

Sustainable E-Commerce *Adoption* in Generation Z: The Role of Social Media, Trust, and Digital Literacy on Consumer Behavior

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Abstract

The rapid development of e-commerce in the digital era has created various challenges and opportunities for companies in understanding the factors that affect consumer behavior, especially in Generation Z. This study aims to understand the factors that affect the adoption of sustainable e-commerce in Generation Z, with a focus on the role of social media digital literacy and trust with an exploratory approach that tests the influence of digital literacy, social media, trust, and consumer behaviour using the *Partial Least Square Structural Equation Modelling* (PLS-SEM) analytical technique. Primary data was used by distributing questionnaires to Generation Z in Jakarta. The population in this study is Generation Z in Jakarta. The sample determination technique used *purposive sampling*, where the questionnaire was only limited to Gen Z and the number of questionnaires collected amounted to 69 respondents. The results of this study show that digital literacy has a significant influence on consumer behaviour, but does not affect trust. Social media has been proven to have a significant influence on consumer behaviour and trust. Trust does not have a direct or indirect influence on purchase decisions. This study shows that trust as a variable mediator does not show an indirect influence on this study.

Keywords: *E-commerce; Digital Literacy; Social Media; Consumer Behavior; Trust; Generation Z*

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PENDAHULUAN

E-commerce platforms are an important component of the digital age, including Shopee, Tokopedia, TikTok Shop, Lazada, and other Through *e-commerce* platforms, customers can easily search, compare, and buy products without being limited by location or time. The number of *e-commerce* users in Indonesia is expected to continue to grow every year. The justification for all of this is that the use of digital technology has had a dramatic impact on many aspects of society, including how people consume (Kadin BSD, 2023).



Figure 1: E-Commerce Users in Indonesia, 2017–2025* (millions)

Source : (Kadin BSD, 2023)

The demographic group that is intensively active in using *e-commerce* platforms is Gen Z. Generation Z is defined by its extensive interaction with the digital world, the use of technology. Generations born in the digital era are very adaptable to technological advancements, such as preferences for speed, convenience, and customization when shopping. Therefore, Generation Z is a consumer group that drives the pace of *e-commerce* adoption through intensive use of social media, digital literacy and trust in the credibility of the platform over the information presented (Setyawan et al., 2023). Previous research by Junaedi et al. (2023) states that Generation Z is the majority of *e-commerce users*. This generation is different from previous generations born in a new era of technology, including *smartphones, tablets, Wi-Fi, online gaming, and social networks*. Generation Z has grown up with constant access to the internet and mobile technology, never experienced a world without internet, and long-term internet connectivity.

One form of purchasing behaviour that has increased significantly among Gen Z is hedonic purchasing behaviour (Nurwahyuni & Yuniasanti, 2023). Generation Z has the desire to buy goods or products as they wish. Therefore, *e-commerce* has the potential to make Gen Z more impulsive to make purchases by prioritizing their desires. Therefore, Gen Z must control themselves to avoid such purchases. In addition, the characteristic of Gen Z who are very happy to try new things indicates that Gen Z will continue to try the latest information with discount programs or promos, which often makes Gen Z make excessive purchases, such as buying more than one product of the same type. On the other hand, attractive packaging and the availability of rewards with each purchase also make consumers even more interested in shopping online.

Therefore, online shopping has become part of the lifestyle of Gen Z, not only functional, but also emotional and expressive (Alif, 2025). However, the high use of the internet in Indonesia, which will reach 221 million users by 2024 (Indonesian

Internet Service Providers Association, 2024), requires the younger generation to have strong digital literacy skills to critically evaluate information amid a flood of digital promotions and information. Digital literacy includes not only technical skills, but also ethical and cognitive qualities that are essential for making information-based purchases (Alif, 2025). Low and uneven digital literacy can create an adoption gap between Gen z across various demographics and geographies, hindering the potential for *sustainable* e-commerce adoption (Belani & Hadiyati, 2024; Yanto et al., 2022).

