



Exploring Online Shopping Trends: The Impact of Lifestyle on Gen Z Students' Purchasing Decisions on Shopee

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ABSTRACT

How their lifestyle and influence on Shopee purchasing decisions is the purpose of this study. Gen Z, known as digital natives, exhibit unique shopping behavior patterns driven by technological advances and easy access to information. This study collects data quantitatively through a survey method to collect data from 61 generation Z students from the faculty of economics at the University of Nahdlatul Ulama Sidoarjo class of 2021. The results showed that online shopping trends have a significant effect on purchasing decisions and lifestyle has a significant effect on purchasing decisions. This research provides detailed insights into the online shopping behavior of Gen Z students and helps e-commerce industry stakeholders develop more efficient marketing strategies that meet the needs and preferences of younger customers.

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INTRODUCTION

Along with the development of digital trends, people's lifestyles tend to change and they prefer things that can be done quickly, easily and conveniently through their smartphones. This technology really helps people to fulfill their needs. Of course this massive influx will have both good and bad impacts on all circles, especially Gen Z and Millennials. The digital economy has changed the way of doing business, moving from doing things manually to fully automated operations. The development of the digital economy has gradually changed people's consumption behavior. According to Widiyanto, I., & Prasilowati, (2015) in Indonesia e-commerce has become a style. For all young people, especially students, a financial mindset when dealing with it is very important to avoid complicated financial problems when an unexpected emergency occurs. Especially in this post-pandemic period, we need to manage our finances wisely to avoid uncontrolled overspending, generation Z seems to have dominance over online shopping trends compared to older generations.



Figure 1. Online Shopping Trends
 (Source: databoks, Online and Offline Shopping Intensity 2022)

The Kata Data Insight Center (KIC) survey found that most generation Z respondents (born 1997-2005) admitted to shopping online more often than offline. Meanwhile, the proportion of generation Y or millennials (born 1981-1996), who have similar habits, is only 32%, and generation X (born 1967-1980), who admit to shopping online more often than offline, is only 25%. If all respondents are combined, the majority, or 46

percent, of people come from generation Y or millennials (47 percent), followed by generation Z (31 percent), and generation X (22 %).

The consumerist nature of Gen Z and Millennials is not only influenced by the digitalization of the economy but also the hedonism factor (Saputra, 2017). An event known as the fear of losing something or FOMO. In addition, easy access to internet facilities, online shopping, and online financing make it easier for Gen Z and Millennials to engage in hedonic desires and purchase-oriented transactions. According to Hartatin (2016), hedonic buying is a purchase based on pleasure rather than need. The problem discussed in this study is that in addition to changes in consumer behavior and the low financial literacy of students, the personality of students has also changed. This change in behavior is now a popular lifestyle or fashion among teenagers. According to Azizah (2020), her research reveals that lifestyle is a type of human thinking when doing activities, as well as the concerns and opinions they use when spending the money they have. This makes it difficult for children to control their desires. But with today's very open online market, many young people have difficulty controlling their finances because they are used to buying cute and unique items. Therefore, purchases can be made based on wants, not needs.

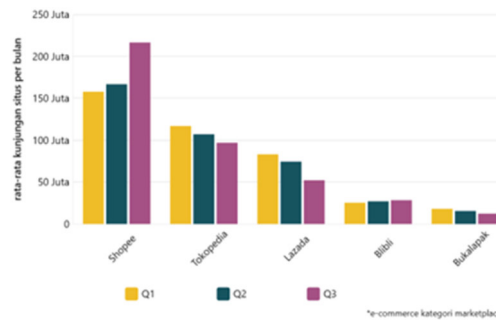


Figure 2. E-Commerce Visitor Trends 2023
(Source: databoks, e-commerce visitor trends 2023)

Currently, many customers and consumers are visiting the Shopee website to buy and sell goods. Shopee is an online buying and selling platform with many products that help you live your daily life. With the many online business opportunities that Shopee has opened up, they can become the largest marketplace in Indonesia due to their various marketing strategies.

From what is mentioned above, it is clear that technological advances lead to economic progress and have an impact on the lifestyle of generation Z and millennials. This study examines the influence of lifestyle on generation Z's Shopee online purchasing decisions at the Faculty of Economics, NU University of Sidoarjo, Class of 2021 and the most dominant lifestyle dimension in influencing online purchasing decisions at Shopee for Gen Z students at the Faculty of Economics, NU University of Sidoarjo, Class of 2021. The digitalization of the economy has made it easier for generation Z and millennials to carry out economic transactions. But on the other hand, this makes them increasingly unwise in managing their finances. Because transactions are not based on needs, but just a desire not to want to miss trends among their peers. According to the author's observations about the lifestyle of students, the author wants to conduct a study entitled Exploring Online Shopping Trend: The Impact of Lifestyle on Purchasing Decisions of Gen Z Students at Shopee (Analysis at the Faculty of Economics, NU University of Sidoarjo, Class of 2021).

