

The Influence of Self Control, Life Style, and Influencer Reviews on Shopping Behavior Study on Shopee Gen Z Consumers

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ABSTRACT

Objective: The development of digital technology and the rapid growth of e-commerce have changed people's consumption patterns, especially among Generation Z, who are known as active users of the Shopee platform. The phenomenon of consumptive shopping behavior is increasing along with low self-control, a practical digital lifestyle, and the strong influence of influencer reviews on social media. This study aims to analyze the influence of self-control, lifestyle, and influencer reviews on the shopping behavior of Shopee consumers in Gen Z. **Method:** The research approach uses a quantitative method with a questionnaire distributed to 153 respondents who meet the criteria: Gen Z aged 17–28 years, active Shopee users, and have seen influencer reviews. Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) through the SmartPLS 3.0 application. **Results:** The results showed that all independent variables, namely Self-Control, Lifestyle, and Influencer Reviews, had a positive and significant effect on Shopping Behavior. **Novelty:** This study contributes to understanding Gen Z consumption behavior and supports efforts to achieve SDG point 12 on sustainable consumption patterns.

INTRODUCTION

The increasingly rapid globalization, the internet has brought enormous changes to billions of people, both lifestyle and social aspects, especially in Gen Z. The internet has become a link between millions to billions of users in various locations and not only as a source of information, but also as a platform for transactions. With the development of technology, the process of buying and selling transactions has become easier compared to before the development of technology. After the development of technology, buying and selling transactions can be done through e-commerce, one of which is Shopee [1]. Shopee, a growing online shopping site in Indonesia, is based on a mobile application [2]. Shopee solidified its position as the leader of the e-commerce market in Indonesia by attracting the attention of consumers from the 19–30 age group, with 65% of users choosing this platform as the top option, while further analysis shows that Shopee is preferred by women, with 77% and 52% [3]. Shopee is a leading e-commerce platform and has gained popularity among the Indonesian people, especially among Gen Z, because Shopee is famous for being able to offer products at affordable prices, competitive prices, and advantageous features such as discounts, flash sales, cash back, and so on [4]. Based on data from the Central Statistics Agency (BPS) of Indonesian Telecommunications Statistics 2021, as many as 16.25% of the total internet users in Indonesia in 2021 using the internet to purchase goods/services online [5]. Gen Z,

especially students who are looking for identity, are easily influenced by play groups and target groups when shopping [6].



Source : Kompasiana 2024

The shift in shopping behavior has an impact on all generations, especially Generation Z who are the population between the ages of 18 and 26 who will be the largest consumers in the near future. With the existence of Shopee, it is very easy for consumers to shop practically [7]. On the other hand, the presence of Shopee actually gives rise to consumptive shopping behavior. Consumptive shopping behavior is the act of a person buying goods without prior consideration, so that buying goods is not a necessity factor but a desire factor alone [7]. One of the terms that is now popular to describe the "Habit of Shopping Without Calculation" is "Doom Spending"[8]. Usually, this *doom spending* behavior leads to regret, this is due to unplanned. One of the reasons is that e-commerce has also provided easy access to shopping methods such as those offered by *e-commerce* platforms, often supported by various promotional offers, discounts, and digital payment options, further triggering impulsive consumption behavior among Gen Z resulting in Gen Z becoming poorer faster than other generations. *Doom spending* refers to impulsive consumption behaviors that arise in response to stress, anxiety, or other negative feelings. The existence of *marketplaces*, social media and *influencers* also further strengthens this trend which encourages them to keep up with the latest consumption trends so that it can cause problems in terms of financial management [8].

With this problem, the researcher raised *the Theory of Planned Behavior* (TPB) which was refined by Ajzen (1991) as the right framework to be used to study individual behavior. TPB is used to understand the aspects that are the basis of behavior. The use of the TPB theory as the grand theory in this study is because the TPB theory is a theory that identifies a person's behavior which is in line with the research carried out, namely on consumer spending behavior [9]. Based on the explanation above, it can be concluded that the research conducted uses *the Theory of Planned Behavior* (TPB) theory. Variables of *self-control*, *lifestyle*, and *influencer reviews* are factors that shape consumer shopping behavior in evaluating shopping experience [10].

Self-control as the ability to change behavior [11]. *Sufficient self-control* can make Gen Z have the attitude to consider consequences in online purchase decisions that can

turn purchases into consumptive behaviors. The higher the level of *self-control*, the lower the consumptive behavior of online shopping and vice versa, the lower the level of *self-control*, the higher the online shopping behavior [12]. This study states that *self-control* has a negative effect on online shopping behavior [13], however, there is a study that states that self-control has a positive effect on consumptive shopping behavior in Gen Z [14].

Life Style Gen Z is accustomed to the ease and speed of digital. There are Gen Z who prioritize convenience and efficiency (such as shopping enough on a mobile phone at any time) increasing the tendency to spend without thinking long, which affects the high level of consumptive shopping behavior [15]. Research stated by states that there is a significant positive influence of shopping lifestyle on shopping behavior[11], but there is evidence that other research states that lifestyle does not have a significant effect on Gen Z's shopping behavior [16].

Review of influencer marketing strategies in product sales by promoting a product by someone who is considered influential. By using this promotional strategy, buyers will get some information about the products they have chosen. *Influencers* tend to exert rational influence by providing logical considerations for consumptive shopping behavior [17]. Research states that there is a significant positive effect on shopping behavior activities in Gen Z, but research evidence states *Influencer marketing* and *content marketing* have an effect on consumer satisfaction, but not on purchasing decisions, which means that it does not have a significant effect on consumptive shopping behavior [17].