Web-based social media allows individuals to build and share content, connect with others, share, and engage with digital content (Karlina & Fitri, 2025). Social media is a highly effective tool for reaching young consumers through visual content, product reviews, and influencer recommendations. Social media shapes purchase intentions and behaviours through recommendations and social interactions. Research by Muhammad Adnan Faidh et al. and Morais et al. (2024; 2024) reveals that social media has an influence on Generation Z's shopping habits, especially by fuelling impulse purchases driven by trends and visual content. Platforms like Instagram and TikTok are the main channels through which Gen Z users get product inspiration, especially from public figures and micro-influencers.

The challenge in the online shopping process is to build trust. Trust is the determination of online purchasing behaviour; the credibility of information sources and platforms increases trust and reduces the hesitation of online transactions. Security on *e-commerce* platforms aims to prevent unauthorized access, detect potential threats, and ensure the integrity of the platform (Putu Ayu Govika Krisna Dewi et al., 2023). The perceived security of consumers can increase shopping satisfaction and lead to the decision to buy again. In addition, a positive consumer shopping experience will increase trust and satisfaction with *e-commerce* platforms, thereby increasing repurchase intent. The dangers of misuse, personal data leakage, and unsafe financial management affect consumers in online shopping. According to the Indonesian Internet Service Providers Association (2024), data security problems will increase by 21% related to personal data theft and 32.50% related to online fraud. Therefore, transaction security guarantees are needed to build customer trust. If consumers feel that their personal information is well protected, they will be more likely to buy without worry.

This research contributes to the understanding of sustainable *e-commerce* adoption, especially in the context of Generation Z, by developing theories that connect social media, digital literacy, trust and consumer behaviour. In addition, this research also provides insights for digital *e-commerce* industry players to expand technology adoption by considering the role of social media in shaping Generation Z behaviour in the digital era. Companies are also provided with insights to develop marketing strategies based on social media, so as to provide a safe, transparent, and increasing consumer trust, where

Generation Z is a more critical consumer in evaluating digital information due to the uncertainty of online transactions.

This study aims to analyse the influence of digital literacy on consumer behaviour in sustainable *e-commerce* adoption in Generation Z in Jakarta and explore the role of social media in influencing consumer trust in e-commerce platforms. In addition, it examines digital trust as a mediator between social media and consumer behaviour.

METODOLOGI

This study uses a quantitative method with an exploratory approach to examine the relationship between digital literacy, social media, consumer trust and behavior. The research period was conducted from November 2025 to February 2026.

The population in this study is Gen Z born between 1997 and 2012 domiciled in DKI Jakarta. Generation Z, often known as the internet generation or the clean generation, was born and raised in a time when technology is becoming more advanced. Gen Z is known for a life that always uses gadgets, and dominates using social media in communication. The sampling method in this study is *purposive sampling*. *Purposive sampling* is a sampling and selection method that has been defined by scholars with special considerations (Maharani & Bernard, 2018; Sugiyono, 2018). The sample criteria in this study are Generation Z aged 18-26 years old and residing in DKI Jakarta and having made online purchases on the platform at least 1 time.

The determination of the number of samples was carried out using the hair method (using a lower-limit approach). This is due to the large enough population, so the recommended sample size is at least five to ten times the number of indicator variables. The population is not easy and uncertain, so based on the calculation of the number of indicators $\times 2.5$ so that $28 \times 2.5 = 70$ (Hair Jr et al., 2021; E. M. Nasution & Aramita, 2024). Only 69 questionnaires were returned in the questionnaires that were disbursed.

This study uses primary data collected through a questionnaire given using *Google Form*. The questionnaire uses a Likert scale ranging from 1 to 5. The variables of this study include digital literacy, social media, e-commerce usage behaviour, and trust.

The statistical analysis method uses PLS *Structural Equation Modelling* with Smart PLS 4.0 (Artanto et al., 2021). The stages in this test are as follows: measurement model and structural model. The measurement model test is carried out by analysing convergent discriminant values, discriminant validity, and reliability. In structural model tests, bootstrapping is carried out to analyse path coefficients, *R-square values*, and *Goodness of Fit* (GoF).

HASIL DAN PEMBAHASAN

The demographic variables in this study include gender, age, employment status, type of *e-commerce*, and frequency of e-commerce use. Table 1 describes the distribution of respondents reviewed from the demographic aspects of the respondents.

