

**THE EFFECT OF CUSTOMER EXPERIENCE, SHOPPING MOTIVATION AND ELECTRONIC WORD OF MOUTH ON PURCHASE DECISIONS MEDIATED BY ONLINE TRUST
(Study on Shopee E-commerce users in Malang City)**

Fian Arifiona Faradila¹, Heri Pratikto², Wening Patmi Rahayu³

^{1, 2, 3} Universitas Negeri Malang (UM), Jawa Timur, Indonesia

¹ fian.arifiona.2304138@students.um.ac.id, ² heri.pratikto.fe@um.ac.id,

³ wening.patmi.fe@um.ac.id

Abstract

This study aims to analyze the mediation of trust on the influence of customer experience, shopping motivation, and electronic word of mouth (e-WOM) on purchase decisions among Shopee e-commerce users from generation Z in Malang City. This research approach is quantitative with descriptive and explanatory research methods. The data sample consisted of 174 respondents with a purposive sampling technique who had the criteria of being 17–29 years old, domiciled in Malang City, having the Shopee application, and having made a transaction in the last three months. Data processing was carried out using the Partial Least Square (PLS) method through SmartPLS 4 software. The results showed that customer experience, shopping motivation, and e-WOM had a significant effect on purchase decisions. In addition, trust was proven to significantly mediate the relationship between the three variables on purchase decisions. The R-Square value of 0.900 for trust and 0.905 for purchase decisions indicates that the research model has very strong explanatory power. These findings strengthen the relevance of the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) theories in explaining the online purchasing behavior of Generation Z.

Keywords: Consumer Experience, Shopping Motivation, e-WOM, Trust, and Purchase Decisions.

Abstrak

Penelitian ini bermaksud untuk menganalisis mediasi trust atas pengaruh customer experience, shopping motivation, dan electronic word of mouth (e-WOM) terhadap purchase decision yang pada pengguna e-commerce Shopee dari kalangan generasi Z di Kota Malang. Pendekatan penelitian ini adalah kuantitatif dengan metode deskriptif dan explanatory research. Sampel data berjumlah 174 responden dengan teknik purposive sampling yang memiliki kriteria berusia 17–29 tahun, berdomisili di Kota Malang, memiliki aplikasi Shopee, dan pernah melakukan transaksi dalam tiga bulan terakhir. Pengolahan data dilakukan menggunakan metode Partial Least Square (PLS) melalui perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa customer experience, shopping motivation, dan e-WOM berpengaruh signifikan terhadap purchase decision. Selain itu, trust terbukti memediasi secara signifikan hubungan antara ketiga variabel tersebut terhadap keputusan pembelian. Nilai R-Square sebesar 0,900 untuk trust dan 0,905 untuk purchase decision menunjukkan bahwa model penelitian memiliki daya jelas yang sangat kuat. Temuan ini memperkuat relevansi teori Technology Acceptance Model (TAM) dan Theory of Planned Behavior (TPB) dalam menjelaskan perilaku pembelian online generasi Z.

Kata kunci: Pengalaman Konsumen, Motivasi Belanja, e-WOM, Kepercayaan dan Keputusan



© Author(s) 2026

This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

INTRODUCTION

The rapid advancement of digital technology has influenced and shaped people's consumption patterns, especially among younger generations such as Generation Z. E-commerce has now become a primary platform for purchasing activities, along with increasing access to the internet and digital devices. In Indonesia, Shopee is one of the most popular e-commerce platforms among Gen Z, who are characterized by being adaptive to technology and tend to be responsive to user experiences and digital social influences. Internet users in Indonesia have increased over the past 5 years, reaching 221.5 million people by early 2024. This number indicates that Gen Z, born between 1997 and 2012, is the age group that dominates internet connectivity. Martianto et al.,¹ states that purchasing decisions are a basic component in determining consumers to buy products or services on online platforms, this decision is made by consumers from various factors that influence and motivate consumers to buy the goods or services. The availability of a variety of product choices can be done without limitations as long as consumers have internet access, in order to save time and energy when shopping or making transactions is another factor that motivates consumers to shop online.²

In the context of consumer behavior, *customer experience*, *shopping motivation*, and electronic word of mouth (e-WOM) are important factors influencing online purchase decisions. Positive experiences while interacting with the platform, emotional and rational impulses while shopping, and reviews and recommendations from other users can encourage consumers to make purchasing decisions. However, in online transactions, trust is a very important mediating factor because consumers cannot directly assess products before purchasing. Therefore, understanding the factors that influence purchase decisions through the role of trust is highly relevant to study, especially among the younger generation of e-commerce users.³

This research refers to two main theories, namely the Technology Acceptance Model (TAM) which states that perceptions of the ease and usefulness of a technology play a role in shaping attitudes and user acceptance, and the Theory of Planned Behavior (TPB) which emphasizes that attitudes, subjective norms, and perceptions of behavioral control are important factors in influencing an individual's intentions and actual behavior. These two grand theories form

¹ Ishma Alfisa Martianto et al., *Faktor -Faktor Yang Mempengaruhi Keputusan Pembelian*, 2023, 1370–85.

² Nana Sutisna and Sutrisna, "Implementasikan Sistem Informasi Dalam Mendukung Perilaku Pembelian Terhadap Keputusan Pembelian E-Commerce," *Jurnal MENTARI: Manajemen, Pendidikan Dan Teknologi Informasi* 2, no. 1 (2023): 20–30, <https://doi.org/10.33050/mentari.v2i1.343>.

³ Erwin Permana et al., "Analisis Kepuasan Generasi Z Terhadap Layanan E-Commerce," *Jurnal Ilmiah Ekonomi, Akuntansi, Dan Pajak* 1, no. 2 (2024): 337–55, <https://doi.org/10.61132/jieap.v1i2.312>.

the basis for understanding how user experience, shopping motivation, and e-WOM shape trust and ultimately influence purchasing decisions.⁴

Therefore, this study aims to analyze the "Influence of Customer Experience, Shopping Motivation, and Electronic Word of Mouth on Purchase Decision, with Trust as a mediating variable (Study on Gen Z e-commerce Shopee users in Malang City). The research results are expected to provide theoretical contributions in enriching consumer behavior models in the digital realm, while also providing practical implications for e-commerce players in developing more efficient and targeted marketing strategies and focusing on building consumer trust.

THEORITICAL REVIEW

TPB (Theory of Planned Behavior)

Theory of Planned Behavior (TPB) is a development of *Theory of Reasoned Action*, which outlines the factors that cause a person's intention to behave. Therefore, this theory is known to have high predictive power in explaining behavior. Within the TPB theoretical framework, the intention to perform an action is shaped by three main factors: the individual's attitude toward the intended behavior, subjective norms derived from social pressure, and the individual's perception of self-control, or their ability to control the behavior. The core of TPB is the emphasis on intention, namely how serious an individual is and how much effort they make to carry out an action.⁵

TAM (Technology Acceptance Model)

Technology Acceptance Model (TAM) is a conceptual framework used to explain how individuals accept and adopt technology. This model was first introduced by Fred Davis in 1986, and since then has undergone various developments. TAM has a close relationship with Theory of Planned Behavior (TPB). In this context, perceived usefulness and perceived ease of use in the TAM are highly correlated with attitudes in the TPB. Furthermore, social influence in the TAM aligns with subjective norms in the TPB. Furthermore, the concept of perceived behavioral control in the TPB is also closely related to facilitating conditions in the TAM. In general, the TAM explains that technology acceptance by users is influenced by two main factors: perceived usefulness and perceived ease of use.⁶

⁴ Gabriela Firellsya et al., "Tren Belanja Online Wanita Gen-Z: Eksplorasi Faktor-Faktor Di Balik Dominasi Wanita Gen-Z Pada Platform Shopee Menggunakan Model UTAUT2," *Jurnal Informatika Ekonomi Bisnis* 6, no. 2023 (2024): 184–96, <https://doi.org/10.37034/infeb.v6i1.826>.

⁵ M. Syamsudin, *Mahir Meneliti Permasalahan Hukum*, 2021, 74–75.

⁶ Soetam Rizky Wicaksono, *Teori Dasar Technology Acceptance Model*, no. March (2022), <https://doi.org/10.5281/zenodo.7754254>.

Purchase Decision (Y)

Purchase decision is the process by which consumers decide whether or not to buy a product. According to Kotler and Keller⁷ Various factors influence purchasing decisions, including the experience gained while shopping, existing motivations, and trust in the platform.

According to Tjiptono⁸ Buying decision is the action taken by individuals in selecting and purchasing a product. This process involves a series of decision-making stages influenced by various considerations. Generally, consumers will seek information and evaluate several options before making a purchase to ensure the product or service they purchase meets their needs and desires.

Trust

Trust is the extent to which consumers are willing to believe and trust a brand when faced with risky conditions, because individuals believe this brand will deliver good results.⁹ Brand trust is the fundamental foundation of the relationship between a brand and its customers. It reflects the level of trust and reliance customers place on a brand.

