ABSTRACT

The rapid Indonesian marketplace development improves the business activity, producing various marketplaces in Indonesia. However, that variety provokes distinguishable monthly visitors for each marketplace. One of the reasons is the various design quality presented by each marketplace, constructing distinct individual preferences, including the highest population in Indonesia presently, the generation Z. This could be a concern for marketplaces with relatively low monthly visitors to stay in the rivalry line.

This research intended to observe how Indonesia's marketplace design quality (usability, functionality and sociability) influences the consumer decision process for Indonesian generation Zs.

This research is a quantitative study which uses data from a questionnaire built with a Likert scale to measure the questions' rating. Structural Equation Modelling Partial Least Square (SEM-PLS) technique processed 424 generation Z respondents' data who have ever made a payment on any Indonesia marketplace.

These research findings show that all the design quality aspects influence each consumer decision process, which implies that design quality could be a benchmark for consumer decision process and work as a determinant for generation Z visitor quantity in Indonesia's marketplace.

The researcher recommends using other possible influencing variables against the consumer decision process variable, including broadening the generation demography apart from Indonesia's generation Zs.

Keywords: *design quality, consumer decision process, marketplace, generation Z*