and 26 years (51.9%), followed by those aged 17 to 20 years (30.7%), and a smaller group aged 11 to 15 years (17.3%).

In terms of occupation, most respondents are university students (51.9%), with some respondents being employees (23.1%), and others are high school students (19.2%). A smaller percentage of respondents (5.1%) reported having other occupations.

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Regarding education, the majority of respondents have a Bachelor's degree (S1) at 44.2%, while 28.8% have a Master's degree (S2). Only a small portion holds a Doctorate degree (S3) at 3.8%, while others are at the Junior High School (SMP) level (17.3%) and High School (SMA) level (5.8%).

In terms of gender, the majority of respondents are female (75%), with the remaining 25% being male.

All respondents (100%) reside in the Greater Jakarta area (Jabodetabek).

Lastly, 98.1% of respondents frequently use social media, while only 1.9% do not use social media frequently.

This demographic data provides a clear profile of the respondents, highlighting a predominance of young, educated individuals, mostly female, living in an urban setting, and actively engaged with social media.

Table 3. Loading Factor/Cross Loading

	Behavioural Intention	Effort Expectancy	Facilitating Condition	Performance Expectancy	Social Influences
BI1	0.800				
BI2	0.828				
EE1		0.718			
EE2		0.730			
FC1			0.873		
FC4			0.782		
PE1				0.718	
PE3				0.798	
SI1					0.796
SI2					0.858
SI4					0.800

The table shows the factor loadings for various items across five latent constructs: Behavioral Intention, Effort Expectancy, Facilitating Condition, Performance Expectancy, and Social Influences. Each item corresponds to a specific latent factor, and the values represent the strength of the correlation between the item and the factor, known as the loading factor.

In the Behavioral Intention construct, two items, BI1 and BI2, show strong correlations with the factor, with loading factors of 0.800 and 0.828 respectively. These high values indicate that both items are excellent measures of behavioral intention, as they reflect a strong association with the underlying latent construct.

For Effort Expectancy, the items EE1 and EE2 load on this factor with values of 0.718 and 0.730, suggesting that these items reliably measure effort expectancy. The relatively high loadings signify that these items contribute effectively to explaining the effort expectancy factor.

The Facilitating Condition factor is measured by two items, FC1 and FC4, with loadings of 0.873 and 0.782 respectively. These high loadings suggest that the items are strong indicators of facilitating conditions, reflecting the adequacy of these items in representing this construct.

The Performance Expectancy factor is represented by the items PE1 and PE3, with loading factors of 0.718 and 0.798. These values indicate that both items significantly contribute to the measurement of performance expectancy and are reliable indicators of this construct.

Finally, the Social Influences factor is captured by three items, SI1, SI2, and SI4, with loading factors of 0.796, 0.858, and 0.800 respectively. These loadings demonstrate that these items have a strong association with social influences, making them strong predictors of this latent construct.

Overall, the factor loadings are all above 0.7, which suggests that the items are well-suited to their respective constructs and that there is clear differentiation between the factors. No cross-loadings are apparent, meaning that each item loads primarily on only one factor, thus supporting the validity of the construct structure. This indicates a well-constructed model where the survey items measure the intended constructs without ambiguity or overlap.

Table 4. Composite Reliability Result

	Composite reliability (rho_c)
Behavioural Intention	0.797
Facilitating Condition	0.814
Performance Expectancy	0.730
Social Influences	0.859

In the table you can see a graph showing that the Composite Reliability value of each variable tested has a value of >0.7. It can be stated that all research variables have met composite reliability and have a high reliability value, because the composite reliability value is > 0.7.

Table 5. Average Variance Extracted Result

	Average variance extracted (AVE)
Behavioural Intention	0.663
Facilitating Condition	0.687
Performance Expectancy	0.576
Social Influences	0.670

In the table you can see a graph showing that the Average Variance Extracted (AVE) value of

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each variable tested has a value of >0.5. This means that the variable can explain on average more than half of the variance of the indicators.

Table 6. R-Square Table

	R-square
BI	0.121

It is known that the R-square value of the Behavioral Intention influence model on effort expectancy, facilitating conditions, performance expectancy and social influences is 0.121 in the high category. This can be interpreted as the influence ability of the Behavioral Intention variable in explaining the variables effort expectancy, facilitating conditions, performance expectancy, and social influences is 12.1%. With the remaining 87.9% explained by other factors outside the research. The effect of getting a small value is possible due to the lack of data on the number of respondents.

Figure 3. Bootstrapping Result

Table 7. Path Coefficients Result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P Values
Effort Expectancy -> Behavioural Intention	0.021	0.053	0.175	0.119	0.906
Facilitating Condition -> Behavioural Intention	0.337	0.335	0.158	2.137	0.033
Performance Expectancy -> Behavioural Intention	0.448	0.405	0.164	2.736	0.006
Social Influences -> Behavioural Intention	0.150	0.208	0.206	0.728	0.467

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The hypothesis testing in your analysis follows the basis for decision-making using the **p-value** and **t-statistic** thresholds:

- **P > 0.05** and **T-statistic < 1.96**: The null hypothesis (**Ho**) is accepted, and the alternative hypothesis (**Ha**) is rejected.
- **P < 0.05** and **T-statistic > 1.96**: The alternative hypothesis (**Ha**) is accepted, and the null hypothesis (**Ho**) is rejected.

