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THE INFLUENCE OF ARTIFICIAL INTELLIGENCE, PRICE ELASTICITY, AND PERCEIVED VALUE ON PURCHASING DECISIONS AT SHOPEE BY GENERATION Z

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Abstract

Easy access to the internet and smartphones has fuelled the growth of marketplaces. Indonesia is one of the countries with the fastest growing marketplaces in the world. To understand the changing market dynamics and factors that influence purchase decision, research on marketplaces are important to do. The purpose of this study was to determine the effect of artificial intelligence, price elasticity, and perceived value on purchasing decisions at Shopee partially and simultaneously. The research method used is quantitative research with purposive sampling technique and distributing questionnaires to 84 respondents. The result of this study are that artificial intelligence has an effect on purchasing decisions at Shopee. This shows that the application of artificial intelligence in the marketplace, namely the ability to mechanically apply, analyse, intuitive, and have empathetic intelligence can drive purchasing decisions. Research also shows that perceived value has an effect on purchasing decisions. This shows that customers who get emotional, social, quality and price values that are appropriate can encourage purchasing decisions. However, research proves that there is no effect of price elasticity on purchasing decisions. This shows that the existence of substitute goods, the proportion of income, and the period of analysis do not affect purchasing decisions at Shopee. The conclusion of the study is that there is a significant effect of artificial intelligence and perceived value on purchasing decisions and price elasticity has no effect on purchasing decisions at Shopee partially but simultaneously affects purchasing decisions.
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Keywords: artificial intelligence, price elasticity, perceived value, purchase decisions

Introduction

The development of technology has facilitated the activities of people in various countries, one of which is shopping. The ease of internet access and the use of smartphones has changed the way people interact and conduct buying and selling transactions. Marketplaces have become an integral part of modern life that allows consumers to search, compare, and buy products or services online without geographical restrictions. Based on data from GoodStats (2024), Indonesia leads the highest marketplace growth projections. This shows that the Indonesian marketplace market has enormous potential and continues to grow rapidly. As one of the fastest growing marketplaces in the world, research on marketplaces in Indonesia is highly relevant and important to understand the changing market dynamics and factors that influence consumer purchasing decisions.

In the midst of fierce competition, Shopee dominates the Indonesian market (Statista, 2024), especially among generation Z who are the largest users of the marketplace (GNFI, 2024). Shopee's dominance makes it an interesting platform for further research, especially related to the factors that influence consumer purchasing decisions, especially in generation Z. Shopee's dominance in the Indonesian marketplace market is inseparable from the various strategies and features offered, including the use of Artificial Intelligence (AI) which allows personalisation of the shopping experience, relevant product recommendations, and more efficient interaction with consumers. Apart from AI, another factor that also influences consumer purchasing decisions is price elasticity. Gen Z, as the most active consumer group in the marketplace, is known to be very price-sensitive and tends to look for the best deals. Therefore, price elasticity is an important factor for marketplace platforms to attract and retain customers. Not only price, perceived value also plays an important role in purchasing decisions. Perceived value reflects consumers' perceptions of the benefits and quality of products or services offered by the marketplace.Therefore, this study aims to determine the effect of artificial intelligence, price elasticity, and perceived value on purchasing decisions at Shopee, with a focus on generation Z. Understanding the influence of these three factors partially and simultaneously is expected to provide insight for business people and marketplace platform developers.

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Theoretical Review

Artificial Intelligence

According to Pratikno (2017), artificial intelligence is a technology that can be used by humans as a mobile assistant like a robot but its existence is a virtual display in a computer system. Meanwhile, according to Ardhanie (2023), Artificial Intelligence (AI) is a technology that allows computers to learn from data, recognise patterns, make decisions, and complete complex tasks quickly and efficiently, providing the ability to think and learn with computers. Azhari (2021) argues that using AI makes e-commerce more personalised, and more fun from the buyer's side, more creative and more productive.

