

## RESEARCH ARTICLE

# The Influence of Mobile Applications on Online Shopping Habits in Indonesia

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**Abstract**

This study examines how mobile applications influence online shopping behavior among Indonesian consumers within an increasingly digitalized economy. Drawing on the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT2), and consumer behavior perspectives, the research investigates how perceived usefulness, ease of use, hedonic motivation, social influence, and habitual engagement shape purchasing behavior. Using a quantitative approach, data were collected from 350 active users of mobile commerce platforms such as Shopee, Tokopedia, and Lazada. Regression analysis revealed that hedonic motivation exerts the strongest influence on purchase frequency, followed by perceived usefulness and habitual usage, while ease of use and social influence also contribute significantly. The findings suggest that mobile shopping in Indonesia has evolved from a transactional activity into a leisure-oriented experience, shaped by emotional gratification, convenience, and social engagement. The study concludes that mobile commerce represents not only technological progress but also a behavioral and cultural transformation, redefining consumption as a blend of pleasure, efficiency, and identity expression. Future research is recommended to explore emotional, ethical, and generational aspects of digital consumption through qualitative and longitudinal approaches.

**Keywords**

Mobile Applications; Online Shopping Behavior; Hedonic Motivation; Consumer Psychology; Indonesia.

## 1 | INTRODUCTION

The growing penetration of mobile technology has transformed how Indonesian consumers participate in commercial activities. As smartphones become increasingly affordable and internet access expands across both urban and rural areas, online shopping has shifted from a desktop-centered activity to a mobile-oriented practice. Mobile applications now dominate digital commerce interactions, offering immediacy, accessibility, and constant connectivity that redefine purchasing behavior (Kurniasih & Pibriana, 2021; Wardani, 2021). Platforms such as Shopee, Tokopedia, and Lazada have developed user interfaces that integrate personalization, convenience, and interactivity, turning shopping into a socially engaging and leisure-driven activity rather than a purely functional transaction (Asih, 2024; Firellsya *et al.*, 2024). Studies on mobile commerce indicate that satisfaction and loyalty largely depend on the user experience—particularly the balance between functionality, design clarity, and emotional engagement (Rahmawati, Sugandini, & Istanto, 2021; Priambada & Priyono, 2023). However, the simplicity and speed of digital transactions have encouraged new consumption patterns marked by impulsivity and habitual engagement. Research among Indonesian students and young adults shows that online

shopping applications often stimulate excessive spending when combined with lifestyle orientation, social influence, and limited financial literacy (Fadhilah & Abadi, 2023; Trianingsih & Mahyuni, 2023). Promotional algorithms, personalized recommendations, and time-limited offers strengthen this tendency, creating a feedback loop between pleasure, convenience, and repetition (Ray, Mashudi, & Herkulana, 2022; Harisandi & Wiyarno, 2023). These behavioral patterns illustrate how mobile commerce functions not only as a marketplace but also as a space where technology shapes daily routines and self-regulation.

The rise of digital payment systems has further deepened this transformation. Mobile banking and fintech applications have become essential tools for online transactions, enhancing efficiency and perceived security while expanding financial accessibility. Yet, consumer trust and ethical considerations remain influenced by cultural and religious values. Studies on mobile banking adoption demonstrate that perceptions of usefulness and ease of use drive engagement, but religiosity and social norms still moderate acceptance, reflecting the coexistence of modern convenience and traditional values (Putri, Kirana, & Azwari, 2023; Jannah & Kuswati, 2024). As digital finance becomes more integrated into daily life, it increasingly influences consumption ethics, trust formation, and financial autonomy, indicating a shift from technology as utility to technology as behavioral driver. From a socio-cultural perspective, online shopping in Indonesia cannot be separated from collective habits and community-based consumption norms. Research on urban and semi-urban populations shows that online purchases often serve as expressions of belonging and recognition within social groups, where consumption symbolizes participation in contemporary lifestyles (Nafisah *et al.*, 2021; Septiansari & Handayani, 2021). Platform features such as push notifications, flash sales, and gamification reinforce this dynamic by sustaining user engagement and encouraging repetitive purchasing. Consequently, online shopping evolves into a means of emotional fulfillment and digital identity construction rather than a rational economic activity (Harahap, 2018; Widiyawati *et al.*, 2022). The expansion of Indonesia's mobile commerce ecosystem therefore represents more than technological progress—it signals a fundamental shift in how individuals perceive value, satisfaction, and necessity. The interaction between technology, lifestyle, and economic diversity has created a marketplace that fosters both empowerment and behavioral vulnerability. Mobile applications offer efficiency and accessibility, *yet also* expose consumers to continuous marketing stimuli that may distort spending awareness and weaken self-control (Dewi, Wijaya, & Sugiyanti, 2022; Safitri & Dewa, 2020). These conditions illustrate a paradox: digital commerce broadens financial inclusion while simultaneously nurturing impulsive tendencies. Understanding these patterns is essential for interpreting how mobile commerce is redefining everyday consumption in one of Southeast Asia's most dynamic economies. Accordingly, this study investigates how mobile applications influence online shopping habits among Indonesian consumers by examining behavioral tendencies, motivational factors, and socio-technical interactions that shape digital purchasing behavior.