Categories	Amount	Percentage
Gender		

Man	3	4.3%
Woman	66	95.7%
Age		
< 18 years old	8	11.6%
19 -20 years old	19	27.5%
21-23 years old	39	56.5%
24 - 26 years old	3	4.4%
Work		
Students	63	91.3%
<i>Entrepreneurship</i>	6	8.7%
<i>E-commerce</i>		
Shopee	53	76.8%
Tik-tok	29	42.0%
Tokopedia	3	4.3%
Lainnya	2	2.9%
Frequency Using <i>E-Commerce</i>		
1-2 times in month	44	63.8%
3-5 times in month	19	27.5%
6-10 times in month	4	5.8%
More than 10 times	2	2.9%

Tabel 1. Demographic Respondents

Based on gender distribution, the number of respondents who use *e-commerce* the most is women, which is 95.7% compared to men only 4.3%. This shows that the use of social media is more influenced by women, where women are more often active in online shopping.

Based on age, the most dominant age group using *e-commerce* is the age range of 21-23 years old which shows consumer behavior tends to be strong in young adulthood. This age group has had greater financial independence, interacted with social media more often and was more open to *e-commerce trends*.

Based on data from the platforms Shopee (76.8%) and Tiktok (42%), these two platforms are the most used by Gen Z respondents. This shows that social media such as TikTok is not only used for entertainment or social interaction, but also as the main channel to promote products and services. Generation Z is very closely related to the use of technology and social media, so they tend to rely on platforms to get information and recommendations.

Based on the frequency of *e-commerce* use. The data shows that 63.8% of respondents use *e-commerce* 1-2 times per month, while the smallest percentage of usage is 6-10 times at 5.8%. This illustrates that the higher the digital literacy, the more often consumers access and use *e-commerce* platforms to meet their needs.

RESEARCH RESULTS

The PLS latent variable dependency model uses three types of measurements: (1) the inner model, which defines the relationships between latent variables based on theoretical

understanding, and (2) the outer model – also referred to as the measurement model – which describes how the latent variable relates to its indicator, or the observed variable (Narimawati & Sarwono, 2024). In PLS, it is also possible to posit that the latent variable, indicator, or observed variable has an average of zero and a variance of one, effectively using a standard value. This allows the removal of the location factor (constant) from the model without changing the general value. Because PLS does not generate a specific distribution for parameter estimates, to test the significance of the parameters is not necessary (Hair & Alamer, 2022)

Measurement Model

The measurement model describes the relationship between latent variables and observed variables. Testing in *the measurement model* is carried out by testing the validity of reliability and loading factors. The loading factor test criteria that must be met are as follows: The *loading factor* (lf) value > 0.7 is declared to meet the criteria (Hair & Alamer, 2022; White, 2022). Based on Table 2, it shows that all indicators maintain values above 0.7. This shows that the indicators used in the model have good validity and are sufficient to describe the measured construct. In the trust variable, the highest load factor value indicates that trust is a very important dimension in this model.

Table 2. Loading Factor

	Behaviour (Y)	Literacy Digital (O)	Media Social (X)	Trust(Z)
X1.1		0.732		
X1.2		0.852		
X1.3		0.735		
X1.4		0.779		
X1.5		0.732		
X1.6		0.825		
X1.7		0.776		
X2.1			0.744	
X2.2			0.745	
X2.3			0.767	
X2.4			0.851	
X2.5			0.724	
X2.6			0.773	
X2.7			0.819	
Y1.1	0.807			
Y1.2	0.750			
Y1.3	0.838			
Y1.5	0.807			
Y1.6	0.844			
Y1.8	0.726			
Y1.9	0.861			
Z1.1				0.867
Z1.3				0.891
Z1.4				0.846
Z1.5				0.865
Z1.6				0.867

To assess the validity of the AVE (*Average Variance Extracted*) method of each construct or other variable. When the square root of a construct's AVE exceeds its correlation with other constructs, the model shows a stronger discriminant validity. AVE is also used to determine the achievement of discriminatory validity requirements. The minimum value to declare that reliability has been achieved is >0.50 as a determinant of convergent validity, so if it is <0.50, then it is invalid (Hair & Alamer, 2022; Lin & Huynh, 2024;). Table 3 shows that all AVE values are good, with the lowest in Media social(0.602) and the highest in Trust (0.752).

Cronbach's Alpha value indicates that the internal reliability for consumer behaviour is very high > 0.7. All variables show Cronbach's Alpha value is greater > than.8 which indicates that all constructs are highly reliable and consistent for measuring variables.