According to Huang and Rust (2018) in (Terenggana 2024), there are four dimensions of Artificial Intelligence (AI) that can be used as indicators of variable measurement, including:

1. Mechanical Intelligence, which is the most basic level of intelligence in AI. AI with mechanical intelligence can execute routine and mechanical tasks such as performing calculations, sorting data, or searching for information in a database.
2. Analytical Intelligence, which is a higher level of intelligence compared to mechanical intelligence. AI at this level is able to analyse data and information, make predictions based on the analysis, and make decisions based on the results of the analysis. For example, AI can be used to analyse sales trends and make predictions about future sales.
3. Intuitive Intelligence, which is a level of intelligence where AI has the ability to understand and interpret patterns that are not obvious or difficult for humans to understand. In other words, intuitive intelligence is the ability to think creatively and adapt effectively to new situations.
4. Empathetic Intelligence, AI with empathetic intelligence is able to understand and respond to human emotions, thus enabling interaction with humans in a more natural and humanised manner. For example, AI can be used in customer service to understand and respond to customer emotions.

Price Elasticity

Price elasticity is also referred to as elasticity of demand, which is the percentage change in the amount of goods demanded caused by a one per cent change in the price of the goods (Samuelson, 1992). According to Sadono and Sukirno (2009), price elasticity is if a small price change causes a large change in the amount of goods demanded, it is said that the demand for these goods is responsive to price changes, or the demand is elastic. Thus, price elasticity measures how sensitive the quantity demanded of a good is to changes in its price. Demand is said to be elastic if a change in price causes a large change in the amount demanded. On the contrary, inelastic demand occurs when a change in price results in only a small change or even no change in the quantity demanded. Price elasticity indicators (Sadono and Sukirno, 2009) are as follows:

1. Many Substitute Goods Available
   This indicator measures the level of availability of alternative products or services that can fulfil the same consumer needs or wants.
2. Income Proportion
   This indicator measures the proportion of consumer income allocated to the purchase of a product or service.
3. Period of Analysis
   This indicator refers to the time period considered in analysing responses to price changes or other factors.

Perceived Value

According to Chang and Wang (2011), perceived value can be understood as the way consumers evaluate a product or service. This evaluation is done by comparing what they expect to get (benefits or benefits) with what they have to spend (costs) to obtain the product or service. Meanwhile, according to Mosavi and Ghaedi (2012), perceived value can increase consumer confidence and increase plans to repurchase products or services in the future from within consumers. Craven and Piercy in Oesman (2010) say that in perceived value, the value customers expect is determined by their perception of the benefits of the product or service, compared to the total cost they spend to own it. According to Rivière and Mencarelli (2012), consumer value is the value perceived during and/or after the use of a product. So, consumers who have a high perceived value in the product, can cause consumers to make repeat purchases in the future which will lead to purchasing decisions on the product.

The indicators of perceived value according to Sweeney and Soutar (2001) are as follows:

1. Emotional Value, which is the utility that comes from the positive feelings or emotions obtained from consuming a product or service.
2. Social Value, which is the utility obtained from the product's ability to improve the social self-concept of consumers
3. Quality or Performance Value, which is the utility obtained from product quality or product performance.
4. Price or Value for Money, which is the utility obtained from the costs that have been incurred.

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Purchase Decision

According to Kotler (2014) purchasing decision is the stage in the decision making process where consumers actually buy. According to Alma (2013), a purchasing decision is a consumer decision that is influenced by economics, technology, politics, culture, product, price, location, promotion, physical evidence, people, and process. Meanwhile, according to Sussanto (2014), purchasing decisions are a process where consumers go through certain stages to purchase a product. Thus, purchasing decisions can be concluded as a complex process involving evaluation, consideration, and influence from various factors, which leads to consumer action to purchase goods or services. According to Kotler dan Keller (2016) indicators of purchase decisions are product choice, place of purchase, and timing of purchase.