Customer Experience

According to Buttle in Mulyadi¹⁰ Customer experience is the result of cognitive and emotional processes that arise from consumer engagement or interaction with various elements of a company, such as human resources, operational procedures, technology, products, services, and various other outputs. In other words, customer experience reflects consumers' overall perceptions of a company's performance and overall image.

Shopping Motivation

Motivation can be understood as a driving force originating from within or outside an individual to trigger the achievement of specific goals. In the context of consumer behavior, motivation is defined as an internal drive that directs individuals to fulfill various needs and desires. This drive arises from psychological imbalances in the form of tension or pressure caused by unmet needs. Both consciously and unconsciously, individuals will seek to reduce this tension through

⁷ K. L. Kotler, P., & Keller, *A Framework for Marketing Management* (p. 352), ed. Boston (MA: Pearson, 2016).

⁸ Fandy Tjiptono, *Strategi Pemasaran*, 4th ed., ed. Andi Offset (Yogyakarta, 2015).

⁹ Anita Febrianti et al., "Pengaruh Celebrity Endorse Dan Online Customer Review Terhadap Keputusan Pembelian Produk Barenbliss Melalui Brand Trust Sebagai Variabel Intervening," *Integrative Perspectives of Social and Science Journal* 2, no. 2 (2025): 2541–49.

¹⁰ Hary Mulyadi, *Pengaruh Daya Tarik Iklan Dan Pengalaman Konsumen Terhadap Kepercayaan Konsumen Pada Produk Toyota Avanza Di Kota Bandung*, XVIII, no. 3 (2021): 168–77.

behaviors or actions they believe will lead to the fulfillment of their needs. The specific goals chosen and the behavioral patterns adopted to achieve these goals are the result of the thinking and learning processes that the individual has experienced.¹¹

Electronic Word of Mouth

Electronic Word of Mouth (e-WOM) has become one of the most sought-after sources of information by consumers. Digital media and internet-based communication platforms provide an open space for consumers to share experiences, both positive and negative, about a product or brand. e-WOM includes every statement made by consumers, both potential and actual, about a product or company via the internet. Furthermore, Ardyan, Retnawati, and Farida (2018) explain that e-WOM has the main characteristic of openly exchanging information, comments, and opinions through digital media such as websites, social media, and online forums related to a particular product or brand.¹²

RESEARCH METHODS

A quantitative method with a descriptive and explanatory approach was used in this finding by taking the population of Shopee platform users who live in Malang City. The sample size was 174 respondents, determined using the Sample Size Calculator based on a pre-survey. The sampling technique used was non-probability sampling with a purposive sampling method, based on the following criteria:

- Age 17–29 years,
- Have the Shopee app,
- Have you made a transaction in the last 3 months?
- Domiciled in Malang City.

The variables in the study include Customer Experience (X1), Shopping Motivation (X2), Electronic Word of Mouth (X3), Trust (Z) as an intervening variable, and Purchase Decision (Y).

¹¹ Desi Anggarwati et al., “The Effect of Price Discount and Promotion on Impulse Buying Through Hedonic Shopping Motivation as An Intervening Variable on Shopee Consumers,” *LITERACY: International Scientific Journals of Social, Education, Humanities* 2, no. 1 (2023): 34–49, <https://doi.org/10.56910/literacy.v2i1.411>.

¹² Putu Ayu Desy Trisnadewi Darmawan et al., “Pengaruh Electronic Word of Mouth dan Citra Merek terhadap Niat Beli,” *Jurnal Ilmiah Manajemen dan Bisnis* 7, no. 1 (2022): 89–100, <https://doi.org/10.38043/jimb.v7i1.3679>.

Data collection was conducted through a closed online questionnaire using a Likert scale of 1–5. Data analysis used Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with SmartPLS 4.0 software. The conceptual framework in this study can be seen as follows:

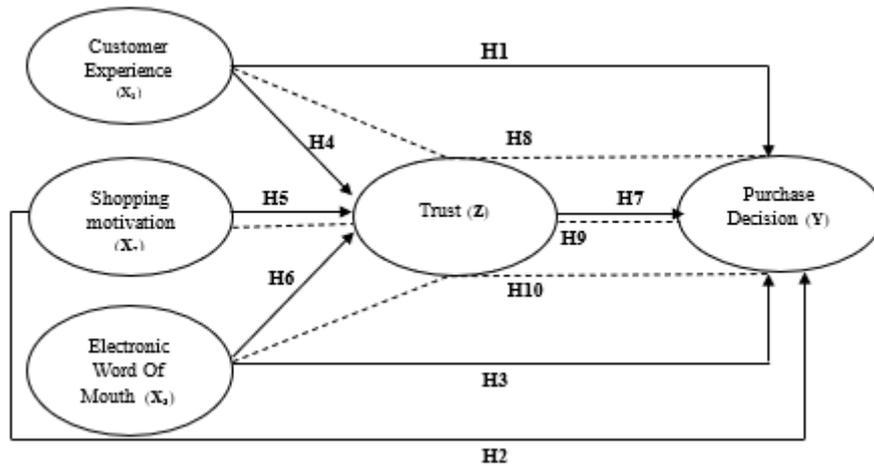


Figure 1. Thinking Framework

Source: Processed by Researchers, 2025

Research Hypothesis:

- H1 :** *Customer Experience* has a positive and significant effect on Purchase Decisions for Shopee e-commerce users in Malang City.
- H2 :** *Shopping Motivation* has a positive and significant effect on Purchase Decisions for Shopee e-commerce users in Malang City.
- H3 :** E-WOM has a positive and significant influence on Purchase Decisions of Shopee e-commerce users in Malang City.
- H4 :** *Customer Experience* has a positive and significant effect on Trust in Shopee e-commerce users in Malang City.
- H5 :** *Shopping Motivation* has a positive and significant effect on Trust in Shopee e-commerce users in Malang City.
- H6 :** *E-WOM* has a positive and significant effect on Trust in Gen Z Shopee e-commerce users in Malang City.
- H7 :** *Trust* has a positive and significant effect on Purchase Decisions for Shopee e-commerce users in Malang City.
- H8 :** *Customer Experience* has a positive and significant effect on Purchase Decision Mediated Trust on Shopee e-commerce users in Malang City.
- H9 :** *Shopping Motivation* has a positive and significant effect on Purchase Decision Mediated Trust on Shopee e-commerce users in Malang City.

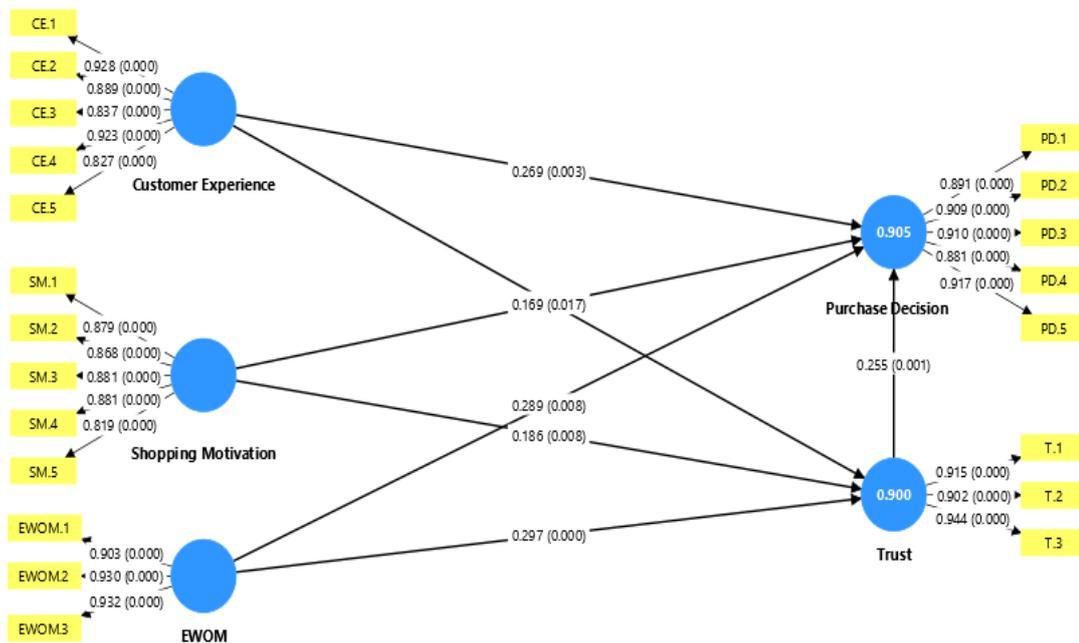
H10 : *E-WOM* has a positive and significant effect on Purchase Decision Mediated Trust on Shopee e-commerce users in Malang City

RESULTS AND DISCUSSION

Research Result

1. Measurement Model Test (Outer Model)

The outer model aims to assess the reliability and validity of the indicators that form the latent construct. Evaluation is conducted by referring to the outer loading value,



average variance extracted (AVE), and composite reliability.

