

ABSTRACT

The massive development of internet technology has been able to change human life to be more advanced. It can be observed from fulfillment of the needs and behavior of people who have changed a lot, especially in shopping. Now, many people have moved from conventional shopping visiting stores directly to online shopping. This behavior change is not ignored by businesspeople, they are competing to make the right strategy to attract more consumers to online shopping. And one of the strategies is the National Online Shopping Day (Harbolnas). The survey results state that online shoppers during the 2021 National Online Shopping Day (Harbolnas) are dominated by Generation Z. And other survey results state that outside of the National Online Shopping Day (Harbolnas) online shoppers are dominated by the millennial generation. This study aims to determine the factors that influence Generation Z in the Regency and City of Bandung in online shopping during the National Online Shopping Day (Harbolnas).

This research uses quantitative methods with exploratory research type. The sample used in this study amounted to 156 respondents obtained using the questionnaire method. And the data analysis technique used factor analysis.

The results showed that there are four dominant factors that influence the decisions of Generation Z in the Regency and City of Bandung in online shopping during the National Online Shopping Day (Harbolnas), namely the trust factor, shopping habits factor, information quality factor, and price factor.

Keywords: *factor analysis, online shopping decision, generation z, National Online Shopping Day (HARBOLNAS).*