

DIGITAL MEDIA, GLOBAL CULTURE, AND GENERATION Z ONLINE SHOPPING BEHAVIOR IN DENPASAR: THE MEDIATING ROLE OF MEDIA USAGE MOTIVATION

I Nyoman Sedana

Universitas Pendidikan Nasional Denpasar

Email: sedananyoman73@gmail.com

Abstract

This study aims to analyze the influence of digital media exposure and global cultural representation on media usage motivation and online shopping behavior among Generation Z in Denpasar City, while also assessing the mediating role of media usage motivation. A quantitative approach was employed using a cross-sectional survey design with 170 Generation Z respondents (aged 18–29 years) who are active users of social media and e-commerce platforms. Data analysis was conducted using Structural Equation Modeling (SEM) and the Sobel test. The findings reveal that digital media exposure significantly influences media usage motivation ($\beta = 0.322$; CR = 2.728; $p = 0.006$) and online shopping behavior ($\beta = 0.211$; CR = 2.501; $p = 0.007$). Global cultural representation demonstrates a stronger impact on both media usage motivation ($\beta = 0.664$; CR = 5.602; $p < 0.001$) and online shopping behavior ($\beta = 0.603$; CR = 5.581; $p < 0.001$). Furthermore, media usage motivation positively affects online shopping behavior ($\beta = 0.368$; CR = 3.899; $p < 0.001$). The Sobel test results indicate $t = 2.273$ (digital media) and $t = 3.089$ (global culture), both exceeding 1.96, thereby confirming that media usage motivation serves as a significant mediator. This study reaffirms the relevance of the Uses and Gratifications (U&G) theory in explaining the digital consumption patterns of Generation Z. The novelty lies in integrating the global culture variable into the U&G framework to explain Generation Z's online shopping behavior within a culturally rooted urban context (Denpasar), which remains underexplored in the international literature. These findings enrich the discourse on cross-cultural digital consumer behavior and offer practical contributions to digital marketing strategies, digital literacy policies, and the empowerment of MSMEs through e-commerce.

Keywords: Generation Z, digital media, global culture, media usage motivation, online shopping behavior

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh paparan media digital dan representasi budaya global terhadap motivasi penggunaan media serta perilaku belanja daring di kalangan Generasi Z di Kota Denpasar, sekaligus mengevaluasi peran mediasi motivasi penggunaan media. Pendekatan kuantitatif digunakan dengan desain survei cross-sectional yang melibatkan 170 responden Generasi Z (berusia 18–29 tahun) yang merupakan pengguna aktif media sosial dan platform e-commerce. Analisis data dilakukan menggunakan Structural Equation Modeling (SEM) dan uji Sobel. Temuan

menunjukkan bahwa paparan media digital secara signifikan memengaruhi motivasi penggunaan media ($\beta = 0,322$; $CR = 2,728$; $p = 0,006$) dan perilaku belanja daring ($\beta = 0,211$; $CR = 2,501$; $p = 0,007$). Representasi budaya global menunjukkan dampak yang lebih kuat terhadap motivasi penggunaan media ($\beta = 0,664$; $CR = 5,602$; $p < 0,001$) dan perilaku berbelanja online ($\beta = 0,603$; $CR = 5,581$; $p < 0,001$). Selain itu, motivasi penggunaan media berdampak positif terhadap perilaku berbelanja daring ($\beta = 0,368$; $CR = 3,899$; $p < 0,001$). Hasil uji Sobel menunjukkan $t = 2,273$ (media digital) dan $t = 3,089$ (budaya global), keduanya melebihi 1,96, sehingga mengonfirmasi bahwa motivasi penggunaan media berperan sebagai mediator yang signifikan. Penelitian ini menegaskan kembali relevansi teori Uses and Gratifications (U&G) dalam menjelaskan pola konsumsi digital Generasi Z. Keunikan penelitian ini terletak pada integrasi variabel budaya global ke dalam kerangka U&G untuk menjelaskan perilaku belanja daring Generasi Z dalam konteks perkotaan yang berakar pada budaya (Denpasar), yang masih kurang dieksplorasi dalam literatur internasional. Temuan-temuan ini memperkaya wacana mengenai perilaku konsumen digital lintas budaya dan memberikan kontribusi praktis bagi strategi pemasaran digital, kebijakan literasi digital, serta pemberdayaan UMKM melalui e-commerce.

Kata kunci: Generasi Z, media digital, budaya global, motivasi penggunaan media, perilaku berbelanja daring

INTRODUCTION

The rapid development of globalization has fundamentally transformed the way individuals communicate, access information, construct identities, and engage in economic activities. One of the most visible manifestations of globalization is the expansion of digital technologies and internet-based communication platforms that have become deeply integrated into everyday life. The emergence of digital media has created a highly interconnected society where geographical boundaries no longer limit access to information, products, services, and cultural influences. In this context, social media platforms, e-commerce applications, and various digital ecosystems have become dominant channels through which individuals interact with global trends and consumer markets (Kamble et al., 2018; Fosso Wamba et al., 2024).