Figure 2 Results of the PLS SEM Algorithm process

Source: Data Processed by Researchers, 2025

a. Convergent Validity

Convergent validity is used to measure how well an indicator represents a construct. Testing is performed using the Average Variance Extracted (AVE) value, with a minimum threshold of 0.5. A construct is considered convergently valid if the AVE value is > 0.5 . The test results are presented in the following table:

Table 1. Convergent Validity based on AVE

Variables	AVE	Information
<i>Purchase Decision</i>	0.813	Valid
<i>Customer experience</i>	0.777	Valid
<i>Shopping motivation</i>	0.749	Valid

<i>E-WOM</i>	0.850	Valid
<i>Trust</i>	0.847	Valid

Source: data processed by researchers 2025

The results above indicate an AVE value > 0.05 , meaning all indicator measurement items are considered discriminantly valid. Therefore, all indicators can be used in research without exception. This study also found that the highest AVE value of 0.850 came from e-WOM, while the lowest value of 0.777 came from customer experience.

In addition, this research has value *outer loading* > 0.70 , which proves that the indicator is convergently valid. A clearer explanation of the loading factor is below:

Table 2. Convergent Validity based on Loading Factor

Variables	Indicator	<i>Outer loading</i>	P-value	<i>OuterVIF</i>	Information
<i>Customer Experience</i>	CE1	0.928	0,000	4,405	Valid
	CE2	0.889	0,000	3,325	Valid
	CE3	0.837	0,000	2,410	Valid
	CE4	0.923	0,000	4,258	Valid
	CE5	0.827	0,000	2,310	Valid
<i>Shopping Motivation</i>	SM1	0.879	0,000	2,904	Valid
	SM2	0.868	0,000	2,576	Valid
	SM3	0.881	0,000	3,146	Valid
	SM4	0.881	0,000	3,168	Valid
	SM5	0.819	0,000	2,205	Valid
<i>EWOM</i>	EWOM1	0.903	0,000	2,640	Valid
	EWOM2	0.930	0,000	3,472	Valid
	EWOM3	0.932	0,000	3,509	Valid
<i>Trust</i>	T1	0.915	0,000	3,055	Valid
	T2	0.902	0,000	2,756	Valid
	T3	0.944	0,000	4,035	Valid
<i>Purchase Decision</i>	PD1	0.891	0,000	3,286	Valid
	PD2	0.909	0,000	3,779	Valid
	PD3	0.910	0,000	3,782	Valid
	PD4	0.881	0,000	3,035	Valid
	PD5	0.917	0,000	4,082	Valid

Source: Data processed by researchers, 2025

Table 2 shows that all indicators have outer loading values > 0.7 , indicating that each indicator is valid in representing its construct. Furthermore, a p-value of < 0.05 confirms that all indicators are statistically significant. The formative model test results also show an outer VIF value < 5 , indicating no multicollinearity issues between indicators. Thus, all variables have met the convergent validity criteria.

b. Discriminant Validity

In this study, discriminant validity was tested using cross loading values, a model is said to have good discriminant validity if each loading value on an indicator is greater than the loading value on other latent variables.

Table 3. Cross Loading

Variables	Indicator	<i>Customer Experience</i>	<i>EWOM</i>	<i>Purchase Decision</i>	<i>Shopping Motivation</i>	<i>Trust</i>
<i>Customer Experience</i>	CE.1	0.928	0.850	0.867	0.875	0.884
	CE.2	0.889	0.797	0.817	0.776	0.829
	CE.3	0.837	0.776	0.809	0.737	0.775
	CE.4	0.923	0.866	0.865	0.813	0.867
	CE.5	0.827	0.750	0.719	0.800	0.756
<i>EWOM</i>	EWOM.1	0.855	0.903	0.823	0.883	0.836
	EWOM.2	0.828	0.930	0.857	0.797	0.841
	EWOM.3	0.854	0.932	0.868	0.803	0.857
<i>Purchase Decision</i>	PD.1	0.815	0.820	0.891	0.779	0.808
	PD.2	0.841	0.840	0.909	0.814	0.843
	PD.3	0.861	0.841	0.910	0.831	0.849
	PD.4	0.819	0.794	0.881	0.793	0.822
	PD.5	0.841	0.860	0.917	0.851	0.844
<i>Shopping Motivation</i>	SM.1	0.788	0.785	0.785	0.879	0.775
	SM.2	0.868	0.863	0.876	0.868	0.865
	SM.3	0.781	0.767	0.786	0.881	0.782
	SM.4	0.786	0.789	0.752	0.881	0.793
	SM.5	0.687	0.660	0.690	0.819	0.657
<i>Trust</i>	T.1	0.847	0.863	0.871	0.821	0.915
	T.2	0.837	0.811	0.809	0.825	0.902
	T.3	0.895	0.855	0.870	0.840	0.944

Source: data processed by researchers 2025

The analysis in table 3 proves that the overall processing of cross loading data shows The square root of the Average Variance Extracted (AVE) for each construct is > 0.5 and higher than the correlation values between other constructs in the same column and row. This means that discriminant validity for all indicators has been met. In addition, the discriminant validity test can be seen through the Fornell-Larcker value presented in the following table:

Table 4 Fornel Forkel

Variables	Customer Experience	EWOM	Purchase Decision	Shopping Motivation	Trust
<i>Customer Experience</i>	0.882				
<i>EWOM</i>	0.918	0.922			
<i>Purchase Decision</i>	0.927	0.922	0.902		
<i>Shopping Motivation</i>	0.908	0.897	0.903	0.866	
<i>Trust</i>	0.934	0.916	0.924	0.900	0.921

Source: data processed by researchers, 2025

In conclusion, table 4 proves that the Fornel Larcker criteria value for all variables is greater than the other variables so that it can be declared valid.

c. Composite Reliability

Reliability testing is conducted to measure internal consistency between indicators within a single construct. This test uses a composite reliability value, where a construct is considered reliable if it has a value > 0.70. The following are the analysis results:

Table 5 Composite Reliability

Variables	Composite reliability	Cronbach's alpha	Information
<i>Purchase decision</i>	0.956	0.911	Reliable
<i>Customer experience</i>	0.946	0.928	Reliable
<i>Shopping motivation</i>	0.937	0.916	Reliable
<i>EWOM</i>	0.944	0.942	Reliable
<i>Trust</i>	0.943	0.910	Reliable

Source: data processed by researchers, 2025

All constructs in this study have a composite reliability value > 0.70, which indicates that the instruments used have met the reliability criteria and have good internal consistency.

2. Structural Model Analysis (Inner Model)

The inner model is used to test the relationship between latent variables by assessing the extent to which variance can be explained by the model, and to determine the significance of the relationship through the P-value.

a. R-Square Model (R2)

After evaluating the measurement model, the next step is to test the structural model by observing the R² value to assess the relationships between constructs. The R² value indicates how much of the endogenous variables can be explained by the

exogenous variables, reflecting the predictive contribution of the exogenous constructs to the endogenous constructs. The results of the R^2 test are shown in the following table.

Table 6 R-Square

Variables	R-square
<i>Purchase Decision</i>	0.905
<i>Trust</i>	0.900

Source: data processed by researchers 2025

Results in the table, variables *Purchase Decision* has an R^2 value of 0.905 and *Trust* of 0.900, which means that both can be explained very well by the exogenous variables in the model.

b. Q2 Predictive Relevance

Test *predictive relevance* (Q^2) is conducted to measure the predictive ability of the model against endogenous constructs. The Q^2 value is calculated using the blindfolding technique, and the model is declared to have predictive relevance if the Q^2 value > 0 . The results of the Q^2 test are presented in the following table:

Table 7 Q2 Predict

Variables	Q2 prediction
<i>Purchase decision</i>	0.893
<i>Trust</i>	0.897

Source: data processed by researchers 2025

The analysis results show that all endogenous variables have positive Q^2 values, with *Trust* at 0.897 and *Purchase Decision* at 0.893. This indicates that the model has good predictive ability for both constructs.

c. Goodness of Fit Index (GoF Index)

Goodness of Fit (GoF) is used to measure the overall quality of a model, both in terms of the measurement model (outer model) and the structural model (inner model). The GoF value is obtained from the square root of the product of the average AVE and the average R^2 . A model is said to have a strong level of fit if the GoF value is in the high category (> 0.36). The results of the GoF calculation can be seen in the following table.

