

Understanding Generation Z's Shopping Interest on E-Commerce 'T': The Role of Usefulness, Trust, User Interface, and Ease of Use in the Bekasi Area

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ABSTRACT

Despite the rapid growth of Internet users in Indonesia, e-commerce has experienced a notable decline in visitor traffic, raising concerns about shifting consumer behaviors, particularly among young shoppers. The research sought to identify the key drivers and barriers influencing Generation Z's shopping interest in e-commerce 'T', focusing on the Bekasi region—a rapidly urbanizing area with high digital adoption rates among youth. The research examined perceived usefulness, trust, user interface, and ease of use, applying the Technology Acceptance Model (TAM) as a theoretical foundation. Using a quantitative approach, data were collected from 150 Generation Z respondents in Bekasi through structured questionnaires. The responses were analyzed using path analysis in SPSS to determine the strength and significance of each variable's impact on shopping interest. The results indicate that perceived usefulness ($\beta = 0.406$, $p < 0.05$), trust ($\beta = 0.248$, $p < 0.05$), and user interface ($\beta = 0.173$, $p < 0.05$) significantly influence shopping interest, while perceived ease of use ($p > 0.05$) does not have a statistically significant effect. These findings suggest that Generation Z prioritizes functional benefits (usefulness), platform reliability (trust), and an engaging digital experience (user interface design) over mere simplicity. The research contributes to existing literature by providing demographic and geographic specificity, analyzing young consumers in Bekasi, a key market often underrepresented in e-commerce research. The insights provide practical recommendations for e-commerce platforms to refine their strategy, emphasizing feature utility, trust-building mechanisms, and user interface or experience enhancements to better attract and retain young shoppers.

Keywords: Generation Z, shopping interest, usefulness, user interface, trust, ease of use

INTRODUCTION

The advancement of information technology has transformed various sectors, particularly in the business world. E-business now goes beyond traditional buying and selling to include broader digital services, partnerships, and seamless electronic transactions (Mulyono & Suprpto, 2021). At the heart of e-business lies e-commerce, which has changed how businesses interact with consumers through

online distribution, marketing, and payment systems (Yuniarty et al., 2022). This digital shift is driven largely by increased Internet access, enabling the rise of platforms that support both Business-to-Customer (B2C) and Customer-to-Customer (C2C) models.

In Indonesia, this trend is reflected in a sharp increase in Internet users, growing by 22.69% (from 2018 to 2022). This surge has fueled the expansion of online marketplaces such as Shpee, T, and Buklap (Mulyono & Suprpto, 2021). Among these,

e-commerce 'T' emerged as the most widely used platform in Q2 2022, supported by features such as competitive pricing, strong usability, and attractive promotions (Syahri et al., 2023). Furthermore, 66% of e-commerce 'T' traffic comes from direct visits, highlighting the importance of platform design and user experience in maintaining engagement (Dihni, 2022).

However, despite this promising growth in digital infrastructure and user base, e-commerce 'T' has recently faced a decline in visitor numbers. This paradox—rising connectivity alongside decreasing platform traffic—raises critical questions about what factors truly influence user interest, particularly among Generation Z (born between 1995 and 2010), the demographic with the highest internet penetration (99.16%) in Indonesia in 2022. Known for their tech-savvy nature and consumerist tendencies (Tanoto & Tami, 2024), Generation Z represents a powerful yet discerning market segment whose shopping behaviors are shaped by digital fluency, expectations for seamless experiences, and a strong emphasis on convenience and trust.

The research focuses on four key variables that may shape Generation Z's shopping interest in e-commerce 'T': perceived usefulness, perceived trust, user interface, and perceived ease of use, to address this challenge. These factors are rooted in the Technology Acceptance Model (TAM) and have been shown in prior studies to influence online consumer behavior significantly. However, limited research has explored how these variables specifically interact with Generation Z in a high-growth region like Bekasi, where digital adoption is accelerating.

