# The Trend of Transaction on E-Commerce by Millennial Generation

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**Abstract.** Technological developments in the digital era have made internet use necessary for society. Buyingand selling activities that used to be carried out directly between buyers and sellers in actual stores have now shiftedto e-commerce. E-commerce combines conventional business processes with information technology where sellers and buyers can conduct transactions as in the real world. Data on page visits to several e-commerce sites in the fourth quarter of 2022 shows an increase every month from October to December 2022. College students are a part of society that is in the millennial age range. The various conveniences offered by e-commerce are certainly an attraction for students to make online transactions. This study aims to analyze the level of trustand interest in transacting in e-commerce. The subjects of this study were students of the Bali State Polytechnic in the Accounting Department. This study uses an associative quantitative approach using questionnaires. This study found that the e-commerce that is most in demand, both in terms of visits and transactions by the Polytechnic State of Bali's millennial generation, is Shoppe. The most frequency of transactions in e-commerce is 1-3 times a month.

**Keywords:** Online transaction, E-Commerce, Millennial.

## 1 Introduction

Technological developments in the digital era have made internet use necessary for society. Various conventional daily activities have now changed with the development of technology. One of them is buying and selling transactions. Nowadays, the internet is ubiquitous and is a crucial facilitator of communication in business activities and the daily lives of consumers[1]. The internet has become increasingly widespread. It served as a support for replacing traditional goods trading with commerce conducted electronically[2]. With the explosive growth of online sales in today's global economy, the internet has offered a much broader market space for sellers and buyers[3]. Buying and selling activities that used to be carried out directly between buyers and sellers in a traditional market or real shop have now shifted to e-commerce. Online shopping deals provide the customer with various products and services, wherein customers can compare them with deals of other intermediaries and choose one of the best deals for them[4]. Factors like variety, quick service, discounted prices, and feedback from previous customers make customers prefer online shopping over traditional shopping[5]. E-commerce

became an opportunity for a company to increase their sales[6]. Currently, e-commerce is moving toward mobile commerce, allowing users to do commercial activities while doing something else[7]. E-commerce combines conventional business processes with information technology where sellers and buyers can transact in the real world[8]. E-commerce makes it easy for sellers and buyers to make transactions anytime and anywhere without distance and time barriers. E-commerce includes a product's distribution, sale, purchase, marketing and service in an electronic system[9].

Data on page visits to several e-commerce sites in thefourth quarter of 2022 shows an increase every month from October to December 2022. This can be interpreted that people increasingly love online shopping activities on various e-commerce sites.
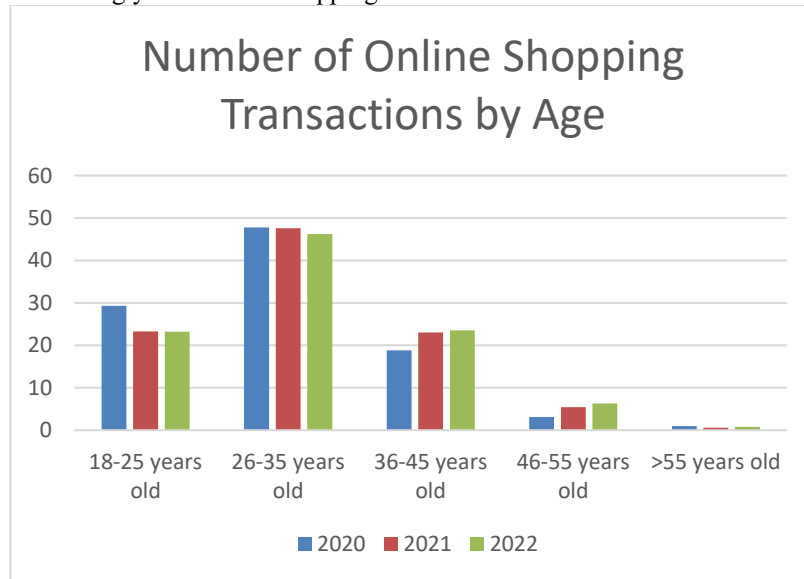


**Fig. 1** Number of Online Shopping by Age

Fig.1 shows that the age group that likes to do online shopping the most is the range of 18-35 years old who arein the Y or millennial generation group[10]. The use of technology that is very close to this generation is one of the factors that makes it easier for the millennial generation to find the goods/services they want in e-commerce. College students in the millennial age group are a part of society. The use of technology cannot be separated from students. The demands of the times, the influence of the surrounding environment and various other factors can be the cause of students' penchant for conducting transactions on e-commerce. The role of social media as a promotional tool is also essentibecause it can affect the willingness of consumers to shop[?]. The high number of online shopping transactions inthe millennial generation makes it interesting to analyze the trend of online shopping in e-commerce. This study aims to analyze college students' interest in transacting on e-commerce.