Online Shopping Trends

Online shopping is a transaction conducted between a seller and a buyer through an application installed on an electronic device such as a cell phone or computer and connected to the internet. Because of the convenience it offers, many people believe that online shopping is one way to find the items they need. According to Zikra & Yusra (2016), shopping in person is something that is commonly done by everyone. However, according to Harahap (2018), online shopping can also be interpreted as a customer's desire to spend money to buy the items they want in an online store. Nurhayati (2017) states that the development of modern society is characterized by the emergence of an information society and a consumption society as well as the

development of people's lifestyles which are more controlled by the power of the cultural industry. The internet has changed many things in society, including buying and selling (Anwar & Adidarma, 2016).

Online shopping is when a customer buys goods or services from a seller directly over the Internet without an intermediary service (Budi Santoso, Drs., 2009). By using a web browser connected to the Internet, consumers can buy products or services directly from the seller. Online purchasing is referred to as e-commerce. In most cases, the online buying process begins with customers selecting the product they want and then contacting the seller to ensure that the product is available through the contacts provided by the online shopping web or blog (Ferraro, 1998 in Peristian 2009: 22). In today's business world, competition has encouraged business managers and prospective business people to be innovative, fast, and anticipatory (Ni et al., 2017). According to Mujiyana & Elissa (2013), online shopping is defined as the process of buying goods or services from sellers available on the internet or online buying and selling services without having to deal directly with buyers or sellers.

Lifestyle Dimension

Purchase is Service quality focuses on consumer needs. Product quality, the product's ability to meet consumer desires The development of technology and information has caused people's behavior and lifestyles to change. a person. People tend to spend time and money on shopping, especially those who are familiar. Purchasing is Service quality focuses on consumer needs. Product quality, the product's ability to meet consumer desires Contemporary lifestyles can also affect customers' choices to buy goods. purchase is Service quality focuses on consumer needs. Product quality, product ability to fulfill consumer desires A person's lifestyle consists of how they spend their time, money and energy and consider their principles, tastes and preferences. Sudaryono (2014) According to Kotler and Keller (2016: 186), a person's lifestyle is the way they live in the world. hich is shown through activities, interests, and opinions. Broadly speaking, lifestyle is about how a person lives life according to beliefs that come from their own nature and develop along with social interactions.

According to (Rahmad Mustary Moeda Silalahi1, 2021) contemporary lifestyles can serve as a tool to attract customers (Triadi S, Rahayu Y, 2021). According to (Mukuan, 2021) lifestyle is a way of life that is characterized by how a person spends time or fills time with certain activities, priorities in their life environment or interests as well as opinions or thoughts about the world and its surroundings or opinions about themselves Teenagers live their lifestyle to achieve their ideal self-image. According to Faadhilah (2018), consuming goods and services is due to the desire to have them not because of need, but because of sheer pleasure, without being able to distinguish between demand, need, or desire. Lifestyle encompasses the way a person manages their finances and time to fulfill life's needs. This involves considering the surrounding environment, and a lifestyle is considered good if it does not harm the environment and shows concern for environmental sustainability.

Purchase Decision

One aspect of consumer behavior is the purchase decision; this is the reaction of prospective buyers or consumers when looking for information about brands or quality of goods that suit their desires and evaluating the extent of quality (Pura & Madiawati, 2021). Consumer behavior includes decisions made before and after the purchase of products and services, as well as actions directly related to the process. When customers know their problems and needs, they look for information about the quality of products or brands that suit their needs (Irwan & Haryono, 2015). Kotler and Armstrong in Apriliya (2013) state that comfort and convenience is one of the advantages of online consumers. With online businesses, customers no longer need to consider traffic, parking lots, or spend a lot of time looking for information about products, comparing prices, and finally buying goods. Purchasing decisions are influenced by the way consumers assess prices and the actual current prices they consider, not just the prices announced by marketers.

