

Generation Z perception of national online shopping day on Shopee e-commerce

Sentot Basuki Prayitno

Department of Management, Sampoerna University, Indonesia

ARTICLE INFO

Article history:

Received Jul 24, 2023
Revised Sep 7, 2023
Accepted Sep 22, 2023

Keywords:

Buying decision;
Free Shipping;
Marketplaces;
Perception;
Shopee.

ABSTRACT

National Online Shopping Day or what is known as HARBOLNAS is a day when Shopee invites the public to recognize the convenience of online shopping. This is because Shopee provides many free shipping promotions with a minimum purchase so it changes people's perceptions of online shopping. However, from this phenomenon, people also think that this can lead to consumptive behavior because it can make people tempted by the attractive promos offered. Public perception of online shopping results in a lot of competition that exists between e-commerce causing each e-commerce to offer promotions to each other in attracting consumers to shop. This study aims to determine public perceptions of online shopping resulting in a lot of competition that exists between e-commerce causing each e-commerce to offer promotions to each other in attracting consumers to shop. This research method uses qualitative methods with a descriptive approach, with data collection methods using in-depth interviews and observations using Google Forms which are shared via Instagram and Whatsapp to find and filter information. There were 10 informants majoring in management at Sampoerna University. The data analysis technique uses the interactive model analysis of Miles, Huberman, and Saldana, namely through the stages of data collection, data condensation, data presentation, and drawing conclusions. The results of this study indicate that the majority of informants have positive perceptions of the many promos, discounts, free shipping, vouchers, cashback, easy payment systems, as well as complete and up-to-date goods. Based on these perceptions, it can be concluded that the appearance of Shopee and brand ambassadors did not influence the informants.

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Corresponding Author:

Sentot Basuki Prayitno,
Department of Management study program,
Sampoerna University,
L'Avenue Building, Jl. Raya Pasar Minggu No. Kav. 16, RW.9, Pancoran, Kec. Pancoran, Kota Jakarta Selatan,
Daerah Khusus Ibukota Jakarta 12780.
Email: sentot.prayitno@sampoernauniversity.ac.id

1. Introduction

Online shopping is a transaction process that takes place through media or intermediaries, specifically in the form of online marketplaces or social media platforms that offer traded products and services. Due to the convenience it offers, some individuals have now made it a habit to shop online. As a result, many people believe that internet shopping is a good way to locate daily necessities, hobbies, and other items (Yulianti et al., 2021). This procedure can be completed by placing an online order for the needed commodities from manufacturers, distributors, and retailers. After that, send money or pay through Indomaret, Alfamart, a bank, an e-bank, ShopeePay, or cash on delivery (Cash on Delivery) (Zahroq & Asiyah, 2022). The existence of an online store or online shop as a means for online shopping can make it easier for people to obtain a product or item that is suitable for their daily needs. People can carry out online shopping activities easily and practically without leaving the house and coming to the store directly (face to face). Simply by sitting at home, on campus, or in the office using a laptop or smartphone, consumers can easily search for and buy products according to their wants and needs. According to (Utamanyu & Darmastuti, 2022), e-commerce

provides a large selection of products to consumers so that consumers, if they are careful and careful, can get products and services that are cheaper than existing offline stores. Marketing by utilizing e-commerce for management and business managers can increase revenue and high turnover. In Indonesia there are many applications that can be accessed by the general public, including Shopee, Tokopedia, Lazada, BliBli, Bukalapak, and Zalora. One of the online shopping e-commerce that is being widely used by Indonesian people, namely Shopee (Tumanggor et al., 2021). As an online shopping facility, Shopee offers a variety of goods and services to aid in people's daily needs which include men's and women's clothing, care and beauty, computers and accessories, home appliances, baby and children's fashion, bags, shoes, watches, cellphones and accessories, electronic devices, food and beverage needs, health, hobbies and collections, souvenirs and parties, sports, automotive, books and stationery, photography, and others that have user segments from all walks of life (Sudirjo & Lotte, 2023).

