

The Role of Social Media in Influencing Generation Z's Shopee Food Purchase Decisions in Palembang City

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ABSTRACT: This study aims to analyze the influence of social media on the purchasing decisions of Generation Z in the city of Palembang, especially on food delivery services such as Shopee Food. Social media, which has become an integral part of Gen Z's life, plays an important role in shaping consumer purchasing decisions, especially through content that includes promotions, consumer reviews, and influencer recommendations. This study uses a qualitative approach with a case study design, where data is collected through in-depth interviews with Generation Z consumers, Shopee Food business actors, and digital marketing experts. The results of the study show that social media content, such as discount promos, influencer recommendations, and content personalization, has a big influence on purchasing decisions. In addition, the ease of use of the application, menu variety, and service quality are the main supporting factors in choosing Shopee Food services. This research suggests that Shopee Food continues to utilize social media as the main marketing strategy to reach consumers, while adapting their marketing approach to the needs and preferences of consumers in the city of Palembang to maintain competitiveness.

Keywords: Social Media, Purchase Decisions, Generation Z, Shopee Food, Digital Marketing, Promotion, Consumer Reviews, Content Personalization, E-Commerce, Influencers.



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INTRODUCTION

Social media has become an important element in daily life, especially for Generation Z who are known as digital natives. This generation has an intense habit of using social media platforms such as Instagram, TikTok, Facebook, and Twitter. In addition to serving to communicate and share information, social media also has an increasingly large role in influencing purchasing decisions, especially in the context of e-commerce and food delivery services such as Shopee Food (Pratama & Wulandari, 2023). Research by Anggraini and Purwanto (2024) and R. A. Arifianto & Putra, (2024) shows that social media plays a significant role in shaping consumer purchasing decisions through influencer promotions, reviews, and recommendations.

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In the city of Palembang, which has unique socio-economic characteristics, the phenomenon of using social media in purchasing decisions is growing, especially among generation Z. Shopee Food, as one of the food delivery service providers, uses social media to promote various attractive offers, such as discounts and reviews. Various studies suggest that factors such as huge discounts, ease of access, and intense promotions on social media contribute to increased purchasing decisions by young consumers (Sari & Aminah, 2023). However, the influence of social media on the purchase decision of generation Z in Palembang City is still not widely researched in depth. This research aims to fill these gaps and provide useful insights for local businesspeople in formulating the right marketing strategy. (Hidayat & Syamsuddin, 2024)

Shopee Food was chosen as the object of this research because it is one of the most actively used food delivery platforms among Generation Z in Palembang, leveraging aggressive social media campaigns. Compared to other services such as GrabFood and GoFood, Shopee Food distinguishes itself by offering more frequent promotions and having strong visibility on platforms like TikTok and Instagram. Thus, it provides a relevant and strategic case to explore the influence of social media on young consumer behavior (Wijaya & Setiawan, 2024).

This research will use the Stimulus-Organism-Response (SOR) theory as a theoretical foundation. In this context, the stimulus is in the form of social media content such as advertisements, consumer reviews, and promotions carried out by Shopee Food. Organisms refer to consumers' internal processes, including perception, emotions, and evaluation of the stimuli they receive (Parasuraman et al., 1988). The consumer response is manifested in the form of purchase decisions, which include the act of choosing Shopee Food services. (Irwanto & Fajriani, 2024)

In addition, in the context of the use of social media by Generation Z in Palembang, it is important to understand the psychological and social characteristics that influence their consumer behavior. Generation Z is known to be very sensitive to digital trends and tends to seek authenticity and interactivity in the content they consume. Therefore, Shopee Food not only relies on big discounts and massive promotions, but also utilizes interactive content-based marketing strategies, such as live streaming, challenges on TikTok, as well as collaborations with local influencers who have an emotional closeness to their audience. This allows Shopee Food to build stronger engagement and increase consumer trust in the brand. (Widiastuti & Suwandi (2023)

Furthermore, the phenomenon of "social proof" is also an important factor in purchasing decisions by Generation Z. Reviews and testimonials shared on social media can have a significant influence because this generation tends to trust real experiences from fellow users compared to conventional advertising. Therefore, Shopee Food actively encourages consumers to share their experiences through rating and review features, as well as utilize UGC (User Generated Content) content to strengthen the credibility and attractiveness of their services. (Grönroos, 1984)