There are various factors that concern consumers in making purchases, such as perceptions of security, level of trust, and quality of information. (Winata, 2020) the definition purchase decision provides a clear picture of what a purchase decision is. The process does start from the recognition of a need or problem, then goes through the stages of problem identification, alternative evaluation, and finally reaches a conclusion or recommendation in the form of a purchase decision. This reflects the psychological complexity and rational process behind every consumer decision. the factors that influence purchasing decisions are Service quality

focuses on consumer needs. Product quality, the ability of the product to fulfill consumer desires (Suryaputri, R. V., & Kurniawati, 2020).

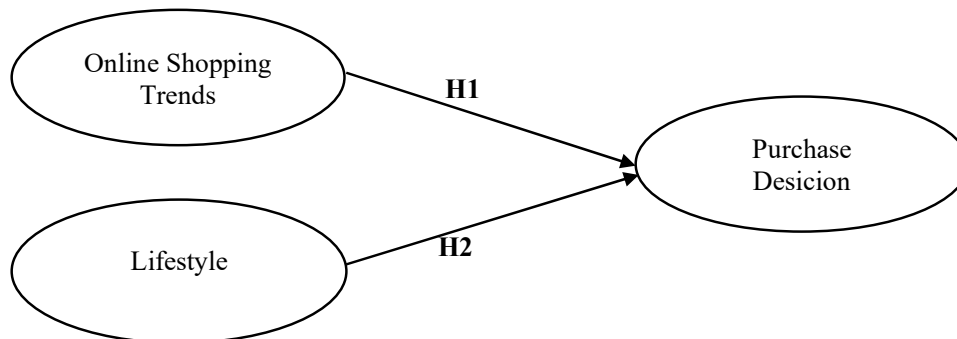


Figure 3. Conceptual Framework

H1: Online shopping trends on purchasing decisions

H2: Lifestyle to purchase decision

METHODS

This research was conducted quantitatively through a survey approach and two types of data. Secondary data comes from books and journals of previous research, while primary data is collected through questionnaires distributed to respondents. Although the population of gen z in this study is 152 consisting of 2021 class economics faculty students who actively use Shopee, the slovin formula with an error rate of 10%.

Based on the calculation, a sample of 61 respondents was obtained. Data was collected through an online survey distributed through various social media that aimed to measure various aspects of lifestyle, including: Social media usage, fashion preferences, consumer habits, peer influence, and other factors that influence purchasing decisions. Once the data was collected, it was analyzed using SPSS software with descriptive statistical analysis method.

RESULTS AND DISCUSSION

Validity Test

The validity test in this study was a measuring tool using a questionnaire. If the sig. pearson correlation value for each statement component is less than 0.05, the statement is considered valid. (Ghozali, 2009). The results of the validity test, all variables in this study have a significant value at the <0.05 level. This proves that the statements for the lifestyle variable (X) and purchasing decisions (Y) in this study are declared valid.

Reliability Test

The reliability test is used to show how consistent, precise, reliable, and accurate the indications in the questionnaire are, according to Sugiyono (2019: 121). Therefore, research must not only be valid but also reliable. To test reliability using the Cronbach's Alpha reliability coefficient, with the Cronbach's Alpha value criteria > 0.7.

Table 1. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.907	19

The overall reliability test results above the Cronbach's Alpha value are 0.907, so that all statements related to this research variable are considered reliable.

Normality Test

This test determines whether the residuals of the regression model have a normal distribution. In this study, the normality test was carried out with Kolmogorov-Smirnov. The two-tailed sigma asymmetry coefficient must be greater or greater than 0.05.

Table 2. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value	Unstandardized Residual
N		61	61
Normal Parameters ^a	Mean	3.5737705	.0000000
	Std. Deviation	.59006165	.48352297
Most Extreme Differences	Absolute	.332	.254
	Positive	.232	.254
	Negative	-.332	-.226
Kolmogorov-Smirnov Z		2.595	1.980
Asymp. Sig. (2-tailed)		.197	.236

a. Test distribution is Normal.

The normality test results shown above for the asymp.sig (2-tailed) value, which is 0.197 > 0.05, which indicates the findings are normal.

Linearity Test

Linearity test to determine whether or not there is a linear relationship between the independent and dependent variables, according to Sugiyono and Susanto (2017: 323). If the calculated F value < F table in this study which uses a Significant test > 0.05, then there is a linear relationship between the two variables, or vice versa.