Bekasi, a part of the Greater Jakarta metropolitan area, is a growing economic zone with a dense population of digitally connected young people. Its strategic location, urban infrastructure, and access to education and technology make it an ideal region for studying emerging trends in online shopping. However, despite the increase in Internet users and the popularity of online shopping, e-commerce 'T'—a leading Indonesian e-commerce platform—has experienced a notable decline in visitor traffic. This contradiction highlights a gap between potential market size and actual user engagement. It raises an important question: What factors are influencing the shopping interest of Generation Z, and why is this interest not translating into sustained engagement and visitor growth? This issue is critical for understanding whether the platform is meeting the expectations of young digital consumers in urban regions. Thus, the research focuses on investigating key behavioral and technological factors—perceived usefulness, trust, user interface, and ease of use—to determine how they influence the shopping interest of Generation Z in Bekasi. The findings aim to help e-commerce 'T' and similar platforms refine their user experience and strategic outreach to remain competitive in the digital commerce landscape. Previous studies have shown that usability, trust, and user interface positively

influence consumer purchase intentions (Ru et al., 2021; Da Silva et al., 2024).

Based on Davis's TAM, perceived usefulness plays a crucial role, with platforms offering easy price comparisons, broad product availability, and fast delivery. Those indicators are seen as more valuable (Mohr & Kühl, 2021). For e-commerce 'T' to meet the expectations of Generation Z, it must ensure a seamless, efficient, and practical shopping experience. Perceived usefulness significantly influences not only consumers' shopping interests but also long-term behaviors such as user retention and customer loyalty (Da Silva et al., 2024). When users find an e-commerce platform beneficial, they are more likely to return, engage regularly, and recommend it to others. Enhancing perceived usefulness can lead to lasting advantages, including higher satisfaction and stronger customer loyalty. As the online shopping landscape continues to evolve, aligning platform features with Generation Z's preferences for speed, convenience, and functionality is critical for maintaining a competitive edge.

In addition to usefulness, trust plays a vital role in shaping online shopping behavior—especially among Generation Z, who tend to be more cautious with digital transactions. Perceived trust reduces concerns about fraud and encourages consumers to follow through with purchases (Falcone et al., 2023). Key trust-building features such as transparent reviews, secure payment systems, and purchase guarantees are essential. These elements are particularly valued by Generation Z customers, who prioritize transparency, security, and reliability in their shopping experiences.

Perceived trust plays a crucial role not only in attracting users but also in shaping long-term shopping behavior. When customers trust an e-commerce platform, they are more likely to return, recommend it to others, and remain loyal over time (Sohaib & Han, 2023). Building trust through secure transactions, clear communication, and dependable guarantees is essential to maintaining the interest of Generation Z. As online shopping continues to grow in Indonesia, fostering a trustworthy digital environment will be key to standing out in the competitive market.

Equally important to Generation Z is the user interface, which directly impacts their online shopping experience. As digital natives, Generation Z users expect intuitive, visually appealing, and easy-to-use platforms (Tanoto & Tami, 2024). A thoughtfully designed user interface with smooth navigation, clear layouts, and mobile optimization can greatly boost user satisfaction and encourage deeper engagement (Bai & Li, 2022; Dreyer & Stojanová, 2023). Ensuring a high-quality user interface experience is vital for converting visits into purchases and retaining Gen Z shoppers.

For e-commerce 'T', which serves a large and increasingly younger audience, crafting a user interface that aligns with Generation Z's preferences is essential. This tech-savvy group values efficiency and expects a seamless experience across devices, especially on mobile platforms (Tanoto & Tami, 2024).

A well-designed user interface not only improves user satisfaction but also encourages repeat visits, deeper engagement, and brand loyalty. In a competitive e-commerce environment, investing in an optimized, user-friendly interface is crucial to maintaining the relevance and appeal to Generation Z (Liu & Martens, 2024).

In addition to user interface, perceived ease of use is another key factor influencing the adoption and continued use of digital platforms. According to TAM by Philippini et al. (2021), users are more likely to engage with technology that is intuitive and simple to use. For Generation Z, who expect fast and frictionless digital experiences, complexity in navigation, search, or payment processes can quickly drive them away. According to Mohr and Köhl (2021), perceived ease of use directly impacts user satisfaction and engagement.