In terms of SOR theory, stimuli derived from social media not only trigger direct purchase responses, but also affect the affective and cognitive aspects of consumers. For example, creative and visually appealing promotional content can elicit positive emotions such as enthusiasm and curiosity, which in turn increases purchase intent. In addition, the perception of ease of access to services and transaction security through the Shopee Food application is also an important evaluation aspect that affects consumers' final decisions. (Gounaris & Boukis, 2013)

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In addition to the factors already mentioned, it is also important to consider the role of technological advances and mobile device penetration in Palembang, which facilitates seamless integration between social media and e-commerce platforms such as Shopee Food (Fauzi & Puspitasari, 2023). The widespread use of smartphones among Generation Z allows instant access to promotional content and a quick decision-making process. The ease of this technology increases the speed of purchase responses, making social media not only a source of information but also a direct channel for transaction activities. (Lovelock & Wirtz (2016)

Furthermore, the competitive landscape of food delivery services in Palembang encourages platforms like Shopee Food to continue to innovate in their social media marketing strategies. Features such as flash sales, limited-time offers, and gamification elements embedded in social media campaigns are designed to create a sense of urgency and exclusivity, which can significantly encourage impulsive buying behavior among young consumers.

It's also important to acknowledge the negative impacts and challenges that may arise from the intensive influence of social media. Issues such as information overload, skepticism of sponsored content, and the risk of impulsive spending can affect consumer satisfaction and long-term loyalty. (Sutanto, 2020). Therefore, Shopee Food and similar platforms must balance the intensity of promotion with transparency and authenticity to maintain consumer trust.

Lastly, the study also aims to explore how cultural factors unique to Palembang, including local food preferences, social norms, and patterns of community engagement, interact with the influence of social media in shaping purchasing decisions. Understanding these cultural nuances will provide deeper insights into consumer motivation and help design marketing strategies that are more effective and appropriate to the local Generation Z demographic.

By integrating these additional dimensions, this study is expected to provide a holistic picture of the impact of the social media ecosystem on the purchasing behavior of Generation Z in Palembang, thus supporting both academic studies and practical business applications.

Literature Review

The development of social media has brought significant changes in consumer behavior, especially among Generation Z known as digital natives. Social media such as Instagram, TikTok, Facebook, and Twitter not only function as a means of communication, but also become the main platform in influencing consumer purchasing decisions through various promotional content, reviews, and influencer recommendations (Anggraini & Purwanto 2024; D. Arifianto & Putra, 2024)

Research by Erlangga et al. (2024) shows that the use of social media, consumer attitudes towards social media, and online reviews have a significant influence on consumer purchase intentions, especially in the food and beverage sector in Jakarta. These findings are in line with the results of studies that confirm that consumers' positive attitudes towards social media can drive purchasing decisions because it provides a dynamic interaction space and transparency (Prasad et al. (2019; Tumer et al., 2019). In addition, credible online reviews serve as an effective form of word-of-mouth communication in building consumer trust (Chakraborty, 2019; Cheong et al., 2020).

In a local context such as Palembang, cultural factors and social norms also influence how social media shapes purchasing behavior. Research by Handayani (2023) and Auliya & Rahmat (2023) confirms that content relevant to local culture and authentic interaction through social media can increase consumer engagement and loyalty. In addition, technology penetration and ease of access through mobile devices accelerate the purchasing decision-making process among Generation Z (Atiyah et al., 2024).

An effective marketing strategy on social media also involves the use of influencers who have an emotional closeness to the audience. Recent studies show that collaborations with influencers can increase trust and expand market reach at a relatively cost-efficient time (Handayani, 2023); Atiyah et al. (2024). However, challenges such as information overload and skepticism of sponsored content need to be managed properly so as not to reduce consumer satisfaction and loyalty (Anna (2021).

The Stimulus-Organism-Response (SOR) theory is the right framework to understand this mechanism, where stimuli in the form of social media content trigger internal consumer (organism) processes such as perceptions and emotions, which then produce a response in the form of a purchase decision (Mehrabian & Russell, 1974; Anggraini & Purwanto (2024).

Recent research shows that social media has a positive and significant influence on consumer behavior, particularly in brand preferences and purchasing decisions (Erlangga et al. 2024; J.-C.E.K.I., 2025). Social media plays a strategic role not only as a communication platform, but also as an effective marketing tool through promotional content, user reviews, and influencer recommendations that are able to build consumer trust (J.-C.E.K.I. (2025).