Among all demographic groups, Generation Z represents the segment most significantly influenced by digital transformation. Commonly defined as individuals born between the mid-1990s and early 2010s, Generation Z is often referred to as digital natives because they have grown up surrounded by digital technologies and internet connectivity (Prensky, 2001). Unlike previous generations that experienced the transition from analog to digital environments, Generation Z has developed within a technological ecosystem characterized by smartphones, social media, online communication, and digital commerce. Consequently, digital technologies are not merely tools for this generation but have become integral components of their lifestyles, social interactions, and consumption behaviors (Shamim et al., 2023).

Recent reports indicate that Generation Z spends a substantial portion of their daily lives interacting with digital media. According to Kumparan (2024), Indonesian Gen Z users spend approximately six to eight hours per day accessing various digital platforms, including social networking sites, video-sharing applications, online marketplaces, and entertainment services. This intensive exposure creates numerous opportunities for digital

media to influence attitudes, perceptions, preferences, and purchasing decisions. Digital media no longer functions solely as a communication channel but also serves as a marketplace, entertainment platform, educational environment, and source of cultural identity formation (Yang et al., 2024).

The growing integration of digital media into everyday life has significantly altered consumer behavior patterns. Online shopping has become one of the most prominent manifestations of digital consumption. Advances in e-commerce technologies have enabled consumers to purchase products and services conveniently without physical constraints. Reports from PopVoice (2023) reveal that approximately two-thirds of Generation Z and Millennial consumers engage in online shopping two to three times per month. Similarly, Populix (2023) found that more than half of Indonesian consumers prefer shopping through e-commerce platforms, with Generation Z constituting the largest user segment. These findings indicate that online shopping has evolved into a routine consumption activity among young consumers.

The popularity of online shopping among Generation Z is driven by several factors, including convenience, accessibility, competitive pricing, product variety, and personalized shopping experiences. Digital platforms continuously innovate through features such as flash sales, personalized recommendations, digital wallets, gamification systems, and social commerce integration. These innovations create an engaging consumer experience that encourages repeated interactions and purchasing behavior (Hu & Pan, 2022). Furthermore, social media platforms increasingly function as commercial environments where users encounter product advertisements, influencer endorsements, and interactive shopping experiences that directly affect purchase intentions (Wang et al., 2024).

A particularly influential factor shaping Generation Z's consumption behavior is the representation of global culture through digital media. Global cultural representation refers to the dissemination of values, lifestyles, trends, symbols, and identities originating from various parts of the world and transmitted through media platforms. Through social media, young consumers are exposed to international fashion trends, beauty standards, entertainment content, food cultures, travel experiences, and consumer lifestyles that transcend national boundaries (Nguyen et al., 2024). As a result, digital media serves as a powerful agent of cultural globalization that influences preferences, aspirations, and purchasing decisions.

The influence of global cultural representation is particularly evident in the growing popularity of influencer marketing and digital creators. Influencers often serve as cultural intermediaries who introduce products, lifestyles, and consumption practices to their followers. Research suggests that influencer-generated content significantly affects consumer trust, product evaluations, and purchase intentions among younger audiences (Shamim et al., 2023). Through carefully curated content, influencers contribute to the normalization of specific consumption behaviors and create aspirational lifestyles that encourage followers to imitate their purchasing patterns.

In addition to influencer marketing, emerging digital commerce formats such as livestream shopping, social commerce, and short-video marketing have further strengthened the relationship between digital media exposure and consumption behavior. Livestream shopping combines entertainment and commerce by allowing consumers to interact directly with sellers and influencers during product demonstrations. This format enhances consumer engagement and creates a sense of immediacy that often stimulates impulsive purchasing decisions (Zhu et al., 2023). Similarly, social commerce platforms integrate social interaction and shopping experiences, enabling users to discover products through peer recommendations, user-generated content, and influencer endorsements.

Within the theoretical framework of Uses and Gratifications Theory, individuals actively select media based on their needs and motivations (Katz et al., 1973). Rather than being passive recipients of media messages, users intentionally engage with media to satisfy specific psychological and social needs such as information seeking, entertainment, social interaction, identity formation, and self-expression. This perspective suggests that media usage motivation plays a critical role in determining how digital media influences consumer behavior. Generation Z utilizes digital platforms not only to obtain information but also to gain inspiration, social recognition, emotional gratification, and community belonging (Hu & Pan, 2022; Yang et al., 2024).