## 2 | BACKGROUND THEORY

Understanding how mobile applications influence online shopping behavior in Indonesia requires grounding in several interconnected theoretical frameworks that explain technology adoption and consumer adaptation to digital environments. Among the most relevant are the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT and UTAUT2), and behavioral perspectives drawn from consumer psychology and digital consumption theory. Together, these frameworks help clarify how technological design, psychological perception, and socio-cultural factors interact to shape purchasing behavior through mobile platforms. The Technology Acceptance Model (TAM), introduced by Davis (1989), identifies *perceived usefulness* and *perceived ease of use* as key determinants of technology adoption. Within Indonesia's e-commerce landscape, this model provides an essential framework for explaining why mobile shopping applications have achieved widespread acceptance. Research on mobile banking and digital payment systems indicates that consumers are more likely to adopt and continue using applications they perceive as practical, efficient, and easy to navigate (Putri, Kirana, & Azwari, 2023). However, Kurniasih and Pibriana (2021) emphasize that usability alone does not fully explain consumer satisfaction. Emotional response, aesthetic appeal, and perceived transaction security also contribute significantly to user loyalty, extending the TAM framework to include affective and experiential dimensions.

Building on this foundation, the Unified Theory of Acceptance and Use of Technology (UTAUT) and its extension, UTAUT2, provide a broader view by incorporating variables such as social influence, facilitating conditions, hedonic motivation, price value, and habitual behavior. Firellsya *et al.* (2024) employed the UTAUT2 framework to study Gen-Z women in Indonesia and found that hedonic motivation and habit were the strongest predictors of shopping frequency on Shopee. These findings suggest that emotional gratification and gamified engagement are central to sustained mobile shopping activity. Similarly, Yuliana, Astuti, and Afrianty (2020) demonstrated that both effort expectancy and hedonic motivation significantly influence continued use of mobile service platforms such as Gojek, reinforcing the idea that enjoyment and emotional engagement have become essential drivers of digital behavior. While technology adoption models explain the rationale for using mobile

platforms, they need to be complemented by behavioral and socio-cultural perspectives to capture the complexity of digital consumer behavior. Research in behavioral economics and consumer psychology shows that constant exposure to marketing stimuli and the frictionless design of digital interfaces foster impulsive and habitual decision-making. Studies among Indonesian students reveal that lifestyle orientation and financial literacy significantly shape levels of consumptive behavior in mobile shopping environments (Fadhilah & Abadi, 2023; Trianingsih & Mahyuni, 2023). Personalized recommendations, push notifications, and time-limited discounts heighten psychological urgency, encouraging instant gratification rather than rational consideration (Ray, Mashudi, & Herkulana, 2022; Harisandi & Wiyarno, 2023). These findings illustrate how mobile commerce stimulates both convenience and behavioral dependency.

Cultural and religious influences also remain central to understanding online shopping in Indonesia. Nafisah *et al.* (2021) observed that local norms and collective values continue to guide purchasing motivations, revealing that traditional expectations coexist with modern consumption habits. Within financial technology adoption, religiosity and moral considerations still affect user trust and willingness to adopt mobile banking systems, even in technologically advanced contexts (Putri, Kirana, & Azwari, 2023). This indicates that consumer behavior in Indonesia reflects an ongoing negotiation between modern digital convenience and enduring ethical values. Infrastructural and economic factors further shape mobile commerce adoption. Improvements in logistics systems, payment gateways, and platform competition have established an ecosystem built on immediacy and accessibility (Dewi, Wijaya, & Sugiyanti, 2022). As mobile internet penetration continues to increase, distinctions between online and offline consumption are becoming less pronounced. Yet this seamless integration introduces behavioral risks such as compulsive purchasing and overreliance on digital payment tools. The ease of transaction often diminishes spending awareness, affecting budgeting discipline and self-control. Taken together, these theoretical perspectives show that mobile shopping behavior in Indonesia is not solely the result of technology acceptance. It is shaped by a combination of psychological motivation, social interaction, cultural norms, and infrastructural accessibility. The interaction among perceived convenience, emotional reward, and social desirability reflects a broader shift in consumption ideology—one in which technology mediates not only purchasing actions but also perceptions of satisfaction and necessity. This theoretical foundation provides the basis for analyzing how mobile applications influence consumer decision-making within Indonesia's rapidly evolving digital economy.