The *composite reliability* (CR) value > 0.8 which indicates that the composite reliability for all constructs is very good and that the indicators used to measure the variables are quite consistent.

Table 3. Reliability and Validity

	Cronbach’s alpha	Composite reliabi	Composite reliability	A
Perilaku	0.909	0.911	0.928	0.650
Literaci Digital	0.890	0.893	0.914	0.604
Sosial Media	0.889	0.892	0.913	0.602
Kepercayaan	0.918	0.919	0.938	0.752

The *discriminant validity* test was carried out using the *Fornell-Lacker* method shown in table 4. The results of this study show that the use of social media greatly affects the level of trust of Generation Z in digital platforms or products on social media with a value of 0.806. In addition, behavior and social media also show a strong correlation of (0.862) which shows that individual behavior is greatly influenced by social media.

Table 4. Fornell-Lacker Criterion

	Behaviour	Literacy Digital	Media Social	Trust
Behaviour	0.806			
Literacy Digital	0.735	0.777		
Media Social	0.862	0.732	0.776	
Trust	0.738	0.657	0.864	0.867

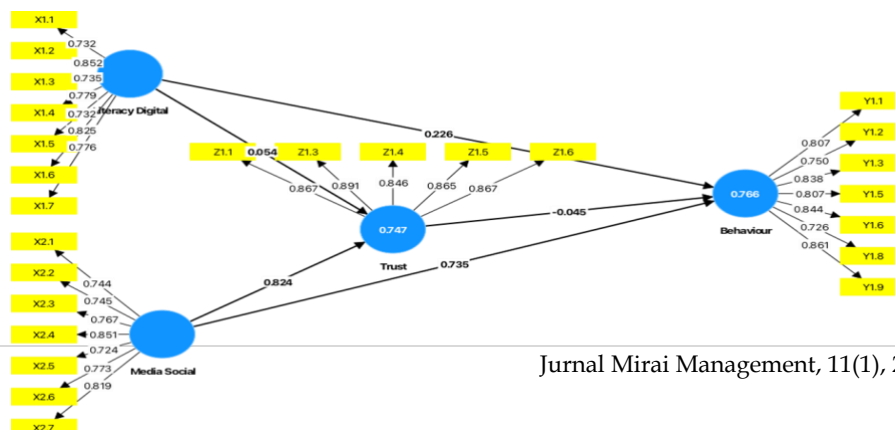


Figure 2. Line measurement model

Model Structural

Structural models describe how constructs, which are latent variables, are connected. The relationships between constructs are based on theory or assumptions. Table 5 below, shows the results of statistical tests to test the relationships between variables in *Structural Equation Modeling* (SEM), which are detailed as follows:

Tabel 5. Direct Hypotheses

		Original sample	T values	P values	Remarks
Literacy	Digital Behaviour	0.224	2.099	0.036	accepted
Literacy	Digital Kepercayaan	0.054	0.439	0.661	rejected
Media	Social Behaviour	0.698	7.035	0.000	accepted
Media Social -> Trust		0.824	8.351	0.000	accepted
Trust -> Behaviour		-0.045	0.253	0.800	accepted

1. Digital literacy has an effect on the behaviour of generation Z, the original sample value (0.224), shows a moderate positive relationship between digital literacy and the behaviour of generation Z. This indicates that digital literacy contributes to the behaviour of consumers or individuals even with a small contribution. The t value (2.099) indicates a significant relationship, and the p value (0.036) indicates that the hypothesis is acceptable, so it can be concluded that digital literacy affects the behaviour of Generation Z.
2. Digital literacy has no effect on the trust of generation Z. The original value of the sample (0.054) shows a very weak relationship between digital literacy and trust. The t-value (0.439) shows an insignificant relationship and the p-value shows an insignificant relationship. So the results of this study prove that the Ha hypothesis is rejected, which means that digital literacy has no significant effect on the trust of generation Z
3. Social media has an effect on the behaviour of Generation Z. The original sample value (0.698) shows that the relationship between social media and behaviour is very strong. This means that social media plays a very significant role in shaping individual behaviour. The T-value (7.035) and P-value (0.00) show that social media has a significant effect on individual behaviour and the Ha hypothesis is accepted.
4. Social Media Affects Trust. The Original value of the sample (0.824) shows that the relationship between social media and trust is very strong. This indicates that social media

significantly builds an individual's trust in the platform or product being promoted. The T-value (8.351) and p-value (0.00) indicate that the H_a hypothesis is accepted, which indicates that social media has an effect on trust.

