



Exploring Gen Z's Sharia-Compliant Purchasing Behaviour: Structural Impacts of Islamic Marketing, Halal Quality, and Online Shopping Lifestyle

Mahelan Prabantarikso ^{1*}, Maria Assumpta Wikantari ², Karnawi Kamar ³,
Aat Ruchiat Nugraha ⁴, Vita Briliana ⁵

¹Master of Management, Indonesia Banking School, Indonesia

²Faculty of Economics and Business, Universitas Pembangunan Nasional Veteran Jakarta, Indonesia

³Master of Management, Universitas Insan Pembangunan Indonesia, Indonesia

⁴Department of Public Relations, Universitas Padjadjaran, Indonesia

⁵Department of Management, Trisakti School of Management, Indonesia

^{1*} Corresponding author: r.mahelan@ibs.ac.id, email: ²maria.aw@upnvj.ac.id, ³karnawistmik@gmail.com,

⁴ruchiat@umpad.ac.id, ⁵vita@stietrisakti.ac.id

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ABSTRACT

The growing halal industry and digital marketplace have reshaped Gen Z consumer behaviour, leading their purchase patterns to blend Islamic values with digital lifestyles. Although existing studies have examined Islamic marketing, product quality, and online consumer behaviour separately, limited research has modelled their combined effects on purchase decisions within a sharia-compliant framework. This study addresses this gap by developing a quantitative model that predicts Generation Z's purchase decisions, with customer satisfaction as the mediating variable. Using a survey-based design, data were collected from 53 Gen Z respondents and analysed using Structural Equation Modelling–Partial Least Squares (SEM–PLS). The study results show that consumer shopping habits significantly influence their level of satisfaction. Product quality has a significant impact on customer satisfaction. Sharia marketing has a substantial impact on customer satisfaction. Shopping lifestyle has a significant impact on purchasing choices. Product quality has a considerable impact on purchasing choices. Sharia marketing has a substantial effect on consumer purchasing decisions. Customer satisfaction significantly affects purchasing decisions. Globally, the study provides empirical evidence supporting the growing relevance of the halal economy and offers insights for policymakers and industries seeking to strengthen consumer trust and competitiveness.

Keywords: shopping lifestyle, product quality, marketing sharia, purchase decisions, customer contentment.

INTRODUCTION

The rapid growth of digital innovation has influenced consumer behaviour, particularly among Generation Z consumers, often referred to as digital natives. This generation, born between the mid-1990s and early 2010s, grew up in an era of widespread internet access, smartphones, and social media.

These technological advancements have transformed how Generation Z interacts with brands, processes information, and makes purchasing decisions. Their online shopping behaviour is characterised by a penchant for convenience, personalisation, and instant gratification, distinguishing them from previous generations. Understanding this behaviour is crucial for businesses as they adapt to the evolving e-commerce landscape. Online purchasing decisions are multifaceted and influenced by factors such as social media exposure, peer recommendations, product reviews, and personalised advertising. Generation Z, in particular, highly trusts user-generated content and relies heavily on social proof to validate their purchasing choices. They prioritise values such as Authenticity, sustainability, and brand transparency, often using them as benchmarks for their decisions. These traits highlight the need to explore how Generation Z navigates the complexities of online shopping and the factors that drive their behaviour. Despite their growing economic importance globally, research on Generation Z's online purchasing behaviour remains fragmented. Technology is advancing rapidly, making human life easier and more practical. The benefit of technological advances in this trading system is the emergence of e-commerce. E-commerce is an online shopping platform that meets a wide range of consumer needs.

Some of the biggest e-commerce sites in Indonesia are Shopee, Bukalapak, Lazada, Blibli, and Zalora.¹ These days, customers can view images or photos on online shopping sites to see the real object they wish to purchase. In the past, they had to visit the store in person. Shopee's mobile platform was first available in Southeast Asia and provides a wide range of products, from fashion items to everyday necessities, through enjoyable, free, and dependable online purchasing and selling via mobile devices. Judging from its history, Shopee began to enter the Indonesian market at the end of May 2015.² Consumers make many purchases on online shopping sites. Customers frequently fail to see that the things they purchase are not what they need, especially Shopee customers. When making purchases, Generation Z—especially students in a phase of identity exploration—will be readily swayed by their playgroup and reference group. This is due to the reference group's powerful influence, which leads people to adopt particular standards when purchasing.

This tendency shows that half of the goods purchased online are luxury items. Often shop online spontaneously on Shopee.³ In addition to the speed and convenience of online shopping with Shopee, other internal factors—namely,

¹ Rangga & Sulistiono, "Pengaruh Kualitas Situs Website , Kepercayaan Konsumen , Dan Pengalaman Berbelanja Terhadap Minat Beli Ulang Di Situs Jual Beli Online OLX," *Pengaruh Kualitas Situs Website, Kepercayaan Konsumen, Dan Pengalaman Berbelanja Terhadap Minat Beli Ulang Di Situs Jual Beli Online OLX* 1, no. 1 (2021).