Table 3. Linearity Test Results

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSANPEMBELIAN * TRENBELANJA	Between Groups	(Combined)	6.892	3	2.297	4.672	.005
		Linearity	6.697	1	6.697	13.620	.001
		Deviation from Linearity	.195	2	.098	.198	.821
	Within Groups		28.026	57	.492		
Total		34.918	60				

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSANPEMBELIAN * LIFESTYLE	Between Groups	(Combined)	22.335	3	7.445	33.727	.000
		Linearity	20.886	1	20.886	94.616	.000
		Deviation from Linearity	1.449	2	.725	.123	.472
	Within Groups		12.583	57	.221		
Total		34.918	60				

From table 3, there is a significant value of the shopping trend variable of 0.821 > 0.05. The F table value is sought in the formula (d: f), namely Deviation From Linear: Within Groups. Based on the results of the above output, it is known that the df value (2: 57) and the F table is 3.16. The calculated F value is 0.198 < 3.16. while the significant value of the lifestyle variable is 0.472 > 0.05. The F table value is sought in the formula (d: f), namely Deviation From Linear: Within Groups. Based on the results of the above output, it is

known that the df value (2: 57) and the F table is 3.16. The calculated F value is $0.123 < 3.16$. It is concluded that there is a significant linear relationship between shopping trend variables on purchasing decisions and lifestyle variables on purchasing decisions.

Multicollinearity Test

The purpose of the multicollinearity test is to determine whether the independent variables in the regression model are correlated. The tolerance value or variable inflation factor (VIF) can be used to detect the presence or absence of multicollinearity. If $VIF > 10$ or tolerance value > 0.10 then there is no multicollinearity.

Table 4. Multicoinearity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.587	.387		1.516	.135		
	TRENBELANJA	.016	.118	.013	.134	.894	.693	1.443
	LIFESTYLE	.816	.107	.766	7.661	.000	.693	1.443

a. Dependent Variable: KEPUTUSANPEMBELIAN

Table 4 shows that the variance factor (VIF) value is 1.443 and the tolerance value of the shopping trend and lifestyle variables is 0.693, therefore, it can be said that the regression equation model suitable for this study does not show multicollinearity.

Autocorrelation Test

The durbin watson test is used in this study, determining whether the current data on the research variables show a strong relationship, both positive and negative, in the linear regression model. Based on the following conditions:

- If d (durbin watson) is less than dL or greater than (4-dL), then the null hypothesis is rejected and autocorrelation is proven to exist.
- Indicates that there is no autocorrelation; if d (durbin Watson) is between dU and (4-dU) or between dL and dU, then the null hypothesis is supported.
- Whether d (durbin Watson) is between dL and dU or between (4-dU) and (4-dL) is uncertain.

Table 5. Autocorrelation Test

Model Summary^b

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.773 ^a	.598	.584	.492	2.261

a. Predictors: (Constant), LIFESTYLE, TRENBELANJA

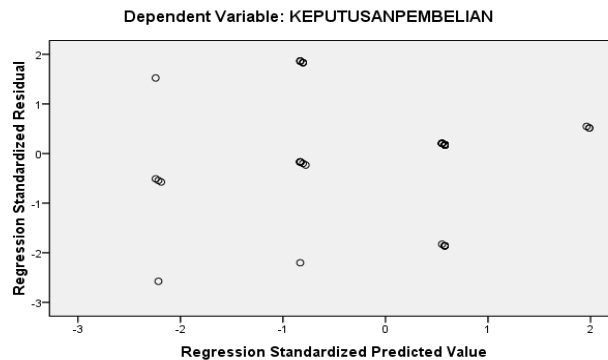
b. Dependent Variable: KEPUTUSANPEMBELIAN

Table 5 obtained a DW value of 1.787, then seen from k; N (1; 61), obtained a dU value of 1.6189 and dL 1.5524. So a decision can be made with the criteria $dU < dw < 4dU$, namely $1.6189 < 2.261 < 2.3811$. Which indicates that there is no significant autocorrelation in this model. This means that the residuals from the regression model do not show a pattern of autocorrelation, which is an indication that the assumption of residual independence has been met.

Heteroscedasticity Test

According to Priyatno (2013), the heteroscedasticity test occurs when the variance and residuals of the regression model are not the same using Scatterplot testing.

Table 6. Heteroscedasticity Test Results



The data is scattered on the Y axis above and below zero, without a clear pattern or shape. This is shown by the scatterplot graph from table 7 and indicates that the regression model of this study is feasible to use because there is heteroscedasticity in the model.

F-test

To ascertain whether the independent and dependent variables have a mutual influence, the simultaneous F test is used (Ghozali: 2018; 98). The significance value (sig.) of the Anova output forms the F test criteria. The hypothesis is accepted if the Sig value is <0.05, or vice versa.