Table 8 Goodness of fit Index

Average AVE	Mean R-square	GOF Index	Information
0.8072	0.670	0.735	Tall

Source: data processed by researchers, 2025

Table 8 demonstrates that the GoF calculation yields a GoF value of 0.735, which is considered high because it is > 0.36 . Therefore, the data in this finding is

considered capable of explaining the measurement model and structural model with a high/good level of fit.

d. F-Square Model

The F-square (f^2) test is conducted to predict the impact of an independent variable on a dependent variable. The test criteria are: 0.02 = small, 0.15 = medium, and 0.35 = large. The results of the effect size calculation are presented in the following table:

Table 9 F-Square values

Variables	Customer Experience	EWOM	Purchase Decision	Shopping Motivation	Trust
<i>Customer experience</i>			0.071		0.295
<i>EWOM</i>			0.105		0.119
<i>Purchase Decision</i>					
<i>Shopping Motivation</i>			0.043		0.052
<i>Trust</i>			0.069		

Source: data processed by researchers, 2025

Based on the table, the highest f^2 value is found in the relationship between Customer Experience and Trust at 0.295, which is included in the medium category. Meanwhile, the eWOM variable has a small effect on Trust (0.119) and Purchase Decision (0.105). The Shopping Motivation variable has a small effect on Purchase Decision (0.043) and Trust (0.069). Customer Experience also shows a small effect on Purchase Decision (0.071). Overall, all exogenous constructs have a significant effect size, with most of them in the small to medium category.

e. Hypothesis Testing Results

Hypothesis analysis was conducted to assess the correlation between latent variables in the structural model. The bootstrapping technique was applied using SmartPLS software to obtain more accurate parameter estimates. The results of the bootstrapping process include path coefficients, t-statistics, and p-values for accepting or rejecting the proposed hypothesis. The visualization of these test results is presented in the following figure.:

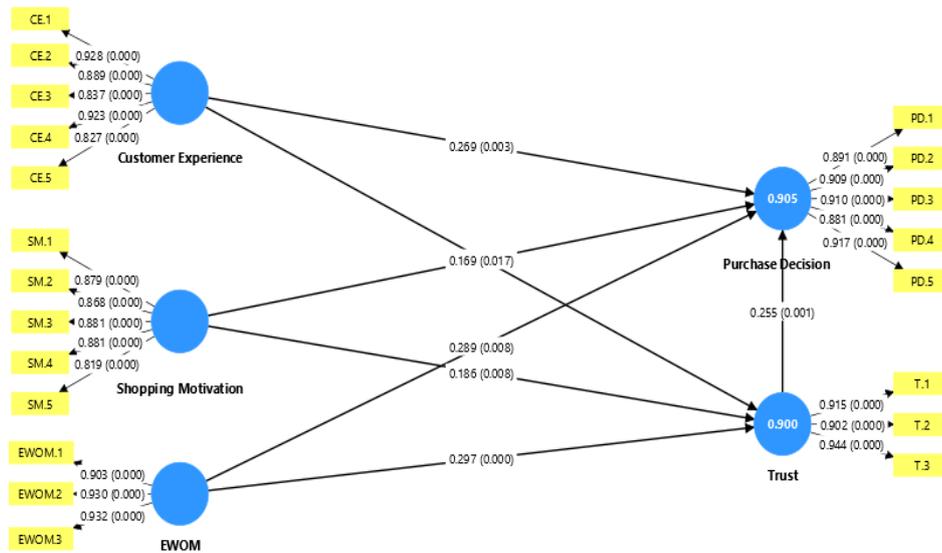


Figure 3 Results of the Bootstrapping Process

Source: data processed by researchers, 2025

The image above shows the direction and strength of the relationship between the variables in the model. A t-statistic value > 1.96 and a p-value < 0.05 demonstrate a significant correlation between the variables, thus accepting the hypothesis. The results of the analysis are shown in the table below:

Table 10 Hypothesis

Exogenous Variables	Intervening Variables	Endogenous Variables	Path Coefficient	P-Value	Results
Customer Experience		Purchase decision	0.269	0.003	Accepted
Shopping Motivation		Purchase decision	0.169	0.017	Accepted
Electronic Word of Mouth		Purchase decision	0.289	0.000	Accepted
Customer Experience	Trust		0.493	0.000	Accepted
Shopping Motivation	Trust		0.186	0.008	Accepted
Electronic Word of Mouth	Trust		0.297	0.000	Accepted
Trust		Purchase decision	0.255	0.001	Accepted
Customer Experience	Trust	Purchase decision	0.126	0.004	Partial Mediation Accepted
Shopping Motivation	Trust	Purchase decision	0.047	0.041	Partial Mediation Accepted

<i>Electronic Word of Mouth</i>	<i>Trust</i>	<i>Purchase decision</i>	0.076	0.009	Partial Mediation Accepted
---------------------------------	--------------	--------------------------	-------	-------	----------------------------

Source: data processed by SmartPLS 4.0 researchers (2025)

H1: Customer Experience (X1) has a significant positive effect on Purchase Decision (Y) with a path coefficient value of 0.269 and a p-value of 0.003. Therefore, hypothesis H5 is accepted.

H2: Shopping Motivation has a positive and significant effect on Purchase Decision with a path coefficient of 0.169 and a p-value of 0.017. Therefore, hypothesis H6 is accepted.

H3: Electronic Word of Mouth has a positive and significant effect on Purchase Decision with a path coefficient of 0.289 and a p-value of 0.000. Therefore, hypothesis H7 is accepted.

H4: Customer Experience has a positive and significant effect on Trust with a path coefficient of 0.493 and a p-value of 0.000. Therefore, hypothesis H1 is accepted.

H5: Shopping Motivation has a positive and significant effect on Trust with a path coefficient of 0.186 and a p-value of 0.008. Therefore, hypothesis H2 is accepted.

H6: Electronic Word of Mouth has a positive and significant effect on Trust with a path coefficient of 0.297 and a p-value of 0.000. Therefore, hypothesis H3 is accepted.

H7: Trust has a positive and significant effect on Purchase Decision with a path coefficient of 0.255 and a p-value of 0.001. Therefore, hypothesis H4 is accepted.

H8: Customer Experience has an indirect effect on Purchase Decision through Trust, with a bootstrapping path coefficient of 0.126 and a p-value of 0.004. Since the direct and indirect paths are positive and significant, the mediation is partial, and hypothesis H8 is accepted.

H9: Shopping Motivation has an indirect effect on Purchase Decision through Trust, with a bootstrapping path coefficient of 0.047 and a p-value of 0.041. Since the direct and indirect paths are positive and significant, the mediation is partial, and hypothesis H9 is accepted.

H10: Electronic Word of Mouth has an indirect effect on Purchase Decision through Trust, with a bootstrapping path coefficient of 0.076 and a p-value of 0.009. Since the direct and indirect paths are positive and significant, the mediation is partial, and hypothesis H10 is accepted.

DISCUSSION

The Influence of Customer Experience on Purchase Decisions among Gen Z Shopee e-commerce users in Malang City

The analysis results show that the customer experience variable (X1) has a positive and significant influence on purchase decisions among Gen Z Shopee e-commerce users in Malang. This means that the better the experience users experience when shopping on Shopee, the greater their tendency to make a purchase decision. This experience includes ease of application navigation, transaction speed, responsive customer service, and an easy return process. This means that the

better the experience users experience when shopping on Shopee, the greater their tendency to make a purchase decision actively and quickly. This experience includes various aspects such as ease of application navigation, transaction speed and security, customer service quality, clarity of product information, and ease of return and refund processes. Gen Z is very familiar with digital technology, user experience is one of the most crucial elements in influencing consumer behavior. They tend to value efficiency, convenience, and control in the shopping process. If e-commerce is able to provide a pleasant and hassle-free experience, a positive perception will be formed and strengthen consumer trust, which ultimately drives purchasing decisions.

These findings align with the Technology Acceptance Model (TAM) and TPB approaches, which state that a positive experience will increase perceived ease of use and perceived usefulness, thereby strengthening purchase intentions and actions. Therefore, it can be concluded that Shopee, as an e-commerce platform, needs to continue to strengthen the quality of the overall user experience, because a good experience not only impacts loyalty but is also a key driving factor in the purchasing process, especially among digital natives like Gen Z.

The results of this study were strengthened by previous research by Mala et al.,¹³ and Widia et al.,¹⁴ proves that customer experience has a positive and significant influence on purchase decisions.

The Influence of Shopping Motivation on Purchase Decisions among Gen Z Shopee e-commerce users in Malang City

The analysis results prove that the shopping motivation variable has a positive and significant influence on purchase decisions among Gen Z Shopee e-commerce users in Malang. The higher the shopping motivation of Gen Z consumers, the greater their tendency to make active purchase decisions. Gen Z as digital consumers has complex motivations, not only functional (utilitarian motivation) such as the desire to fulfill basic needs, find products with the best prices, time efficiency, and adequate quality, but also emotional or hedonic such as seeking pleasure, exciting shopping experiences, or simply exploring new products as a form of entertainment.

In the context of e-commerce, Shopee features like gamification, flash sales, social interaction through live shopping, and an attractive interface contribute to fulfilling this

¹³ Iva Khoiril Mala et al., *Exploration Of Brand Love And E-Trust In Forming Revisit Intention In Generation Z : A Qualitative Study On Shopping Experience On Live Tiktok*, 10, no. 1 (2025).