² Hara Dea Lewiska, Salfadri Salfadri, and Yulistia Yulistia, "Pengaruh Citra Merek, Harga, Promosi, Terhadap Keputusan Pembelian Handphone Merek Oppo Di Konter K-Onesmartphone Air Haji Kabupaten Pesisir Selatan," *Ekasakti Matua Jurnal Manajemen* 1, no. 1 (2023): 17–24.

³ Muhammad Rizki, "Pentingnya Strategi Pemasaran Melalui Penguatan Citra Merek" 2, no. 1 (2023): 240–245.

lifestyle factors – encourage customers to make impulsive purchases. According to Marhaeni⁴, people's behaviour is changing from planned to impulsive and even spontaneous purchasing, as shopping has evolved into a lifestyle to satiate emotions rather than necessity. This habit arises from many factors that develop through lifestyle, including hedonism and materialism.⁵

Many people are not themselves, such as many young teenagers who always want to adopt a Western cultural lifestyle by buying whatever the actor or actress they like wears.⁶ Along with product quality, lifestyle is one of the factors that draws customers to purchase. Online retailers typically use a catalogue to describe the quality of their products. Image descriptions in the catalogue usually provide information about the materials used and are placed beneath the picture. However, many catalogue pictures do not correspond to the goods customers actually receive; as a result, many customers express dissatisfaction with orders fulfilled without the items they ordered. Consequently, many customers desire to visit the store to view the products in person.

"The Influence of Lifestyle and In-Store Promotions on Impulsive Purchases."⁷ Demonstrates that impulsive purchases are influenced by lifestyle and in-store promotions. Lifestyle choices and in-store incentives influence impulsive purchases. Their study "The Influence of Fashion Involvement and Shopping Lifestyle on Impulsive Purchases (Case Study of Adolescents and Youth in DKI Jakarta)" found that both fashion and shopping lifestyle simultaneously impact impulsive purchases.

According to a survey on the Influence of Fashion Involvement, Product Quality, and Price Fairness on Impulsive Buying, conducted by Nevada Fashion at Matahari Store, product quality, fashion involvement, and price fairness significantly influence impulsive buying. In addition, in his study, Dennis W. Rook et al.⁸ Entitled "Analysis of the Influence of Promotion, Brand Image, and Product Quality on Impulsive Buying Among Oriflame Consumers in Jember", he claimed a significant correlation between impulsive buying and product quality. The researcher wanted to know how much lifestyle influences impulsive buying decisions, so based on the differences in research results, he chose lifestyle as one of the variables. He also used product quality as one of the variables to determine purchasing decisions.

⁴ Nafida Hetty Marhaeni and Melania Eva Wulanningtyas, "Pelatihan Pembuatan E-Learning Moodle Untuk Meningkatkan Kompetensi Profesional Guru di SMA Dharma Amiluhur," *Surya Abdimas* 6, no. 2 (2022): 333–340.

⁵ Lisy Septiani Putri et al., "Gaya Hidup Mahasiswa Pengidap Fear of Missing Out di Kota Palembang" 21, no. 2 (2019): 129–148.

⁶ Ade Gunawan, Wimpi Siski Pirari, and Maya Sari, "Pengaruh Literasi Keuangan dan Gaya Hidup Terhadap Pengelolaan Keuangan Mahasiswa Prodi Manajemen Universitas Muhammadiyah Sumatera Utara," *Jurnal Humaniora : Jurnal Ilmu Sosial, Ekonomi dan Hukum* 4, no. 2 (2020): 23–35.

⁷ by Setyaningrum & Samboro (n.d.) (Skincare Product Purchase Decisions, n.d.): 43–49.

⁸ Dennis W. Rook and Robert J. Fisher, "Normative Influences on Impulsive Buying Behavior," *Journal of Consumer Research* 22, no. 3 (1995): 305.

Researchers chose the variable quality of goods in the Shopee application because they found indications that several online shops selling their products in the Shopee application had unsatisfactory goods quality or did not match what was written in the product description. This is evident in post-purchase consumer assessments, which make some potential Shopee consumers pay attention to product ratings before making a purchase. Given the growing number of online consumers who cannot physically see or handle the objects they intend to purchase, paying close attention to the quality of the goods being bought and sold is crucial to prevent disappointment after purchase.