Media usage motivation can therefore be conceptualized as a mediating mechanism that connects digital media exposure and global cultural representation to online shopping behavior. Individuals who are highly motivated to seek entertainment, social validation, or lifestyle inspiration through digital platforms may be more susceptible to marketing messages, influencer recommendations, and consumption trends. Consequently, understanding media usage motivation is essential for explaining why some individuals are more likely than others to engage in online shopping despite similar levels of media exposure.

Although numerous international studies have explored relationships among digital media, consumer behavior, and cultural influences, empirical investigations in Indonesia remain relatively limited (Helmi et al., 2025; Nguyen et al., 2024; Zhu et al., 2023). Existing research primarily focuses on direct relationships between media exposure and purchasing behavior while paying limited attention to the psychological mechanisms that mediate these relationships. Furthermore, few studies have examined how global cultural representation interacts with media usage motivation to shape online shopping behavior among Indonesian Generation Z consumers.

The need for further investigation becomes particularly important in the context of Denpasar City. As the capital city of Bali Province, Denpasar represents a unique socio-cultural environment characterized by the coexistence of local traditions and global influences. Bali is internationally recognized as a tourism destination that attracts visitors from diverse cultural backgrounds. Consequently, residents of Denpasar experience continuous exposure to both local cultural values and global consumption trends. This dynamic environment creates distinctive patterns of digital media use and consumer behavior that may differ from those observed in other Indonesian cities.

Demographic data further support the relevance of studying Generation Z in Denpasar. According to BPS Denpasar City (2025), approximately 226.45 thousand residents, representing 29.97% of the city's total population, belong to the 10–29 age group, which largely corresponds to Generation Z. This substantial demographic segment constitutes a major consumer group whose purchasing behaviors significantly influence local economic activities. Their high level of technological adoption and digital engagement makes them particularly relevant for studies examining the impact of digital media on consumption behavior.

Previous findings by Ni Made and Nurcaya (2024) revealed significant differences in online shopping behavior across generations in Denpasar and Badung. Generation Z demonstrated stronger preferences for user-friendly applications, interactive shopping features, and digital convenience compared with older generations. These findings suggest that Generation Z possesses distinct consumption characteristics that warrant focused investigation. Moreover, the increasing adoption of quick commerce services, mobile payment systems, and social commerce platforms among young consumers indicates that digital consumption behavior continues to evolve rapidly.

Another important consideration is the growing interaction between global cultural content and local cultural identity. While Generation Z in Denpasar actively consumes global media content, they also maintain connections with Balinese cultural traditions and community values. This coexistence of global and local influences creates a complex cultural environment that shapes consumer attitudes and purchasing decisions. Understanding how global cultural representation affects online shopping behavior within this unique socio-cultural context can provide valuable insights into contemporary consumption patterns among young Indonesians.

From a theoretical perspective, this study contributes to communication and consumer behavior literature by integrating digital media exposure, global cultural representation, media usage motivation, and online shopping behavior into a comprehensive analytical framework. The study extends Uses and Gratifications Theory by examining media usage motivation as a mediating variable that explains how external influences translate into consumer actions. Such an approach provides a deeper understanding of the psychological processes underlying digital consumption behavior among Generation Z.

From a practical perspective, the findings are expected to benefit multiple stakeholders. Digital marketers can utilize the results to design more effective promotional strategies that align with the motivations and preferences of Generation Z consumers. E-commerce platforms may gain insights into developing interactive features that enhance user engagement and purchasing experiences. Policymakers can better understand the implications of digital consumption trends for local economic development and consumer protection initiatives. Educational institutions and researchers may also use the findings as a foundation for future studies examining the social and cultural impacts of digital media on young populations.

Therefore, this study aims to investigate the influence of digital media exposure intensity and global cultural representation on Generation Z's online shopping behavior in

Denpasar City, with media usage motivation serving as a mediating variable. By examining these relationships within a local Indonesian context, the study seeks to provide empirical evidence that contributes to both academic knowledge and practical applications concerning digital consumption behavior among contemporary youth. Ultimately, the research is expected to enrich scholarly understanding of how digital media ecosystems shape consumer behavior in an increasingly interconnected global society.

METHOD

This study employed a quantitative approach with a cross-sectional survey design to examine the relationships among variables and the mediating role of media usage motivation. The target population consisted of Generation Z (aged 18–29) in Denpasar City who are active users of social media and e-commerce platforms. A proportionate stratified random sampling technique was applied across the four districts (West, East, North, and South Denpasar) to ensure geographic representativeness, with respondents selected based on inclusion criteria as active digital platform users. Data were collected using a structured questionnaire comprising four constructs: Digital Media Exposure Intensity (X1), Global Cultural Representation (X2), Media Usage Motivation (Z), and Online Shopping Behavior (Y), measured by a total of 17 indicators. The sample size was determined following the SEM rule of thumb, which requires at least ten times the number of indicators, resulting in 170 respondents (Hair et al., 2022). Data analysis was conducted using Structural Equation Modeling (SEM) to assess both direct and mediating effects among the variables, complemented by the Sobel test to evaluate the mediating role of media usage motivation. This methodological approach enables a robust estimation of the theoretical model, incorporating reflective constructs and indicator reliability, while offering empirical insights into the digital consumption behavior of Generation Z in Denpasar.