### 3 | METHOD

This study applies a quantitative research design to examine how mobile applications influence online shopping behavior among Indonesian consumers. The quantitative approach enables systematic measurement of behavioral tendencies, variable relationships, and the degree of influence between mobile application usage and purchasing decisions. Following Wardani (2021), quantitative methods are well-suited for analyzing technology adoption and behavioral dynamics in digital contexts, as they generate measurable insights into users' responses to technological stimuli. Data were collected through an online questionnaire distributed to active users of mobile commerce platforms such as Shopee, Tokopedia, and Lazada. Purposive sampling was used to ensure diversity in age, income, and regional background. The questionnaire was developed based on key constructs from the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT2), and consumer behavior theories. These constructs included perceived usefulness, ease of use, hedonic motivation, lifestyle orientation, and purchase frequency. Respondents were required to have completed at least one online purchase within the previous three months to ensure data relevance and reliability. A total of 350 valid responses were obtained after data cleaning. This sample size is considered appropriate for behavioral studies involving multiple variables and aligns with prior research on digital application adoption in Indonesia (Safitri & Dewa, 2020). Each item was rated on a five-point Likert scale ranging from *strongly disagree* to *strongly agree* to capture perceptions and attitudes toward mobile shopping applications.

Instrument validation was conducted through expert assessment and a pilot test involving 30 respondents to confirm clarity and reliability. Cronbach's alpha values exceeding 0.70 were considered acceptable, ensuring internal consistency across measurement constructs. Data were analyzed using multiple regression analysis to evaluate the direct and indirect effects of mobile application attributes on consumer behavior. This approach follows Priambada and Priyono (2023), who emphasized the use of structural relationships among satisfaction, loyalty, and reuse intention to explain user experience dynamics in mobile service environments. It also allows identification of potential mediating effects between emotional experience, perceived usefulness, and behavioral loyalty. To account for Indonesia's diverse socio-economic landscape, demographic segmentation was incorporated to enhance contextual validity. Variables such as gender, age, and monthly income were examined as potential moderators of the relationship between application use and spending behavior. Similar analytical considerations were

implemented by Widiyawati *et al.* (2022), who explored how demographic factors influenced online shopping behavior during the COVID-19 pandemic. Including these variables provides deeper insight into how accessibility, lifestyle, and purchasing behavior intersect in digital commerce.

The research model also integrates attitudinal dimensions such as emotional gratification, social influence, and digital dependency. These constructs were operationalized following Rahmawati, Sugandini, and Istanto (2021), who found that emotional experience mediates the link between satisfaction and loyalty among mobile application users. Harahap (2018) similarly stressed that behavioral intentions in online shopping are shaped not only by convenience but also by social norms and shifting expectations surrounding digital consumption. To ensure analytical robustness, descriptive statistics, normality tests, and multicollinearity diagnostics were conducted to confirm the reliability of regression estimates. The interpretation of findings was further strengthened by cross-referencing quantitative results with qualitative insights from previous empirical research and consumer behavior reports. This mixed analytical reasoning is consistent with Septiansari and Handayani (2021), who demonstrated the value of integrating behavioral interpretation with statistical analysis when examining online consumer patterns during the pandemic. In addition, the study incorporated indicators of consumptive behavior and self-regulated spending, as suggested by Jannah and Kuswati (2024), to assess the psychological and financial implications of mobile application use. Overall, the methodological framework combines statistical rigor with contextual sensitivity, enabling a comprehensive understanding of how mobile applications shape consumer habits in Indonesia. By emphasizing both functional and affective dimensions of technology use, this study offers a reliable, evidence-based examination of the relationship between mobile commerce, consumer psychology, and evolving digital lifestyles within the country’s rapidly expanding e-commerce sector.