- Trust had no effect on Generation Z's behaviour, where the original sample value (-0.045) showed a very weak negative relationship between Generation Z's beliefs and behaviour.

Indirect Influence Hypothesis Test Results

Table 6. Tabel 5. In Direct Hypotheses

	Original sample	Sample n	Standard deviation	T value	P values	Remarks
Literacy Digit Trust Behaviour	-0.002	0.006	0.024	0.101	0.920	rejected
Media Social Trust Behaviour	-0.037	-0.041	0.151	0.245	0.806	rejected

Tabel 6 shows the results of *indirect effects* as follows:

- Digital literacy has no significant effect on the mediated by the recipient of the trust. The original sample value (-0.002) indicates that trust does not serve as a mediator between digital literacy and behaviour, so the H_a hypothesis is rejected.
- Social media had no significant effect on trust-mediated. The original sample value (-0.037) and p-value (0.806) showed that trust also did not play a mediator role between social media and behaviour, so it was concluded that H_a was rejected.

Coefficient of Determination (R Square)

The R-squared value, denoted as R^2 , measures how well the independent variable explains the variation in the dependent variable. This value ranges from 0 to 1, representing the proportion of the predictable variance of the dependent variable of the independent variable.

Table 8. R square

	R-square	R-square adjusted
Behaviour	0.766	0.756
Trust	0.747	0.739

The R-squared values for the behavior and confidence variables were 0.766 and 0.747, respectively, according to the test results. This shows a significant match between the constructed structural model and the phenomenon being studied.

R-Square, or predictive power. The percentage of variance of the dependent variables accounted for by the independent variable is indicated by the value of R2. (Trust) explains: $R^2 = 0.747$. The Digital Literacy and Social Media variables explain 74.7% of the variance of the Trust variable. This value is relatively strong. Behavior ($R^2 = 0.766$): The model as a whole explains 76.6% of the variance in Behavior. This value is also relatively strong in the social science model.

Bootstrapping Jalur Model

In PLS, each relationship is tested using model-based simulations. This sample *bootstrapping* method aims to minimize problems with abnormal restitch data.

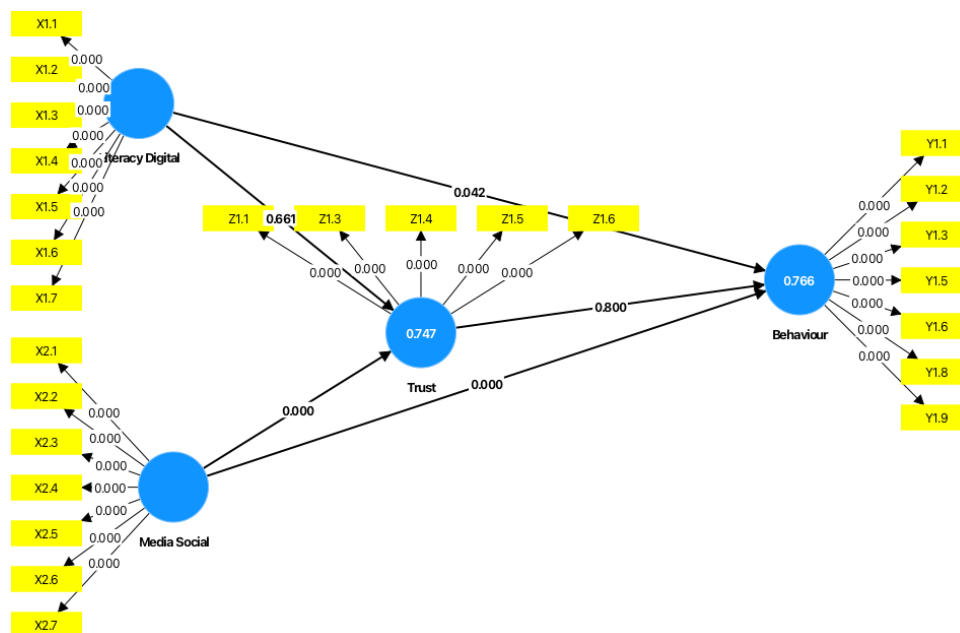


Figure 3. Path Structural Model

Model fit

The results of the suitability test showed that this study model had a reasonable level of compatibility with the field data, as indicated by the SRMR score of 0.083. This was reinforced by the consistent d_ULS and d_G values, which allowed the structural model to accurately test the relationships between variables. Table 9 shows the results of the fit model