According to Shergill and Chen, online purchasing behavior is defined as the activity of searching for and purchasing goods or services electronically over the internet through direct interaction with *an online* store. Consumers shop *online* not only to buy products online, but also to get information such as comparing prices, product features, and after-sales service facilities that they would receive if they purchased products from certain *online* stores [19]. The results of Tabatabaei's research show that there is a positive perception of *offline* consumers towards online shopping. Consumers may be interested in doing *online* shopping to meet their needs and desires because there are things that are so efficient. In addition, *online* shopping offers a lot of convenience to consumers than *offline shopping* [19].

From previous research, there are several gaps that still need to be explored further. First, most previous studies have tended to address these factors separately, rather than in a single integrated model. Second, the Indonesian cultural context, where collective culture, social pressures, and community norms can influence Gen Z's lifestyle and consumptive behavior, has not been highlighted much in previous research. The novelty of this research is to build a model and examine the influence of *self-control*, *life style*, and *influencer marketing review* on consumptive shopping behavior in Generation Z, in the context of *Shopee e-commerce*. This study aims to gain a more comprehensive understanding of whether *self-control*, *life style*, *riveve influencers* and consumer behavior will be *e-commers* Shopee was chosen so that it made a transaction on the site. The novelty of this study is titled. The Influence of *Self Control*, *Life Style*, and *Influencer Review* on Shopping Behavior Study on Shopee Gen Z Consumers.

SDGs category: The researcher used the SDGs Code 12 because this study focuses on people's consumption behavior, especially Gen Z as e-commerce consumers. SDGs 12 emphasizes the importance of creating sustainable consumption and production patterns. By examining factors such as *self-control*, *lifestyle* and the influence of *influencer reviews*, researchers sought to understand how Gen Z's shopping behavior is shaped and how it can be directed towards wiser and more responsible consumption.

Problem Formulation

1. Does *Self Control* Affect Consumer Shopping Behavior?
2. Does *Life Style* Affect Consumer Shopping Behavior?
3. Does *Influencer Reviews* Affect Consumer Shopping Behavior?

Research Questions:

Can *Self Control*, *Life Style*, and *Influencer Review* affect study shopping behavior in Shopee Gen Z consumers?

I. LITERATURE OVERVIEW

1. *Self Control*

According to Baumeister, *self-control* is a person's ability to regulate, withhold, or alter his or her behavioral and emotional responses to align with values, social norms, and long-term goals [20]. This concept explains that human behavior is ideally driven not only by momentary impulses or impulsive desires, but also by rational considerations and future evaluations [20]. *Self-control* is a behavior control activity related to how individuals control emotions and impulses from within themselves to lead to positive behavior [21].

The indicators used in this study to measure *the self-control* variables are [21]:

1. Ability to control behavior: Ability to control behavior is an individual's capacity to control impulses, desires, or impulsive actions.
2. Controlling stimulus: the ability of individuals to avoid, limit, or adjust to external stimuli that can trigger uncontrollable behaviors, such as impulsive shopping impulses.
3. Anticipating an event or occurrence: Anticipating an event or occurrence is the ability of an individual to think about and consider the consequences or consequences of an action before it is performed.
4. Interpreting events or events: Interpreting events or occurrences is the ability of individuals to understand, evaluate, and give meaning to a certain situation or experience objectively and rationally, so that it can influence the way of thinking, attitudes, and behaviors taken afterwards.
5. Decision-making: Decision-making is the ability of an individual to choose one best course of action among various alternatives based on rational considerations, available information, and goals to be achieved.

2. *Life Style*

According to Kotler & Keller "a *lifestyle* is a person's pattern of living in the world as expressed in activities, interests, and opinions." This definition suggests that lifestyle describes an individual's overall interaction with his or her environment [22]. Kotler &

Keller emphasized that every consumer tends to choose products that suit his lifestyle, such as shopping on a mobile phone at any time, increasing the tendency to spend without thinking, which affects the high consumption of consumptive shopping behavior [22]. According to Kotler, Armstrong & Opresnik, defining style Life can help marketers understand how consumers live their lives and how it influences their purchasing decisions [23].

The indicators used in this study to measure *the variable life stlyle* are [22]:

1. Activities

What a person does on a daily basis, such as exercising, working, shopping, or hobbies. For example, someone who loves to travel will tend to buy travel products such as luggage, plane tickets, or portable gadgets.

2. Interests

Topics or things that attract the attention of consumers, such as fashion, music, culinary, or technology. Interest will greatly influence the type of product that is sought after or followed.

3. Opinions

A person's views or values towards the world, for example about politics, the environment, or health. Opinions can drive preference for products labeled "eco-friendly" or "cruelty-free".

3. Review Influencer

According to Aswathi Kanaveedu & Jacob J. Kalapurackal, *Influencers* are not just celebrities, but ordinary people who become famous through their digital content, and their reviews are effective because they build an emotional connection (*parasocial relationship*) with the audience. Many companies leverage influencer reviews to drive purchasing decisions, especially among Gen Z and millennials [24]. According to Ali, *an influencer review* is a thought or review of a product or service posted on social media by prominent people or *influencers*. Influencer testimonials can help create a good image or expose the product to a wider audience, which makes it a valuable component of marketing tactics [25]. Consumers prefer to prioritize reviews that are considered honest and real, therefore the openness and authenticity of influencers when providing reviews can be critical to the success of marketing efforts [25].