RESULTS AND DISCUSSION

Results of Structural Equation Modeling (SEM)

a. Evaluation of Data Normality

Normality testing is a crucial step to ensure that data distribution meets the assumptions of parametric analysis. This evaluation is typically performed using skewness and kurtosis coefficients, where values falling outside the ± 3 range indicate a departure from normality (Anastasiou et al., 2020). For studies with medium to large sample sizes ($n = 170$), moment-based methods such as the Jarque–Bera and D’Agostino–Pearson tests are commonly employed, although their sensitivity varies depending on the shape of the distribution (Demir, 2022). Recent developments have introduced modified versions of the Jarque–Bera test to enhance accuracy (MDPI, 2024), along with the use of Edgeworth expansion–based approaches as more adaptive omnibus tests (PMC, 2019). Comparative findings indicate that no single test is universally superior; thus, the selection of an appropriate normality test should be aligned with the specific characteristics of the dataset (ResearchGate, 2025). The results of the normality assessment in this study are presented in the following table:

Table 1. Assessment of Normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
PBOG5	2,000	5,000	,414	2,198	-1,504	-2,491
PBOG4	1,000	5,000	,392	1,080	-1,253	-2,225
PBOG3	1,000	5,000	,343	1,818	-1,269	-2,268
PBOG2	1,000	5,000	,356	1,891	-1,421	-2,271
PBOG1	2,000	5,000	,408	1,165	-1,281	-2,200
MPM1	2,000	5,000	,570	2,026	-,940	-1,494
MPM2	2,000	5,000	,520	2,759	-,985	-2,613
MPM3	1,000	5,000	,409	1,170	-1,190	-2,159
MPM4	1,000	5,000	,449	2,385	-1,003	-2,661
RBG1	1,000	5,000	,420	1,228	-1,286	-2,411
RBG2	1,000	5,000	,369	1,956	-1,377	-2,653
RBG3	1,000	5,000	,360	1,913	-1,290	-2,422
RBG4	1,000	5,000	,394	1,089	-1,351	-1,584
IPMD4	1,000	5,000	,416	2,209	-1,071	-2,241
IPMD3	1,000	5,000	,463	2,358	-1,107	-2,338
IPMD2	1,000	5,000	,549	2,314	-1,129	-2,395
IPMD1	1,000	5,000	,500	2,356	-1,105	-2,332
Multivariate					137,990	42,962

Source: Data processed by the researchers (2025)

The results presented in the table indicate that all variables exhibit skewness and kurtosis values within the acceptable thresholds, thereby confirming that the data are normally distributed. This outcome is consistent with the perspective of Jarque and Bera (1987), who emphasized that the joint assessment of skewness and kurtosis moments provides a reliable basis for normality evaluation in medium-sized samples. Furthermore, the D'Agostino–Pearson K^2 test (D'Agostino et al., 1990) highlights the importance of simultaneously evaluating both asymmetry and peakedness of the data distribution. Accordingly, the findings demonstrate that the normality assumption is satisfied, supporting the appropriateness of applying parametric statistical techniques, which are generally considered more reliable than non-parametric approaches (Bao et al., 2022).

b. Analysis of the Measurement Model Assessment Based on Lambda Parameters

The testing of the λ_i parameters in this study was conducted by evaluating the factor loadings (standardized estimates) through the Critical Ratio (CR) and probability values. An indicator is considered valid if $CR > 2.00$ and $p\text{-value} < 0.05$, indicating a significant contribution of the indicator to the measurement construct (Ferdinand, 2002). This procedure reinforces the interpretation that the indicators are statistically relevant to the measured variables. Similar approaches are supported in contemporary Confirmatory Factor Analysis (CFA) practices, which have become the standard for construct validity in international-level research (e.g., in assessing convergent validity, measurement model evaluation, and indicator convergence quality) (Anastasiou et al., 2020; Demir, 2022; MDPI, 2024).