Table 9. Model Fit

	Saturated model	Estimated model
SRMR	0.083	0.083
d_ULS	2.413	2.413
d_G	2.228	2.228
Chi-square	656.204	656.204
NFI	0.637	0.637

The Influence of Digital Literacy on Consumer Behaviour

The results show that digital literacy influences the behaviour of Gen Z using *e-commerce*. Digital literacy is related to the cognitive ability to assess the quality of information, evaluate the credibility of sources, and identify the risks of online transactions. Digital literacy is related to the ability of individuals to access, understand, and use digital technology effectively (Isniani et al., 2024; Smith & Storrs, 2023). Consumer behaviour refers to the ability of consumers to make decisions to choose, buy, and use products or services. This behaviour is greatly influenced by factors such as preferences, needs, experiences, and external factors (Balaskas et al., 2025; Silvhiany et al., 2021). Gen Z's digital literacy also contributes to consumptive behaviour in addition to peer influence; the ability to use digital media facilitates access to information and product promotion, which can encourage more frequent and sometimes excessive shopping (Asdi & Angraini, 2024).

Research conducted on digital literacy has significantly and profitably impacted the frequency pattern of online shopping; the more Gen Z understands digital applications, the more frequent and convenient they are to shop, resulting in increased consumption (Fitri, N., Herawan, E., and Febianti, 2022). Therefore, digital literacy not only makes consumption easier, but also contributes to Gen Z's ability to make sustainable purchasing decisions. Digital literacy must combine technical skills, critical thinking about green claims, and basic environmental knowledge to encourage consumers to choose more sustainable products and behaviours

The Influence of Digital Literacy on Trust

The results of the study show that digital literacy does not affect consumer trust. Digital literacy and trust are the foundation for sustainable and inclusive *e-commerce* that supports green consumption among Gen Z in Indonesia. If there is no effect, then this more reflects the need for more specific factors. In addition, trust is also closely related to the hands-on experience experienced by using the platform. In several studies, it has been stated that digital literacy has no impact on increasing trust which is influenced by other factors such as promotional axes, conflicts of interest and platform design (Fajar et al., 2024; Runghinis et al., 2025).

Trust is also often influenced by a person's perception of data security and privacy protection. Although Generation Z has good digital literacy, Generation Z feels insecure by sharing personal information when making dining transactions causing low trust. This is in line with studies that state that digital literacy is related to verification behaviour but, indirectly, to a certain trust score (Ezgi et al., 2023). This is because it depends on the context and type of literacy. Digital literacy does not directly build trust if the use remains suspicious of information such as sales-oriented promotions.

Social Media Affects Consumer Behaviour

The findings of this study show how social media influences the *e-commerce behaviour* of Gen Z. The results of these findings are in line with research conducted by (Yuanysia & Sukma, 2025). Social media is one of the factors that influence Generation Z's behaviour in purchasing decisions. Social media provides a space to share experiences, either through posts, reviews, or testimonials that can influence others. In addition, Generation Z, also

seeks information from the experiences of friends, family and influencers on social media before making a purchase. The impact depends on the method, duration, and purpose of use. The study found that social media-based promotional initiatives, including Facebook, Instagram, and TikTok, have favourable results (Ezgi et al., 2023).

Social media not only influences individual behaviour, but it can also be a strategic tool to support *e-commerce sustainability* by fostering environmental awareness, encouraging green consumption, and strengthening the sustainability of local businesses and economies. Sustainable impact arises when social media is used strategically through campaigns, education, and community collaboration.