Based on data from SimilarWeb, Shopee is the e-commerce site with the most number of website visits in Indonesia in the first quarter of 2023. During the January-March period this year, the Shopee site achieved an average of 157.9 million visits per month, far exceeding its competitors. During the same period, the Tokopedia site received an average of 117 million visits, the Lazada site 83.2 million visits, the BliBli site 25.4 million visits, and the Bukalapak site 18.1 million visits per month. If you look at the monthly trend, visits to 5 e-commerce sites tend to decrease in January-February 2023. However, in March 2023 the trend will increase again along with the coming of the month of Ramadan 1444 Hijriah. Throughout March 2023, the number of visits to the Shopee website increased by the highest order of around 10% compared to the previous month (month-on-month/mom), the Tokopedia website increased by around 6% (mom),

Shopee ranks first as e-commerce that has monthly active users in Indonesia. Shopee ranks first which indicates that many Indonesians visit the Shopee e-commerce application and try to shop online. It can be concluded that Shopee is one of the most widely used e-commerce applications. Shopee is an e-commerce company under the SEA Group, an internet company in Southeast Asia. Shopee was first introduced in Singapore in 2015 followed by Malaysia, the Philippines, Taiwan, Thailand, Vietnam, and Indonesia (Salma & Wibawa, 2021). It cannot be denied, shopping online does bring many conveniences to its users, one of them being the Z generation.

Generation Z is the generation born in 1995–2010. Generation Z is known as the Net Generation or Internet Generation. This is because this generation was born when the internet began to enter and develop rapidly in life. Generation Z's ability to adapt to technological advances will attract and make it easier for this generation to interact with the brands they like (Sudirjo & Lotte, 2023).

This Indonesia has made HARBOLNAS, or National Online Shopping Day, a cultural phenomenon that happens at the end of every year, by organizing annual festivities and offering steep discounts to draw in customers. Various forms of e-commerce also run advertisements on television and social media, and they are vying to become the most well-known Indonesian online forum for purchasing. On National Online Shopping Day, many firms promote their goods by offering special offers, discounts, cashback and coupons, free delivery, etc.. Discounts or discounts are a strategy in the business world to attract consumers. In addition to discount promos or price cuts offered by the Shopee company (Ramadan & Danibrata, 2022). This condition can arouse people's buying interest, especially the millennial generation so that online shopping activities continue to increase. National Online Shopping Day (HARBOLNAS) is a day of celebration to encourage and educate the public about the convenience of shopping online. It was first coined in 2012 by an e-commerce company in Indonesia that is well known to the public. Generally these companies are companies that have joined the Indonesian E-commerce Association (Ideia), namely Lazada, Zalora, Blanja, PinkEmma, Berrybenka, and Bukalapak. After successfully holding 9 National Online Shopping Days from 2012 to 2020, National Online Shopping Day will be held again on December 12, 2021. That is why this National Online Shopping Day is also known as the 12.12 Birthday Sale (Purwa et al., 2022). National Online Shopping Day at Shopee has more of its own charm compared to other e-commerce. This stems from the peak of the biggest campaign at the end of the year Shopee 12.12 Birthday Sale. It was recorded that more than 3 million users visited in the first hour on 12 December 2020. This record has increased 8 times compared to the previous year's event. This is because during the peak of the National Online Shopping Day (HARBOLNAS) 12.12 Birthday Sale, Shopee offers a series of fantastic promos, including free shipping Rp. 0 to Rp. 120 thousand; 100% cashback up to IDR 1.2 million; and a flash sale of IDR 12,000. In addition, in the series of the biggest year-end festival festivities, there is also an Exclusive Online Fan Meet with Shopee Indonesia's newest brand ambassador (Pratiwi et al., 2023). The selection of Shopee brand ambassadors who carry several top and foreign artists is an added value for National Online

Shopping Day (HARBOLNAS). Shopee is also in demand by many Indonesian people, especially the millennial generation. Brand ambassadors themselves are people who have a big role in the brand who are able to influence, educate, and invite consumers to buy or use a product that is offered (Nguyen, 2022).