Generation Z

According to the Ministry of Finance (2021), generation Z are those born in 1997-2012. According to Halim (2024), generation Z's consumer behaviour is influenced by various factors, including peer influence, social media exposure, personal values and preferences, and previous shopping experiences. They tend to prefer experiences over possessions, prioritise sustainability and corporate social responsibility, and look for products that fit their lifestyle. These factors play a key role in their purchasing decisions and shape their overall consumption preferences. In the same journal, Halim (2024) also mentioned that changes in the behaviour of generation Z consumers have a significant impact on markets and companies. To stay relevant, companies need to anticipate and adapt to evolving consumption trends. This includes developing products and services that suit Generation Z preferences, as well as utilising digital technology and social media as key marketing tools. Furthermore, companies need to increase consumer engagement and emphasise sustainability and corporate social responsibility to attract Generation Z as customers.

Marketplace

Unlike conventional markets that rely on physical infrastructure as a space for interaction between sellers and buyers, digital marketplaces utilise the virtual realm as the main platform for transactions. According to Dewa and Setyohadi (2017), a marketplace is a buying and selling platform that sells goods or services to buyers. Usually the marketplace is in the form of an electronic or online market. Meanwhile, Alrubaiee et al. (2012) define marketplace as an online business platform that provides an electronic mechanism to facilitate a variety of commercial transactions, including the sale of goods, services, and online information exchange between sellers and buyers. According to Oktaviani, et. al. (2025), basically, the function of the marketplace is not much different from traditional markets, namely as a forum that effectively brings together the demand from buyers with the availability of supply of goods or services offered by sellers. The difference between the two lies in the operational mechanism. Oktaviani, et. al. (2025) argue that if traditional markets rely on physical interaction and direct meetings between sellers and buyers, marketplaces utilise information technology devices. The process of buying and selling transactions in the marketplace takes place entirely online, eliminating the need for face-to-face interactions. The significant advantages offered by marketplaces, especially when compared to conventional cash payment methods, include aspects of much higher convenience and accessibility. Consumers can easily make purchases from anywhere and anytime they want, without being bound by geographical restrictions or physical operating hours. Furthermore, one of the other advantages is the ability to update all information related to the sale and purchase transaction in real-time between the seller and the buyer. This creates greater transparency, allowing both parties to stay up-to-date on product status, availability, price, and delivery progress. Marketplaces have many examples, one of which is Shopee.

Shopee.

According to Gunawan (2022), Shopee is a marketplace application that provides an online buying and selling platform using mobile phones with ease and speed. This application offers a variety of products, ranging from fashion to daily necessities that are present in a mobile format to facilitate users to shop without going through a website on a computer. As a marketplace, Shopee acts as a liaison between sellers and buyers, facilitating online buying and selling transactions with easy access via mobile phone devices (Anshari, 2022). Reporting from shopee.co.id, this platform provides a wide selection of products, ranging from fashion to various daily necessities, targeting specifically at the younger generation who are accustomed to the use of mobile phones in various activities, including shopping where Shopee's presence in the form of a mobile application is designed to provide a concise and fast shopping experience, eliminating the need for users to access the website via a computer.

Based on the official website shopee.co.id, Shopee offers a series of features designed to simplify the transaction experience for its users such as several superior features which include the Cash on Delivery (COD) payment method, ShopeePay digital wallet, free shipping programme, various cashback and promotional vouchers, and interactive entertainment features such as Shopee Games. This diversity of features is one of Shopee's main attractions. In particular, ShopeePay expanded its services by offering Shopee PayLater, an instalment payment option without the need for a credit card. Furthermore, every shop on Shopee presents clear product visuals along with detailed descriptions, allowing potential buyers to fully understand the items

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on offer. If the available information is not sufficient, potential buyers can utilise the chat feature to interact directly with the seller and ask further questions. In addition, Shopee implements a rating system for stores and products, given by previous buyers. This system provides transparency and helps new buyers evaluate the quality of service and products offered by a store.