The indicators used in this study to measure variable *influencer reviews* are:

1. Influencer Credibility: The level of trust that consumers have in *an influencer*, which includes expertise, honesty, and appeal.
2. Content quality: How well *an influencer* provides engaging and relevant content. An assessment of the visual appeal of the content, stylistic coherence and relevance of the audience can provide an indication of its quality;
3. Reach: What *audience* an influencer's *content* can reach. This can be measured by looking at metrics such as views, listeners on other platforms such as followers on social media
4. Audience demographics: How relevant and relevant *the influencer's audience* is to the target market. Considering the influencer's age, gender, geography, and

interests can help guarantee that the right individuals will see the ads.

4. Shopping Behavior

According to Li & Zhang, online shopping behavior is an individual's overall perception and evaluation of a product or service during *online* shopping in terms of good or bad [26]. Online shopping behavior is how a person behaves and makes decisions when making a purchase through a digital platform or *e-commerce*. Online shopping is an alternative choice for consumption because of its efficiency and convenience, but it also shifts social values and triggers the potential for consumptive behavior excess [27]. This includes the process from searching for products, comparing prices, considering reviews, and finally deciding whether to buy or not [26]. Many adolescents buy things they don't really need just for momentary gratification suggesting that their shopping behavior has shifted from necessity to consumptive behavior [28].

The indicators used in this study to measure the variables of shopping behavior are [26]:

1. Convenience: Convenience refers to the extent to which consumers feel easy and comfortable when doing online shopping activities .
2. Search Variety: Search variety refers to the ability of *an online shopping platform* to provide a wide selection of products that can be searched by consumers. This includes many brands, types, prices, and search features that make it easier for consumers to compare products.
3. Goods Quality: Goods quality reflects consumers' perception of the conformity of the product received with previous descriptions, drawings, and expectations. This indicator assesses whether goods purchased online are of good quality, durable, and up to standard.
4. Cost of Benefits: Cost-benefits measure how balanced the spending that consumers make is with the benefits they receive. Consumers will judge whether the price of the product is worth the quality, comfort, promos obtained, and service.
5. Time effectiveness: Time effectiveness refers to the ability of *online platforms* to save consumers time in the shopping process, from product searches, orders, to delivery. Consumers tend to choose online shopping because it can be done anytime and anywhere, without the need to come to the store.

Conceptual Framework

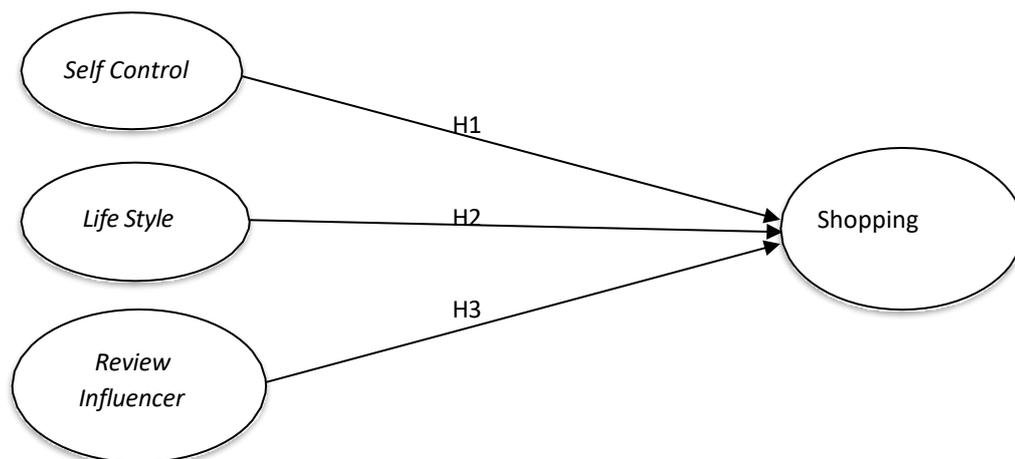


Figure 1. Conceptual framework

Relationships Between Variables

The Effect of *Self Control* on Shopping Behavior

Self Control is the ability of individuals to resist impulses and the ability of individuals to control their behavior in the absence of control from the environment. Consumptive behavior is the behavior of consuming things that are actually lacking or not needed (especially those related to the response to the consumption of secondary goods, i.e. goods that are not really needed) [29]. The higher the self-control in students, the lower the consumptive behavior in students [30]. According to Krinayanti's research which states that *self-control* has a positive effect on consumptive shopping behavior in Gen Z [12]. According to Shabbir Research, the results of the study show that *self-control* has a significant positive effect on controlling compulsive shopping behavior. This means that the higher an individual's *self-control*, the lower their tendency to make impulsive or compulsive purchases online [31].

H1 : *Self Control* Has a Significant Positive Effect on Shopping Behavior

The Influence of *Life Style* on Shopping Behavior

Lifestyle is a reflection of individual behavior patterns, interests and opinions in living life everyday. Individuals with a lifestyle that tends to be consumptive and follow the latest trends are more prone to impulse purchases. This is due to the urge to fulfill momentary desires without careful consideration [32]. According to Harris & Siregar's research lifestyle has a positive and significant influence on Gen Z's shopping behavior, the higher a person's consumptive lifestyle tendencies, the more likely they are to make impulse purchases. The Effect of Financial Control on Impulse Purchases [33]. According to Pura & Mitha's research, it shows that Lifestyle has a significant effect on Consumer Behavior. The relationship between the two positive variables means that the higher the Lifestyle, the more it will increase Consumer Behavior and vice versa, the lower the Lifestyle, the lower the Consumer Behavior level [34].