Table 2. Regression Weights (Lambda) of Indicators for Digital Media Exposure Intensity, Global Cultural Representation, Media Usage Motivation, and Generation Z Online Shopping Behavior

		Unstandardized Estimate	Standardized Estimate	S.E.	C.R.	P	Ket.
IPMD1	<--- IPMD	1,000	0,969				Valid
IPMD2	<--- IPMD	0,993	0,965	0,029	34,454	***	Valid
IPMD3	<--- IPMD	1,014	0,967	0,029	34,914	***	Valid
IPMD4	<--- IPMD	0,955	0,952	0,031	31,252	***	Valid
RBG4	<--- RBG	1,017	0,972	0,028	36,957	***	Valid
RBG3	<--- RBG	1,058	0,970	0,029	36,230	***	Valid
RBG2	<--- RBG	1,074	0,980	0,027	39,839	***	Valid
RBG1	<--- RBG	1,000	0,970				Valid
MPM4	<--- MPM	1,036	0,961	0,031	33,226	***	Valid
MPM3	<--- MPM	1,113	0,972	0,031	36,349	***	Valid
MPM2	<--- MPM	1,009	0,962	0,030	33,753	***	Valid
MPM1	<--- MPM	1,000	0,969				Valid
PBOG1	<--- PBOG	1,000	0,978				Valid
PBOG2	<--- PBOG	1,126	0,980	0,026	43,990	***	Valid
PBOG3	<--- PBOG	1,000	0,977	0,024	42,079	***	Valid
PBOG4	<--- PBOG	0,964	0,965	0,026	37,156	***	Valid
PBOG5	<--- PBOG	1,075	0,977	0,025	42,361	***	Valid

Source: Data processed by the researchers (2025)

The results of the table indicate that all latent variable indicators have standardized loadings ≥ 0.50 , consistent with the guideline of Hair et al. (2010), which identifies this value as the minimum threshold for indicator validity in CFA. Furthermore, the Critical Ratio (CR) of each indicator exceeds 1.96 ($CR > 2.00$), with p-values < 0.05 , indicating strong statistical significance. Therefore, it can be concluded that all indicators are valid and significant in reflecting the measured constructs.

c. Goodness-of-Fit Analysis

Based on the test criteria Chi-square (χ^2), Relative Chi-square (χ^2/df), RMSEA, GFI, AGFI, TLI, and CFI—and the Goodness-of-Fit values obtained from Amos for Windows version 25, the following table can be presented.

Table 3. Goodness-of-Fit Evaluation

Goodness of Fit Index	Cut-of Value	Model Result	Description
<i>Chi-square (χ^2)</i>	Expected to be small	245,600	Fit
<i>Relative Chi-square (χ^2/df)</i>	$\leq 3,00$	2,073 ^{*)}	Fit
<i>Probability</i>	$> 0,05$	0,050 ^{*)}	Fit
RMSEA	$\leq 0,08$	0,081 ^{*)}	Fit
GFI	$\geq 0,90$	0,902 ^{*)}	Fit
AGFI	$\geq 0,90$	0,871 ^{**)}	Marginal
TLI	$\geq 0,95$	0,977 ^{*)}	Fit

CFI	$\geq 0,95$	0,981*)	Fit
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*) Meets Goodness-of-Fit

**) Marginal

Source: Processed by the researcher (2025)

The Goodness-of-Fit evaluation indicates that most indices meet the recommended threshold values. The χ^2/df ratio = 2.073, $p = 0.050$, and RMSEA = 0.081 fall within acceptable ranges. The absolute fit index GFI = 0.902 exceeds the 0.90 threshold, although AGFI = 0.871 remains at a marginal level. Furthermore, incremental fit indices, such as TLI = 0.977 and CFI = 0.981, substantially exceed the ≥ 0.95 benchmark, indicating an excellent model fit. Overall, the model is deemed suitable for further analysis, with minor adjustments recommended for AGFI (Hu & Bentler, 1999; Schreiber et al., 2006; Kline, 2016).

d. Structural Equation Model Analysis

The data processing yielded results presented in the standardized full model of the structural equation model, as shown in the figure, along with the corresponding table.

Figure 1. Digital Media, Global Cultural Representation, and Generation Z Online Shopping Behavior in Denpasar: The Mediating Role of Media Usage Motivation

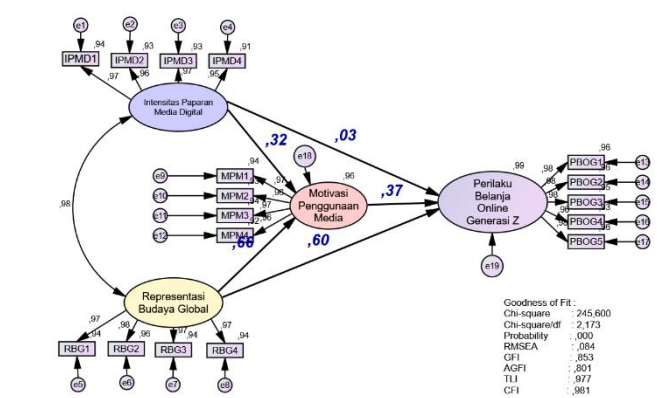


Table 4. Regression Weight Digital Media (IPMD), Global Cultural Representation (RBG), Media Usage Motivation (MPM), and Generation Z Online Shopping Behavior (PBOG)