According to (Manucom et al., 2023) currently, the business sector is growing rapidly due to technological developments. This makes marketers aware that there are other ways to sell their products besides using traditional methods. Currently marketers can use e-commerce applications, the internet and social media, so as to change consumer behavior and marketing communications. More than 90% of internet users in Indonesia visit online retail sites, search for, and buy products or services online. In addition to the moment of National Online Shopping Day which gives and offers massive discount promos of up to 90% to consumers, there are still some Shopee consumers who complain that the products sent do not match the order, the products sent are not enough, the product they want is not included in the discount price (Mantikei, 2020).

The background of this research is based on the different phenomena that occur where it has been stated by several studies that Shopee ranks first as an e-commerce that has the number one active user in Indonesia, while the reality that occurs in the field shows that there are still many complaints experienced by consumers regarding the use of Shopee e-commerce during National Online Shopping Day (HARBOLNAS). This is what researchers want to analyze more deeply to generation Z, why are they still using Shopee e-commerce as the most popular e-commerce. This study focuses on the perceptions of informants, namely generation Z, including students at Sampoerna University majoring in management. Researchers use the theory of Constructive Perception because this theory explores or analyzes based on the senses, thus triggering a perception or response either positive or negative. This is supported by LittleJhon's research (in (Lim et al., 2021)) which suggests that individuals interpret and act according to conceptual categories that exist in the mind or something received by sensory stimulation. Other researchers who support constructive theory are research (Indrawati, 2022) that the premise behind the constructive perception hypothesis is that throughout the perceptual process there will be possibilities or hypotheses described by one's mind in receiving stimulation from the senses. Thus, perception in this study is a result of the interaction between sensory data, experience, and knowledge about the environment gained via experience.

Perception in this study is the essence of perception, which is equivalent to decoding in the communication process, and interpretation is the essence of communication. Because accurate perception is essential to efficient communication, perception is often referred to as the "core of communication". According to (Hidayatulloh & Aziati, 2020), perception is an individual process in determining, receiving, interpreting information to be explained to the surrounding environment. In other words, perception is the level of understanding that a person has when seeing information that is in accordance with that person's point of view. It is perception that determines someone chooses a message and disregards all others. The ease and frequency of communication between people increases with the degree of perceptual similarity between them, the more they tend to form cultural groups or identity groups (Haliza & Habib, 2022).

Previous research (Purwa et al 2022) focused on the millennial generation who used Shopee e-commerce as the most popular e-commerce. Previous research focused on the perceptions of informants, namely the millennial generation. Researchers use the theory of Constructive Perception because this theory explores or analyzes based on the senses, thereby triggering perceptions or responses that are either positive or negative. In the current research using Generation Z informants, the next theory that researchers use is the Uses and Gratifications theory from Herbert Blumer and Elihu Katz, who were the first to introduce this theory. The relationship between this theory and research is that media use plays an active role in selecting and using the media so as to form a perception about a person's attractiveness to use the media or not. In other words, media users are active parties in the communication process. Media users try to find the best media sources in an effort to meet their needs.

The large number of public perceptions about online shopping results in a lot of competition that exists between e-commerce causing each e-commerce to trade promotions in an effort to draw customers into stores. Shopee's benefits include the National Online Shopping Day celebration, free shipping across all of Indonesia, the lowest price guarantee, and many more. Customers may find it easier to shop thanks to Shopee promotions because they won't have to worry about delivery fees anymore they need and consumers also get the items they need at a lower price than usual. From the background above, the purpose of this study was to determine Generation Z perception of National Online Shopping Day at e-commerce Shopee.

2. Research Method

The method in this study uses a qualitative method with a descriptive approach. The total number of informants in this study was ten people with backgrounds from students majoring in management at Sampoerna University. The time of the research was carried out for one month in December 2022.

Methods of data collection in this study using in-depth interviews (in-depth interviews) and observation. In-depth interviews with informants were carried out one by one with the informant at a mutually agreed time so that the informant could express his opinion without being influenced by other people and was carried out to gather as much information as possible from the informant.

In conducting in-depth interviews, the researcher used a recorder to record the informant's voice. In addition, the data collection method was observation using the Google form which was distributed via Whatsapp to filter informants who fit the research criteria, namely generation Z born in 1995–2010 aged 18–35 years of original domicile in Surabaya City and had shopped online at Shopee during National Online Shopping Day (HARBOLNAS).