¹⁴ Puja Permata Widia et al., *Pengaruh Promosi Dan Customer Experience Terhadap Keputusan Pembelian Dengan Rating Sebagai Variabel Intervening (Studi Kasus Pengguna Marketplace Lazada Pada Mahasiswa Manajemen Bp 22 Upi " YPTK " Padang) Universitas Putra Indonesia YPTK Padang Menguba*, 2, no. 2 (2024); Edwin Japarianto and Stephanie Adelia, "Pengaruh Tampilan Web Dan Harga Terhadap Minat Beli Dengan Kepercayaan Sebagai Intervening Variable Pada E-Commerce Shopee," *Jurnal Manajemen Pemasaran* 14, no. 1 (2020): 35–43, <https://doi.org/10.9744/pemasaran.14.1.35-43>.

motivational drive. Based on the TPB approach and the hedonic utilitarian framework, motivation plays a central role in shaping intentions and actual behavior, with purchase decisions occurring when the motivational drive feels relevant and easily accessible through digital media.

Thus, these results confirm that e-commerce platforms need to understand and accommodate various types of user motivations, because when both rational and emotional motivations can be optimally fulfilled, consumers tend to feel more confident, satisfied, and brave in making purchasing decisions.

This research is supported Agone et al.,¹⁵ and Khusnia et al.,¹⁶¹⁷ stated that shopping motivation has a positive and significant influence on purchase decisions.

The Influence of Electronic Word of Mouth on Purchase Decisions among Gen Z Shopee e-commerce users in Malang City

The results of the analysis that has been carried out, obtained a path coefficient value of 0.289 with a p value of 0.00. The test results indicate that the path coefficient is positive and P Value < level of significance ($\alpha = 5\%$), which means that the electronic word of mouth variable (X3) has a positive and significant influence on purchase decisions (Y) in Gen Z Shopee e-commerce users in Malang City. So it can be concluded that the stronger the influence (e-WOM) received by consumers, the higher the likelihood they will purchase products on the Shopee platform.

In other words, e-WOM encompasses various forms of information shared by other users, such as consumer reviews, testimonials, comments, product ratings, and even video/photo reviews uploaded to platforms and social media. For digitally active Gen Z consumers, this information is a primary reference source for evaluating product and seller reliability. They trust other users' experiences more than official promotional content, as it is perceived as more authentic, unbiased, and based on real-life experiences.

¹⁵ Agone et al., *Pengaruh Brand Positioning, Keragaman Produk, Dan Hedonic Shopping Motivation Terhadap Keputusan Pembelian Di Sociolla Manado Town Square*, 13, no. 1 (2025): 489–500.

¹⁶ Rif'atul Khusnia et al., *Journal of Applied Business, Taxation and Economics Research (JABTER)* *The Influence of Influencer Marketing and Store Atmosphere on Purchase Decision through Purchase Intention as Intervening Variable (A Case Study on Café Consumers in Malang City)*, 4, no. 3 (2025): 459–71, <https://doi.org/10.54408/jabter.v4i3.372>.

¹⁷ Yunita Ramadhani et al., “Pengaruh FoMO, Kesenangan Berbelanja Dan Motivasi Belanja Hedonis Terhadap Keputusan Pembelian Tidak Terencana Di E-Commerce Shopee Pada Waktu Harbolnas,” *Jurnal Ekonomi Dan Bisnis* 11, no. 3 (2022): 1–11; Dian Febriana Susanti and Hari Mulyadi, “Pengaruh Hedonic Shopping Motivation terhadap Keputusan Berkunjung di Wisata Belanja Kota Bandung (Survei Terhadap Wisatawan Nusantara Yang Mengunjungi Kawasan Wisata Belanja Kota Bandung),” *THE Journal: Tourism and Hospitality Essentials Journal* 5, no. 1 (2016): 863, <https://doi.org/10.17509/thej.v5i1.1994>.

This influence can be explained using the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) approaches, where information from the social environment (subjective norms) and perceived usefulness of information contribute to shaping intentions and actual purchasing decisions. Gen Z has a tendency to check for social validation before making consumption decisions, and in e-commerce, digital reviews are a form of such validation. (e-WOM) also plays a role in strengthening risk perceptions and trust, where positive testimonials can reduce doubts and encourage purchasing actions.

The results of this study are supported Febianti et al., and Padmawati & Suasana¹⁸ proves that electronic word of mouth has a positive and significant influence on purchase decisions.

The Influence of Customer Experience on Trust in Gen Z Shopee e-commerce users in Malang City

The analysis of customer experience and trust shows a positive and statistically significant effect on trust among Gen Z Shopee e-commerce users in Malang City. This means that the more positive the experience consumers experience when using the Shopee app, such as ease of navigation, transaction speed, clarity of product information, and completeness of features, the higher their level of trust in the platform. Customer experience not only plays a functional role in the transaction process but also creates a perception of the platform's quality and professionalism, which is the main basis for building psychological trust.

For Gen Z, who are digital natives and highly sensitive to technological details and customer experience, convenient and efficient interactions within an app significantly influence users' attitudes toward trust. If consumers feel served quickly, the system runs smoothly, the information provided is transparent, and security is well-implemented, trust will build naturally and sustainably. This is crucial because Gen Z tends to be skeptical of information and relies more on personal experiences and direct interactions with digital systems.

These findings also align with the TAM and TPB theoretical frameworks, where trust emerges as a consequence of perceived ease of use and repeated positive experiences, as well as a form of subjective norms in the digital environment. Practically, these results imply that Shopee needs to continuously maintain and improve the quality of its customer experience, including a user-friendly interface, an efficient checkout system, transparent and detailed product information, and responsive customer service. These positive experiences not only increase satisfaction but also

¹⁸ Adiesty Nur Febianti et al., "Pengaruh E-Wom Dan E-Promotion Terhadap Keputusan Pembelian Produk Di Tiktokshop," *Journal of Accounting, Management, Economics, and Business (ANALYSIS)* 2, no. 1 (2024): 96–105.

Fian Arifiona Faradila, Heri Pratikto, Wening Patmi Rahayu: The Effect of Customer Experience, Shopping Motivation and Electronic Word of Mouth on Purchase Decisions Mediated by Online Trust (Study on Shopee E-commerce Users in Malang City)

serve as a key foundation for consumer trust, which ultimately has a direct impact on purchase decisions and long-term loyalty.

This result is in line with what was done by Febrianti et al.,¹⁹, Sari & Mustaqim²⁰, and Maulida et al.,²¹ Customer experience has a positive and significant influence on trust.

The Influence of Shopping Motivation on Trust in Gen Z Shopee e-commerce users in Malang City

The analysis results of the shopping motivation variable on trust in Gen Z Shopee e-commerce users in Malang city showed a positive and significant influence. This means that strong and relevant motivation in shopping will encourage consumers to feel more confident in their decisions and the platform they choose. Gen Z as a digital generation is strongly influenced by motivational factors such as attractive promotions, convenience of using the application, product diversity, and interactive shopping experiences. When platforms like Shopee successfully fulfill these shopping urges, user trust is formed naturally because they feel their needs are met easily and pleasantly.

Furthermore, shopping motivation isn't just about acquiring goods, but also about satisfaction, control, and security throughout the purchase process. When users feel motivated by promotions, positive reviews, or personalized features that align with their interests, they experience a positive emotional experience, ultimately strengthening trust in Shopee. Especially for Gen Z, both hedonic and utilitarian motivations foster positive attitudes toward digital systems and services, which in turn increase trust in the platform.

This research also reinforces the TPB approach, where trust can be formed as a result of repeated and consistent consumer intentions and internal drives. When shopping intentions are driven by repeated positive experiences, trust in the platform will be further established. Practically, these findings suggest that Shopee needs to strengthen elements that trigger shopping motivation among Gen Z, such as offering interest-based promotions, engaging visual content, gamification features, and a simple checkout system. Efforts to stimulate shopping motivation not only increase transactions but also directly impact the formation of long-term consumer trust. Top of Form

¹⁹ Febrianti et al., "Pengaruh Celebrity Endorse Dan Online Customer Review Terhadap Keputusan Pembelian Produk Barenbliss Melalui Brand Trust Sebagai Variabel Intervening."

²⁰ Tita Resita Sari and M. Mustaqim, "Keputusan Pembelian: Customer Review Dan Customer Rating Dengan Trust Sebagai Variabel Mediasi (Studi Pada GrabFood)," *Jurnal Informatika Ekonomi Bisnis* 6 (2024): 215–20, <https://doi.org/10.37034/infv6i1.829>.

²¹ Wildan Uyunina Maulida et al., "Pengaruh Brand Trust, Customer Value Dan Customer Experience Terhadap Customer Satisfaction Pada CV. Syifa Adventure," *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis* 4, no. 3 (2024): 1023–35, <https://doi.org/10.37481/jmeh.v4i3.858>.