		Unstandardized Estimate	Standardized Estimate	S.E.	C.R.	P	Ket.
MPM	← RBG	0,622	0,664	0,111	5,602	***	Signifikan
MPM	← IPMD	0,299	0,322	0,110	2,728	0,006	Signifikan
PBOG	← MPM	0,397	0,368	0,102	3,899	***	Signifikan
PBOG	← RBG	0,609	0,603	0,109	5,581	***	Signifikan
PBOG	← IPMD	0,227	0,211	0,108	2,501	0,007	Signifikan

Source: Processed by the researcher (2025)

From the figure and table above, the model testing was conducted using regression coefficients for Digital Media (X1), Global Culture (X2), Media Usage Motivation (Z), and Generation Z Online Shopping Behavior (Y) through the output table from the View/Set submenu. Based on the calculated regression coefficients (standardized estimates), the findings are as follows:

The effect of Digital Media (IPMD) on Media Usage Motivation (MPM) has a standardized estimate (regression weight) of 0.322, with a Critical Ratio (CR = equivalent to the t-value) of 2.728 at a probability of 0.006. Since $CR\ 2.728 > 2.000$ and $p = 0.006 < 0.05$, this indicates a positive and significant effect of Digital Media on Media Usage Motivation. These findings confirm that intensive use of digital media can enhance individuals' motivation to use media for information, entertainment, and social interaction.

This trend aligns with the context in Indonesia, including Denpasar, Bali, which is among the regions with the highest internet penetration and social media usage. According to the APJII survey (2023), internet usage in Bali has surpassed the national average, with dominant activities in digital communication, information consumption, and online entertainment. For urban residents of Denpasar, especially the youth, digital media also serves as a medium for self-expression, learning, and creative economic promotion. Hence, motivation to use digital media is not only personal but also closely associated with local socio-economic opportunities.

These results are consistent with Mason et al. (2021), who reported that digital media encourages post-pandemic user engagement through informational and social motivations. Le and Bui (2022) emphasize that digital media use contributes to learning motivation, particularly among university students. Similarly, Wang et al. (2023) found that digital media strengthens young people's social participation motivation, while Nguyen et al. (2022) highlighted that digital media exposure can enhance consumption motivation through online interactions and trust in consumer reviews. In the context of Bali, digital media also serves as a strategic medium to integrate local culture with global trends. Many digital contents originating from Denpasar not only provide entertainment but also promote tourism, arts, and local traditions, which, in turn, strengthen the community's motivation to engage in the digital ecosystem. These findings indicate that the study is not only theoretically relevant within the Uses and Gratifications Theory (UGT) framework but also practically significant as it links media usage motivation with local dynamics and community needs in Indonesia.

The effect of Global Culture (RBG) on Media Usage Motivation (MPM) has a standardized estimate (regression weight) of 0.664, with a Critical Ratio (CR) of 5.602 at $p < 0.05$. $CR\ 5.602 > 2.000$ indicates a positive and significant effect of Global Culture on Media Usage Motivation. This demonstrates that exposure to global culture significantly increases individuals' motivation to use digital media. In Denpasar, Bali, this phenomenon is evident in the tendency of young people to actively consume globally oriented content—from international music trends to modern lifestyles—while maintaining local identity through traditional cultural representations on social media.

This practice reflects cultural hybridization, i.e., the syncretism of global and local cultures, which enhances the motivation to use media as a medium for self-expression and social identity.

At the broader Indonesian level, the proliferation of social media has expanded users' orientations and motivations, making digital media a space for cross-cultural identity representation. These findings align with Obadă and Țugulea (2021), who stated that global culture drives active engagement with content reflecting cosmopolitan lifestyles. Venciute et al. (2022) added that digital exposure to global culture broadens users' motivational orientations, for both information and identity construction. Shamim et al. (2023) emphasized that global cultural identity via digital media enhances motivation to interact with cross-cultural content, reflecting a trend highly relevant in contemporary urban society.

The effect of Media Usage Motivation (MPM) on Generation Z Online Shopping Behavior (PBOG) has a standardized estimate of 0.368, with a CR of 3.899 at $p < 0.05$. $CR\ 3.899 > 2.000$ indicates a positive and significant effect of Media Usage Motivation on Generation Z Online Shopping Behavior. This confirms that the higher individuals' motivation to use digital media, the greater their tendency to engage in online shopping. This is consistent with the Uses and Gratifications (U&G) framework, which explains that digital media is selected to fulfill specific needs such as information seeking, entertainment, social interaction, and identity formation (Yang et al., 2021).