Research Framework

Sugiyono (2014) states that the conceptual framework will theoretically connect the research variables, namely between the independent variable and the dependent variable.
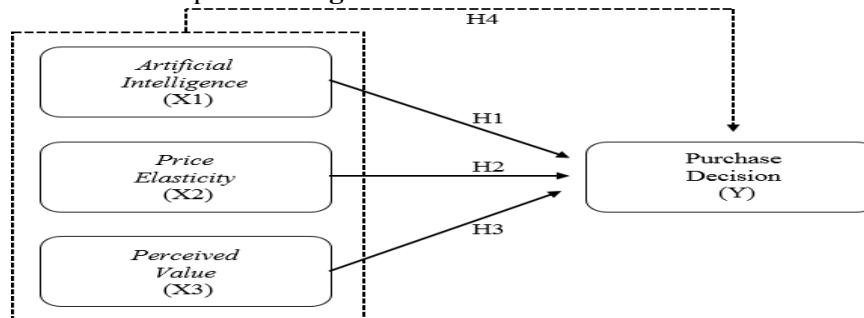The research framework is depicted in **Figure 1**.

Figure 1
Research Frramework

The hypotheses in this study are:

Ha1: It is suspected that there is an influence of artificial intelligence on purchasing decisions at shopee by generation Z partially.

Ha2: It is suspected that there is an effect of price elasticity on purchasing decisions at shopee by generation Z partially.

Ha3: It is suspected that there is an effect of perceived value on purchasing decisions at shopee by generation Z partially.

Ha4: It is suspected that there is an effect of artificial intelligence, price elasticity, and perceived value on purchasing decisions at shopee by generation Z simultaneously

Methods

The method used in this research is quantitative method. The independent variables in this study are artificial intelligence (X1), price elasticity (X2), and perceived value (X3) while the dependent variable in this study is the purchase decision (Y). The population in this study is Generation Z at the Faculty of Social and Political Sciences at UNISBA. The sample in this study was generation Z at the Faculty of Social and Political Sciences at UNISBA who had used the Shopee application. To determine the sample size, researchers used the Slovin formula. If the population in the study is known with certainty, then the calculation of the sample size can use the Slovin formula (Machali, 2021). The sample size calculation using the Slovin formula is in accordance with the research conditions because it is known that the total number of generation Z in the Faculty of Social and Political Sciences, UNISBA, is 521 students. So, based on the Slovin formula, a sample size of 84 respondents was obtained. To take samples, researchers use a type of non-probability sampling with purposive sampling technique. The criteria for respondents in this study are Included in generation Z, Using the Shopee application at least 3x in the last 6 months, Have bought the same item at different stores on the Shopee application. Data obtained through questionnaire distribution.

This study uses validity and reliability tests to test the instrument. The validity test is to find out the measuring instrument that has been prepared can actually measure what needs to be measured. Reliability test to see if the research instrument is a reliable and trustworthy instrument. Then the classic assumption test is carried out in the form of normality test, multicollinearity test and heteroscedasticity test. classic assumption test is a test used to determine whether the regression model used is free from assumption deviations and fulfils the requirements needed to ensure optimal regression quality. Furthermore, hypothesis testing is carried out which is a procedure carried out with the aim of deciding whether to accept or reject the hypothesis. Hypothesis testing in this study is the T test, F test, and determination coefficient test

Result

Respondent Demographics. The classification of respondents based on gender in this study is as follows:

Table 1 Gender

Gender	Total	Percentage
Female	70	83%

Male	14	17%
Total	**84**	**100%**

Source: Data processing result, 2025

Based on the table above, it can be seen that the percentage of Shopee users is dominated by women, which is 83% while men are only 17%. This can be interpreted that women have more shopping tendencies than men, because women are often more emotionally involved in shopping activities where they see it as a way to relax, socialise, or improve mood (Dittmar et al., 1997).