This finding is reinforced by research Rochmatulloh et al.,²² and Harikusuma et al.,²³, Shopping motivation has a significant positive effect on trust.

The Influence of Electronic Word of Mouth on Trust in Gen Z Shopee e-commerce users in Malang City

The results of the test of the relationship between e-WOM and trust showed a positive and significant coefficient value. Thus, the better the quality of information and reviews received from other users, the higher the level of trust among Gen Z Shopee users in Malang City. This confirms that digital communication between users, whether in the form of reviews, testimonials, or recommendations, helps build Gen Z consumers' trust in e-commerce services.

The rationale behind these results reflects Gen Z's heavy reliance on digital social validation before making purchase decisions. In this fast-paced information age, Gen Z tends to rely on the experiences and opinions of fellow online users to assess the credibility of a product or platform. Therefore, when positive reviews, unboxing videos, genuine testimonials, or other consumer assessments are transparently available on Shopee, user trust is strengthened.

In addition, interactive e-WOM, such as comment and rating features, also provide a space for consumers to feel socially connected and obtain more honest and reliable information. Trust is not only built by direct experience, but also from the collective perception of the digital community, especially when the information received comes from others who are considered equal, rather than from brands or direct sellers. This is why the power of e-WOM is very strategic in building trust among digital consumers, especially Gen Z who are very active in the social media and marketplace ecosystem. This research is also in line with the TAM grand theory which states that perceptions of the credibility and quality of the system (including from other users' reviews) will influence user trust and attitudes towards a technology or platform.

These results highlight the importance of Shopee's continued management of its review system to ensure it remains credible, informative, and free from manipulation. Shopee could also develop features that make it easier for consumers to sort reviews based on specific aspects (such as product quality, shipping speed, or item suitability), and encourage buyers to upload more compelling photo/video-based reviews. The more actively consumers share positive experiences, the greater the potential for trust to be built in the minds of other potential buyers.

²² Dewanty Rochmatulloh et al., "Pengaruh Online Customer Review (Ocr) Dan Hedonic Shopping Motivation Terhadap Impulse Buying Yang Dimediasi Oleh Brand Trust Pada E-Commerce Brand Skintific (Studi Kasus Pada Mahasiswi Unisma)," *E-Jurnal Riset Manajemen* 13, no. 01 (2024): 627–38.

²³ Gede Dimas Harikusuma et al., "Pengaruh Hedonic Dan Utilitarian Motive Terhadap Brand Trust Mcdonald'S Melalui Brand Satisfaction," *Distribusi - Journal of Management and Business* 10, no. 2 (2022): 187–200, <https://doi.org/10.29303/distribusi.v10i2.271>.

This finding is in line with research Wal-Asri & Ridho²⁴ and Novitalia & Kuswati²⁵ which proves that e-WOM has a significant positive effect on trust.

The Influence of Trust on Purchase Decisions among Gen Z Shopee e-commerce users in Malang City

The analysis results indicate that trust influences purchase decisions. This finding suggests that the higher a consumer's trust in the Shopee platform, the more likely they are to make a purchase decision. These results reinforce trust's position as a key factor in the context of online shopping, especially for Gen Z, who are known to be selective, critical, and digital natives. In a digital environment, consumers cannot directly touch or try products, so they rely heavily on trust built through digital indicators such as ratings, reviews, platform guarantees, clarity of product information, and previous experiences. In other words, trust replaces the "physical touch" that is typically a key part of the purchasing decision-making process in offline stores.

Gen Z, the primary target group in this study, tends to use trust as a basis for risk assessment, including risks related to product defects, shipping delays, and personal data security. When trust is well-established, the psychological barriers that typically hinder purchase decisions are significantly reduced. Consumers feel confident that their transactions are secure, that the products they receive match the description, and that there is a guarantee of resolution should any issues arise. This allows them to make faster and more confident purchasing decisions on e-commerce platforms like Shopee.

Furthermore, these results align with the TPB grand theory, which states that perceived behavioral control (in this case, the sense of security and confidence resulting from trust) will influence behavioral intentions and actualization, including purchasing behavior. It is crucial for Shopee to ensure that all aspects of the platform, from the payment system and product descriptions to seller management and after-sales service, are trustworthy and transparent. The platform can also continue to educate users about consumer protection features, refund/return policies, and demonstrate commitment to maintaining transaction integrity so that the trust formed is not just temporary, but sustainable.

²⁴ Wal-asri and Ridho, "Pengaruh Electronic Word Of Mouth Dan Brand Experience Terhadap Brand Trust OVO (Studi Pada Mahasiswa Kota Medan)," *Jurnal Ilmiah Wahana Pendidikan*, Mei 2025, no. C (2025): 107–19.

²⁵ Teresa Dina Novitalia and Rini Kuswati, "Pengaruh Electronic Word Of Mouth Dan Brand Image Terhadap Niat Beli Konsumen Gen Z Pada Produk Kosmetik Yang Di Mediasi Brand Trust," *Jurnal Ekuilnomi* 7, no. 2 (2025): 473–82, <https://doi.org/10.36985/xg23qe72>.

This finding is in line with research by Aruna et al.,²⁶ explains that trust has a positive and significant influence on purchase decisions.

The Influence of Customer Experience on Purchase Decisions through Trust in Gen Z Shopee e-commerce users in Malang City

Analysis shows that trust can mediate the relationship between customer experience and purchase decisions among Gen Z Shopee e-commerce users in Malang. These results indicate that a pleasant, easy, and efficient customer experience on Shopee can increase consumer trust, which ultimately drives purchase decisions. This means that customer experience not only directly impacts purchase decisions but also indirectly strengthens these decisions by increasing trust in the platform.

For Generation Z, known for their high digital literacy and a strong emphasis on convenience and security in online transactions, trust is a crucial factor. Consumers tend to be more trusting and motivated to purchase if they perceive a platform's system to be transparent, the returns process to be easy, and product reviews to be credible. Therefore, the role of customer experience in building trust is a crucial element of e-commerce marketing strategies.

In addition, theoretically, these results are supported by TAM and TPB, where perceived ease of use (part of experience) and trust together shape consumer attitudes and intentions to act, including in making online purchase decisions.

The research results are in line with those conducted by Azmi & Patrikha and Lia Nirawati et al.,²⁷ shows that Customer Experience has a positive and significant influence on Purchase Decision through Trust, which means that trust acts as a mediating variable.

²⁶ C. A. Wijaya et al., "Pengaruh Perceived Risk, Trust, Dan Purchase Intention Terhadap Keputusan Pembelian Pengguna Shopee (Lombok)," ... : *Jurnal Ekonomi Dan Bisnis* 2025, no. 2021 (2025): 1–8; Salvara Tyara Aruna et al., "Pengaruh Brand Ambassador, Brand Image Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Garnier Sakura Glow," *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)* 8, no. 2 (2024): 228–45, <https://doi.org/10.31955/mea.v8i2.4025>.

²⁷ Mohammad Washiful Azmi and Finisica Dwijayati Patrikha, "Pengaruh Online Customer Experiences Terhadap Keputusan Pembelian Dengan Kepercayaan Sebagai Intervening (Studi Pada Pembelian Elektronik Di Marketplace Shopee)," *Jurnal Pendidikan Tata Niaga (JPTN)* 10, no. 1 (2021): 1610–18, <https://doi.org/10.26740/jptn.v10n1.p1610-1618>; Dian Wahyu Pratama and Suryono Budi Santoso, "Pengaruh Citra Merek, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Melalui Kepercayaan Konsumen Pada Produk Stuck Original," *Jurnal Manajemen* 7, no. 2 (2018): 1–11; Lia Nirawati et al., "Pengaruh Kepercayaan Konsumen Dan Pengalaman Pelanggan (Customer Experience) Terhadap Loyalitas Pelanggan Pada Aplikasi Shopee," *Jurnal Syntax Transformation* 1, no. 9 (2020): 624–31, <https://doi.org/10.46799/jst.v1i9.157>; Amira Putri Mardiana, "Keputusan Pembelian E-Commerce Shopee Ditinjau Dari Motivasi Hedonis, Utilitarian, Promosi Penjualan Dan Minat Konsumen," *Jurnal Bisnis & Manajemen* 20 (2020): 1–14.

The Influence of Shopping Motivation on Purchase Decisions through Trust in Gen Z Shopee e-commerce users in Malang City

Referring to the results that have been conducted, it is known that shopping motivation has an indirect effect on purchase decisions through trust, with a path coefficient of 0.047 and a p-value of 0.041. The p-value is smaller than the 0.05 significance level, which means the effect is significant. This proves that trust can be a partial mediator in the relationship between shopping motivation and purchase decisions in Gen Z Shopee users in Malang City. More deeply, this shows that the higher a person's motivation to shop online, whether due to discounts, practicality, pleasure, or social needs, the stronger their decision to buy when accompanied by trust in the platform used. Although shopping motivation has a direct influence, the presence of Trust strengthens this influence, because today's digital consumers, especially Gen Z, highly consider the security, transparency, and reputation of the seller/platform before finally deciding to make a purchase.