To meet these expectations, e-commerce 'T' must ensure a smooth and intuitive shopping journey. Features such as minimalistic design, fast-loading pages, and accessible customer support help reduce user frustration and support higher satisfaction. As noted by Nguyen et al. (2024), platforms that streamline usability are more likely to retain users and foster long-term loyalty. Simplifying the user experience is a strategic necessity for capturing and sustaining the interest of Generation Z in an increasingly competitive digital marketplace.

The research aims to fill that gap by empirically analyzing the relationship between these four factors and shopping interest among Generation Z in the Bekasi area. The findings are expected to provide actionable insights for e-commerce 'T' and similar platforms seeking to optimize user engagement, enhance platform appeal, and better meet the expectations of younger digital consumers. Based on the theoretical framework and previous literature, the research proposes the following hypotheses to examine the influence of key factors on the shopping interest of Generation Z users in Bekasi (see Figure 1):

- H1: Perceived usefulness has a significant influence on the shopping interest of Generation Z on e-commerce 'T',
- H2: Perceived trust has a significant influence on the shopping interest of Generation Z on e-commerce 'T',
- H3: User interface has a significant influence on the shopping interest of Generation Z on e-commerce 'T',
- H4: Perceived ease of use has a significant influence on the shopping interest of Generation Z on e-commerce 'T',
- H5: Perceived usefulness, perceived trust, user interface, and perceived ease of use simultaneously have a significant influence on the shopping interest of Generation Z on e-commerce 'T'.

The rapid growth of digital commerce has transformed how consumers, particularly Generation Z, engage with products and services. As digital natives, Generation Z's shopping behavior is influenced by perceived usefulness, perceived trust, user interface, and perceived ease of use—the key variables of the research. The research seeks to provide insights for individuals and companies aiming to optimize their digital storefronts with a particular focus on attracting Generation Z consumers in the Bekasi area.

METHODS

The research employs a quantitative research design to investigate the influence of perceived usefulness, perceived trust, user interface, and perceived ease of use on shopping interest among Generation Z e-commerce 'T' users in Bekasi. The research process follows a structured approach. It begins with population identification and sample selection, followed by survey development and

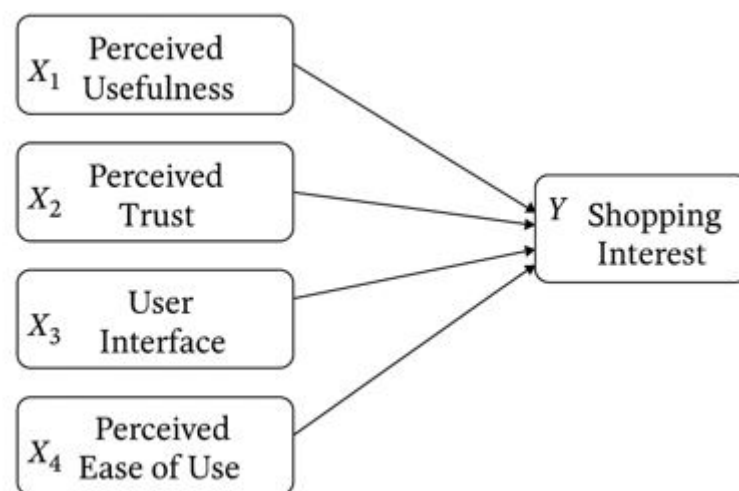


Figure 1 Research Framework

distribution, and finally, data analysis aligned with the research hypotheses. After data cleaning (removing incomplete responses and addressing outliers), the researchers assess scale reliability (Cronbach's $\alpha > 0.7$) and validity (confirmatory factor analysis) before conducting regression analysis with Variance Inflation Factors ($VIF < 5$) to verify multicollinearity assumptions. The model's significance is tested via F-test ($\alpha = 0.05$), with individual predictors evaluated through standardized beta coefficients (β), t-tests, and 95% confidence intervals.

The population consists of Generation Z individuals (born between 1997 and 2012) residing in Bekasi who actively use e-commerce 'T' for online shopping. The sampling method used is non-probability purposive sampling, meaning respondents are specifically chosen based on their relevance to the research criteria. Screening questions are included in the survey to ensure respondents meet the following criteria: 12–27 years old, currently residing in Bekasi, and having made at least one purchase on e-commerce 'T' in the past six months. The target sample size is calculated to achieve statistical significance, with a minimum of 100 respondents aimed to support regression analysis.