Data analysis techniques in this study used the interactive model analysis of Miles, Huberman, and Saldana, namely through the stages of data collection, data condensation, data presentation, and drawing conclusions.

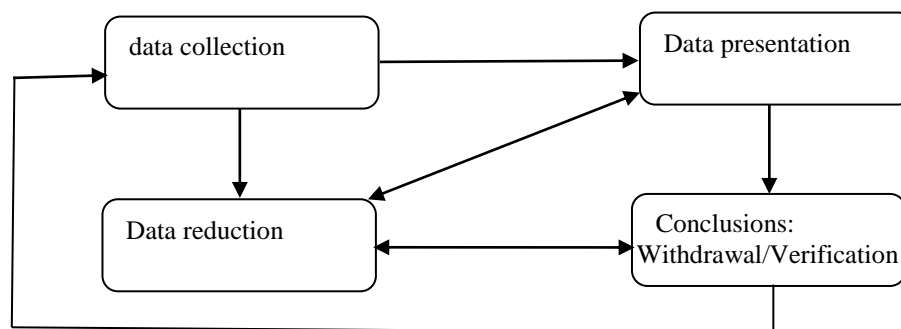


Figure 1. Process of qualitative research data analysis

From the image of the data analysis model according to Miles and Huberman above, it can be explained that data collection is based on the methods used, namely observation, interviews and documentation. All these types of data have one key aspect in common, their analysis depends primarily on the integrative and interpretive skills of the researcher. Interpretation is necessary because the data collected is rarely in the form of numbers, the data is rich in detail and long. Data condensation refers to the process of selecting, focusing, simplifying, abstracting and transforming data contained in field notes and transcripts in research. Simplification and transformation (data Simplifying and transforming). Presentation of data by drawing conclusions and taking action. Drawing conclusions/verification, from several stages that have been carried out and the last is drawing conclusions from the analysis that has been carried out.

3. Results And Discussions

The informants in this study were 10 students majoring in management at Sampoerna University who made purchases through the Shopee marketplace. The characteristics of the informants in this study were classified based on initials, gender, age, and length of time using the shopee application, which can be described as follows:

Table 1. Characteristics of informants

No	Initial Name	Gender	Age	Long time using the Shopee application
1	NN	Female	20	More than 1 year
2	ZUL	Male	21	More than 1 year
3	ISD	Female	19	More than 1 year
4	dec	Male	22	More than 1 year
5	JMI	Male	19	More than 6 months
6	HIS	Male	19	More than 1 year

No	Initial Name	Gender	Age	Long time using the Shopee application
7	NAD	Female	22	More than 1 year
8	FAG	Female	20	More than 1 year
9	TWA	Female	20	More than 1 year
10	BC	Female	20	More than 1 year

Based on the data in table 1. above, it is clear that women, with 6 people, and some men, with 4 people, make the majority of purchases through the Shopee marketplace. According to age, four replies were 20 years old or younger, three were 19 years old, two were 22 years old, and two were 21 years old. Nine users have been using the Shopee application for more than a year, while one user has been using it for more than six months. Students in the management studies program at Sampoerna University range in age because they never get bored with the products they purchase on e-commerce site Shopee because they feel they need these products. MBA in management and Students use the Shopee program for more than six months and opt to purchase an item based on own interests as they feel more confidence in their own decisions. All informants have done online shopping at Shopee several times during National Online Shopping Day (HARBOLNAS).

In this study, researchers tried to describe and find out the perceptions of Generation Z on National Online Shopping Day (HARBOLNAS) on Shopee e-commerce. Of the ten informants interviewed by the researcher, there were informants who stated that the National Online Shopping Day event organized by Shopee provided benefits for its users with lots of promos, discounts, free shipping, vouchers, cashback, an easy payment system, as well as complete and up-to-date goods, as expressed by the informants:

"Eee... the first one is the promo, the discount is bigger than the others, in my opinion, the vouchers, the cashback, then um, all of those items are there, which I never knew existed, what kind of thing is there anyway. Whatever it is in Shopee. Then, if you want to buy an item, you have to look at the reviews first, whether it's good or not. The payment system is easy. In the past, there was still no shopeepay, right? So, paying at Indomaret can do that too. It's easier if you use shopeepay." (NN interview, 18 December 2022 at 17.00 WIB).