This finding aligns with the Theory of Planned Behavior (TPB), which argues that internal motivation needs to be reinforced by external factors, such as perceived trust, to translate into actual behavior. In the context of Shopee, trust can be seen as a form of consumer confidence in the transaction system, consumer protection, and the honesty of information provided by sellers.

This research is also supported by Fatinah et al., and Shetu²⁸ proves that shopping motivation has a significant positive influence on purchase decisions through trust.

The Influence of Electronic Word of Mouth on Purchase Decisions through Trust in Gen Z Shopee e-commerce users in Malang City

Data analysis proves that e-WOM indirectly influences purchase decisions through trust, thus concluding that trust successfully mediates the relationship between e-WOM and purchase decisions among Gen Z Shopee e-commerce users in Malang City. This confirms that information or recommendations consumers receive from other users, whether in the form of reviews, testimonials, or comments on social media, are not strong enough to directly drive purchase decisions. Purchase decisions will only be formed if the e-WOM is trusted, both in terms of the credibility of the source and the suitability of the shared experience. In other words, trust is an important bridge in converting e-WOM exposure into concrete actions in the form of purchases.

²⁸ Wardah Fatinah et al., "Motivasi Belanja Hedonis Dan Diskon Harga Tagline Terhadap Keputusan Pembelian Impulsif Pengguna Shopee Paylater," *Seminar Nasional Sosial, Sains, Pendidikan, Humaniora (Senassdra)*. Vol. 3. N, no. 1 (2024): 89–102; Sabakun Naher Shetu, "Do User-Generated Content and Micro-Celebrity Posts Encourage Generation Z Users to Search Online Shopping Behavior on Social Networking Sites—the Moderating Role of Sponsored Ads," *Future Business Journal* 9, no. 1 (2023), <https://doi.org/10.1186/s43093-023-00276-3>.

These results reinforce the understanding of TAM and TPB theories, which state that, in addition to perceived usefulness and social norms, perceived trust is a key factor in determining actual technology user behavior. In this context, Gen Z, as digital natives, tends to critically filter e-WOM information and will only be motivated to purchase if they trust the platform and fellow users.

Research result Suryamin et al., and Vieri & Suyanto²⁹ proves that e-WOM has a significant positive effect on purchase decisions through trust.

CONCLUSION

This study aims to analyze the influence of customer experience, shopping motivation, and e-WOM on purchase decisions, with trust as a mediating variable among Generation Z Shopee users in Malang City. The analysis found that all independent variables significantly influence purchase decisions. Furthermore, trust has been shown to have a significant mediating role in strengthening the relationship between customer experience, shopping motivation, and e-WOM on purchase decisions. This indicates that factors such as experience, shopping motivation, and digital social influence play a significant role in shaping Gen Z's trust and purchase decisions towards Shopee.

SUGGESTION

1. For Further Research
 - a. It is recommended to add other relevant variables such as perceived risk, brand image, or customer satisfaction to complete the model and explain the remaining variations not covered in this study.
 - b. The research can be extended to other generations and different geographical areas to make the results more general and comparative.
 - c. The use of a mixed methods approach is also recommended to explore psychological or emotional aspects that cannot be reached by quantitative data.
2. For Practitioners or Companies (Shopee)
 - a. Shopee should continue to improve the user experience by strengthening its personalization features and Gen Z-friendly user interface.

²⁹ Djen Herman Suryamin et al., "Pengaruh Kualitas Pelayanan Dan Word of Mouth (Wom) Terhadap Keputusan Pembelian Melalui Kepercayaan Sebagai Variabel Intervening Pada Catering Cv Narsa Makassar," *Journal of Applied Management and Business Research* 4, no. 3 (2024): 46–62; Muhammad Irham Athar Vieri and AMA Suyanto, "Analisis Pengaruh Customer Review Dan Influencer Review Terhadap Purchase Intention Yang Dimoderasi Oleh Trust Serta Dampaknya Kepada Purchase Decision Toko Produk Fashion Di Shopee," *Jurnal Ilmiah Edunomika* 8, no. 1 (2023): 1–10.

Fian Arifiona Faradila, Heri Pratikto, Wening Patmi Rahayu: The Effect of Customer Experience, Shopping Motivation and Electronic Word of Mouth on Purchase Decisions Mediated by Online Trust (Study on Shopee E-commerce Users in Malang City)

- b. E-WOM-based marketing strategies, such as user reviews and influencer reviews, need to be optimized because they have been proven to have a significant influence on trust and purchasing decisions.
- c. Companies also need to focus on building trust by maintaining information transparency, transaction security, and responsive customer service.

BIBLIOGRAPHY

- Agone, Saerang, and Raintung. Pengaruh Brand Positioning, Keragaman Produk, Dan Hedonic Shopping Motivation Terhadap Keputusan Pemeblian Di Sociolla Manado Town Square. 13, no. 1 (2025): 489–500.
- Anggarwati, Desi, Agus Hermawan, and Wening Patmi Rahayu. “The Effect of Price Discount and Promotion on Impulse Buying Through Hedonic Shopping Motivation as An Intervening Variable on Shopee Consumers.” *LITERACY : International Scientific Journals of Social, Education, Humanities* 2, no. 1 (2023): 34–49. <https://doi.org/10.56910/literacy.v2i1.411>.
- Aruna, Salvara Tyara, Misti Hariasih, and Alshaf Pebrianggara. “Pengaruh Brand Ambassador, Brand Image Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Garnier Sakura Glow.” *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)* 8, no. 2 (2024): 228–45. <https://doi.org/10.31955/mea.v8i2.4025>.
- Azmi, Mohammad Washiful, and Finisica Dwijayati Patrikha. “Pengaruh Online Customer Experiences Terhadap Keputusan Pembelian Dengan Kepercayaan Sebagai Intervening (Studi Pada Pembelian Elektronik Di Marketplace Shopee).” *Jurnal Pendidikan Tata Niaga (JPTN)* 10, no. 1 (2021): 1610–18. <https://doi.org/10.26740/jptn.v10n1.p1610-1618>.
- Darmawan, Putu Ayu Desy Trisnadewi, Putu Ngurah Suyatna Yasa, Ni Made Wahyuni, and Kadek Goldina Puteri Dewi. “Pengaruh Electronic Word of Mouth dan Citra Merek terhadap Niat Beli.” *Jurnal Ilmiah Manajemen dan Bisnis* 7, no. 1 (2022): 89–100. <https://doi.org/10.38043/jimb.v7i1.3679>.
- Fatinah, Wardah, Intisari Harianty, and Ismunandar. “Motivasi Belanja Hedonis Dan Diskon Harga Tagline Terhadap Keputusan Pembelian Impulsif Pengguna Shopee Paylater.” *Seminar Nasional Sosial, Sains, Pendidikan, Humaniora (Senassdra)*. Vol. 3. N, no. 1 (2024): 89–102.
- Febianti, Adiesty Nur, Inara Hilmi Arifah, Muhammad Nur Maulana, and Ramayani Yusuf. “Pengaruh E-Wom Dan E-Promotion Terhadap Keputusan Pembelian Produk Di Tiktokshop.” *Journal of Accounting, Management, Economics, and Business (ANALYSIS)* 2, no. 1 (2024): 96–105.
- Febrianti, Anita, Syahmardi Yacob, and Hendriyaldi. “Pengaruh Celebrity Endorse Dan Online Customer Review Terhadap Keputusan Pembelian Produk Barenbliss Melalui Brand Trust Sebagai Variabel Intervening.” *Integrative Perspectives of Social and Science Journal* 2, no. 2 (2025): 2541–49.
- Firellsya, Gabriela, Agung Stefanus Kembau, Devi Yurisca Bernanda, and Lelly Christin. “Tren Belanja Online Wanita Gen-Z: Eksplorasi Faktor-Faktor Di Balik Dominasi Wanita Gen-Z Pada Platform Shopee Menggunakan Model UTAUT2.” *Jurnal Informatika Ekonomi Bisnis* 6, no. 2023 (2024): 184–96. <https://doi.org/10.37034/infeb.v6i1.826>.
- Harikusuma, Gede Dimas, Lalu M. Furkan, and Emilia Septiani. “Pengaruh Hedonic Dan Utilitarian Motive Terhadap Brand Trust Mcdonald’S Melalui Brand Satisfaction.”

Fian Arifiona Faradila, Heri Pratikto, Wening Patmi Rahayu: The Effect of Customer Experience, Shopping Motivation and Electronic Word of Mouth on Purchase Decisions Mediated by Online Trust (Study on Shopee E-commerce Users in Malang City)

Distribusi - Journal of Management and Business 10, no. 2 (2022): 187–200.
<https://doi.org/10.29303/distribusi.v10i2.271>.

