



Analysis Of The Behavior, Preferences And Opinions Of The Younger Generation Towards E-Commerce And Demands For Closing E-Commerce

Leo Ivan ¹, Farhan Farhan ², Shandy Hadrianus Saragi ³, Ratuling Herman Yusuf ⁴

¹⁻⁴ Universitas Negeri Medan (UNIMED)

Address: Jl. Willem Iskandar / Pasar V, Medan, Sumatera Utara – Indonesia.

Author correspondence: Liuchien46@gmail.com ¹, Medanfarhan66@gmail.com ²,
shandy.saragi.sidabutar@gmail.com ³, ratulinghermanyusuf01@gmail.com ⁴

Abstract. *The younger generation is the largest group of internet users, they are the first generation to grow up with computers, the internet, smartphones, online social media and online shopping. They tend to have similarities in their online shopping behavior. This research aims to analyze the behavior and preferences of the younger generation towards e-commerce and their opinions regarding demands for the closure of e-commerce by some people in Indonesia. This research is quantitative research using a questionnaire method with 22 respondents aged 17-25 years and from high school students to university students. The findings of this research show that the younger generation is more likely to use e-commerce for shopping and tends to reject demands to close e-commerce by some members of society. The implication of this research is that e-commerce must improve service quality, user experience, and transaction security to meet the needs and expectations of the younger generation.*

Keywords: *E-Commerce, Younger Generation, E-Commerce Closure, Usage.*

Abstrak. Generasi muda adalah kelompok pengguna internet terbesar, mereka adalah generasi pertama yang tumbuh dengan komputer, internet, smartphone, media sosial online, dan belanja online. Mereka cenderung memiliki kesamaan dalam perilaku belanja online mereka. Penelitian ini bertujuan untuk menganalisis perilaku dan preferensi generasi muda terhadap e-commerce dan pendapat mereka mengenai tuntutan penutupan e-commerce oleh sebagian masyarakat di Indonesia. Penelitian ini adalah penelitian kuantitatif dengan menggunakan metode angket terhadap 22 responden yang berusia 17-25 tahun dan berasal dari kalangan siswa SMA sampai dengan mahasiswa. Temuan penelitian ini menunjukkan bahwa generasi muda lebih cenderung menggunakan e-commerce untuk berbelanja dan cenderung menolak tuntutan untuk menutup e-commerce oleh sebagian masyarakat. Implikasi penelitian ini adalah bahwa e-commerce harus meningkatkan kualitas layanan, pengalaman pengguna, dan keamanan transaksi untuk memenuhi kebutuhan dan harapan generasi muda.

Kata kunci: E-Commerce, Generasi Muda, Penutupan E-Commerce, Penggunaan.

BACKGROUND

E-commerce or electronic commerce is the process of buying and selling products and services via the internet. E-commerce has grown rapidly and become a common way of transactions in various industries. E-commerce offers various benefits to consumers, such as convenience, comfort, speed, variety, and competitive prices. E-commerce also provides opportunities for entrepreneurs, especially the younger generation, to start and develop their businesses with low costs and wide reach.

The younger generation is the largest group of internet users in the world, including in Indonesia. They are the first generation to grow up with computers, the internet, smartphones, online social media, and online shopping. They have similarities in their online shopping

behavior, such as using smartphones to view retail advertisements, using social media to search for product information, and trusting online reviews more than older generations. The younger generation also has certain preferences and opinions regarding e-commerce, such as prioritizing service quality, user experience and transaction security. However, e-commerce also raises various challenges and problems, both for consumers and business actors. One of the hot issues is the demand for the closure of e-commerce by some people, especially micro, small and medium enterprises (MSMEs). They feel disadvantaged by e-commerce which is considered unfair, non-transparent and irresponsible. They are also worried about losing market share and revenue due to intense competition with e-commerce.