H2 : Life Style Has a Significant Positive Effect on Shopping Behavior

The Influence of Influencer Reviews on Shopping Behavior

Influencers are those who have high credibility as a source, When consumers trust influencers, they receive recommendations that can change their purchasing decisions. According to Sokolova Review research, *influencers* significantly influence online shopping behavior through credibility, trust, and emotional relationships built with followers. This makes *influencer marketing* strategies one of the most effective tools in *e-commerce* today [35]. According to Bhardwaj Review, influencers have a positive and significant effect on consumers' *online* shopping behavior. that the more positive and credible the reviews submitted by *influencers*, the more likely consumers are to make a purchase [36].

H3 : Influencer Reviews Have a Significant Positive Effect on Shopping Behavior

RESEARCH METHOD

This study uses a quantitative approach, which aims to explain the cause-and-effect relationship between *self-control*, *lifestyle*, *influencer reviews*, and shopping behavior variables in Shopee consumers from Generation Z [37]. The quantitative approach is a research method that is based on numbers (numerical data) and uses statistical analysis to test relationships between variables, test hypotheses, and generalize results to a wider population [37]. The data in this study was collected through questionnaires designed by researchers based on theories and indicators from the relevant literature. The questionnaire was distributed online to respondents who had met certain criteria. Each statement in the questionnaire was measured using the Likert scale 5The likert scale used was: STS = Strongly Disagree (1), TS = Disagree (2), N = Neutral (3), S = Agree (4), SS = Strongly Agree (5) [38]

According to Hair Population, it is the whole element that can be identified and is the object of a researcher's research [38]. In this study, the population is Shopee Generation Z users [38]. The samples in this study were taken using a non-probability sampling approach [38]. This study uses *the purposive sampling* technique, which is a sampling technique based on certain considerations or criteria that are relevant to the research objectives. Hair explained that *purposive sampling* is used when researchers have specific considerations in selecting sample elements, such as certain demographic characteristics or behaviors [38]. The criteria for respondents in this study were: Aged between 17–28 years old (Gen Z category), Have or regularly shop online on the Shopee platform, Have seen or followed product reviews from influencers on social media. According to Hair, the minimum sample size should be 5 to 10 times the maximum number of indicators of a single construct in the model [38].

$$\begin{aligned}\text{Sample} &= n \times k \\ &= 9 \times 17 \\ &= 153\end{aligned}$$

Description:

n = minimum sample count

k = the number of indicators in the construct with the most indicators

Based on this formula, the sample used in the study amounted to at least 153 respondents. The data analysis uses PLS-SEM (Partial Least Squares - Structural Equation Modeling) with the SmartPLS 3.0 application [39]. Outer Model *The outer model* in PLS-SEM is a part of a structural model that describes the relationship between latent variables (constructs) and indicators. It has criteria such as *Convergent Validity: AVE > 0.5*, *Discriminant Validity: The square root of AVE (\sqrt{AVE}) or Fornell Larcker Criterion, Reliability: Cronbach's Alpha & Composite Reliability > 0.7* [38]. Meanwhile, the Inner Model (Structural Model) of the *inner model* tests the influence or causal relationship between variables in the research model. The criteria are R^2 Value: Assessing the model's predictive ability, Path Coefficient Significance Test: t-statistics (>1.96) and p-value (<0.05), Effect Size (f^2) and Q^2 Predictive Relevance [38] and Hypothesis Test is carried out through bootstrapping, which is a statistical technique to test the significance of path coefficients between constructs [38].

RESULTS AND DISCUSSION

Results

The data analysis method was collected through a questionnaire questionnaire and processed using SEM- PLS (*Structural Equation Model- Partial Least Square*) analysis using the SmartPLS application. The PLS-SEM approach was chosen due to the characteristics of the survey data that are not normally distributed as well as its ability to handle complex multivariate relationships between latent variables and relatively limited sample sizes (Hair et al., 2019). In this study, there were 153 respondents with diverse characteristics. The following are the results of the respondent identity analysis.

Table 1. Respondent Demographics

Respondent Demographics	<i>Frequency</i>	<i>Percent</i>
Gender		
Male - Male	60	39%
Women	93	61%
Age		
17-21	80	52%
22-25	40	26%
26-28	33	22%
Final Education		
High School/Vocational School/Equivalent	77	50%
Bachelor (S1)	40	26%
Postgraduate (S2)	20	13%
Others	16	11%
Jobs		
Students/ Alumni	53	35%
Self-employed	40	26%

Respondent Demographics	<i>Frequency</i>	<i>Percent</i>
Private Employees	30	20%
Civil Servant	19	12%
Others	11	7%

Based on the results of the distribution of the questionnaire to respondents who are *Shopee e-commerce* users, an overview of the demographic characteristics of the respondents was obtained as presented in Table 1. The composition of respondents based on gender showed that 39.2% of respondents were male, while 60.8% were female. Viewed from the age aspect, the majority of respondents were in the range of 17–21 years (52.3%), followed by respondents aged 22–25 years (26.1%) and 26–28 years (21.6%). Based on the latest education level, most of the respondents were high school/vocational school graduates or equivalent (50.3%), while 26.1% had Bachelor's education (S1) and 13.1% Postgraduate (S2); The remaining 10.5% came from other education categories. In terms of employment, respondents were dominated by students/students (34.6%), followed by self-employed (26.1%) and private employees (19.6%). Respondents with civil servant status and other job categories accounted for 12.4% and 7.2% of the total sample, respectively. Overall, the characteristics of the respondents reflect the dominance of *Shopee e-commerce* users from young age groups with diverse educational and employment backgrounds, thus providing an adequate basis for further empirical analysis.