Empirical support for this finding is evident in Gallin and Portes (2022), who highlighted that usage-based media motivation not only affects content consumption but also shapes young people's economic behavior in the e-commerce ecosystem. Similarly, Zhu et al. (2023) demonstrated that digital natives use social media as the primary means to find products, evaluate reviews, and build trust before online transactions. Recent studies, such as Hidayati et al. (2025), emphasize that entertainment, social interaction, and digital celebrity engagement in TikTok Live Shopping contribute to repeat purchase intention. Chen et al. (2023), via meta-analysis, confirmed that direct interaction in live social commerce enhances trust and strengthens consumers' purchase intentions.

In Denpasar, Bali, similar dynamics are observable. Young people increasingly use social media not only for entertainment but also as a primary channel to discover and purchase products, including fashion, culinary items, and tourism services. Their motivation to use digital media functions as an entry point toward more intensive consumption activity. This pattern aligns with national trends in Indonesia, where e-commerce growth is supported by high internet penetration, social media dominance, and massive promotions from influencers and local brands. Thus, this study confirms that media usage motivation (MPM) is a crucial factor bridging digital engagement and Generation Z online shopping behavior. The findings enrich the global literature while providing empirical evidence in the local context, particularly in Denpasar, which is experiencing accelerated digital transformation amidst globalization and technological advancement.

The effect of Digital Media (IPMD) on Generation Z Online Shopping Behavior (PBOG) has a standardized estimate of 0.211, with a CR of 2.501 at $p = 0.007$. $CR\ 2.501 > 2.000$

and $p < 0.05$ indicate a positive and significant effect. This suggests that the more frequently young people use digital media, the greater their tendency to engage in online purchases. This finding is consistent with the U&G framework, which explains that individuals use media to meet specific needs, such as obtaining information, entertainment, social interaction, and personal identity formation (Yang et al., 2021). International literature supports this relationship. Gallin and Portes (2022) highlighted that media motivation can drive consumption behavior toward e-commerce transactions. Zhu et al. (2023) added that digital natives rely heavily on social media to discover products, evaluate reviews, and build trust before shopping. Djafarova and Bowes (2021) demonstrated that influencer effects strengthen purchase intentions, and Nguyen et al. (2022) found that online review credibility is crucial in decision-making.

These findings align with Mason et al. (2021), showing that intensive digital media exposure increases consumer engagement in online shopping, particularly through visual and interactive content. Likewise, Le & Bui (2022) emphasized that digital media not only serves as an information channel but also shapes product value perception and strengthens youth consumption behavior in Southeast Asia. Further research by Helmi et al. (2023) highlighted that social connectivity via digital media enhances consumer trust, while Kumalasari & Sumiyana (2022) confirmed that social media interaction reinforces online shopping loyalty in Indonesia.

This phenomenon is evident in Denpasar, Bali, where Generation Z uses digital media not only for entertainment but also to compare fashion, culinary products, and tourism services. High motivation to use digital media encourages integration of social activities with consumption behavior. This reflects broader Indonesian trends, with e-commerce growth driven by internet penetration, influencer-based promotion, and entrenched social media culture among youth. Hence, this study underscores that digital media plays a strategic role in shaping Generation Z online shopping behavior, reinforcing global findings while providing empirical evidence in the Indonesian context, particularly in Denpasar, which is undergoing accelerated digital transformation due to globalization and information technology advancement.

The effect of Global Culture (RBG) on Generation Z Online Shopping Behavior (PBOG) has a standardized estimate of 0.603, with a CR of 5.581 at $p < 0.05$. $CR\ 5.581 > 2.000$ indicates a positive and significant effect, suggesting that the stronger the exposure to global culture, the higher the tendency of Generation Z to engage in online shopping. This confirms that cultural globalization not only affects communication patterns and lifestyle but also directly drives young people's consumption behavior. Theoretically, this supports Obadă and Țugulea (2021), who found that global cultural identity shapes consumer preferences in the digital context, increasing engagement in online shopping activities. Similarly, Shamim et al. (2023) emphasized that exposure to global culture strengthens emotional connections and perceived product value, ultimately influencing Generation Z's purchase decisions. Venciute et al. (2022) also demonstrated that global culture contributes to homogenizing consumption behavior across countries through social media and global trends.