This research was conducted to analyze the behavior, preferences and opinions of the younger generation towards e-commerce and demands to close e-commerce. This research uses an online survey method of respondents aged 17-25 years in Indonesia. This research aims to obtain results and responses from the younger generation regarding their use of e-commerce and their opinions regarding the current issue of demands for closing e-commerce, as well as their input for e-commerce. This research has novelty and urgency because not many studies have studied in depth the attitudes and behavior of the younger generation towards e-commerce in Indonesia. This research is also relevant to current developments and social situations. It is hoped that this research can contribute to the development of e-commerce in Indonesia and provide recommendations for the government, business actors and consumers in dealing with the issue of demands for the closure of e-commerce.

THEORETICAL STUDY

E-commerce is the process of buying and selling products and services via the internet. E-commerce offers various benefits to consumers, such as convenience, comfort, speed, variety, and competitive prices. E-commerce also provides opportunities for entrepreneurs, especially the younger generation, to start and develop their businesses with low costs and wide reach. The younger generation is the largest group of internet users in the world, including in Indonesia. They are the first generation to grow up with computers, the internet, smartphones, online social media, and online shopping. They have similarities in their online shopping behavior, such as using smartphones to view retail advertisements, using social media to search for product information, and trusting online reviews more than older generations. The younger generation also has certain preferences and opinions regarding e-commerce, such as prioritizing service quality, user experience and transaction security.

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This research was conducted to analyze the behavior, preferences and opinions of the younger generation towards e-commerce and demands to close e-commerce. This research uses an online survey method of respondents aged 18-25 years in Indonesia. This research aims to obtain results and responses from the younger generation regarding their use of e-commerce and their opinions regarding the current issue of demands for closing e-commerce, as well as their input for e-commerce. This research has a theoretical basis from several theories and previous research that are relevant to this research topic, Theory of Planned Behavior from Ajzen (1991). This theory explains that a person's behavior is influenced by intentions which are determined by attitudes, subjective norms and self-efficacy (perceived behavioral control) towards that behavior. Diffusion of Innovation Theory from Rogers (2003). This theory explains that the adoption of an innovation is influenced by the characteristics of the innovation itself, the characteristics of the individual or group adopting the innovation, the communication channels used to disseminate information about the innovation, and the social and environmental context in which the innovation is introduced. Electronic Trust Theory from McKnight et al. (2002). This theory explains that electronic trust is a person's belief that the other party in an electronic transaction will act in accordance with one's positive expectations. Electronic trust is influenced by dispositional trust, institutional trust and interpersonal trust.

A several previous research relevant to this research topic are Research from Katadata Insight Center and Kredivo (2020) on "85 Percent of E-commerce Consumers Come from Generation Z and Millennials". This research shows that the younger generation is the largest e-commerce consumer in Indonesia, with an average of around 17 to 20 online transactions a year. This research also shows that the younger generation allocates more of their income to online shopping than the older generation. Research from Wulandari et al. (2018) regarding "Consumption Behavior of the Millennial Generation in Using E-Commerce in the Digital Era (Case Study of Students in Malang City)". This research uses quantitative methods with a Partial Least Square (PLS) regression model to analyze the influence of price, lifestyle, practicality, information media, and trust on students' consumption behavior in using e-commerce services. This research found that price, lifestyle, practicality and trust had a positive and significant effect on student consumption behavior, while information media had a

negative and insignificant effect. Research from Pratiwi (2017) on "The Role of Youth in E-Commerce Management and Its Implications for the Economic Resilience of the Karangrejo Village Area". This research uses qualitative methods to reveal the phenomena and behavior that occur in managing e-commerce by youth at the Karangrejo Village Economic Center (Balkondes). This research found that youth have an important role in developing e-commerce as a marketing strategy for local products that can increase the economic resilience of village areas.