## 2    Methods

This research is descriptive research, which, in general, is a research activity to make a picture or try to scope an event or symptoms systematically, factually, with accurate preparation. In this research, the activities seek data to describe an event factually or a phenomenon in "what it exists." The data was collected to see the trend of transactions in e-commerce by the millennial generation. This study's population is the Accounting Department of Polytechnic State of Bali students. This study used a non-probability sampling method, which only collected data from the Accounting Department of Polytechnic State of Bali students. The sampling method used in this research is convenience sampling. The instrument used to collect data for this study is a questionnaire. The questionnaire was spread by social media. Data for this research was collected by questionnaire on Google Form to 272 students.

## 3    Results and Discussion

### 3.1    Transactions in E-Commerce

This research data is collected from questioning 273 students in the Accounting Department of Polytechnic State of Bali. The data shows that 97.1% of respondents have made transactions in e-commerce. That means a transaction on e-commerce is very common among the millennial generation in the Polytechnic State of Bali nowadays. Of the 273 respondents, only 3% had never transacted on E-Commerce. The frequency of transactions in e-commerce is 1-3 times a month by 50% of respondents. The frequency of transactions in e-commerce is 1-6 times a year by 33% of respondents. The frequency of transactions in e-commerce is once a week by 6% of respondents. The frequency of transactions in e-commerce is 1-5 times a week by 5% of respondents. The frequency of transactions in e-commerce is > 7 times a week by 3% of respondents. Some of the e-commerce accessed by respondents are Shoppe, Lazada, Tokopedia, Blibli.com, Facebook Market Place, Tiktok Shop, Instagram Shop, Twitter Shop, Zalora, and Amazon. Two hundred seventy-one respondents have accessed the Shoppe. One hundred twenty-five respondents accessed Tokopedia. Ninety-nine respondents accessed Lazada. Forty-five students accessed Facebook Market Place. Forty-three respondents accessed TikTok Shop. Twenty-one respondents accessed Blibli.com. Two students accessed Zalora and Instagram Shop. Lastly, one student accessed Amazon and Twitter Shop. A total of 258 respondents had made transactions at Shoppe. Eighty-five respondents had made transactions on Tokopedia. Fifty-eight respondents had made transactions at Lazada. Twenty-eight respondents had made transactions on Facebook Market Place. Twenty-five respondents have made transactions at the TikTok Shop. Three respondents have done transactions on Zalora and Instragram Shop. One respondent has made transactions at Twitter Shop and Blibli.com. As many as seven respondents had never made transactions on e-commerce.

### 3.2    Perceived Ease of Use

58% of respondents strongly agreed, and 42% agreed that e-commerce transactions make it easier to find the need. This means all respondents agreed that e-commerce transactions make it easier to find anything they need. The search engine feature in e-commerce can make it easy for users to find the product they need quickly. 51% of respondents strongly agreed, and 49% agreed with the statement that e-commerce transactions are straightforward. This means all respondents agreed that an e-commerce transaction is effortless. All respondents are 18-21 years old and very familiar with technological advances, so using the internet daily is commonplace. The higher the benefits gained from using a particular technology, the higher an individual's sense of trust to take advantage of the technology.

37% of respondents strongly agreed, and 61% of respondents agreed with the statement that transactions using e-commerce are very easy to learn. Only 2% of the respondents disagreed with that statement. This means that about 98% of the respondents agreed that e-commerce transactions are easy to learn. This can be the effect of the age range of millennial generations, who are fast learners and familiar with technological development on a daily basis. 41% of respondents strongly agreed, and 59% agreed with the statement that e-commerce provides easy access to transactions for users. This means that all respondents agreed that e-commerce provides easy access to transactions for users. Internet development makes it much easier to do online transactions anywhere and anytime. 32% of respondents strongly agreed, and 65% agreed that there is no difficulty in learning how to do transactions on online shopping sites. Only 3% of the respondents disagreed with that statement. This means that about 97% of the respondents agreed that doing transactions on e-commerce is very easy to learn. This can be the effect of the age range of the millennial generation, too.