The classification of respondents based on major in this study is as follows:

Table 2 Major

Major	Total	Percentage
Business Administration	30	36%
Public Administration	20	24%
Communication	27	32%
Sociology	7	8%
Total	**84**	**100%**

Source: Data processing result, 2025

Based on the table above, it can be seen that the percentage of Shopee users is dominated by the business administration at 36% while the lowest percentage is in the sociology. This can be interpreted that based on the major, students who study business administration with the concept of digital marketing and consumer behaviour through their courses can foster greater interest and understanding of online shopping platforms such as Shopee.

The classification of respondents based income in this study is as follows:

Table 3 Income

Income	Total	Percentage
< Rp1.500.000	70	83%
Rp1.500.000 - Rp2500.000	5	6%
Rp2.500.000 – Rp3.500.000	3	4%
> Rp3.500.000	6	7%
Total	**84**	**100%**

Source: Data processing result, 2025

Based on the table above, it can be seen that the percentage of respondents based on income characteristics is dominated by the low income category (<Rp1,500,000), which is 83%. This can be interpreted that Shopee remains a shopping platform that is accessed by students with limited economic conditions.

T Test. The results of the t test (partial) conducted in this study are as follows:

Table 4 T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.128	1.993		2.573	.012
	ARTIFICIAL INTELLIGENCE	.264	.086	.384	3.083	.003
	PRICE ELASTICITY	.155	.103	.154	1.505	.136
	PERCEIVED VALUE	.207	.084	.288	2.480	.015

a. Dependent Variable: PURCHASE DECISIONS

Source: SPSS 18 data processing result, 2025

Based on the T test above, it is known that the Sig. value for the artificial intelligence variable (X1) on the purchasing decision variable (Y) is 0.003 <0.05. So it can be concluded that H1 is accepted. This means that there is an effect of artificial intelligence on purchasing decisions partially. Furthermore, it is known that the Sig. value for the price elasticity variable (X2) on the Purchasing Decision variable (Y) is 0.136> 0.05. So it can be concluded that H2 is rejected. This means that there is no effect of price elasticity on purchasing decisions partially. It is also known that the Sig. value for the perceived value variable (X3) on the Purchasing Decision variable (Y) is 0.015 <0.05. So it can be concluded that H3 is accepted. This means that there is an effect of perceived value on purchasing decisions partially.

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F Test. The results of the t test (partial) conducted in this study are as follows:

Table 5 F Test

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	544.103	3	181.368	33.016	.000ᵃ
	Residual	439.468	80	5.493		
	Total	983.571	83			

a. Predictors: (Constant), PERCEIVED VALUE, PRICE ELASTICITY, ARTIFICIAL INTELLIGENCE
b. Dependent Variable: PURCHASE DECISION

Source: SPSS 18 data processing result, 2025

Based on the F Test above, it is known that the Sig. value is 0.000 <0.05. it can be concluded that H4 is accepted. This means that there is an effect of artificial intelligence (X1), price elasticity (X2), and perceived value (X3) on purchasing decisions (Y) simultaneously.

Determination Coefficient Test. The results of the t test (partial) conducted in this study are as follows:

Table 6 Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744ᵃ	.553	.536	2.344

a. Predictors: (Constant), PERCEIVED VALUE, PRICE ELASTICITY,   ARTIFICIAL INTELLIGENCE

Source: SPSS 18 data processing result, 2025

Based on the table above, it can be seen that artificial intelligence, price elasticity, and perceived value simultaneously influence purchasing decisions by 53.6%. While the remaining 46.4% is influenced by other variables that are not variables in this study.

Discussion

The results in the study of Gen Z which show that artificial intelligence influences their purchasing decisions reinforce the opinion of Astuti el.al., (2025) that generation Z is a generation that has unique characteristics such as technology literacy, critical of prices, and looking for a personalised shopping experience. The findings in the study show that the application of artificial intelligence in the marketplace, namely mechanical intelligence, analytical intelligence, intuitive intelligence, and empathetic intelligence can encourage purchasing decisions. The application of mechanical intelligence in the marketplace, i.e. AI's ability to price and filter products, can make shopping easier and drive respondents' purchasing decisions. Furthermore, analytical intelligence, which is implemented through the ability to analyse data and predict products based on search and purchase history, as well as information about best-selling products, can help customers evaluate product popularity and relevance. In the aspect of intuitive intelligence, Shopee's ability to provide new and interesting product recommendations, even those that have not been searched for before, as well as displaying creative product suggestions, has succeeded in encouraging consumer interest and desire to buy. Finally, empathetic intelligence, measured through the perception of a personalised shopping experience and the ability of a responsive chatbot then strengthens the purchase decision.