According to the justification above, a study problem that could be developed is examining how lifestyle and product quality affect impulsive purchases by Generation Z Shopee customers at Semarang University. The purpose of this research was to provide practical benefits anticipated from the findings, namely, to expand knowledge of the factors that influence Generation Z Shopee users' interest in impulse buying. The research was done at Semarang University. The results of this study provide references and insights for marketers and capital owners on the influence of impulsive buying decisions on purchases on e-commerce platforms, especially Shopee, to develop marketing strategies. In conclusion, this study aims to bridge this research gap by systematically reviewing the literature on the online purchasing behavior of Generation Z. By analyzing the determinants, patterns, and outcomes of their decision-making process, these findings will contribute to academic knowledge and practical applications.⁹ Businesses, marketers, and policymakers can leverage these insights to establish strategies that meet Generation Z's specific needs and expectations, ensuring their relevance in an increasingly digital marketplace.¹⁰

METHODS

This study will use a questionnaire to collect primary data for its quantitative investigation. The Partial Least Squares Structural Equation Modeling (PLS-SEM) method does not require a specific sampling technique, such as random, purposive, or convenience. Instead, PLS-SEM is known to be more flexible, can handle both small and large sample sizes, and does not require the assumption of a standard data distribution. Based on the guidelines from Hair et al. and related references for Structural Equation Modeling (SEM), particularly the Partial Least Squares (PLS-SEM) method, there is no single definitive sample size.¹¹ Still, several rules of thumb serve as justification. Sample

⁹ Adnane Derbani, Wiwiek Adawiyah, and Siti Wulandari, "Impact of Online Buying Behavioral Tendencies of Generation Z on Their Parents' Consumption Behavior: Insight from Indonesia," *Innovative Marketing* 18 (April 2022): 39–48.

¹⁰ Muhammad Zhulal, Shofi Marits, and Sebastian Herman, "Generation Z Purchasing Behavior Profile in the Digital Economy: Normative Analysis in Online Markets," *Jurnal Ilmiah Manajemen Kesatuan* 12 (January 2024): 1–8.

¹¹ Joseph F. Hair, Jeffrey J. Risher, Marko Sarstedt, and Christian M. Ringle, "When to Use and How to Report the Results of PLS-SEM," *European Business Review* 31, no. 1 (2019): 2–24.

size depends on the model's complexity, the analysis level, and the research objectives. The following is the total sample size and its justification according to the guidelines from Hair et al. for SEM analysis, along with the rule of thumb for the indicator-to-sample ratio (particularly for PLS-SEM). This approach focuses on the relationship between the number of indicators (questionnaire items) and the minimum required sample size. The 1–5 Likert scale is used to measure a respondent's level of agreement, satisfaction, or attitude toward a statement. This scale consists of five response options, typically ranging from "Strongly Disagree" (1) to "Strongly Agree" (5), with a middle option such as "Neutral" or "Undecided" (3).¹² As a result, the sampling strategy for this study will be a purposive sampling strategy, in which data will be collected from students at Semarang University who have Shopee accounts and meet specific characteristics. Fifty-three Generation Z Shopee customers from Semarang University served as the sample for this study. PLS-SEM is employed as the analysis method. Specifically, the method used in structural equation modeling is built upon an iterative process that aims to optimize each endogenous variable's explained variance.¹³ The questionnaire development process is a systematic procedure for creating a valid and reliable measurement tool. Questionnaire items can be made from scratch or adapted from validated sources. Validity and reliability testing, consideration of control variables, and ethics are essential steps to ensure the quality of the resulting data.

RESULTS AND DISCUSSION

Instrument Test

Midway Scarcest Square (PLS) may be a variance-based Fundamental Condition Modeling (SEM) descriptive approach. The two fundamental evaluations that outline the introduction of the Fragmentary Smallest Square (PLS) appear appraisal are the examination of the fundamental appear (internal illustrate) and the assessment of the outside illustrate estimation disclosures. The degree to which each indicator's outside stacking on the dormant variable is critical is one of the authenticity test criteria in a think-aloud process. The Fragmentary Smallest Square (PLS) test, a multivariate real procedure that can handle multiple response factors and explanatory variables simultaneously, is used to assess external appearance estimates. The following will be the test's depiction:

Model of Measurement (Outer Model)

Concurrent legitimacy and composite unwavering quality are evaluated for the reflected pointer estimation with square pointers. Blended Authenticity, in the Authenticity of reflexive markers as variable estimations, is chosen by consolidated Authenticity, evident from the outside stacking of each variable pointer. An extraordinary level of authenticity regarding the instrument is

¹² Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta, 2019.

¹³ Imam Ghozali, *Partial Least Squares Konsep, Teknik Dan Aplikasi Smartpls 3.2.9* (Fakultas Ekonomi Dan Bisnis Universitas Diponegoro, 2021).

characterized by an outside stacking factor greater than 0.70.¹⁴ The external stacking estimate that's still valid is 0.50, and values below 0.50 can be excluded from the investigation.¹⁵ It is clear from the study findings that there is more than 0.50–0.70 cross-stacking between the variables measuring builds and the markers. This illustrates that each marker is highly stable and can be used to support research.