Based on the theoretical study above, the researcher formulated two hypotheses, first, all respondents have used e-commerce and respondents rejected demands to close e-commerce

RESEARCH METHODS

This research uses an online survey research method with Google Forms as a data collection instrument. The online survey research method is one of the most popular survey research methods today, because it offers convenience, speed, efficiency and low costs. This research aims to analyze the behavior, preferences and opinions of the younger generation towards e-commerce and demands to close e-commerce. This research uses a quantitative descriptive research design, namely research that describes the phenomenon being studied based on numerical data obtained from respondents. This research also uses a correlational approach, namely research that measures the relationship between two or more variables without manipulating these variables. Research Population and Sample: The population of this research is the young generation aged 17-25 years in Indonesia who have used e-commerce. The sample for this research was 22 people who were selected using purposive sampling, namely a sampling technique based on certain criteria determined by the researcher.

Data Collection Techniques and Instruments: The data collection technique used was an online questionnaire or survey using Google Forms. An online questionnaire or survey is a tool for collecting data from respondents by sending questions via the internet and getting answers directly

The data collection instrument used was a questionnaire or online questionnaire with Google Forms¹. A questionnaire or online questionnaire is a written list of questions arranged systematically and logically to measure research variables. The questionnaire or online questionnaire consists of two parts, The first section contains questions regarding contact information and respondent characteristics, such as name and type of e-commerce used. The second part contains questions regarding respondents' behavior, preferences and opinions towards e-commerce and demands to close e-commerce. This question uses several questions

with "yes" or "no" answers and several questions with answers in the form of the respondent's personal opinion regarding e-commerce.

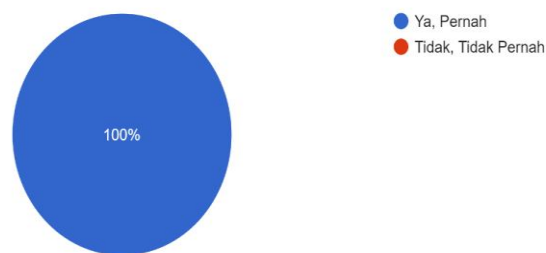
RESULTS AND DISCUSSION

Results

Researchers conducted research based on a questionnaire that was distributed from 11-15 October 2023 which was answered by 22 respondents including students from the Kejayaan Indonesia School, Medan State University students, and students from Prima Indonesia University which the researchers conducted in Medan. Researchers asked 10 questions related to respondents' use and opinions of e-commerce and the issue of closing e-commerce.

1. Analysis of whether respondents use or have ever used e-commerce

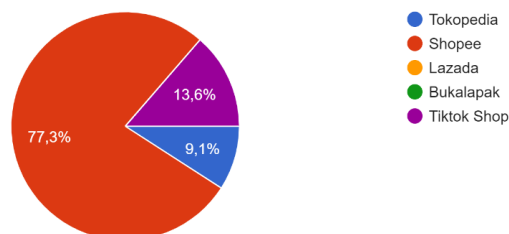
1. Apakah anda menggunakan/pernah menggunakan E-Commerce?
22 jawaban



Based on the data from the respondents above, it shows that 100% of respondents use or have used online shopping or e-commerce applications.

2. Analysis of the type of e-commerce used or ever used by the respondent

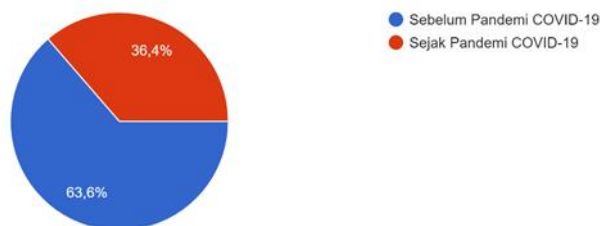
2. E-Commerce apa yang anda gunakan/pernah anda gunakan?
22 jawaban



Based on the respondent data above, it shows that 77.3% of respondents use Shopee e-commerce, 13.6% of respondents use Tiktok Shop e-commerce, and 9.1% of respondents use Tokopedia e-commerce.