Ten informants were not affected by the appearance of Shopee and the brand ambassadors used by Shopee. However, During National Online Shopping Day, Shopee featured marketing and social media content that more strongly affected and piqued the interest of the ten informants in purchasing things there.

"When you see advertisements on TV or on social media, it's usually affected, but for brand ambassadors, I don't think so much." (SM interview, December 18, 2022 at 16.00 WIB).

Furthermore, the four informants, namely the first, second, third and fourth informants stated that they had never used e-commerce other than Shopee because the operating system was not as easy as Shopee and indeed from the start they had used Shopee as an online shopping platform.

"Eee oo okay. So, for me, why at Shopee, because I've never used anything else, I don't understand, so it's like we used Shopee from the start, and if we use something else, we also have to set it like where to send it and then it runs out like that-that's personal data, and everything has to be set from the beginning. Now, at Shopee, I've been using Shopee from the start, so why did I choose Shopee, because it's been there from the beginning. And I also know that I know more about Shopee promos than other e-commerce, because maybe it's okay or not too much to look for." (ISD interview, 17 December 2022 at 16.00 WIB).

Meanwhile, the fifth informant stated that he had shopped online using another e-commerce, namely Tokopedia. However, he tends to prefer Shopee over Tokopedia because of the many promos and discounts during the National Online Shopping Day event organized by Shopee.

"The problem is that in Shopee, in my opinion, compared to other e-commerce, it has more promos, and usually discounted discounts, in my opinion, Shopee cashback is more than other e-commerce. Then, as far as I know, I've shopped at Tokopedia, but I have to contact GoPay. Now, Gopay has a pay later program, so if you buy now, pay later, it's similar to Shopee. But I prefer to shop at Shopee." (JMI interview, 19 December 2022 at 13.00 WIB).

Furthermore, two out of ten informants, namely the second and fifth informants, never felt disappointed and the goods that arrived were always satisfying while shopping at Shopee on National Online Shopping Day.

The National Online Shopping Day event organized by Shopee provides interesting information in the promotion process so that it can attract many consumers, especially the millennial generation, to shop at Shopee during National Online Shopping Day. This is consistent with the study's findings (Gultom et al., 2022) who stated that with this new hobby of online shopping, at this time, it could change the paradigm of society in shopping, where people used to shop conventionally, they had to go to the seller first, then they could get the goods they wanted. However, now that has changed, they can shop digitally via their mobile phones because all transaction processes are carried out online, both on e-commerce and websites. Based on several informants' responses, here is one of the second informants' perceptions of the National Online Shopping Day held by Shopee. It can be concluded that the second informant rated the promotion program positively. This was evidenced by the answers given by the informants second:

"Eee, personally, the perception is that I'm happy because there are more promos at Harbolnas, right? So, um, as a customer like that, I feel benefited from Harbolnas because there are more promos compared to the usual days." (JMI interview, 17 December 2022 at 17.00 WIB).

The process of gathering, identifying, and interpreting data to create an overall picture and comprehension of the environment, encompassing all signals and neurological systems that demonstrate the outcomes of physical activity situations and sensory organs (Gu et al., 2021). Based on the answers given by the second informant, it can be concluded that the National Online Shopping Day event at Shopee had a positive impact on the second informant because there were many big discount promos compared to normal days. Consumers also get a positive impact on the National Online Shopping Day event because consumers can get good goods at lower prices than usual. Through the process of sensation, attention and interpretation will produce a perception or point of view of the second informant regarding the National Online Shopping Day organized by Shopee and the response given by the second informant is a positive perception.

Meanwhile, the sixth informant had a negative perception. The sixth informant tends to like Tokopedia because the product quality at Tokopedia is better and more reliable than Shopee on National Online Shopping Day (HARBOLNAS). The sixth informant is more concerned with product quality than price, as stated by the sixth informant:

"Eee, actually for the Shopee program itself, it's based on information from friends, then we often see it in advertisements, right? In various advertisements, the promotion program is especially during Harbolnas, but I frankly shopped at Shopee only once or twice and I actually shopped at Harbolnas Shopee, it's not bad, there are quite a lot of promos. But I prefer Tokopedia when shopping during National Harbolnas because the quality of the products is good even though there aren't many promos, but I'm more concerned about the quality of the products anyway." (HIS Interview, 21 December 2022 at 19.00 WIB).