Measurement model calculation (*Outer Model*)

Outer model or *measurement model* describes how indicators form and represent latent variables in a construct to evaluate the outer model. These criteria include *Convergent Validity*, *Discriminant Validity*, and *Construct Reliability* as measured by *Composite Reliability* and *Cronbach's Alpha*.

Convergent Validity

The purpose of the measurement model test is to determine the reliability and validity of the measured construct. Reliability as measured by *Composite Reliability* and *Cronbach's Alpha*. In the context of Convergent Validity, *the Outer Loading* value exceeding 0.7 and *the Average Variance Extracted* value exceeding 0.5 indicates sufficient validity so that it can proceed to the next stage of analysis [38].

Table 2. Outer Loading Value

	<i>Self Control</i>	<i>Life Style</i>	<i>Review Influencer</i>	Consumer Behavior
SC1	0,811			
SC2	0,819			
SC3	0,807			
SC4	0,806			
SC5	0,847			

	<i>Self Control</i>	<i>Life Style</i>	<i>Review Influencer</i>	Consumer Behavior
LS1		0,840		
LS2		0,832		
LS3		0,706		
RI1			0,827	
RI2			0,831	
RI3			0,794	
RI4			0,794	
PK1				0,819
PK2				0,842
PK3				0,802
PK4				0,804
PK5				0,811

Based on Table 2, it can be seen that each indicator in the variable has a loading factor value of more than 0.70, so it can be called valid because it meets the correlation requirements. That *Self Control*, the SC1 (0.811), SC2 (0.819), SC3 (0.807), SC4 (0.806), and SC5 (0.847) indicators show that the ability of individuals to control impulses, emotions, and consumptive desires affects consumer spending behavior. In *Life style*, the LS1 (0.840), LS2 (0.832) and LS3 (0.706) indicators show that lifestyle encourages consumers to make purchases not only based on needs, but also wants, thus influencing the intensity and patterns of consumer shopping behavior. For *Riview Influencer*, indicators RI1 (0.827), RI2 (0.831), RI3 (0.794), and RI4 (0.794) Show Influencers' experiences, recommendations, and communication styles are able to form positive perceptions of products, increase trust, and encourage buying interest, thereby directly influencing consumer purchasing decisions and behavior. Finally, the Consumer Behavior Indicators PK1 (0.819), PK2 (0.842), PK3 (0.802), PK4 (0.804), PK5 (0.811) show that strong validity in explaining overall consumer spending behavior.

Discriminant Validity

Cross-loading is used to assess the validity of the discriminator. An indicator is considered valid if the Cross loading value of the measured variable is greater than 0.70 [38].

Table 3. *Cross Loading*

	<i>Self Control</i>	<i>Life Style</i>	<i>Review Influencer</i>	Consumer Behavior
SC1	0,383	0,615	0,595	0,811
SC2	0,368	0,611	0,551	0,819
SC3	0,381	0,547	0,568	0,807
SC4	0,462	0,598	0,539	0,806
SC5	0,485	0,675	0,580	0,847
LS1	0,840	0,469	0,424	0,375

	<i>Self Control</i>	<i>Life Style</i>	<i>Review Influencer</i>	<i>Consumer Behavior</i>
LS2	0,832	0,472	0,463	0,504
LS3	0,706	0,291	0,314	0,318
RI1	0,453	0,666	0,827	0,647
RI2	0,371	0,528	0,831	0,509
RI3	0,434	0,506	0,794	0,580
RI4	0,400	0,563	0,794	0,497
PK1	0,418	0,819	0,605	0,568
PK2	0,385	0,842	0,561	0,588
PK3	0,459	0,802	0,561	0,595
PK4	0,452	0,804	0,556	0,624
PK5	0,449	0,811	0,588	0,665

Based on table 3, the results of the calculation of discriminant validity using the *cross loading method*, the data are considered valid because the value of each indicator is higher than the value of other indicators in each column. In addition, the validity of the discriminant can also be seen from the AVE value. The AVE value is considered good if the value is greater than 0.5. Here is in table 4:

Average Variant Extracted

Table 4. Average Variance Extracted (AVE) and Fornell–Larcker Criterion

Variable	Average Variance Extracted (AVE)	$\sqrt{\text{AVE}}$	Remarks
Self Control	0.632	0.818	Valid
Life Style	0.665	0.795	Valid
Review Influencer	0.659	0.812	Valid
Consumer Behavior	0.669	0.816	Valid

Based on table 4, it can be seen that the *Average Variance Extracted* (AVE) value is above 0.5 which indicates good convergent validity. In addition, the discriminant validity test using the *Fornell-Larcker* criterion showed that the square root value of AVE in each construct was greater than the correlation between constructs, so that all constructs were declared to have good differences. After the validity test is completed, the internal consistency reliability of the construct is then assessed using *Cronbach's Alpha*, *Rho_A*, and *Composite Reability* values, where each value must be at least 0.7.