3. Analysis of when respondents started using e-commerce

3. Sejak atau mulai kapan anda menggunakan E-Commerce?
22 jawaban



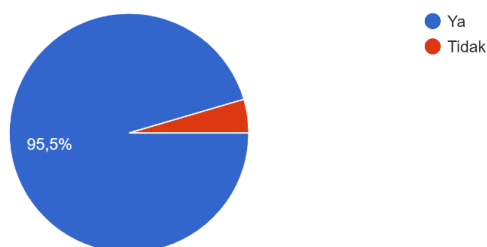
Based on the data from the respondents above, it shows that 63.6% of respondents started using e-commerce before the Covid-19 pandemic and 36.4% of respondents used e-commerce since the Covid-19 pandemic.

4. Analysis of the reasons why respondents use e-commerce

The results of this fourth analysis will be discussed in the discussion division.

5. Analysis of respondents' use of e-commerce to date

5. Apakah anda masih menggunakan E-commerce sampai saat ini?
22 jawaban



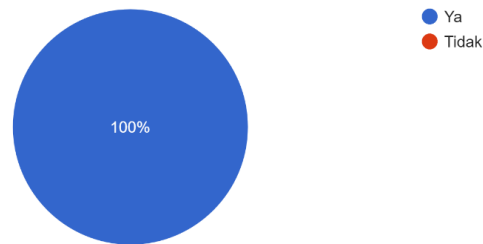
Based on the respondent data above, it shows that 95.5% of respondents still use e-commerce to date and 4.5% of respondents no longer use e-commerce.

6. Analyze respondents' reasons for continuing or not using e-commerce.

The data from this sixth analysis will be discussed in the discussion section.

7. Analysis of respondents' opinions regarding the existence of e-commerce

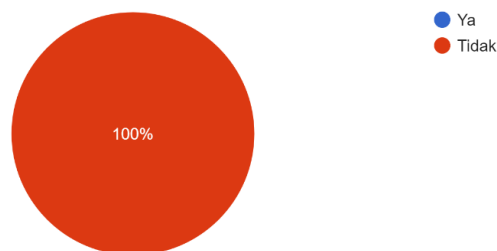
7. Apakah anda terbantu oleh adanya E-Commerce?
22 jawaban



Based on the results of the respondent data above, it shows that 100% of respondents felt helped by e-commerce.

8. Analysis of respondents' opinions regarding the issue of demands for the elimination of e-commerce by some parts of society.

8. Apakah anda setuju apabila E-Commerce dihapuskan?
22 jawaban



Based on the data from the respondents above, it shows that 100% of respondents do not agree if e-commerce is abolished.

9. Analysis of respondents' opinions regarding the shortcomings of e-commerce which have caused issues to close e-commerce.

The data from this ninth analysis will be discussed in the discussion section.

10. Analysis of respondents' input on e-commerce.

The data from the tenth analysis will be discussed in the discussion section.

Discussion

Based on the results of the questionnaire-based analysis that the researcher has collected, the researcher has also analyzed the data from the analysis and the researcher has made several discussions.

1. Based on the data from the first analysis, it shows that 100% of the 22 respondents analyzed use or have used e-commerce. This shows how popular e-commerce is among the younger generation and how interested the younger generation is in using e-commerce.
2. Based on the data from the second analysis, it shows that 77.3% of the 22 respondents use or have used e-commerce Shopee, 13.6% of the 22 respondents use or have used the e-commerce Tiktok Shop, and 9.1% of the 22 respondents use or have used Tokopedia e-commerce. This shows that Shopee can be said to dominate the existing e-commerce market and has succeeded in attracting the interest and attention of the majority of the younger generation to use it.
3. Based on the data from the third analysis, it shows that 63.6% of the 22 respondents started using e-commerce before the Covid-19 pandemic and 36.4% of the 22 respondents used e-commerce since the Covid-19 pandemic. This analysis data shows that the use of e-commerce by the young generation has been carried out or occurred for quite a long time, even before the Covid-19 pandemic, which means that e-commerce has attracted the interest and attention of its users long before the pandemic.
4. Based on the fourth data analysis, namely reasons for using e-commerce, researchers found various reasons and opinions from respondents. The majority of respondents have the opinion and reason to use e-commerce because it is more efficient and effective, in this case saving time and energy. The majority of answers also argued that e-commerce offers cheaper prices and more promotions. This shows that quite a few e-commerce users use e-commerce because of the price discounts and promotions offered by e-commerce, this shows that e-commerce uses the strategy of providing large discounts and promotions to get consumers.
5. Based on the fifth data analysis, namely analysis of respondents' use of e-commerce, it shows that 95.5% of the 22 respondents still use e-commerce and 4.5% of the 22 respondents no longer use e-commerce. This shows that the majority of the younger generation prefer to continue using e-commerce for reasons that will be discussed in point six.