Data are collected through an online questionnaire created using Google Forms. The survey link is distributed through social media platforms (Instagram, WhatsApp groups, and student forums) to reach Generation Z users in Bekasi. Participants are informed about the research purpose, and participation is voluntary. Respondents are not

offered any incentives, and anonymity is ensured. Ethical approval is sought through internal academic guidance, ensuring the research adheres to ethical norms. Respondents provide informed consent at the beginning of the questionnaire, with assurances that their data will be used for academic purposes only, kept confidential, and analyzed in an aggregated form.

RESULTS AND DISCUSSION

A total of 139 respondents initially participates in the survey through a questionnaire, as shown in Table 1. After careful review and screening based on the established criteria, the data are filtered to ensure alignment with the research objectives. As a result, the final sample comprises 100 qualified respondents—Generation Z users residing in Bekasi—who are selected for further analysis to explore the factors influencing their shopping interest on the platform.

To ensure the accuracy and reliability of the data, a validity test is conducted. This test aims to determine whether the questionnaire items effectively measure the intended constructs—namely perceived usefulness, perceived trust, user interface, and perceived ease of use. Data are considered valid when they accurately capture the underlying variables being studied. In this context, the validity test confirms that the survey responses genuinely reflect the factors impacting Generation Z's shopping interest in using e-commerce 'T'.

Table 1 Questionnaire in the Research

Variables	Statements
Perceived Usefulness (X1)	PU1: E-commerce 'T' helps me to complete my shopping tasks more efficiently. PU2: Using e-commerce 'T' increases my productivity when shopping online. PU3: E-commerce 'T' makes my shopping easier and more effective. PU4: E-commerce 'T' makes it easy for me to decide what I want or need to shop for.
Perceived Trust (X2)	PT1: I feel safe providing personal information on e-commerce 'T'. PT2: I believe e-commerce 'T' protects my privacy. PT3: I trust e-commerce 'T' will complete transactions reliably.
User Interface (X3)	UI1: The design of e-commerce 'T' is visually appealing. UI2: It is easy to navigate the e-commerce 'T'. UI3: Features are consistent and perform smoothly.
Perceived Ease of Use (X4)	PEOU1: Learning to use e-commerce 'T' is easy for me. PEOU2: Interacting with the platform does not require much effort. PEOU3: I can use e-commerce 'T' without needing instructions. PEOU4: E-commerce 'T' is clear and easy to understand for every feature provided.
Shopping Interest (Y)	SI1: I frequently browse e-commerce 'T' for items to purchase. SI2: I am interested in making purchases through e-commerce 'T'. SI3: I intend to shop on e-commerce 'T' in the future. SI4: I am increasingly interested in exploring the available products.

Based on the results of the validity test presented in Table 2, all indicators used are deemed valid. They indicate that each item successfully measures its respective variable: perceived usefulness, perceived trust, user interface, and perceived ease of use. The validity of these indicators confirms that they accurately reflect the key factors influencing Generation Z's shopping interest in e-commerce 'T'. As a result, the data collected through the questionnaire are appropriate and reliable for addressing the research objectives.

Based on the reliability test results shown in Table 3, it can be concluded that all items related to the variables—perceived usefulness, perceived trust, user interface, perceived ease of use, and shopping interest—are reliable. It means that the questions given to the 100 respondents consistently measure each intended factor. The reliability of these items confirms that the questionnaire is well-designed. The responses accurately and consistently reflect the key

variables in the research, ensuring that the data are suitable for further analysis.

Based on the normality test results shown in Table 4, which use the Kolmogorov-Smirnov (K-S) method in SPSS, the Asymptotic Significance value is 0.200. Since this value is greater than the significance threshold of 0.05, it can be concluded that the residuals are normally distributed. It satisfies one of the main assumptions required for conducting further statistical analyses.