Construct Reability

Table 5. Cronbach's Alpha and Composite Reability Test

	<i>Cronbach's Alpha</i>	<i>Rho_A</i>	<i>Composite Reability</i>	Remarks
<i>Self Control</i>	0.877	0.879	0.910	Reliable
<i>Life Style</i>	0.715	0.747	0.837	Reliable
<i>Riview Influencer</i>	0.828	0.836	0.885	Reliable

	<i>Cronbach's Alpha</i>	<i>Rho_A</i>	<i>Composite Reability</i>	<i>Remarks</i>
<i>Consumer Behavior</i>	0.874	0.874	0.909	Reliable

Based on table 5, it can be seen that all constructs in this study have good reliability values. The Self Control variable showed Cronbach's Alpha values of 0.877, Rho_A 0.879, and Composite Reliability 0.910. This value has exceeded the required minimum limit, which is 0.70, so it can be concluded that the indicators in the Self Control variable are consistent and reliable in measuring the construct being studied. The Lifestyle variable has a Cronbach's Alpha value of 0.715, Rho_A 0.747, and Composite Reliability of 0.837. This value also met the reliability criteria, which indicates that the Lifestyle indicators have a good level of internal consistency and are suitable for use in the study. Furthermore, the Review Influencer variable showed Cronbach's Alpha value of 0.828, Rho_A 0.836, and Composite Reliability 0.885. These results indicate that all indicators in the Influencer Review variable have high reliability and are able to measure constructs consistently.

Structural Model Testing (*Inner Model*)

The measurement model in the inner model means evaluating the relationships between the latent constructs that have been hypothetical. This test aims to illustrate the relationship of latent variables. The *R-Square* and *F-Square metrics* are used to evaluate the contribution of variable influence and predictive strength of structural models.

F-Square

The F-square value is used to see how much an influence a variable has on the endogenous variable. It can be known whether these variables have a meaningful influence or not. The magnitude of the influence can be seen from the value of F-square, where 0.02 indicates a small influence, 0.15 indicates a moderate influence, and 0.35 indicates a large influence [39].

Table 6. F-Square

<i>Self Control</i>	<i>Life Style</i>	<i>Review Influencer</i>	<i>Consumer Behavior</i>
Self Control			0,283
Life Style			0,035
Review Influencer			0,136

Based on table 6, from the *calculation of F Square* which shows that the *self-control* variabel on consumer shopping behavior has a moderate influence because the value is above 0.15 while, the *variable of life style*, and *influencer reviews* has a very small influence because the average *F Square* value is above 0.02.

R-Square

The Coefficient of Determination (*R-Square*) is used to evaluate the contribution of the influence of variables and the predictive power of structural models. The R-Square criteria are described as follows: values greater than 0.75 indicate a strong model, values

exceeding 0.50 correspond to moderate models, and values at or below 0.25 indicate a weak model [38].

Table 7. R-Square Test

	<i>R-Square</i>	<i>R-Square Adjusted</i>
Consumer Behavior	0,638	0,631

Based on table 7, it can be seen that the *R-Square Adjusted* value for consumer behavior variables is 63.1%. Therefore, this model can be categorized as having power with a medium model. This means that the independent variables, namely *Self control*, *Life Style* and *Riview Influencer*, were able to explain the variation in the dependent variable of Consumer Behavior by 63.1%. Thus, this model can also be summed up as a medium model.

Hypothesis Test

The path coefficient indicates the direction and magnitude of the influence between variables, while the level

Significance is tested by the bootstrapping method which produces t-values and p-values. If the t-value is > 1.96 or the p-value < 0.05, then the relationship is considered significant and the hypothesis is accepted.

Table 8. Path Coefficients

Relationship	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P-Values
Self Control → Behavior	0.458	0.459	0.094	4.861	0.000
Life Style → Consumer Behavior	0.135	0.135	0.066	2.051	0.041
Review Influencer → Behavior	0.318	0.317	0.110	2.901	0.004

Consumers

Based on the results of the structural model test as presented in Table 8, all relationships between independent variables, namely *Self Control*, *Life Style* and *Influencer View*, on the dependent variables of Consumer Behavior, showed a positive and significant influence.

1. *Self Control* had a positive and significant effect on Consumer Shopping Behavior, with an *original sample* of 0.458, a t-statistical value of 4.861, and a p-value of 0.001 (< 0.05). Thus, Hypothesis 1 (H1) is accepted.
2. *Life Style* was proven to have a positive and significant influence on Consumer Shopping Behavior, with an *original sample* of 0.135, a t-statistic value of 2.051, and a p-value of 0.041 (< 0.05). Therefore, Hypothesis 2 (H2) is accepted.
3. *Influencer reviews* had a positive and significant effect on Consumer Shopping Behavior, with an *original sample* of 0.318, a t-statistic value of 2.901, and a p-value of 0.004 (< 0.05). Thus, Hypothesis 3 (H3) is accepted.

Overall, these results indicate that *self-control*, *lifestyle style*, and *influencer reviews* are factors that significantly affect the shopping behavior of Shopee Generation Z consumers, as well as supporting the application of *the Theory of Planned Behavior* (TPB) in explaining digital shopping behavior.