6. Based on the sixth analysis data, namely the reasons for using e-commerce to date, it shows that the reasons and causes of the majority of respondents who still use e-commerce are as explained in the fourth point, that respondents think that using e-commerce tends to be more effective and efficient and get lots of promotions and discounts. This has also led to the issue of demands for the closure of e-commerce by some people. And some respondents no longer use e-commerce because the platform or e-commerce they use has been closed or deleted.
7. Based on the seventh data analysis, namely regarding the existence of e-commerce, it shows that 100% of the 22 respondents felt helped by the existence of e-commerce. This is also related to points number four, five and six. This shows that almost all e-commerce users feel helped by this e-commerce platform.
8. Based on the eighth data analysis, namely the respondents' opinions regarding the issue of demands for the closure of e-commerce by some people, it shows that 100% of the 22 respondents refused or did not agree if e-commerce was closed. This is related to point number 7 where all respondents felt helped by e-commerce.
9. Based on the ninth data analysis regarding respondents' opinions regarding the causes of the issue of demands for the closure of e-commerce by the majority of the public, it shows that almost all or the majority of respondents are of the opinion that there is a negative impact of e-commerce for shop sellers. As explained in point number 5, the majority of e-commerce users are still using e-commerce to this day, which causes existing shops to be empty of buyers or visitors and has an impact on the economy of shop sellers. For this reason, some people are demanding that e-commerce be closed so that e-commerce users can return to buying their needs in shops, not in e-commerce.
10. Based on the tenth analysis data regarding respondents' input on e-commerce, the majority of respondents gave suggestions in the form of increasing discounts and price cuts as well as existing promotions. However, there were also respondents who provided suggestions for e-commerce platforms to evaluate their platforms and help MSMEs or small business sellers to develop.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the results of the research and discussions that have been carried out, the author can draw the conclusion that E-commerce is very popular among the younger generation in Indonesia, with Shopee as the e-commerce platform most used by respondents. The use of

e-commerce by the younger generation began before the Covid-19 pandemic and continues to this day, with the main reasons being efficiency, effectiveness and low prices. The younger generation feels helped by e-commerce in fulfilling their needs and desires, and rejects demands for the closure of e-commerce by some people who feel disadvantaged by e-commerce. The main cause of the issue of demands for the closure of e-commerce is injustice, intransparency and irresponsibility of e-commerce towards micro, small and medium enterprises (MSMEs) who feel they are losing market share and income due to intense competition with e-commerce.

Recomendations

Based on the conclusions that have been drawn, the author provides several suggestions. For future researchers, it is recommended to conduct research with a larger and more diverse sample size, and use more complex and in-depth data analysis methods to obtain more accurate and valid results. And also to conduct research on traders or sellers. For e-commerce players, it is recommended to improve service quality, user experience and transaction security for consumers, as well as establishing good cooperation with MSME players to create synergy and balance in electronic commerce. For the government, it is recommended to regulate e-commerce more strictly and fairly, as well as provide protection and assistance to MSMEs affected by e-commerce, so that conflict and inequality do not occur in the world of electronic commerce.

THANK-YOU NOTE

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- Research respondents, B22 management students at Medan State University, some students at the Kejayaan Indonesia School, and some students majoring in management at Prima Indonesia University who were willing to spend their time and provide the information needed for this research.

The author realizes that this thank you is still far from perfect. Therefore, the author welcomes all constructive criticism and suggestions for future improvements. The author hopes that this research can provide benefits for the development of science and technology, especially in the field of e-commerce.

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