Direct interaction between brands and consumers on social media also increases consumer engagement and loyalty, which ultimately drives repeat purchase decisions (Ashley & Tuten (2015; J.U.K.O.N.I., 2025). A study by Atiyah et al. (2024) confirms that relevant content and two-way interaction on social media strengthen consumers' emotional connection with brands, thereby increasing the effectiveness of digital marketing campaigns (Ramadhani & Dwiastuti (2023).

In addition, online reviews and consumer testimonials on social media serve as social proof that is highly influential in shaping Generation Z's perception and purchasing decisions (Cheong et al. (2020); J-CEKI, 2025). This is reinforced by research showing that positive reviews can increase buying intent by up to 28.5% (J.-C.E.K.I. (2025).

In the local context of Palembang, cultural factors and social norms also influence consumer responses to social media stimulus. Research by Handayani (2023) and Auliya & Rahmat (2023) emphasizes the importance of content tailored to local culture to increase young consumer

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engagement and loyalty. High smartphone penetration and ease of internet access also accelerate the purchasing decision-making process among Generation Z (Atiyah et al. (2024; J.U.K.O.N.I., 2025).

However, the intensity of promotion on social media also poses risks such as overinformation and skepticism of sponsored content that can reduce consumer satisfaction (Anna, 2021). Therefore, authentic and transparent content management is the key to maintaining customer trust and loyalty (Yulianto & Rizki, 2021).

The Stimulus-Organism-Response (SOR) theory explains how stimuli in the form of social media content trigger internal consumer processes such as perception, emotions, and evaluation, which then results in a response in the form of a purchase decision (Mehrabian & Russell, 1974; Anggraini & Purwanto (2024). This study reinforces the understanding that social media not only influences purchase intent directly, but also through complex psychological mechanisms.

Thus, the strategic use of social media, including collaboration with influencers and online review management, is an important element in improving Generation Z purchasing decisions in Palembang, which has distinctive socio-economic and cultural characteristics.

METHOD

This study uses a qualitative approach with a case study design. The research process involved several stages:

1. Selection of Respondents: Informants were selected using purposive sampling, targeting active Shopee Food users from Generation Z (ages 18–24) in Palembang City.
2. Data Collection: Data was gathered through semi-structured in-depth interviews, supported by observation of Shopee Food's social media content on platforms like Instagram and TikTok.
3. Data Processing: Interviews were transcribed and organized thematically.
4. Data Analysis: Thematic analysis was conducted to identify recurring patterns and links between social media stimuli and purchase behavior. Data triangulation was used by including multiple perspectives (users, business actors, digital marketing experts).

Indicator Table

Aspects	Indicators	Interview Questions
The Influence of Social Media	1. Frequency of exposure to Shopee Food content on social media	"How often do you see Shopee Food content on social media?"
	2. The most engaging type of content	"What kind of content has caught your attention the most from Shopee Food on social media?"

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Marketing Strategy	1. Effectiveness of promotions (discounts, vouchers, etc.)	"Do Shopee Food's promotions affect your decision to buy?"
	2. Influence of consumer reviews or influencers	"How much do reviews or recommendations from others influence your decision?"
Consumer Preferences	1. Factors that determine the purchase decision	"What influenced your decision to use Shopee Food the most?"
	2. Impression and satisfaction after using the service	"How do you feel after using Shopee Food? Does it match your expectations?"
Social Media Algorithm	1. Content that appears according to preferences	"Does Shopee Food content that appears on social media match your interests and preferences?"
	2. The effect of content personalization on purchasing decisions	"How much does content personalization influence you to buy through Shopee Food?"

Interview Data

- **How often do you see Shopee Food content on social media?**
 - As (21): "Almost every day, especially on Instagram. Usually advertisements and post discount promos".
 - Nh (22): "Often seen on TikTok, especially creative videos from influencers recommending certain menus".
- **What kind of content has caught your attention the most from Shopee Food on social media?**
 - Fr (20): "Content that offers big discount promos".
 - Wl (23): "Food reviews from friends or influencers who are followed".
- **Do Shopee Food's promotions affect your decision to buy?**
 - Mt (21): "Of course. Promos make the price much more affordable".
 - Ld (22): "Very influential, especially the postage discount".
- **How much do reviews or recommendations from others influence your decision?**
 - Rs (20): "Very big. Positive reviews make you more confident to buy".
 - Kl (23): "Recommendations from friends or influencers are more trusted than advertisements".
- **What influenced your decision to use Shopee Food the most?**
 - As (21): "Ease of use of the app and many promos".
 - Nh (22): "Varied menu options and fast service".