### 3.3    Perceived Usefulness

31% of respondents strongly agreed, and 67% agreed that the services in e-commerce streamline the buying process. Only 2% of the respondents disagreed with that statement. This means that about 98% of the respondents agreed that e-commerce services accelerate the buying process. The search engine feature on e-commerce makes it easier to find the product the buyer needs. In addition, internet development makes the payment process can be done cashless. 28% of respondents strongly agreed, and 69% of respondents agreed with the statement that the information about products is complete through e-commerce. Only 3% of the respondents disagreed with that statement. This means that about 97% of the respondents agreed that e-commerce gives complete product information. One of the advantages of using the source internet to connect with customers is the rapid delivery of data and information between the people involved[14]. Many sellers give written descriptions on the picture of their products in e-commerce. Many e-commerce sites also have a conversation tool that the buyer can use to chat with the seller about their product. The seller's reputation is very important for sellers, and buyers are not face to face directly[6].

35% of respondents strongly agreed, and 63% agreed that e-commerce purchases are practical. Only 2% of the respondents disagreed with that statement. This means that about 98% of the respondents agreed that purchases in e-commerce are practical.

Buying on e-commerce means going to thestore personally is unnecessary. Buying transactions can be done anywhere whenever the buyer wants to. 38% strongly agreed, and 54% agreed that "buying on e-commerce saves time". Only 7% of the respondents disagreed, and1% strongly disagreed with that statement. This means that about 92% of the respondents agreed that buying on e-commerce save time. Searching engine features can help buyers find any product they needquickly. In addition, buying and transactions on e-commerce can be done very fast. One of the reasons consumers make purchases online is because the desired product is not available in traditional stores[15]. 23% of respondents strongly agreed, and 60% of respondents agreed with the statement that buying in e-commerce costs less. There are 17% of the respondents disagreed with that statement. This means that about 83% of the respondents agreed that buying in e-commerce costs less. The fact that buying on e-commerce have an additional cost, such as delivery cost, which sometimes are more expensive than buying directly from the store, can make the buyer think that buying on e-commerce cost more.

### 3.4    Perceived of Risk

24% of respondents strongly agreed, and 59% agreed with the statement that e-commerce transactions carry a high risk. There are 17% of therespondents disagreed with that statement. This means about 83% of the respondents agreed that e-commerce transactions carry a high risk. The risk can be losing the product, getting a damaged/rejected product, the product not arriving, etc 33% of respondents strongly agreed, and 66% of respondents agreed with the statement that there are certain risks in doingonline transaction activities. Only 1% of the respondents disagreed with that statement. This means that about 99% of the respondents agreed that doing online transaction activities has certain risks. Insecurities are one of six factors that limit consumers from buying from online sites[16].

17% of respondents strongly agreed, and 63% agreed with the statement that e-commerce transactions are risky. Consumers avoid online purchases because of the risks involved and do not find internet shopping secured[17]. Customers are concerned about not sharing their financial details on any website[18]. Compared with the conventional payment systems, the customer sends all data related to payments to merchants who carry on the internet, and there are no further external interactions between merchants and customers[19]. There are 20% of the respondents disagreed with thatstatement. This means that about 80% of the respondents agreed that e-commerce transactions are risky. 40% of respondents strongly agreed, and 57% agreed with the statement that e-commerce transactions can pose a risk of product incompatibility. Only 3% of the respondents disagreed with that statement. This means that about 97% ofthe respondents agreed that e-commerce transactions can pose a product incompatibility risk. 21% ofrespondents strongly agreed, and 67% agreed with the statement that transactions by e-commerce can cause unexpected problems. There are 12% of the respondents disagreed with that statement. This means about 83% of the respondents agreed that transactions by e-commerce can cause unexpected problems which are not exposed yet. Grabner-Krauter and Kaluscha[20] distinguish between two types of uncertainty in an online buying context: system-dependent and transaction-specific uncertainty.

## 4     Conclusion

The millennial generation is very close to technological developments, which impact interest in making e-commerce transactions. The e-commerce that is most in demand, both in terms of visits and transactions by the Polytechnic State of Bali's millennial generation, is Shoppe. The most frequency of transactions in e-commerce is 1-3 times a month.

The millennial generation also recognizes the convenience and benefits of making transactions in e-commerce. System quality, information quality, service quality, usage, user satisfaction and benefit are dimensions of information system success[21]. The convenience and benefits are supported by the features offered by e-commerce, including searchengines that make it easier to find the product you need. Connectivity with easy-to-reach payment methods, such as bank transfers or e-wallets, also makesit easy to make transactions on e-commerce.

E-commerce offers a new era of business. The conventional business, which has to have an easy-reach store for the customer, can now be replaced by e-commerce. This trend can be a new chance for the younggeneration to be buyers and sellers.

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