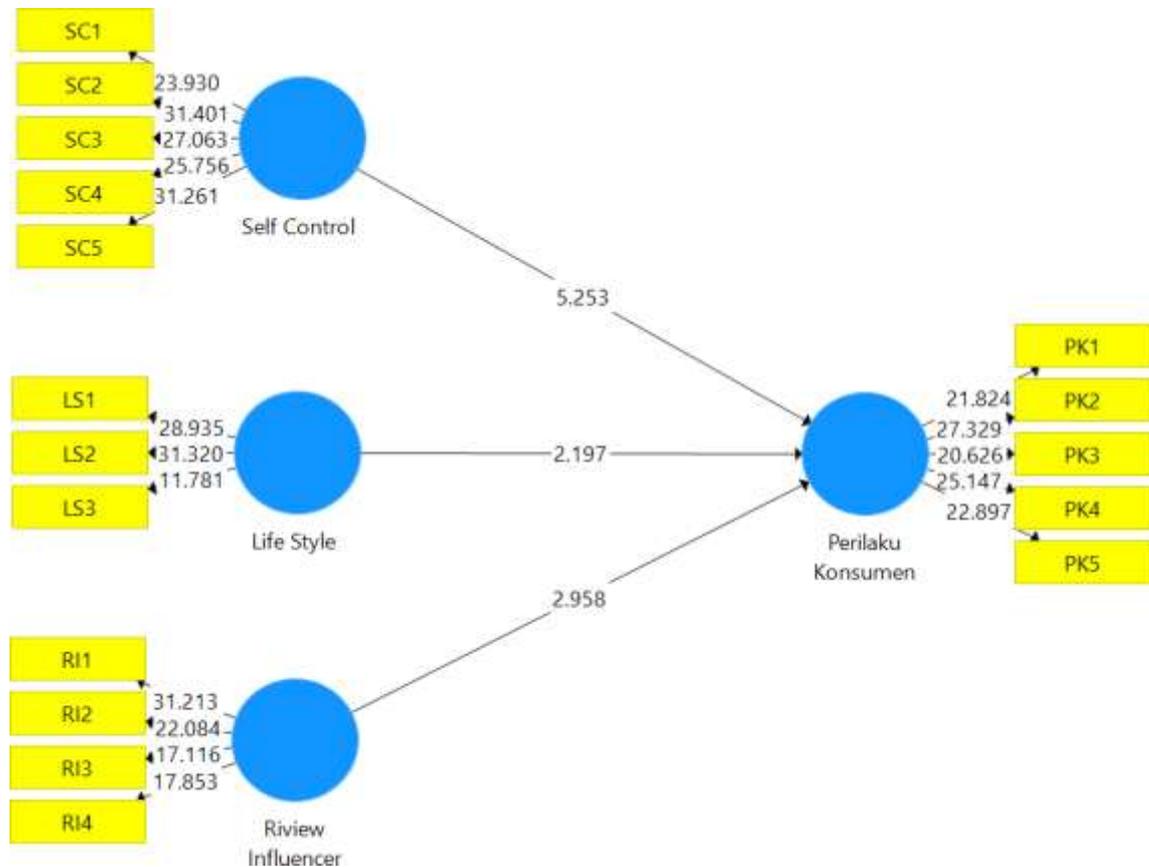


Figure 2. Bootstrapping Test Result

Discussion

After the analysis process is complete, the next step is to discuss the results of it. The goal is to explain and clarify the variables that affect Consumer Behavior.

Self Control of Consumer Behavior

The results of this study show that *self-control* has a positive and significant effect on consumer spending behavior, indicating that an individual's ability to control internal impulses plays an important role in determining more rational consumption patterns. *Self-control* is the most powerful variable because internal factors play a role as the main controller having the most in shopping behavior at Shopee. These findings confirm that consumers with a high level of self-control tend to be able to resist buying impulses, especially when faced with various external stimuli such as promotions, discounts, and intense social media influences in the context of Shopee's *e-commerce*. Theoretically, these findings support and strengthen *the Theory of Planned Behavior* (TPB), especially in the perceived *behavioral control dimension*. Within the framework of the SDGs, behavior is not only determined by intention, but also by an individual's perception of his or her ability to control actions. *Self-control* in this study serves as a concrete representation of *perceived*

behavioral control, which allows consumers to manage impulsive shopping impulses and assess consequences before making a purchase decision [29].

Further, these results suggest that *self-control* operates as an internal psychological mechanism that bridges actual intentions and behaviors. Consumers with good *self-control* do not necessarily realize their shopping intentions when exposed to emotional stimuli, but rather make a rational evaluation of the needs, benefits, and financial impact of the purchase. Thus, *self-control* not only suppresses consumptive behavior, but also directs shopping behavior in a more planned and needs-oriented direction. These findings are in line with previous research that showed that *self-control* has a significant influence on consumer behavior, particularly in the context of impulse buying and overconsumption e.g. Shabbir et al [31]. However, this study expands on the existing literature by affirming the role of *self-control* in the context of Gen Z consumers on *e-commerce platforms*, where exposure to digital stimulus is much more intense than in conventional retail contexts. This suggests that the relevance of the SDGs remains strong, even in a dynamic digital environment and loaded with impulsive triggers [31].

Life Style to Shopping Behavior

The results of this study show that *lifestyle* has a positive and significant effect on consumer shopping behavior, which indicates that individual lifestyles play an important role in shaping consumer ways, preferences, and tendencies in making purchases. *Lifestyle* variable with the least influence on shopping behavior on Shopee. This shows that consumer lifestyle is not the main factor in determining shopping behavior, because shopping decisions are more influenced by other internal factors. *Lifestyle* reflected through activities, interests, and opinions affects how consumers view products, respond to trends, and determine shopping choices that suit their lifestyle. In the context of Shopee *e-commerce*, consumers with an active and trend-oriented lifestyle tend to be more responsive to product offerings that are in line with their identity and lifestyle. Theoretically, these findings support *the Theory of Planned Behavior (TPB)*, especially in the *attitude toward behavior* component. Within the framework of the SDGs, an individual's attitude towards a behavior is formed from a positive or negative evaluation of the outcome of that behavior. Lifestyle plays a role in shaping consumer attitudes towards shopping activities, where certain lifestyles encourage the perception that shopping, especially through digital platforms, is a fun, practical, and relevant activity to social and symbolic needs [32]. This positive attitude further increases consumers' tendency to engage in shopping behavior [32].