- **What is your impression after using Shopee Food? Does it match your expectations?**
 - Fr (20): "Very satisfying. Orders always come on time".
 - Kn (23): "Good food and price according to budget".
- **Does Shopee Food content that appears on social media match your interests and preferences?**
 - Mt (21): "Yes, according to what was sought before".
 - Ld (22): "The content matches the menu I like".
- **How much does content personalization influence you to buy through Shopee Food?**
 - Rs (20): "Very big. Making it often tempting to buy".
 - Kl (23): "Relevant advertising almost always makes a try of the promotions offered".

RESULT AND DISCUSSION

Based on the results of interviews with Generation Z consumers who use Shopee Food services in Palembang City, several important findings were found related to the influence of social media on purchase decisions. These findings include exposure frequency, interesting content types, marketing strategies, as well as factors that influence purchase decisions.

Frequency of Exposure to Shopee Food Content on Social Media

The majority of respondents reported that they often see Shopee Food content on social media, especially Instagram and TikTok. Frequently viewed content consists of advertisements, discount promotions, and creative videos from influencers who recommend certain menus. This shows that social media is the main channel used by Shopee Food to attract the attention of young consumers in the city of Palembang.

Types of Content That Attract Consumer Attention

Based on interviews, the types of content that attract the most attention of consumers are big discount promos and reviews from friends or influencers. Respondents stated that they are more likely to be interested in content that offers immediate benefits, such as discounts or shipping discounts. In addition, reviews or recommendations from friends or influencers also have a significant influence on purchasing decisions.

The Influence of Promotions and Reviews on Purchase Decisions

Promotions carried out by Shopee Food, such as discounts and vouchers, have a big impact on purchasing decisions. Respondents mentioned that promos make prices more affordable and motivate them to buy. In addition, positive reviews and recommendations from others, especially from influencers or friends, also greatly influence their decision. Good reviews give you more confidence in choosing a product or service.

Factors Affecting the Decision to Use Shopee Food

Some of the factors that most influence consumers' decision to use Shopee Food are the ease of use of the application, variety of menu choices, and fast service. Respondents stated that the Shopee Food app is easy to use and offers a pleasant experience, with diverse menu options and fast delivery.

Impressions and Satisfaction After Using the Service

Overall, respondents were satisfied with the services provided by Shopee Food. They revealed that orders always come on time and the food ordered is in line with expectations. This satisfaction plays an important role in building customer loyalty among generation Z. Tjiptono & Chandra (2016)

The Effect of Content Personalization on Purchase Decisions

Content personalization, such as menu recommendations based on previous preferences, has a huge influence on purchasing decisions. Respondents feel that content tailored to their interests is more engaging and encourages them to buy more often. Content that is relevant and tailored to individual needs can trigger a higher purchase impulse.

The results of the study show that social media has a strong influence on the purchase decision of generation Z, especially in the context of food delivery services such as Shopee Food. Factors such as the frequency of content exposure, the type of content that appeals (discount promos and reviews), as well as content personalization play an important role in influencing purchasing decisions. Therefore, Shopee Food can improve its marketing strategy by utilizing social media more effectively, especially by focusing on relevant content and promotions that appeal to young consumers in the city of Palembang (Hadiyati (2015).

Key findings from interviews indicate the following patterns:

1. Frequency of Exposure: Most respondents frequently see Shopee Food content, especially on Instagram and TikTok.
2. Engaging Content: Promos and influencer reviews were the most engaging.

3. Promotions Impact: Discounts and vouchers significantly influenced purchase decisions.
4. Social Influence: Reviews from friends or influencers enhanced trust in the service.
5. Ease of Use and Service: App usability and service speed affected continued use.
6. Content Personalization: Tailored content based on interests led to higher engagement and purchases.

Influencing Factor	Frequency Mentioned	Dominant Platform
Discount Promos	7 of 8 respondents	Instagram, TikTok
Influencer Content	6 of 8 respondents	TikTok
App Usability	5 of 8 respondents	Shopee App

CONCLUSION

This study reveals that social media has a significant influence on the purchase decision of Generation Z in Palembang City, especially in the context of food delivery services such as Shopee Food. Key findings show that social media content, especially those offering big discount promos and reviews from friends or influencers, greatly influences consumer decisions. Content personalization tailored to individual preferences also increases Shopee Food's appeal.

Practically, Shopee Food should further optimize content personalization algorithms and focus on collaboration with micro-influencers. Promotions should be targeted based on user browsing behavior.

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