Social Media Affects Gen Z's Trust

The results show that social media influences confidence in *e-commerce*. Social media plays an important role in shaping purchase intent and behaviour through the interactive features provided by *e-commerce*, such as comments, *live streaming*, user reviews, and social networking services, which increase engagement, familiarity, and trust in sellers and platforms, which strengthens Gen Z's loyalty and commitment in *e-commerce* (Ezgi et al., 2023; Handoyo, 2024). Social media interaction influences perception, attitudes and sustainable purchasing thereby strengthening the relationship between social media use and sustainable purchasing attitudes.

Therefore, social media has a major influence on Gen Z's trust and shopping decisions in *e-commerce*, especially through credible influencers, friend recommendations, authentic content, and intense social interaction on the platform. This is in line with previous research which states that social media use and browsing are positively correlated with sustainable purchasing attitudes (Mohd Sauli et al., 2025; Mustikasari et al., 2023). Social media has shaped Gen Z's trust in e-commerce and is a key channel for directing sustainability. However, it needs to be transparent with influencers and brands, credible, avoid *greenwashing*, and emphasize educational and lifestyle changes rather than momentary trends.

The Influence of Trust on Behaviour

The results of the study show that trust does not influence Gen Z's behaviour in *e-commerce* use. Several studies reveal that trust influences behaviour (Nugraha & Haq, 2025; Singhai, 2025). However, this is not the case in this study. There are several factors that affect consumer trust, namely price, convenience, needs and wants, for which trust is not always directly related to the user experience. In addition, Fear and uncertainty in the use of *e-commerce* platforms related to data security and online fraud will have an impact on Generation Z's trust, even though the platform has a good reputation.

This is in line with several studies that reveal that trust in behaviour does not have a significant effect on the use of technology and payments or *mobile applications* (Wibowo & Rimadiaz, 2022). In addition, Gen Z is very close in social relationships, where social support and international relationships are important in forming trust and behaviour in purchasing intentions. Generation Z, often influenced by friends, family and social media followers in making purchasing decisions.

Digital Literacy Affects Consumer Behaviour Mediated by Trust

Research shows that trust does not play a mediator in the influence of digital literacy on the *e-commerce* behaviour of Generation Z. These results are in line with previous research that found that financial literacy does not have a major impact on spending tendencies, either directly or through trust, with the main driver being the convenience of digital payment methods. (Arsal & Badollahi, 2025). Consumer purchasing decisions are the direct involvement of consumers to make purchases (I. N. Nasution & Annisa, 2025). Consumer purchasing behaviour decisions are not always caused by the digital literacy ability factor possessed by Generation Z.

In Indonesia's Gen Z, digital literacy moderates the response to sustainability. Good literacy reduces scepticism about *greenwashing* and strengthens the influence of trust on green purchasing intentions. However, in this study, the type of literacy, context, and behavioural construction were decisive. Factors such as cultural context, religion, digital accessibility and trust factors can influence Gen Z in contributing to behaviour (Thani et al., 2024). In addition, in the study of Runghinis et al. (2025), it was stated that digital literacy does not automatically affect trust in online platforms or financing mechanisms if it is not supported by public trust

Social Media Has No Effect on Trust-Mediated Behaviour

The results of the study show that *e-commerce* usage behaviour does not mediate its influence on Gen Z. Several studies state that environmental factors such as individual perception, usability expectations, and amenities change the influence of trust on behaviour (Pramudiani & Leon, 2024; Salsabilla & Januarita, 2022). This is because trust in *e-commerce* and digital platforms is often influenced by direct experience with these products and services, not just information on social media.

Social media is also a diverse source of information with content that is not always trustworthy and depends on viewpoints. Information that contradicts opinions can make Generation Z less confident in the products being promoted. This condition often occurs where many influencers are found to be dishonest in informing consumers about new products, thus creating distrust among Gen Z. Gen Z who are more critical can seek more accurate information before deciding to make a purchase.

CONCLUSION

This study shows that digital literacy has a significant influence on consumer behaviour, although it does not directly affect trust in *e-commerce* platforms. Social media has been proven to play an important role in building trust among Generation Z and influencing consumer behaviour. However, trust does not have a significant effect on consumer behaviour in making *e-commerce* purchases which are influenced by other factors such as price, convenience, and ease of access, so that these factors most determine consumer behaviour in online shopping. Therefore, e-commerce platforms need to focus more on transparency, data security, and a positive user experience to influence consumer behaviour in a sustainable manner.

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