

# **Generation Z Shoppers Repurchase Intention towards Shopee Mobile Application**

**Lim Kah Boon**

**Yeo Sook Fern**

**Yeo Qiao Xin**

*Multimedia University, Malaysia*

**Tan Cheng Ling**

*University Sains Malaysia, Malaysia*

E-commerce is important because it can contribute to a country's economy while also providing numerous benefits to consumers. With the advent of e-commerce, consumers' purchasing habits have shifted from in-store purchases to online purchases. Customers repurchase intention is critical for a company's success in today's competitive world. This is due to the fact that customer repurchase intention is critical for all businesses, including e-commerce, to maximize profit. Shopee has the highest monthly traffic among Malaysian e-commerce sites, owing to its position as a leading e-commerce platform not only in Malaysia, but also in Southeast Asia. People born between 1997 and 2012 are referred to as Generation Z. The vast majority of people born in these years are either university students or are about to enter the labor force. Generation Z had constant access to real-time news because they grew up in a technologically advanced environment. As a result, this study focuses on generation Z because they are more familiar with current technology. They are also a group of consumers who are about to enter the labor force and will have a lot of purchasing power. The primary goal of this study is to look into the factors that influence Generation Z's repurchase intention toward the Shopee mobile application. A set of self-administered questionnaires has been distributed to 165 targeted Generation Z shoppers in three states of Malaysia which are Johor, Melaka and Selangor. Technology Acceptance Model (TAM) was adopted in this study. The four independent variables which are perceived ease of use, perceived usefulness, privacy concern and security are tested on their relationship towards the dependent variable which is the repurchase intention towards Shopee mobile application among Generation Z shoppers in Malaysia. The successful response rate of 90.91% or 150 collected data are used for data analysis in this study. The collected data were keyed into SPSS version 26 and followed by using Partial Least Square Structural Equation Modeling (PLS-SEM 3.3.3) to assess the hypothesis. The analysis result concluded that only privacy concern showed significant relationship towards Generation Z's repurchase intention towards Shopee mobile application. The analysis result of this study is consistent with other past studies. However, perceived ease of use, perceived usefulness and security does not have significant relationship towards repurchase intention of Generation Z shoppers towards Shopee mobile application. The number of people using e-commerce platforms like Shopee grows year after year as the internet becomes more important in people's lives. Hence, it is critical for an online e-commerce platform like Shopee to retain customers because loyal customers are critical to e-commerce.

**Keywords:** *Perceived Ease of Use, Perceived Usefulness, Privacy Concern, Repurchase Intention, Security*