Table 7. F Test Results

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.890	2	10.445	43.188	.000 ^a
	Residual	14.028	58	.242		
	Total	34.918	60			

a. Predictors: (Constant), LIFESTYLE, TRENBELANJA

b. Dependent Variable: KEPUTUSANPEMBELIAN

With the sig value in table 7, it shows that lifestyle factors have a simultaneous influence on purchasing decisions. Significant 0.05 <0.004.

T test

The t test criteria are based on the significant value. If the Sig. value is smaller than 0.05, which indicates that variable Y is influenced by variable X, the hypothesis is accepted.

Table 8. T Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.587	.387		1.516	.135
	TREN BELANJA	.412	.137	.364	2.997	.004
	LIFESTYLE	.816	.107	.766	7.661	.000

a. Dependent Variable: KeputusanPembelian

Based on table 8, it shows that H1 is accepted because the significant value of the t test on the shopping trend variable on purchasing decisions is 0.004 > 0.05. So that shopping trends significantly have a positive impact on purchasing decisions. On the other hand, the significant value of the lifestyle variable in the t test

on purchasing decisions is $0.000 < 0.05$, indicating that H2 is accepted and lifestyle influences decisions in a positive and substantial way.

Coefficient of Determination

The coefficient of determination test evaluates the model's ability to explain changes in the dependent variable, according to Ghozali (2014: 21).

Table 9. Determinant Coefficient Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773 ^a	.598	.584	.492

a. Predictors: (Constant), LIFESTYLE, TRENBELANJA

b. Dependent Variable: KEPUTUSANPEMBELIAN

In table 9, the purchasing decision variable that can be explained by shopping trends and lifestyle is 77.3%, and the remaining 22.7% variable is an additional variable or variable not examined by the author.

Online shopping trends have a positive and significant effect on purchasing decisions

Online shopping trends continue to grow along with technological developments and changes in consumer behavior. The main advantage of online shopping is its ease of accessibility, so consumers tend to be more active in making purchases. Online shopping gives consumers access to choose from a wide range of products that may not be available locally in physical stores. With a wider selection, consumers have the opportunity to find products that suit their needs, preferences, and budget. Online shopping platforms often provide complete and transparent information about products, including product descriptions, customer reviews, ratings, and clear product images. In addition, online shopping provides convenience and flexibility for consumers in the purchasing process. With the many advantages of online shopping, consumers tend to be more active in making purchases, thus increasing their purchasing decisions. When shopping, Generation Z usually highly values ease of access and time-saving. Because of this, e-commerce platforms like Shopee have become very popular due to the wide selection of products and ease of transactions. The lives of generation Z and millennials are greatly influenced by technological advances, which have become one of the main drivers of economic progress. Reinforced by research conducted by Griffith (2022), the results of his research online shopping trends have a positive and significant effect on purchasing decisions.

Lifestyle has a positive and significant effect on purchasing decisions

Lifestyle reflects a person's personal values, preferences, and preferences. Consumers tend to buy products or services that match their lifestyle to reflect their identity and personality. Modern lifestyles often emphasize individual freedom and choice. Consumers have the freedom to choose products or services that suit their own needs, wants and values. This can lead to purchasing decisions that are influenced by personal preferences and priorities associated with their lifestyle. Reinforced by research conducted by Kurniawan & Susanti (2019), the results of his research lifestyle has a positive and significant effect on purchasing decisions.

CONCLUSION

Gen Z students at the Faculty of Economics, 2021 batch, NU University of Sidoarjo “have a significant influence of lifestyle on their decision to buy something, while online shopping trends do not affect their decision”. This shows that lifestyle can improve their purchasing decisions at Shopee. Based on the linearity test, there is a significant linear relationship between lifestyle variables and their decision to buy goods on the Shopee platform. The lifestyle of Gen Z students who are influenced by social media, the need for convenience, the desire to follow trends, attention to prices and discounts, and awareness of quality and sustainability greatly influence their purchasing decisions at Shopee. Shopee has successfully catered to these needs and preferences, making it a popular shopping platform among Gen Z. Shopee suggests sticking to the quantity and quality of

goods and services while keeping up with the development of modern society. To attract new customers, Shopee should also engage celebrities as brand ambassadors. They should also create innovative and engaging online shopping campaigns and improve the functionality of their app to make it more accessible to potential users. Shopee should also continue to conduct promos on social media. In addition, the coefficient of determination shows that there are 22.7% additional variables that are not explained in the study. Therefore, researchers may want to examine additional variables such as brand image, brand awareness, or other variables.

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