

ABSTRACT

Consumer behavior or shopping behavior certainly addresses age. By age, most shoppers are Generation Y or Millennials (aged 25-34 years) with a percentage of 50%, followed by Generation Z (15-24 years) as many as 31%, Generation X (35-44 years) by 16%, and the remaining 2% are the Baby Boomers (aged 45 years and over). The results of the percentage of age in shopping are also done by the results of Snapcart research. Of course before shopping online, consumers can be influenced by several factors, namely personal, psychological, and social factors. Based on these factors make Generation Y make purchasing decisions on online shopping through e-commerce. This study uses a quantitative method with the type of explanatory research and positivism paradigm. Sampling is done by non-probability sampling method type Purposive sampling of 100 respondents through the distribution of online questionnaires. The results of this study are simple regression of $Y = 13.667 + 0.123X$. This study h_0 is rejected and h_1 is accepted because $t_{\text{count}} > t_{\text{table}}$ ($3.744 > 1.66$) means that consumer behavior influences purchasing decisions. And consumer behavior influences purchasing decisions by 12.5% while the other 87.5% is influenced by other factors not examined in this study.

Key Word : Consumer Behaviour, Y Generation, and Buying Decision