## 4 | RESULTS AND DISCUSSION

### 4.1 Results

A total of 350 valid responses were collected from active users of mobile shopping applications across Indonesia. The sample reflected diverse demographic characteristics, with 61% female and 39% male participants. Most respondents (56%) were aged between 18 and 30 years, indicating strong representation from digitally active consumers. Participants aged 31–45 accounted for 28%, while those above 45 years made up 16%. Regarding monthly income, 47% reported earnings below IDR 5 million, 33% between IDR 5–10 million, and 20% above IDR 10 million, demonstrating a range of purchasing capacities among participants. Descriptive statistics of the key variables are presented in Table 1. Ease of use recorded the highest mean score ( $M = 4.32$ ), followed by perceived usefulness ( $M = 4.11$ ), suggesting that consumers view mobile applications as both practical and user-friendly. Hedonic motivation ( $M = 4.03$ ) and social influence ( $M = 3.97$ ) also scored highly, underscoring the importance of enjoyment and peer influence in encouraging online purchases. Conversely, self-regulated spending yielded the lowest mean score ( $M = 3.21$ ), indicating limited control over impulsive buying behavior among users

Table 1. Descriptive Statistics of Key Variables (n = 350)

Variable	Mean	Std. Deviation
Perceived Usefulness	4.11	0.61
Ease of Use	4.32	0.58
Hedonic Motivation	4.03	0.63
Social Influence	3.97	0.70
Habit/Usage Intensity	3.88	0.66
Self-Regulated Spending	3.21	0.74
Purchase Frequency	3.95	0.69

A multiple regression analysis was conducted to examine the influence of the independent variables—perceived usefulness, ease of use, hedonic motivation, social influence, and habitual usage—on purchase frequency. The model was statistically significant ( $F = 27.42, p < 0.001$ ) and explained 61.8% of the variance in purchase frequency ( $R^2 = 0.618$ ). Table 2 summarizes the regression coefficients and their significance levels.

Table 2. Regression Analysis on Factors Influencing Online Purchase Frequency

Predictor Variable	$\beta$ Coefficient	t-value	Sig. (p)
Perceived Usefulness	0.214	4.78	0.000***
Ease of Use	0.172	3.94	0.000***
Hedonic Motivation	0.258	5.61	0.000***

Social Influence	0.119	2.43	0.015*
Habit/Usage Intensity	0.207	4.31	0.000***

The results indicate that hedonic motivation exerted the strongest influence on online shopping frequency ( $\beta = 0.258, p < 0.001$ ), followed by perceived usefulness ( $\beta = 0.214$ ) and habitual usage ( $\beta = 0.207$ ). Although ease of use and social influence also contributed significantly, their effects were relatively weaker. These findings suggest that emotional satisfaction, perceived utility, and repetitive usage patterns are the primary drivers of mobile shopping behavior in Indonesia. An independent-samples *t*-test revealed notable gender differences. Female respondents scored significantly higher in hedonic motivation ( $M = 4.19$ ) and purchase frequency ( $M = 4.05$ ) compared to males ( $M = 3.81$  and  $M = 3.82$ , respectively),  $t(348) = 2.89, p < 0.01$ . This indicates that women, particularly younger users, tend to engage more with mobile shopping features that combine entertainment and social interaction. Figure 1 illustrates the relative strength of each predictor variable based on standardized coefficients.