Furthermore, four out of ten informants had felt disappointed when shopping on National Online Shopping Day (HARBOLNAS) at Shopee. Meanwhile, three informants were not disappointed with the quality of the products provided by Shopee, but were disappointed with the less than optimal service quality, such as products not arriving on time, products not being provided with proper security, and shop owners being slow to respond to consumer messages because many consumers shopped at Shopee during National Online Shopping Day.

"Not from the goods, but usually I feel more in the service because most sellers are slow to respond when chatted." (TWA interview, 18 December 2022 at 16.00 WIB).

They also still use Shopee e-commerce as an online shopping platform because Shopee still provides many retail shops, sellers or other shop owners, and Shopee Mall which consumers can use as an option or backup in finding goods that consumers currently need.

This is in accordance with the results of research conducted (Dulay et al., 2022) which states the desire to shop is the desire or action taken by a consumer to make a choice from several available alternatives to solve a problem. The level of desire is closely related to the development of electronic commerce (e-commerce) businesses.

Factors that can influence the desire to use e-commerce in online transactions include consumer perceptions of the convenience and usefulness of e-commerce.

"Ooo okay... the problem is I think there are a lot of sellers, yes, the sellers aren't just that, so I'm looking for the same item but at a different seller. Because what makes me mean an unpleasant experience is not because the item is bad but because for example it is broken because the security is lacking, but the item

is good just because the security is broken so I don't like it. But for example, we kept looking yesterday for the mask because it took a long time, not because the product was bad, when it arrived, it was good, it's just that the delivery took a long time." (FAG interview, 17 December 2022 at 16.00 WIB).

Meanwhile, the sixth informant felt disappointed and cheated because the quality of products at Shopee during National Online Shopping Day (HARBOLNAS) did not match the pictures or photos displayed. This was disclosed by the seventh informant as follows:

"Yeah, heeh... for example, I once bought clothes, so when I arrived, the clothes were thin and didn't fit in the photo like that. That's why I ended up going to Tokopedia." (NAD interview, 21 December 2022 at 19.00 WIB).

Based on the third informant's perception of the National Online Shopping Day organized by Shopee, it can be concluded that the sixth informant views the promotion program as negative. Based on the results of the researcher's analysis using in-depth interviews with ten selected informants, each informant has a different perception of National Online Shopping Day (HARBOLNAS) on e-commerce Shopee and has positive and negative perceptions of each informant. From the results of in-depth interviews, the first informant to the fifth informant stated the same thing, namely giving a positive perception of the National Online Shopping Day event organized by Shopee.

From the results of interviews with the processes of sensation, attention, perception, and sensing interpretation, the five informants, both eyes and ears, were able to work well. The five informants learned about the National Online Shopping Day at Shopee through social media and advertisements. The five informants were interested in National Online Shopping Day at Shopee e-commerce based on the more promos offered, free shipping throughout Indonesia, massive discounts, vouchers and cashback and easier operation of Shopee than other e-commerce. The five informants shopped at Shopee on National Online Shopping Day and were not influenced by the appearance of Shopee and the brand ambassador used by Shopee.

The next theory that the researcher uses is the Uses and Gratifications theory, in which the relationship between the results of this study and according to this idea, using Shopee media actively contributes to the selection and use of the media in order to build an opinion about how appealing a person is to use the media. In other words, the media user actively participates in the communication process. In an effort to suit their needs, media consumers search for the greatest media sources (Banowati & Ahmad, 2022).