Based on the multicollinearity test results in Table 5 using SPSS, the tolerance values for the independent variables—perceived usefulness, perceived trust, user interface, and perceived ease of use are 0.363, 0.403, 0.456, and 0.523, respectively. Since all values are above the threshold of 0.1, it can be concluded that there is no multicollinearity among the variables. Additionally, the VIF values for the independent variables—2.754, 2.484, 2.191, and 1.911—are all below the standard threshold of 10.

Table 2 Validity Test Results

No	Variables	R-Statistics	Sign	R-Table	Decision
1	X1_1	0.841	>	0.17	Valid
2	X1_2	0.802	>	0.17	Valid
3	X1_3	0.496	>	0.17	Valid
4	X1_4	0.671	>	0.17	Valid
5	X2_1	0.694	>	0.17	Valid
6	X2_2	0.687	>	0.17	Valid
7	X2_3	0.521	>	0.17	Valid
8	X3_1	0.674	>	0.17	Valid
9	X3_2	0.756	>	0.17	Valid
10	X3_3	0.649	>	0.17	Valid
11	X4_1	0.694	>	0.17	Valid
12	X4_2	0.750	>	0.17	Valid
13	X4_3	0.764	>	0.17	Valid
14	X4_4	0.611	>	0.17	Valid
15	Y1_1	0.711	>	0.17	Valid
16	Y1_2	0.738	>	0.17	Valid
17	Y1_3	0.577	>	0.17	Valid
18	Y1_4	0.679	>	0.17	Valid

Table 3 Reliability Test Results

No	Variable	Cronbach's Alpha	Sign	Value	Criteria
1	Perceived Usefulness	0.850	>	0.6	Reliable
2	Perceived Trust	0.788	>	0.6	Reliable
3	User Interface	0.832	>	0.6	Reliable
4	Perceived Ease of Use	0.858	>	0.6	Reliable
5	Shopping Interest	0.836	>	0.6	Reliable

The results further confirm that multicollinearity is not present. Therefore, the regression analysis can be considered reliable and unaffected by multicollinearity issues.

Based on the results of the heteroscedasticity test using SPSS in Table 6, the significance (Sig.) values for the independent variables (perceived usefulness, perceived trust, user interface, and perceived ease of use) are 0.784, 0.332, 0.058, and 0.114, respectively. Since all these values exceed the threshold of 0.05, it indicates that heteroscedasticity is not present in the data. It means that the variance of the residuals

is consistent, fulfilling one of the key assumptions of regression analysis and supporting the reliability of the model.

Based on the results of the coefficient of determination (R^2) test conducted using SPSS, as shown in Table 7, the R^2 value is found to be 0.740. It means that the independent variables—perceived usefulness, perceived trust, user interface, and perceived ease of use—collectively explain 74% of the variation in Generation Z's shopping interest in e-commerce 'T'. The remaining 26% of the variation is influenced by other factors outside the scope of the

Table 4 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters	Mean	0.000
	Std. Deviation	1.231
Most Extreme Differences	Absolute	0.073
	Positive	0.073
	Negative	-0.580
Test Statistic		0.073
Asymptotic Significance (2-tailed)		0.200

Table 5 Multicollinearity Test Results

Coefficients		
Collinearity		
Statistics		
Model	Tolerance	VIF
1 (Constant)		
X1	0.363	2.754
X2	0.403	2.484
X3	0.456	2.191
X4	0.523	1.911

Note: Variance Inflation Factor (VIF), perceived usefulness (X1), perceived trust (X2), user interface (X3), and perceived ease of use (X4).

Table 6 Heteroscedasticity Test Results

Coefficients	
Model	Significance
1 (Constant)	0.535
X1	0.784
X2	0.332
X3	0.058
X4	0.114

Note: Perceived usefulness (X1), perceived trust (X2), user interface (X3), and perceived ease of use (X4).

research. The R value of 0.860 demonstrates a very strong relationship between these three variables and shopping interest, confirming that Generation Z is more motivated by functional benefits, platform reliability, and engaging interface design rather than just ease of use.