Japarianto, Edwin, and Stephanie Adelia. “Pengaruh Tampilan Web Dan Harga Terhadap Minat Beli Dengan Kepercayaan Sebagai Intervening Variable Pada E-Commerce Shopee.” *Jurnal Manajemen Pemasaran* 14, no. 1 (2020): 35–43.
<https://doi.org/10.9744/pemasaran.14.1.35-43>.

Khusnia, Rif’atul, Heri Pratikto, and Wening Patmi Rahayu. *Journal of Applied Business , Taxation and Economics Research (JABTER) The Influence of Influencer Marketing and Store Atmosphere on Purchase Decision through Purchase Intention as Intervening Variable (A Case Study on Café Consumers in Malang City)*. 4, no. 3 (2025): 459–71.
<https://doi.org/10.54408/jabter.v4i3.372>.

Kotler, P., & Keller, K. L. *A Framework for Marketing Management* (p. 352). Edited by Boston. MA: Pearson, 2016.

Lia Nirawati, Adistya Dwi Pratiwi, Adelia Mutiahana, and Elida Ahya Afida. “Pengaruh Kepercayaan Konsumen Dan Pengalaman Pelanggan (Customer Experience) Terhadap Loyalitas Pelanggan Pada Aplikasi Shopee.” *Jurnal Syntax Transformation* 1, no. 9 (2020): 624–31. <https://doi.org/10.46799/jst.v1i9.157>.

Mala, Iva Khoiril, Choirul Anam, Heri Pratikto, and Lina Saptaria. *Exploration Of Brand Love And E-Trust In Forming Revisit Intention In Generation Z : A Qualitative Study On Shopping Experience On Live Tiktok*. 10, no. 1 (2025).

Mardiana, Amira Putri. “Keputusan Pembelian E-Commerce Shopee Ditinjau Dari Motivasi Hedonis, Utilitarian, Promosi Penjualan Dan Minat Konsumen.” *Jurnal Bisnis & Manajemen* 20 (2020): 1–14.

Martianto, Ishma Alfisa, Sri Setyo Iriani, and Andre Dwijanto Witjaksono. *Faktor -Faktor Yang Mempengaruhi Keputusan Pembelian*. 2023, 1370–85.

Maulida, Wildan Uyunina, Titiék Tjahja Andari, and Yulianingsih Yulianingsih. “Pengaruh Brand Trust, Customer Value Dan Customer Experience Terhadap Customer Satisfaction Pada CV. Syifa Adventure.” *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis* 4, no. 3 (2024): 1023–35. <https://doi.org/10.37481/jmeh.v4i3.858>.

Mulyadi, Hary. *Pengaruh Daya Tarik Iklan Dan Pengalaman Konsumen Terhadap Kepercayaan Konsumen Pada Produk Toyota Avanza Di Kota Bandung*. XVIII, no. 3 (2021): 168–77.

Novitalia, Teresa Dina, and Rini Kuswati. “Pengaruh Electronic Word Of Mouth Dan Brand Image Terhadap Niat Beli Konsumen Gen Z Pada Produk Kosmetik Yang Di Mediasi Brand Trust.” *Jurnal Ekuilnomi* 7, no. 2 (2025): 473–82. <https://doi.org/10.36985/xg23qe72>.

Permana, Erwin, Dela Setia Cahyani, Famita Wijayanti, and Syamsurizal. “Analisis Kepuasan Generasi Z Terhadap Layanan E-Commerce.” *Jurnal Ilmiah Ekonomi, Akuntansi, Dan Pajak* 1, no. 2 (2024): 337–55. <https://doi.org/10.61132/jieap.v1i2.312>.

Pratama, Dian Wahyu, and Suryono Budi Santoso. “Pengaruh Citra Merek, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Melalui Kepercayaan Konsumen Pada Produk Stuck Original.” *Jurnal Manajemen* 7, no. 2 (2018): 1–11.

Ramadhani, Yunita, Ratnaningsih Ds, and Anissa El Halidy. “Pengaruh FoMO, Kesenangan Berbelanja Dan Motivasi Belanja Hedonis Terhadap Keputusan Pembelian Tidak Terencana Di E-Commerce Shopee Pada Waktu Harbolnas.” *Jurnal Ekonomi Dan Bisnis* 11, no. 3 (2022): 1–11.

- Fian Arifiona Faradila, Heri Pratikto, Wening Patmi Rahayu: The Effect of Customer Experience, Shopping Motivation and Electronic Word of Mouth on Purchase Decisions Mediated by Online Trust (Study on Shopee E-commerce Users in Malang City)
- Rochmatulloh, Dewanty, N. Rachma, and Muh. Amin, Sirojuddin. "Pengaruh Online Customer Review (Ocr) Dan Hedonic Shopping Motivation Terhadap Impulse Buying Yang Dimediasi Oleh Brand Trust Pada E-Commerce Brand Skintific (Studi Kasus Pada Mahasiswi Unisma)." *E-Jurnal Riset Manajemen* 13, no. 01 (2024): 627–38.
- Sari, Tita Resita, and M. Mustaqim. "Keputusan Pembelian: Customer Review Dan Customer Rating Dengan Trust Sebagai Variabel Mediasi (Studi Pada GrabFood)." *Jurnal Informatika Ekonomi Bisnis* 6 (2024): 215–20. <https://doi.org/10.37034/infec.v6i1.829>.
- Shetu, Sabakun Naher. "Do User-Generated Content and Micro-Celebrity Posts Encourage Generation Z Users to Search Online Shopping Behavior on Social Networking Sites—the Moderating Role of Sponsored Ads." *Future Business Journal* 9, no. 1 (2023). <https://doi.org/10.1186/s43093-023-00276-3>.
- Suryamin, Djen Herman, Sumaryo Partono, and Yusrab Ardianto Sabban. "Pengaruh Kualitas Pelayanan Dan Word of Mouth (Wom) Terhadap Keputusan Pembelian Melalui Kepercayaan Sebagai Variabel Intervening Pada Catering Cv Narsa Makassar." *Journal of Applied Management and Business Research* 4, no. 3 (2024): 46–62.
- Susanti, Dian Febriana, and Hari Mulyadi. "Pengaruh Hedonic Shopping Motivation terhadap Keputusan Berkunjung di Wisata Belanja Kota Bandung (Survei Terhadap Wisatawan Nusantara Yang Mengunjungi Kawasan Wisata Belanja Kota Bandung)." *THE Journal : Tourism and Hospitality Essentials Journal* 5, no. 1 (2016): 863. <https://doi.org/10.17509/thej.v5i1.1994>.
- Sutisna, Nana, and Sutrisna. "Implementasikan Sistem Informasi Dalam Mendukung Perilaku Pembelian Terhadap Keputusan Pembelian E-Commerce." *Jurnal MENTARI: Manajemen, Pendidikan Dan Teknologi Informasi* 2, no. 1 (2023): 20–30. <https://doi.org/10.33050/mentari.v2i1.343>.
- Syamsudin, M. Mahir Meneliti Permasalahan Hukum. 2021, 74–75.
- Tjiptono, Fandy. *Strategi Pemasaran*. 4th ed. Edited by Andi Offset. Yogyakarta, 2015.
- Vieri, Muhammad Irham Athar, and AMA Suyanto. "Analisis Pengaruh Customer Review Dan Influencer Review Terhadap Purchase Intention Yang Dimoderasi Oleh Trust Serta Dampaknya Kepada Purchase Decision Toko Produk Fashion Di Shopee." *Jurnal Ilmiah Edunomika* 8, no. 1 (2023): 1–10.
- Wal-asri, and Ridho. "Pengaruh Electronic Word Of Mouth Dan Brand Experience Terhadap Brand Trust OVO (Studi Pada Mahasiswa Kota Medan)." *Jurnal Ilmiah Wahana Pendidikan*, Mei 2025, no. C (2025): 107–19.
- Wicaksono, Soetam Rizky. *Teori Dasar Technology Acceptance Model*. no. March. 2022. <https://doi.org/10.5281/zenodo.7754254>.
- Widia, Puja Permata, Vicky Brama Kumbara, and Ai Elis Karlinda. "Pengaruh Promosi Dan Customer Experience Terhadap Keputusan Pembelian Dengan Rating Sebagai Variabel Intervening (Studi Kasus Pengguna Marketplace Lazada Pada Mahasiswa Manajemen Bp 22 Upi " YPTK " Padang) Universitas Putra Indonesia YPTK Padang Menguba. 2, no. 2 (2024).
- Wijaya, C. A., L. F. Josman, and L. J. Jati. "Pengaruh Perceived Risk, Trust, Dan Purchase Intention Terhadap Keputusan Pembelian Pengguna Shopee (Lombok)." ... : *Jurnal Ekonomi Dan Bisnis* 2025, no. 2021 (2025): 1–8.