Furthermore, the results of the researcher's in-depth interview with the last informant, namely the tenth informant, the researcher believes that the tenth informant has a negative perception of the National Online Shopping Day event organized by Shopee. From the results of the interview with the sensation process, the tenth informant learned about the existence of an Online Shopping Day at Shopee from friends and advertisements. But the sixth informant is more likely to choose to shop at Tokopedia than Shopee on National Online Shopping Day (HARBOLNAS). The tenth informant provided information that the Tokopedia brand ambassador did not influence the tenth informant not to shop at Shopee on National Online Shopping Day, but rather that the product quality at Tokopedia was better than at Shopee. Stimuli that attract the attention of informants, namely better product quality, the products are more reliable, and according to the informant, any item sought on Tokopedia is more available when compared to Shopee. Furthermore, in the interpretation process the sixth informant did not capture all the stimuli provided by Shopee during National Online Shopping Day. According to the tenth informant that during the National Online Shopping Day event at Shopee the prices were more affordable than at Tokopedia, but at Tokopedia according to the informant the product quality was better than at Shopee.

The relationship between constructive perception theory and the tenth informant's statement is the assumption that there are still other e-commerce applications that make shopping easier online so that sensory stimulation causes negative responses during the perception process. Thus, perception in this study is a combination effect of information received by the sensory system, experience, and knowledge learned about the world obtained from negative experiences. The next theory that the researcher uses is the Uses and Gratifications theory where media users try to find other media sources that are the best in an effort to meet their needs, and Shopee e-commerce is not the only media that is of interest to the sixth informant.

Shopee often provides attractive promos for its users, these promos include free shipping that can be used by consumers so consumers don't have to bear shipping costs, cashback and vouchers, to big discounts.

Based on this explanation, it can be concluded that perception will describe the response given based on sensing the sensory impressions that are understood by the brain.

Perception is a combined effect of the knowledge we gain about the world via our education and the sensory input our sensory system receives our senses. The connection with the problem in this case is the perception of generation Z, namely individually selecting stimuli obtained from sensory observation. One form is observation through the senses of hearing and sight (Azizah & Aswad, 2022).

Shopee as an online shopping medium, serves various kinds of audience needs which are presented in the form of images and sounds that are captured by the senses of sight and hearing. Furthermore, this information is processed by the brain and linked to the memory possessed by the individual (Aziz et al., 2023). Therefore, the perceptions that are created in the minds of these individuals can be either positive or negative perceptions, so that Shopee carries out marketing communications that can attract people's shopping interest, especially the millennial generation. Marketing communication strategy is the process of compiling messages that aim to provide information about goods or services. Marketing communication strategies and tactics through social media are designed in such a way as to make it easy, effective and efficient in conveying messages with minimal effort spent on these activities. Thus, communicators can save energy, while for companies this will limit expenses and save costs. So that the outline of the results of the discussion in research on Generation Z's perception of National Online Shopping Day (HARBOLNAS) on Shopee e-commerce has a positive perception. With the National Online Shopping Day event at Shopee, the Indonesian people, especially the millennial generation, can find out more about what promos are presented and provided by Shopee to attract the attention of consumers so they decide to shop online at Shopee (Astutik, 2022).

4. Conclusion

Based on the results of the research above, the conclusions in this study indicate that the majority of informants have a positive perception. The informants benefited from the many promos, discounts, free shipping, vouchers, cashback, easy payment systems, as well as complete and up to date items. Based on the information provided by ten informants, the appearance of Shopee and the brand ambassador used by Shopee did not influence the informants to decide to buy a product at Shopee during National Online Shopping Day (HARBOLNAS). However, the six informants were more influenced and interested in buying a product at Shopee through advertisements on television and social media presented by Shopee during National Online Shopping Day (HARBOLNAS).

The contribution of this research focuses on ways for researchers to develop scientific methods and insights for researchers regarding the influence of price perceptions, trust in the free shipping tagline on buying interest in Shopee e-commerce, especially among students who like to make purchases in the marketplace.

For future researchers not only to study Shopee e-commerce, it is hoped that future researchers can expand the research object, research subject, and use other methods to further strengthen the research results. It is hoped that the Shopee e-commerce company will continue to be able to develop product quality and service quality in order to better satisfy its customers and the Indonesian people, especially the millennial generation, to always be interested and be able to become loyal customers. The point of view of sources from similar e-commerce can also be used as a comparison, so that the resulting results can represent the overall perception of each e-commerce used.

This research still has many shortcomings or limitations, as follows: this study's population is just the management study program at Sampoerna University, so it does not cover all students in general and cannot be generalized. Only using sources who use Shopee e-commerce so there is no comparison from other e-commerce sides.

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