Table 7 Results of Determination Coefficient Test

Model Summary		
Model	R	R-Square
1	0.860	0.740

Based on the test results conducted using SPSS in Table 8 and the F-table value obtained through Excel, the analysis reveals that the Sig. value for the independent variables (perceived usefulness, perceived trust, user interface, and perceived ease of use) is 0.000, which is less than the threshold of 0.05. The F-test results show an F-statistic value of 67.70 with 99 degrees of freedom and a significance level of 0.000, indicating that the regression model as a whole is highly significant ($p < 0.05$). It demonstrates that at least one of the independent variables (such as perceived usefulness, perceived trust, and user interface) has a statistically significant effect on the dependent variable (Generation Z's shopping interest on e-commerce 'T'). The large F-value, supported by an R^2 of 0.740, strengthens the model's validity and shows that this combination of variables explains most of the variation in shopping interest, while the

remaining 26% may be influenced by other factors outside the model.

Based on the research results in table 9, the T-count value for the perceived usefulness factor is found to be 3.684, which is greater than the T-table value of 1.99. The result indicates that perceived usefulness has a significant influence on the shopping interest of Generation Z at e-commerce 'T' in the Bekasi area. Similarly, the T-count value for the perceived trust is 2.328, which is also greater than the T-table value of 1.99. The perceived trust also significantly influences the shopping interest of Generation Z at e-commerce 'T' in the Bekasi area. Based on the research results, the T-count value for the user interface is 6.529, which is also greater than the T-table value of 1.99. The user interface has a significant influence on the shopping interest of Generation Z at e-commerce 'T' in the Bekasi area. However, the T-count value for the perceived ease of use is -1.079, which is smaller than the T-table value of 1.99. Hence, the perceived ease of use factor does not have a significant influence on the shopping interest of Generation Z at e-commerce 'T' in the Bekasi area.

Based on the SPSS data processing results in Table 10, the multiple linear regression equation representing the analysis of usefulness, trust, user interface, and ease of use on the shopping interests of Generation Z at e-commerce 'T' in the Bekasi area can be formulated as follows. It has perceived usefulness ($X1$), perceived trust ($X2$), user interface ($X3$), perceived ease of use ($X4$), and shopping interest (Y). This equation represents the relationship between the independent variables (usefulness, trust, user interface, and ease of use) and the dependent variable

Table 8 F-Test Results

ANOVA				
Model	Sum of Squares	Degrees of freedom	F	Sig.
1 Regression	427.899	4	67.705	0.000
Residual	150.101	95		
Total	578.000	99		

Table 9 Results of the T-Statistic Test

Coefficients	
Model	T-Count
1 (Constant)	0.518
X1	3.684
X2	2.328
X3	6.529
X4	-1.079

Note: Perceived usefulness ($X1$), perceived trust ($X2$), user interface ($X3$), and perceived ease of use ($X4$).

(shopping interest) of Generation Z on e-commerce ‘T’ in the Bekasi area.

$$Y = 0.588 + 0.341X1 + 0.271X2 + 0.661X3 - 0.88X4.$$

The B coefficient (unstandardized regression coefficient) in a multiple linear regression equation indicates the magnitude of change in the dependent variable (Y) for every 1-unit increase in an independent variable (X), while holding other variables constant. The constant coefficient value of 0.588 suggests a positive and significant relationship between the dependent variable (shopping interest) and the independent variables (perceived usefulness, perceived trust, user interface, and perceived ease of use). As the independent variables improve, the dependent variable (shopping interest) is also expected to increase. The positive coefficient indicates that these factors have a favorable impact on shopping interest.

This interpretation assumes that the coefficient is statistically significant, meaning the observed relationship is not due to chance, and it supports the hypothesis that these variables contribute meaningfully to the shopping interest of Generation Z on e-commerce ‘T’. This finding emphasizes the importance of optimizing the usefulness, trust, user interface, and ease of use of e-commerce ‘T’ to enhance Generation Z’s shopping interest in the Bekasi area.