Composite Reliability

It is clear from the study findings that there is more than 0.50–0.70 cross-stacking between the variables measuring builds and the markers. This illustrates that each marker is highly stable and can be used to support research. In this way, the instrument being tested can be declared reliable, meaning it can be measured reliably as an estimation device. The following table shows the results of the unwavering quality test:

Table 2. Composite Reliability Results

Variable	Composite Reliability	Criteria
Shopping Lifestyle (X1)	0,943	0,7
Product Quality (X2)	0,860	0,7
Sharia Marketing (X3)	0,889	0,7
Consumer Satisfaction (Y1)	0,879	0,7
Purchase Decision (Y2)	0,905	0,7

Source: Processed primary data, 2024.

As shown in Table 2, the Composite Immovable quality regard is greater than 0.70. The construct's indicators, more conspicuous than the standardization of 0.70, yield acceptable results. This dispute can be caught in the sense that, when measured again on the same subject, the components of execution, motivation, organizational commitment, instruction, and supervision can yield fundamentally different disclosures.

Discriminant Validity Results

By comparing the Normal Change Extricated (AVE) for each build with the relationship between the build and other builds within the demonstration, the criteria for surveying discriminant legitimacy are decided. The illustration has adequate discriminant Validity if the AVE for each construct is higher than the inter-construct correlations.

¹⁴ Sarwono, *Metode Penelitian Kuantitatif Dan Kualitatif*, Экономика Региона, 2017.

¹⁵ Imam Ghozali, *Partial Least Squares: Konsep, Teknik Dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris*, 3/E. (Semarang: Badan Penerbit Universitas Diponegoro., 2021).

Table 3. Discriminant Validity Results

Variable	Average Variance Extracted (AVE)
Shopping Lifestyle (X1)	0,847
Product Quality (X2)	0,675
Sharia Marketing (X3)	0,729
Consumer Satisfaction (Y1)	0,648
Purchase Decision (Y2)	0,704

Source: Processed primary data, 2024.

The developed esteem for the inquiry variable incorporates a palatable discriminant legitimacy esteem, as can be deduced from the discriminant legitimacy test discoveries, which demonstrate that the construct AVE for each variable has over the desired 0.5 esteem

Internal Model

The following outcomes were derived from the test results:

Table 4: The Impact of Product Quality, Sharia Marketing, and Partial Least Squares (PLS) Shopping Lifestyle Path on Purchase Decisions with Customer Satisfaction as an Intervening Variable

	Original Sample	Sample Mean	Standard Deviation	T Statistics
Shopping Lifestyle -> Consumer Satisfaction	0,281	0,291	0,116	2,428
Product Quality -> Consumer Satisfaction	0,393	0,408	0,132	2,976
Sharia Marketing -> Consumer Satisfaction	0,381	0,403	0,110	3,458
Shopping Lifestyle -> Purchase Decision	0,314	0,320	0,127	2,478
Product Quality -> Purchase Decision	0,475	0,473	0,132	3,603
Sharia Marketing -> Purchase Decision	0,273	0,277	0,108	2,520
Consumer Satisfaction -> Purchase Decision	0,331	0,333	0,096	3,460

Source: Processed primary data, 2024.

Using customer satisfaction as an intervening variable, the impact of Product Quality, Sharia Marketing, and Partial Least Squares (PLS) Shopping Lifestyle Path on Purchase Decisions is calculated using the following equation, which is based on the preceding table:

$$0.281 X1 + 0.393 X2 + 0.381 X3 \text{ equals } Y1.$$

$$Y2 (X1 + 0.475 X2 + 0.273 X3 + 0.331 Y1) = 0.314 X1$$

This equation demonstrates that:

- For the shopping lifestyle variable in the original sample, a positive parameter value of 0.281 was obtained, and the statistical T value was 2.428. This indicates that the

greater the influence of shopping lifestyle on consumer happiness, the greater the impact.

- b. The item quality variable within the unique test had an optimistic parameter estimate of 0.393 and a factual T estimate of 2.976, showing that the impact of item quality on shopper satisfaction increased with increasing item quality.
- c. A positive parameter esteem of 0.381 and a measurable T esteem of 3.458 were found within the unique test for the Sharia-promoting variable. This shows that the greater the effect Sharia has on customer fulfillment, the greater its influence.
- d. The shopping way of life variable within the unique test had an optimistic parameter estimate of 0.314 and a factual T estimate of 2.478, demonstrating that the more the impact of shopping on choices around what to purchase, the greater the effect.
- e. A positive parameter value of 0.475 and a measurable T esteem of 3.603 were found within the unique test for the item quality variable, showing that the more noteworthy the impact of the item on obtaining choices, the greater.
- f. A positive parameter esteem of 0.273 was found for the Sharia showcasing variable within the unique test, and a factual T esteem of 2.520 demonstrated that Sharia promoting had a greater impact on decision-making the more it affected them.
- g. A positive parameter esteem of 0.331 and a factual T esteem of 3.460 were found within the unique test for the customer fulfillment degree, showing that the more prominent the effect of Sharia marketing on purchase decisions, the higher.