H1: Performance Expectancy Significantly Affects Behavioral Intention

- Result: The relationship between Performance Expectancy and Behavioral Intention has a path coefficient of 0.448 with a t-statistic of 2.736. Since the t-statistic (2.736) is greater than the t-table value (1.96), H1 is accepted.
- Interpretation: Performance Expectancy has a significant positive impact on Behavioral Intention. This means that as Performance Expectancy increases, the Behavioral Intention of the application users also increases.
- Supporting Research: This finding is consistent with the research by Ali & Qaisar (2018), which also found that Performance Expectancy significantly affects Behavioral Intention.

H2: Effort Expectancy Significantly Affects Behavioral Intention

- Result: The relationship between Effort Expectancy and Behavioral Intention has a path coefficient of 0.021 with a t-statistic of 0.119. Since the t-statistic (0.119) is less than the t-table value (1.96), H2 is rejected, and Ho is accepted.
- Interpretation: Effort Expectancy does not have a significant impact on Behavioral Intention. This indicates that changes in Effort Expectancy do not significantly influence the users' intention to use the application.
- Contradicting Research: This result contradicts the findings of Oliveira et al. (2016), who reported that Effort Expectancy significantly affects Behavioral Intention.

H3: Social Influences Significantly Affect Behavioral Intention

- Result: The relationship between Social Influences and Behavioral Intention has a path

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coefficient of 0.150 with a t-statistic of 0.728. Since the t-statistic (0.728) is less than the t-table value (1.96), H3 is rejected, and Ho is accepted.

- Interpretation: Social Influences do not have a significant impact on Behavioral Intention. Therefore, changes in Social Influences do not significantly influence the Behavioral Intention of the users.

- Contradicting Research: This result differs from the research by Al-Okaily, Lutfi, Alsaad, Taamneh, & Alsyouf (2020), who found that Social Influences significantly affect Behavioral Intention.

H4: Facilitating Condition Significantly Affects Behavioral Intention

- Result: The relationship between Facilitating Condition and Behavioral Intention has a path coefficient of 0.337 with a t-statistic of 2.137. Since the t-statistic (2.137) is greater than the t-table value (1.96), H4 is accepted.

- Interpretation: Facilitating Condition has a significant positive impact on Behavioral Intention. This means that as Facilitating Condition improves, the Behavioral Intention of the application users also increases.

- Supporting Research: This finding is in line with the research by Mensah, Chuanyong, & Zeng (2020), who also concluded that Facilitating Condition significantly affects Behavioral Intention.

From this hypothesis testing, it is found that Performance Expectancy and Facilitating Condition both significantly affect Behavioral Intention of users, whereas Effort Expectancy and Social Influences do not have a significant impact. The results highlight the importance of performance and facilitating conditions in influencing user behavior, while effort and social influences may not play as critical a role in this context.

Discussion

These results suggest that when it comes to making decisions about what to buy, generation Z gives the ease of use and convenience of technology top priority. They frequently have an interest in features like effectiveness, accessibility, and usefulness of social media in relation to purchases. This demonstrates how crucial it is to enhance both the user experience and the Caliber of content offered on social media platforms.

Focusing only on these two factors can ignore other aspects of the social media experience that may also be influential, such as personalization, creative content, or other

interactive aspects. These findings imply that generation Z might be less susceptible to peer pressure and social media opinions when making decisions about what to buy. This may suggest a higher degree of autonomy in their purchasing decisions. These results may be surprising considering the importance of social media in generation Z's daily lives. The neglect of social influences may indicate the presence of other, unidentified factors influencing their purchasing decisions on social media.

5.   CONCLUSION

This study applies the Unified Theory of Acceptance and Use of Technology (UTAUT) Performance Expectancy and Facilitating Conditions principles to investigate in-depth how social media affects generation Z's behavior intentions for purchasing. The findings of the study indicate that Generation Z's behavior intentions are significantly influenced by Performance Expectancy, which is linked to their perception of the useful advantages of utilizing social media during the purchasing process. These variables include things like purchasing process efficiency, pertinent product information, and ease of use.

However, it has also been shown that Facilitating Conditions—that is, the resources and assistance that are available for utilizing social media in a purchasing context—are significant. These elements include having dependable internet access, finding the platform user-friendly, and having sufficient social and technical support.

The UTAUT model's incorporation of these two elements offers crucial insights into the ways in which Generation Z uses social media to make purchases. This study demonstrates that in addition to concentrating on producing interesting and pertinent content, brands and businesses also need to provide infrastructure that facilitates a seamless and effective user experience in order to draw in and keep generation Z customers.

Therefore, this study significantly advances our knowledge of the digital consumer behavior of Generation Z, especially with regard to the use of social media for making purchases. This demonstrates that a successful marketing plan for this generation needs to have a significant technological component along with tools that facilitate their decision-making.

Companies and brands should focus more on developing infrastructure and improving usability on their platforms to attract generation Z. This includes increasing loading speed, user-friendly design, and providing complete and easily accessible product information. These results point to the need for innovation in the way products are presented on social media, with a focus on clarity, efficiency and the practical value they can provide to consumers. Even if

social influence is not considered important, marketing communications must remain authentic and relevant to the needs and preferences of generation Z, by effectively integrating user feedback and interactions

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

There are a few issues with this study that could be fixed in later investigations. Future studies may replicate this research in other parts of Indonesia to further generalize the findings because it was restricted to Jabodetabek. Furthermore, as technology advances, technophobia is created. Thus, longitudinal research is required to examine social media's impact. Additionally, the suggested model can be used to investigate how social media influences the online shopping habits of Generation Z in a variety of contexts, including the purchase of luxury goods. In the process of implementing social media systems, it is hoped that this research can be expanded to include additional variables that may affect the purchasing behavior of generation Z. It is also hoped that future researchers will be able to take a more precise number of surveys to make them more complex.

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