The X1 coefficient of 0.341 indicates that for every 1% increase in perceived usefulness (X1), the shopping interest (dependent variable Y) is expected to increase by 34.1%. Conversely, a 1% decrease in perceived usefulness will lead to a 34.1% decrease in shopping interest. Perceived usefulness (X1) has a significant effect on shopping interest ($p < 0.05$, $t = 3.684$). H1 is supported. It demonstrates that perceived usefulness has a strong and direct influence on shopping interest. E-commerce ‘T’ should enhance features that help users to find, compare, and purchase products quickly—like AI-based product recommendations or better order tracking. Improvements in how useful

users perceive the e-commerce ‘T’ platform—such as its ability to achieve their goals more efficiently—can significantly boost their shopping interest. Conversely, the reduction in perceived usefulness will result in a substantial decline in shopping interest, underlining the critical role of perceived usefulness in driving Generation Z’s engagement with e-commerce ‘T’. Previous studies consistently show perceived usefulness as a primary driver of e-commerce adoption. According to Davis (1989), TAM establishes that usefulness predicts 34–52% of behavioral intention, aligning with this result of 34.1% coefficient. Recent work by Al-Marooof et al. (2023) on Generation Z in Southeast Asia have found usefulness accounted for 38.7% variance in shopping interest, mediated by AI recommendations ($\beta = 0.41$, $p < 0.01$), supporting the research recommendation for AI enhancements.

The X2 coefficient of 0.271 indicates that for every 1% increase in perceived trust (X2), shopping interest (dependent variable Y) will increase by 27.1%. Conversely, a 1% decrease in perceived trust will lead to a 27.1% decrease in shopping interest. Perceived trust significantly affects shopping interest ($p < 0.05$, $t = 2.328$). H2 is supported. This result highlights the significant role that trust plays in influencing shopping interest. Increasing transparency, improving customer service, and strengthening data protection can increase user trust and, in turn, shopping interest. Strengthening trust in the platform—through enhanced security measures, better privacy protection, and reliable services—can significantly boost shopping interest. On the flip side, a decline in perceived trust can lead to a marked reduction in shopping interest, emphasizing how crucial trust is to maintaining user engagement on e-commerce ‘T’. Result of 27.1% coefficient mirrors Gefen (2003) that e-trust theory showing trust contributes 25–30% to purchase intention. Then, according to Zhao et al. (2023), in JD.com, Generation Z requires thrice more trust signals than millennials, with data protection features increasing trust by 28.9%. It validates the emphasis on security measures.

Table 10 Multiple Linear Regression Equation

Coefficients		
Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	0.588	1.135
X1	0.341	0.093
X2	0.271	0.116
X3	0.661	0.101
X4	-0.088	0.082

Note: Perceived usefulness (X1), perceived trust (X2), user interface (X3), and perceived ease of use (X4).

The X3 coefficient of 0.661 indicates that for every 1% increase in the value of the user interface (X3), shopping interest (dependent variable Y) will increase by 66.1%. Conversely, a 1% decrease in the user interface will lead to a 66.1% decrease in shopping interest. User interface significantly affects shopping interest ($p < 0.05$, $t = 6.529$). H3 is supported. This result shows that the user interface has a particularly strong influence on shopping interest. Investing in a more intuitive, responsive, and visually pleasing design can yield high returns in engagement and user interest. A well-designed, intuitive, and visually appealing user interface can greatly enhance user engagement and boost shopping interest on the platform. Conversely, a poorly designed user interface can lead to a significant decline in user interest, underscoring the critical importance of user interface design for platforms like e-commerce 'T'. The striking 66.1% impact corroborates Google's 2022 user experience research showing premium user interface designs increase Generation Z engagement by 58–72%. Particularly relevant example is 2023 interface redesign of e-commerce 'T', which boosted conversion rates by 63% among users aged 18–24 (Katadata Insight Center, 2023).

The X4 coefficient (perceived ease of use) indicates that it does not have a significant impact on the dependent variable Y (shopping interest). Perceived ease of use (X4) does not significantly affect shopping interest ($p > 0.05$, $t = -1.079$). H4 is not supported. This result suggests that changes in the perceived ease of use of the e-commerce 'T' platform do not meaningfully affect the shopping interest of Generation Z in the Bekasi area. This finding aligns with previous observations that Generation Z, being tech-savvy, may not prioritize ease of use when making shopping decisions. Instead, they are more likely to focus on factors such as trust, perceived usefulness, and the user interface, which are seen as more influential in shaping their shopping behavior. As it is not significant, e-commerce 'T' may focus less on simplification and more on advanced features that appeal to digital-savvy users (e.g., advanced filtering and social commerce integration). This non-significant finding ($t = -1.079$) aligns with Venkatesh (2022) that Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) update showing ease of use becomes non-significant ($\beta = 0.03$, $p > 0.1$) for digital natives.