Testing of Hypothesis

Table 5. Equation of Partial Least Squares (PLS) Shopping Lifestyle Path, Product Quality, and Sharia Marketing on Purchasing Decisions with Consumer Satisfaction as an Intervening Variable

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Shopping Lifestyle -> Consumer Satisfaction	0,281	0,291	0,116	2,428	0,016
Product Quality -> Consumer Satisfaction	0,393	0,408	0,132	2,976	0,003
Sharia Marketing -> Consumer Satisfaction	0,381	0,403	0,110	3,458	0,001
Shopping Lifestyle -> Purchase Decision	0,314	0,320	0,127	2,478	0,014
Product Quality -> Purchase Decision	0,475	0,473	0,132	3,603	0,000
Sharia Marketing -> Purchase Decision	0,273	0,277	0,108	2,520	0,012
Consumer Satisfaction - > Purchase Decision	0,331	0,333	0,096	3,460	0,001

Source: Processed primary data, 2024.

1. The Effect of Way of Life Shopping on Client Fulfillment
The measurable T and P values for the variable affecting the acquisition mode of life (X1) on client satisfaction (Y1) are 2.428 and 0.016, respectively, based on the yield information. Thus, the P esteem is $0.016 < 0.05 < 1.96$. This clarification could indicate that the primary hypothesis – that is, a strong effect of shopping behavior (X1) on customer satisfaction – was supported by the test (Y1).
2. How Item Quality Influences Client Fulfillment
Thus, the P esteem is $0.003 < 0.05 < 1.96$. This clarification can be examined to demonstrate that the test acknowledged the moment hypothesis – that item quality (X2) significantly affects client satisfaction (Y1) –.
3. Sharia Marketing's Impact on Client Fulfillment
Consequently, the P esteem is $0.001 < 0.05 < 1.96$. This clarification shows that the third hypothesis – that is, that sharia marketing (X3) has a significant impact on customer satisfaction – was supported by the test (Y1).
4. The Lifestyle of Shopping Influences Buy Choices
The measurable T values and P values for the variable impacting the impact of shopping way of life (X1) on buy choices (Y2) are 2.478 and 0.014, respectively, based on the yield information. Subsequently, the P esteem is $0.014 < 0.05 < 1.96$. Concurring with this elucidation, the test underpins the fourth theory, which states that shopping propensities (X1) significantly affect decisions about what to purchase (Y2).
5. How Item Quality Affects Buy Choices
Thus, the P esteem is $0.000 < 0.05 < 1.96$. This clarification recommends that the fifth hypothesis – that is, that item quality (X2) has a considerable effect on buy decisions – was acknowledged by the test (Y2).
6. How Sharia Promoting Influences Customer Choices
This clarification might be used to demonstrate that the sixth hypothesis – that is, that sharia marketing (X3) has a significant effect on consumers' choices to buy – was supported by the test (Y2).
7. How Client Fulfillment Influences Buy Choices
The variable impact of customer fulfillment (Y1) on buy choices (Y2) has a factual T value of 3.460 and a P value of 0.001. Agreeing to this clarification, the test acknowledged the seventh hypothesis, which states that client satisfaction (Y1) essentially influences consumers' purchase decisions (Y2).

Influence, both direct and indirect

Using discipline as an intervening variable, the following image illustrates the categories of direct and indirect influence between Islamic Leadership, religiosity, and work motivation on human resource performance:

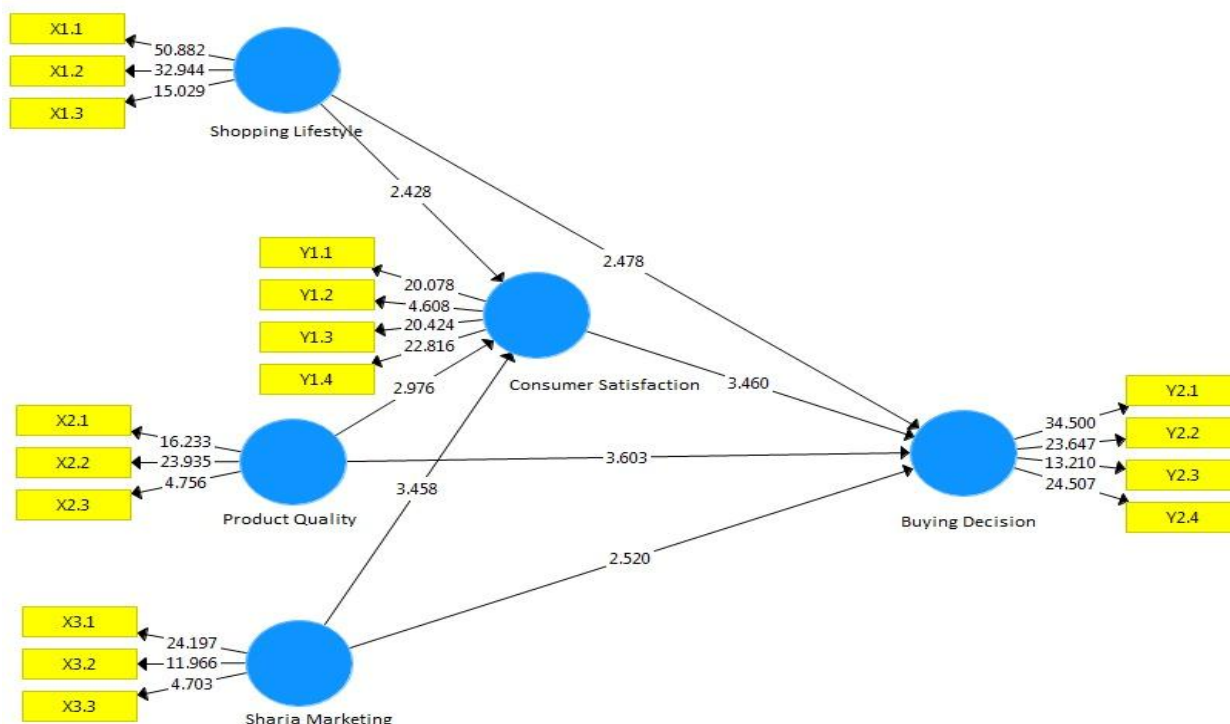


Diagram 1: Path Evaluation Applying the PLS Technique

Source: Processed primary data, 2024.

1. The Impact of Lifestyle Shopping on Purchase Decisions via Customer Satisfaction. It makes sense in light of the PLS test results, which are as follows:
 - a. The impact of consumer happiness as a mediating variable on purchase decisions received an original sample estimate value of 3.460, whilst the direct influence of shopping lifestyle on buying decisions was found to be 2.478.
 - b. The indirect impact of a shopping lifestyle on decisions about what to buy = $2,438 \times 3,460 = 8,435$
 - c. The indirect effect as a whole is 10.913 ($2.478 + 8.435$).
 - d. These computations' findings suggest that customer pleasure may mediate between a person's shopping habits and their purchase choice.
2. How Customer Satisfaction Affects Product Quality and Purchase Decisions. It makes sense in light of the PLS test results, which are as follows:
 - a. The impact of consumer satisfaction as a mediating variable on purchase decisions received an initial sample estimate value of 3.460. In contrast, the direct influence of product quality on purchasing decisions is = 3.603.
 - b. The indirect impact of product quality on decisions about what to buy equals $2.976 \times 3.460 = 10.296$.
 - c. The sum of the indirect effects is 13.90 ($3.603 + 10.296$).

- d. The preceding computation results demonstrate that the indirect impact value ($13.90 > 3.603$) is bigger than the direct influence. These computational findings suggest that customer satisfaction may mediate between product quality and consumers' decisions to buy.
3. How Sharia Promoting Influences Buy Choices by Expanding Client Fulfillment. It makes sense in light of the PLS test, which comes about as follows:
 - a. The effect of Sharia on choices to purchase is 2.520. As it may be, the impact of shopper delight acting as an intervening variable on purchasing choices is assessed using a 3.460 starting test.
 - b. The backhanded effect of a product's quality on choices around what to purchase = $3,458 \times 3,460 = 11,964$
 - c. 2,520, and 11,964 break even with the indirect impact, or 14,484.
 - d. It is evident from the computation that the circuitous impact esteem ($14.484 > 2.520$) is higher than the coordinate impact esteem. Based on the results of the computations, client bliss may be an intervening variable between Sharia promotion and purchase decisions.

Predictive Relevance of R-Square

R-squared prescient pertinence measures how well the model predicts the parameters and reproduces the observed values. If the R-Square estimate is greater than zero, the model is statistically significant; if it is less than zero, the model is not statistically significant. The following Table clarifies how the Shrewd PLS program made a difference with the calculating method in this study:

Table 6
Value of R-Square

	R Square	R Square Adjusted
The Impact of Sharia Marketing, Product Quality, and Shopping Lifestyle on Customer Satisfaction	0,272	0,227
The Impact of Sharia Marketing, Lifestyle Shopping, and Product Quality on Purchase Decisions Mediated by Customer Satisfaction	0,623	0,591

Source: Processed primary data, 2024.