These findings are consistent with the U&G perspective, where Generation Z uses digital media to fulfill needs for information, entertainment, and self-identity. In online shopping, Djafarova and Bowes (2021) found that global influencer recommendations shape youth consumption aspirations, while Nguyen et al. (2022) noted that cross-cultural online reviews act as social validation, enhancing consumer confidence. In Indonesia, Helmi et al. (2023) confirmed that digital interaction strengthens trust, and Kumalasari & Sumiyana (2022) emphasized that global digital culture directly affects online shopping loyalty among youth. Empirically, this phenomenon is evident among Generation Z in Denpasar, Bali, who are increasingly connected to global culture through international fashion, music, and digital lifestyle trends. Social media serves not only as entertainment but also as a commercial space where global trends are adopted and translated into consumption decisions. Balinese youth are more responsive to global products from fashion to technology and e-commerce platforms serve as the primary bridge between local needs and global identity.

At the national scale, this aligns with Indonesia’s rapid e-commerce growth in Southeast Asia, supported by massive internet penetration, influencer-based promotion, and increased purchasing power among youth, reinforcing global culture dominance in online shopping behavior. Thus, this study not only confirms the relevance of global culture in international literature but also provides new empirical evidence in the urban Indonesian context, particularly in Denpasar, which is experiencing accelerated digital transformation due to globalization.

e. Measurement Model Analysis with Determination

The measurement model was analyzed to determine the influence of Digital Media (X1) and Global Culture (X2) on Media Usage Motivation (Z) and Generation Z Online Shopping Behavior (Y). The magnitude of the Squared Multiple Correlations (SMC) is presented in the following table.

Table 5. Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
MPM	,962
PBOG	,985

Source: Processed by the researcher (2025)

The Squared Multiple Correlations (SMC) values were 0.962 and 0.985, as presented in the table above. According to Ferdinand (2002:114), the SMC values for Digital Media (X1) and Global Culture (X2) on Media Usage Motivation (Z), equivalent to R² in SPSS, is 0.962. Therefore, the coefficient of determination is calculated as the SMC for Digital Media (X1) and Global Culture (X2) on Media Usage Motivation (Z) multiplied by 100%, i.e., $0.962 \times 100\% = 96.2\%$. This indicates that 96.2% of the variance in Media Usage Motivation is explained by Digital Media and Global Culture.

Meanwhile, the SMC for Digital Media (X1), Global Culture (X2), and Media Usage Motivation (Z) on Generation Z Online Shopping Behavior (Y) multiplied by 100% equals $0.985 \times 100\% = 98.5\%$. This implies that 98.5% of the variance in Generation Z Online Shopping Behavior is explained by the combined effects of Digital Media, Global Culture, and Media Usage Motivation.

Moderation Testing on Media Usage Motivation

The moderation test was conducted using the Sobel test via Daniel Soper’s online application (www.sobeltestdanielsoper.com) by inputting the processed data above (β_1 and β_2) along with their respective standard errors. The role of Media Usage Motivation in mediating the effects of Digital Media on Generation Z Online Shopping Behavior and Global Culture on Generation Z Online Shopping Behavior in Denpasar is presented in the following table.

Table 6. Moderation Testing on Media Usage Motivation

No	Moderation Test	t-value	t-critical
1	Effect of Digital Media on Generation Z Online Shopping Behavior	2,273	1,96
2	Effect of Global Culture on Generation Z Online Shopping Behavior	3,089	1,96

Source: Processed by the researcher (2025)

The Sobel test results indicate that the calculated t-value for the effect of Digital Media on Generation Z online shopping behavior is 2.273, and for the effect of Global Culture, it is 3.089, both exceeding the critical value of 1.96. This suggests that Media Usage Motivation significantly mediates the relationship between Digital Media and Global Culture and Generation Z online shopping behavior in Denpasar. These findings underscore the pivotal role of media motivation in enhancing the impact of digital exposure and global culture on young consumers’ online purchasing behavior (Nguyen et al., 2022; Djafarova & Bowes, 2021).

CONCLUSION

The findings indicate that Digital Media and Global Culture significantly influence Media Usage Motivation, which in turn positively affects Generation Z online shopping behavior. Digital Media impacts Media Usage Motivation ($\beta = 0.322$; CR = 2.728; $p = 0.006$) and online shopping behavior ($\beta = 0.211$; CR = 2.501; $p = 0.007$), whereas Global Culture exerts a stronger effect on Media Usage Motivation ($\beta = 0.664$; CR = 5.602; $p < 0.001$) and online shopping behavior ($\beta = 0.603$; CR = 5.581; $p < 0.001$). Media Usage

Motivation itself significantly contributes to online shopping behavior ($\beta = 0.368$; CR = 3.899; $p < 0.001$). Sobel test results ($t = 2.273$ for Digital Media; $t = 3.089$ for Global Culture) confirm that Media Usage Motivation functions as a significant mediator, highlighting its pivotal role in bridging the effects of digital media and global culture on Generation Z's online shopping behavior in Denpasar.

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