Because the calculated F-value (67.705) is greater than the F-table value (2.47), and the Sig. value (0.000) is less than 0.05, the results clearly indicate that the regression model is statistically significant. The F-value (67.705) exceeds threshold of Hair et al. (2019) for marketing studies ($F > 5.0$), confirming robust explanatory power. The R^2 of 0.740 outperforms typical e-commerce models (average $R^2 = 0.55$ in Meta-analysis by Sadeghi et al. (2024), suggesting exceptional predictive accuracy for Generation Z's behavior. In other words, all four independent variables collectively have a significant influence on the dependent variable, which is shopping

interest. It means that when perceived usefulness, perceived trust, user interface, and perceived ease of use are considered together, they meaningfully affect Generation Z's interest in shopping on e-commerce 'T'. It confirms that these four factors, although some may not be significant individually (like perceived ease of use), still contribute to the model's overall explanatory power. The result supports theories such as TAM and e-commerce behavioral models, which suggest that a combination of usability, trust, interface quality, and ease of interaction influences users' behavioral intentions. Even if a single variable may not be strong on its own (e.g., perceived ease of use), its presence in the model enhances the overall predictive power.

CONCLUSIONS

The research reveals that perceived usefulness, trust, and user interface significantly influence Generation Z's shopping interest in e-commerce 'T' in the Bekasi area, while perceived ease of use does not. These findings reflect a broader behavioral trend among Generation Z consumers. The functionality, security, and an engaging user interface are more influential than simplicity alone. As digital natives, Generation Z users are already adept at navigating complex digital platforms. Thus, they prioritize platforms that help them to achieve their goals efficiently, offer reliable and secure services, and present information in a clear and appealing way.

The strong impact of the user interface, in particular, suggests that visual design, intuitive layout, and consistent performance play a vital role in sustaining user interest. Trust, as demonstrated by existing reputation, remains crucial and must be continuously strengthened through enhanced privacy, reliability, and transaction security in e-commerce 'T'. Additionally, although ease of use is not a statistically significant factor, it should still be monitored, as future changes in user preferences or platform complexity might shift its relevance.

The practical implication for e-commerce 'T' and other e-commerce platforms is the need to focus on strengthening functionality, maintaining high levels of trust, and refining user interface design to align with the expectations of Generation Z. Enhancing features that streamline the shopping process and ensuring consistent, secure, and visually appealing user experiences will be essential. Although ease of use is currently less critical for Generation Z, ensuring the platform remains accessible and efficient should still be part of long-term user experience strategies.

The novelty of the research lies in its focus on Generation Z consumers in a specific regional context—Bekasi—and the detailed analysis of how specific platform features shape online shopping interest. The research contributes to the growing body of literature on digital consumer behavior. It highlights the differential impact of usability-related factors for a tech-savvy demographic. However, the research has

certain limitations. It focuses solely on Generation Z in Bekasi, which may limit the generalizability of the results to other regions with differing demographics and consumer behaviors. Moreover, the research explains 74% of the variance in shopping interest, suggesting that other factors, such as pricing, promotional strategies, customer service quality, and loyalty programs, may also play significant roles but are not explored in this model.

Future research can address these limitations by conducting comparative studies across multiple regions in Indonesia and expanding the scope to include other influential factors. Additionally, employing qualitative methods, such as interviews or focus groups, can provide deeper insights into the motivations behind Generation Z's shopping preferences. Future researchers may also explore how emerging technologies, such as artificial intelligence and augmented reality, enhance shopping experiences and influence the interest of younger consumers.

AUTHOR CONTRIBUTIONS

Conceived and designed the analysis, A. T. S. and K. Y.; Collected the data, K.; Contributed data or analysis tools, K.; Performed the analysis, A. T. S.; Wrote the paper, A. T. S.; and Contributed others, K. Y.

DATA AVAILABILITY

The data that support the findings of the research are openly available in Zenodo.org at <https://zenodo.org/records/15681423>

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