The previously mentioned Table shows that the shopping lifestyle, product quality, and Sharia-promoting factors explain 22.7% of the variance in customer satisfaction. Since this esteem is more noteworthy than zero, the show is considered to have prescient significance. This contention can be taken to the extreme, such that changes in shopping behavior models, product quality, and marketing strategies account for 22.7% of the variation in the customer satisfaction variable. With an R-Square of 0.591, client joy mediates the effects of shopping behavior, item quality, and Sharia marketing on purchase decisions; thus, the model is considered to have predictive significance, as the R-Square is

greater than zero. This contention indicates that 59.1% of the changes in the shopping way of life variable are accounted for by item quality, sharia marketing, and customer satisfaction, which together account for the purchasing choice variable.

Discussion

Key Factors Influencing Generation Z's Online Purchasing Decision-Making Process Compared to Other Generational Groups

Generation Z's online purchasing decision-making process is shaped by several key factors, differentiating it from older generations.¹⁶ One of the most prominent influences is social media, where communication and peer interaction significantly shape purchasing decisions. Research by Thanh-Minh Le et al.¹⁷ Shows that social media peer communication (SMPC) significantly influences Gen Z's online shopping intentions. This generation tends to rely heavily on peer opinions and feedback, particularly from influencers and friends, to shape purchasing behavior.¹⁸ Furthermore, sustainability plays a significant role in their decision-making, with Gen Z consumers demonstrating a greater willingness to pay for environmentally friendly products, as shown by Fei et al.¹⁹ This contrasts with older generations, who may prioritize price or convenience over environmental concerns. Thus, businesses targeting Gen Z should strategically leverage social media platforms and emphasize their sustainability efforts to appeal to this group.

Gen Z emphasizes personalization and interactivity in their online shopping experiences more than older generations do. A study by Miao et al.²⁰ highlighted the moderating role of gamification in increasing consumer engagement, particularly among Gen Z. This generation expects online shopping to be an engaging, interactive, and customizable experience driven by entertainment and customization features. In contrast, older generations may be more satisfied with traditional online shopping experiences, prioritizing ease of use and functionality. Furthermore, research by Woo Kim et al.²¹ found generational differences in the perceived benefits of online shopping festivals, with Millennials, for example, valuing convenience more than Gen Z, which is more motivated by social and recreational benefits. These differences underscore

¹⁶ Rinto Syahdan, "Factors Influencing Gen-Z Customer Perception Online Shopping in Indonesia," *International Journal of Communication and Society* 3 (June 2021): 99-111.

¹⁷ Thanh-Minh Le and Bui Ngoc, "Consumption-Related Social Media Peer Communication and Online Shopping Intention among Gen Z Consumers: A Moderated-Serial Mediation Model," *Computers in Human Behavior* 153 (April 2024).

¹⁸ Frans Sudirjo et al., "THE INFLUENCE OF GENERATION Z CONSUMER BEHAVIOR ON PURCHASE MOTIVATION IN E-COMMERCE SHOPPE," *Profit: Jurnal Manajemen, Bisnis dan Akuntansi* 2, no. 2 SE-Articles (April 2023): 110-126.

¹⁹ Fei et al. (2024)

²⁰ Miao et al. (2024)

²¹ Woo Kim, Jiali Xie, and Ho Jung Choo, "Role of Perceived Benefits of Online Shopping Festival in Vietnam: Differences between Millennials and Generation Z," *Journal of Retailing and Consumer Services* 75 (August 2023): 103530.

the need for brands to adapt their marketing strategies to suit Gen Z's unique preferences and behaviors, particularly by creating personalized, interactive, and socially driven online experiences.

Social media, peer recommendations, and influencer marketing shape Generation Z's trust and preferences in e-commerce

Social media, peer recommendations, and influencer marketing play a crucial role in shaping Generation Z's trust and preferences in e-commerce. Compared to traditional advertising, Gen Z tends to trust recommendations from friends and influencers more. Research by Le and Ngoc²² emphasized that social media peer communication (SMPC) positively impacts online shopping intentions among Gen Z. These individuals are more likely to rely on the experiences and opinions of people in their social circles, including influencers, than brands or advertisements. Influencer marketing is especially effective in building trust with Gen Z, as influencers are seen as more relatable and authentic than celebrities. This shift toward peer and influencer suggestions makes social media platforms an essential marketing tool for brands targeting Gen Z, who actively seek real-world experiences and opinions before making a purchase.

Furthermore, Gen Z's e-commerce preferences are shaped by their desire for Authenticity and transparency, often expressed through social media interactions and influencer marketing. This group values honesty, behind-the-scenes content, and personal stories from influencers, aligning with their values of authenticity and social responsibility. Studies, including those by Huwaida et al.²³, show that social influence, including recommendations from peers and trusted influencers, significantly impacts Gen Z purchasing decisions. When influencers promote products that align with Gen Z values, such as sustainability or ethical practices, trust in the brand increases, as does the likelihood of purchase. For businesses, integrating influencers who reflect the brand's values and engage authentically on social media is crucial in fostering trust and loyalty among Gen Z consumers.