The results showed that price elasticity had no effect on purchasing decisions at Shopee. Shopee is a marketplace that sells a wide variety of products, ranging from daily necessities, clothing, small electronics, to hobby products, which causes complex consumer responses to price changes. In addition, many purchases on Shopee are more impulsive, influenced by trends, promotions, reviews, and ease of shopping. The findings in the study show that substitute goods, percentage of disposable income, and timeframe of analysis do not influence purchasing decisions on Shopee. In relation to the availability of substitute goods, although consumers recognised the ease of finding similar products when the item they were looking for was not available and conducting price comparisons between stores, this did not influence their purchasing decisions. Furthermore, in the indicator of the percentage of income spent, it was found that although consumers have a tendency to look for promos to save money, they tend to continue to make purchases at Shopee despite price increases. This shows that the need or desire for certain products available at Shopee is stronger than the sensitivity to price changes. Lastly, with regards to time, although consumers may delay purchases if they expect prices to fall in the near future, or look for cheaper alternatives if prices continue to rise in the coming months, this is not strong enough to suggest that price elasticity affects purchasing decisions. Urgent needs or attractive promos can make consumers keep buying even if prices rise, without looking for alternatives. The

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findings show that the pricing strategy in Shopee is not the most important factor that sellers need to consider in attracting consumers. This opinion is reinforced by the results of the respondent's demographic data that gen Z with a low category income still makes purchases at Shopee.

The findings in this study indicate that customers who get the appropriate emotional value, social value, quality or performance value, and value for money can drive purchasing decisions. In emotional value, the feeling of comfort and pleasure when shopping at Shopee drives purchasing decisions. Furthermore, social value, which is measured through feelings of being part of a modern online shopping community and pride in using products from Shopee, shows a social influence in purchasing decisions. Quality or performance value also proves significant, where the good performance of the Shopee application and its ease of use, as well as satisfaction with the overall quality of the application can encourage consumers to shop at Shopee. Finally, value for money shows that consumer satisfaction with the balance between the price paid and the services and benefits received from Shopee directly influences purchasing decisions. The finding that perceived value influences gen Z purchasing decisions also reinforces Halim's (2024) opinion that generation Z consumer behaviour is influenced by a variety of factors, including peer influence, social media exposure, personal values and preferences, and previous shopping experiences.

The results showed that artificial intelligence, price elasticity, and perceived value simultaneously influence purchasing decisions at Shopee. Although price elasticity partially does not show a strong influence, simultaneously with other factors, consumer sensitivity to price still plays a role. Consumers still consider price, but this consideration is influenced by other factors, such as perceived value. When consumers perceive high value from shopping at Shopee, they tend to be less sensitive to price changes. In other words, perceived value can compensate for the lack of direct influence from price elasticity. Consumers who perceive positive emotional value, social value, good app quality and performance, and satisfactory value for money from shopping at Shopee tend to be less sensitive to price changes.

Conclusion

Artificial intelligence (AI) influences purchasing decisions so companies are advised to maintain its implementation, including mechanical intelligence, analytical intelligence, intuitive intelligence, and empathetic intelligence considering that generation Z is a tech-savvy consumer (Astuti et al., 2025). Companies are also advised to maintain consumer perceived value, including emotional value, social value, quality or performance value, and value for money because perceived value also affects purchasing decisions. Meanwhile, price elasticity has no effect on purchasing decisions at Shopee. Other factors such as AI and perceived value as previously found have more influence on purchasing decisions. Therefore, sellers need to consider a combination of various strategies, not just focusing on price.

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