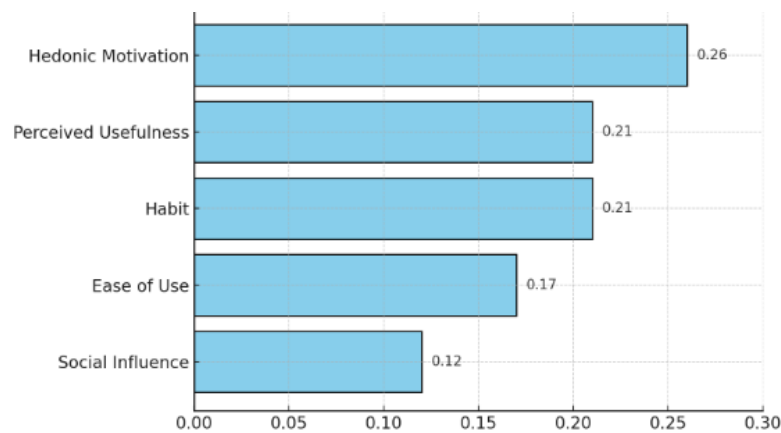


Figure 1. Standardized Coefficients of Predictors Influencing Purchase Frequency

## 4.2 Discussion

The results provide robust empirical evidence that mobile applications have redefined consumer behavior by integrating utility, enjoyment, and habit into a unified digital experience. The dominance of **hedonic motivation** confirms previous findings by Firellsya *et al.* (2024), who observed that enjoyment and emotional gratification sustain frequent engagement, particularly among Gen-Z users. This highlights a shift in mobile commerce from a transactional process toward a leisure-oriented activity, where shopping is intertwined with entertainment and self-expression. The significant effects of perceived usefulness and ease of use align with the Technology Acceptance Model (TAM), reinforcing conclusions from Kurniasih and Pibriana (2021) and Wardani (2021) that technological efficiency and interface simplicity remain essential for maintaining user trust and long-term adoption. At the same time, the strong impact of habitual usage suggests a behavioral transformation driven by repetition and platform familiarity. This pattern supports Trianingsih and Mahyuni (2023), who found that frequent exposure to mobile payment systems encourages unplanned spending through behavioral reinforcement and habitual engagement. Algorithmic notifications, reward mechanisms, and discount systems further reinforce this cycle, subtly shaping users' purchasing routines over time.

The moderate yet significant effect of social influence underscores the importance of social connections and collective behavior in digital consumption. As Harahap (2018) and Septiansari and Handayani (2021) observed, Indonesian consumers often interpret purchasing decisions as social expressions of belonging and recognition. This cultural dimension becomes particularly visible during nationwide promotional events and online festivals, where collective participation amplifies consumer activity. Gender-based differences further illuminate the socio-psychological nuances of mobile commerce. Consistent with the findings of Widiyawati *et al.* (2022) and Jannah and Kuswati (2024), female consumers show greater responsiveness to the emotional and convenience aspects of online shopping. Safitri and Dewa (2020) also reported similar tendencies during the pandemic, when women increasingly turned to mobile shopping as both a necessity and a leisure pursuit. Finally, the high explanatory power of the model ( $R^2 = 0.618$ ) demonstrates that psychological and experiential variables collectively explain most of the variance in purchase frequency. This supports the integrated behavioral model proposed by Priambada and Priyono (2023), which emphasizes the interdependence of satisfaction, loyalty, and emotional engagement in sustaining mobile application use. Collectively, these findings indicate that Indonesia's mobile commerce landscape

reflects not only technological advancement but also the evolution of an *emotional economy*—where enjoyment, convenience, and routine merge to redefine consumer experience and modern consumption patterns.

## 5 | CONCLUSION AND FUTURE WORK

The results of this research indicate that mobile applications have become a significant force in shaping online shopping behavior among Indonesian consumers. The integration of technological efficiency, emotional satisfaction, and habitual engagement has turned mobile commerce into an inseparable aspect of everyday consumption. Statistical analysis showed that hedonic motivation is the strongest determinant of purchase frequency, suggesting that enjoyment and emotional gratification are central to user engagement with mobile shopping platforms. This finding reflects a wider behavioral shift in which shopping has evolved from a functional activity into a leisure-oriented digital practice intertwined with social interaction and entertainment. Perceived usefulness and ease of use were also found to significantly influence consumer behavior, confirming that intuitive design and functionality remain crucial to sustaining trust and continued use. Meanwhile, habitual engagement indicates that repeated interaction with mobile applications reinforces consumption routines, enhancing convenience but simultaneously increasing the likelihood of impulsive spending. Social influence, though moderate, also plays a meaningful role, consistent with Indonesia's collectivist cultural orientation where purchasing behavior often reflects social approval and group affiliation. Taken together, these findings illustrate that mobile commerce in Indonesia represents not only a technological advancement but also a broader behavioral and cultural transformation. The convergence of technology, emotion, and social belonging redefines consumer experience and reshapes how individuals assign meaning and identity within digital environments. These insights underscore the importance of developing balanced strategies that promote innovation while encouraging responsible and sustainable consumption patterns.

Future studies should aim to expand these findings by employing qualitative methods such as interviews or digital ethnography to capture the emotional and cultural subtleties that quantitative approaches may overlook. Longitudinal research would also be valuable in observing how digital consumption habits evolve over time, particularly as artificial intelligence, algorithmic recommendation systems, and personalized marketing become increasingly pervasive. Comparative studies between urban and rural users could reveal how infrastructural disparities, income levels, and digital literacy influence mobile commerce adoption. Likewise, examining cross-generational differences may shed light on how younger and older consumers internalize and adapt to digital purchasing behaviors. Future research should also address ethical and psychological concerns related to digital dependency, impulsivity, and financial self-regulation in online shopping environments. Collaboration among scholars, industry practitioners, and policymakers will be essential to develop data-driven frameworks that promote transparent, inclusive, and ethically responsible mobile commerce ecosystems. Such initiatives could help ensure that technological progress not only enhances convenience and efficiency but also supports consumer well-being and economic sustainability in Indonesia's expanding digital economy.

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