The broader implications of Gen Z's online purchasing behavior for developing sustainable, personalized, and customer-focused marketing strategies indicate a shift in consumer priorities toward more eco-conscious buying. This generation actively seeks brands that align with their values around environmental sustainability and social responsibility, prompting businesses to adopt greener practices and showcase them in their marketing. Consequently, marketers are increasingly emphasizing transparency, ethical sourcing, and sustainability to meet this demand.²⁴ Companies that fail to embrace these values risk losing Gen Z consumers, who are highly vocal about supporting brands that share their commitment to a sustainable future.

²² Le, Thanh-Minh, and Bui Ngoc. "Consumption-Related Social Media Peer Communication and Online Shopping Intention among Gen Z Consumers: A Moderated-Serial Mediation Model." *Computers in Human Behavior* 153 (April 2024).

²³ Huwaida et al. (2024)

²⁴ Sajith Narayanan, "Does Generation Z Value and Reward Corporate Social Responsibility Practices?," *Journal of Marketing Management* 38 (May 2022): 1-35.

In addition to sustainability, Gen Z's demand for personalization and tailored experiences reshapes how businesses approach e-commerce marketing. As highlighted by ²⁵ Findings on the role of self-efficacy and perceived usefulness in e-commerce adoption indicate that Gen Z expects shopping experiences that are not only relevant but also individualized to their preferences. They gravitate toward brands that use data and technology to provide personalized recommendations, offers, and content. This trend demands that marketers invest in customer data analysis and artificial intelligence tools to better understand and predict Gen Z's needs. The implication is clear: To effectively engage Gen Z, businesses must craft marketing strategies that combine sustainability with highly personalized, value-driven experiences that resonate with this socially conscious and tech-savvy generation.

CONCLUSION

According to H1, the retail lifestyle considerably impacts customer satisfaction. According to H2, product quality significantly impacts customer satisfaction. According to H3, Sharia marketing has a considerable impact on customer happiness. According to H4, shopping habits significantly affect decisions about what to buy. According to H5, product quality has a substantial impact on purchasing decisions. According to H6, Islamic marketing has a significant effect on consumers' purchase decisions. According to H7, there is a strong correlation between customer satisfaction and purchase decisions. According to H8, customer happiness serves as a mediator between shopping lifestyle and purchase decisions, and it has a significant impact. According to H9, customer happiness serves as a mediator between product quality and purchase decisions, with product quality exerting a considerable influence.

Furthermore, according to H10, customer satisfaction acts as a mediator between Sharia marketing's influence on purchasing decisions and has a significant impact. Based on research, Generation Z's online purchasing behavior is reshaping e-commerce, highlighting key trends in consumer decision-making, trust-building, and value-driven preferences. Social media, peer recommendations, and influencer marketing are crucial in shaping consumer trust in brands and influencing their purchasing decisions. Gen Z's reliance on social media for product discovery and validation, along with their strong preference for peer and influencer endorsements, underscores the importance of these digital platforms in influencing their shopping habits. This generation is tech-savvy and values Authenticity, social responsibility, and transparency in the brands they support. Consequently, businesses must adapt their marketing strategies to build trust through genuine, relevant online interactions.

²⁵ Salam, Karta Negara, A We Tenri Fatimah Singkeruang, M Fahrul Husni, B Baharuddin, and Dhita Pratiwi A.R. "Gen-Z Marketing Strategies: Understanding Consumer Preferences and Building Sustainable Relationships ." *Golden Ratio of Mapping Idea and Literature Format* 4, no. 1 SE-Research Articles & Mapping Literature (January 2024): 53–77.

Furthermore, the implications of Gen Z's preferences for personalized, sustainable, and value-driven marketing strategies are significant. The demand for customized shopping experiences and a commitment to environmental sustainability challenge brands to adopt a more ethical and innovative approach to e-commerce. By integrating sustainability into personalized recommendations, brands can meet Gen Z's desire for meaningful, responsible consumption. As businesses evolve to meet these demands, they must prioritize aligning with this generation's values while ensuring their marketing strategies are relevant and practical. Recognizing and integrating these trends is key to helping brands remain competitive and build long-term loyalty among Gen Z consumers, ultimately shaping the future of e-commerce.

Author's Contribution

Mahelan Prabantarikso: Contribute to formulating research ideas, collecting data, processing data, and interpreting data

Maria Assumpta Wikantari: Contributing to writing systematics and research methods

Aat Ruchiat Nugraha: Contributing to analysing interpretation results

Karnawi Kamar: Contributing to collecting data

Vita Briliana: Contribute to compiling a literature review and language proofreading.

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The author declares that there is no conflict of interest.

Ethical Approval

Ethical approval No patient-identifying parts in this paper were used or known to the authors. Therefore, no ethical approval was requested.

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