The results of this study show that *lifestyle* functions as a psychological and social framework that influences the decision-making process of consumers. Consumers not only consider the functional aspects of the product, but also the suitability of the product with the lifestyle, self-image, and values adhered to. Shopping behavior is not solely driven by basic needs, but also by the desire to maintain consistency of lifestyle and social identity, particularly in Gen Z consumers who are heavily influenced by digital trends and the online social environment. These findings are in line with previous research that states that *lifestyle* has a significant influence on consumer shopping behavior, especially

in the context of trend-based consumption and the symbolism of Haris & Siregar et, al [33]. However, this study enriches the existing literature by confirming that the influence of lifestyle is getting stronger in the *e-commerce* environment, where ease of access, content personalization, and exposure to digital trends accelerate the process of lifestyle adoption into purchasing decisions. This shows that TPB remains relevant in explaining modern consumer behavior, with *lifestyle* as an important factor shaping attitudes and tendencies of shopping behavior in the digital era [33].

Influencer Review of Shopping Behavior

The results of this study show that *influencer reviews* have a positive and significant effect on consumer shopping behavior, which indicates that reviews submitted by influencers have an important role in shaping consumer purchasing decisions. *Influencer reviews* serve as a source of information that is considered credible, especially by Gen Z consumers who are very active on social media and digital platforms. Through the delivery of product user experience, quality assessment, and personal recommendations, *influencers* are able to influence consumer perception of a product and encourage the formation of shopping behavior. Theoretically, these findings support *the Theory of Planned Behavior* (TPB), especially in the *subjective norm component*. Within the framework of the SDGs, *subjective norms* refer to an individual's perception of social pressure or influence from parties that are considered important in his or her environment. *Influencers*, as public figures on social media, have a strategic position as a social reference that is trusted by consumers. *Reviews* provided by *influencers* create the perception that a product is worth buying and socially accepted, thus increasing consumers' tendency to follow those recommendations in shopping behavior.

The results of this study show that *influencer reviews* act as a social and informational mechanism that bridges information exposure and actual purchasing decisions. Consumers not only receive information passively, but also internalize the *opinions* of influencers that are considered relevant to their needs, preferences, and lifestyle. This makes influencer reviews able to reduce uncertainty in decision-making and increase consumer confidence before making a purchase, especially in *an e-commerce environment* with minimal physical interaction with products. These findings are in line with previous research that stated that influencer reviews have a significant influence on consumer shopping behavior, especially in the context of digital marketing and social media Bhardwaj et al [36]. However, this study expands on the existing study by emphasizing that the influence of influencer reviews is getting stronger on Gen Z consumers, who tend to rely on digital content, personal reviews, and recommendations from public figures in the decision-making process. Thus, the results of this study confirm that *the Theory of Planned Behavior* remains relevant in explaining consumer shopping behavior in the digital era, with influencer reviews as an important representation of the influence of social norms in shaping shopping behavior [36].

CONCLUSION

Fundamental Finding: This study aims to analyze the influence of self-control, lifestyle, and influencer reviews on the shopping behavior of Gen Z consumers on the Shopee e-commerce platform. Self-control is the most powerful variable because internal factors play a role as the main controller having the most in shopping behavior at Shopee. Lifestyle variable with the least influence on shopping behavior on Shopee. This shows that consumer lifestyle is not the main factor in determining shopping behavior, because shopping decisions are more influenced by other internal factors. Based on the results of the analysis that has been carried out, it can be concluded that these three variables are proven to have a positive and significant effect on spending behavior, thus the objectives of this study can be achieved well. The results of this study are able to provide an empirical picture of various factors that influence and shape consumer shopping behavior in the digital era. The study's main findings show that self-control plays a role in controlling impulsive shopping impulses, lifestyle shapes consumer attitudes and preferences towards shopping activities, and influencer reviews function as social influences that drive purchasing decisions. These three factors work simultaneously in shaping the shopping behavior of Gen Z consumers who are highly exposed to digital stimuli and social media. **Implication:** Theoretically, this research contributes by strengthening the relevance of the Theory of Planned Behavior (TPB) in the context of Shopee e-commerce. Self-control represents perceived behavioral control, lifestyle reflects attitude toward behavior, and influencer reviews act as subjective norms. The integration of these three variables shows that TPB is still able to explain consumer spending behavior in a dynamic digital environment and loaded with impulsive triggers. The results of this study provide implications for Shopee e-commerce players and digital marketers to design more effective and responsible marketing strategies, such as collaboration with credible influencers, presenting content that is in harmony with consumers' lifestyles, and consumer education related to shopping behavior management. In addition, these findings are also relevant for Shopee consumers in encouraging financial literacy and digital consumer protection, especially for the younger generation. **Limitation:** However, this study has limitations, including the use of self-report questionnaire-based data that has the potential to cause perception biases and limitations on research objects that focus on Gen Z consumers and the Shopee platform, so the generalization of research results is still limited. **Future Research:** Further research is suggested to develop a conceptual model by including mediation or moderation variables, expanding the objects and characteristics of respondents, adding other variables such as financial literacy, emotion, or trust in the platform, and using diverse methodological approaches, such as longitudinal or experimental methods, to gain a more comprehensive understanding of Gen Z's consumer spending behavior more comprehensively. Overall, this study emphasizes that consumer shopping behavior in the digital era is the result of an interaction between psychological, social, and lifestyle factors, so a comprehensive understanding of these factors is the key to managing more

rational and sustainable consumption behavior in the midst of the rapid development of e-commerce.

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