

RINGKASAN

Penelitian ini merupakan penelitian survei pada konsumen generasi Z Indonesia dalam pembelian kosmetik dan *skincare* secara *online*. Penelitian ini mengambil judul: “Dampak *Information overload* terhadap *Decision postponement* dalam pembelian Kosmetik dan *Skincare online* pada Generasi Z Indonesia”. Tujuan penelitian ini adalah untuk menganalisis dampak *Information overload* dan *consumer confusion* terhadap *Decision postponement* melalui mediasi *negative emotion* dan *cognitive dissonance* pada konsumen Generasi z yang melakukan pembelian produk kosmetik dan *skincare* di Shopee.

Populasi dalam penelitian ini adalah Termasuk dalam kategori Generasi Z (berusia 18 hingga 28 tahun) dan Pernah memasukan produk kosmetik dan *skincare* ke dalam keranjang belanja *online* tidak di checkout dalam tiga bulan terakhir. Jumlah responden yang diambil dalam penelitian ini adalah 133 responden. *Purposive sampling method* digunakan dalam penentuan responden.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan *Structural Equation Modeling* (SEM) dengan pendekatan *Partial Least Square* (PLS) menunjukkan bahwa : (1) *Information overload* berpengaruh signifikan terhadap *Consumer confusion*, (2) *Information overload* tidak signifikan terhadap *Decision postponement*, (3) *Consumer confusion* berpengaruh signifikan terhadap *Decision postponement*, (4) *Consumer confusion* berpengaruh signifikan terhadap *Negative emotion*, (5) *Consumer confusion* berpengaruh signifikan terhadap *Cognitive dissonance*, (6) *Negative emotion* tidak signifikan terhadap *Decision postponement*, (7) *Cognitive dissonance* signifikan terhadap *Decision postponement*, (8) *Negative emotion* tidak memediasi signifikan *Consumer confusion* terhadap *Decision postponement*, (9) *Cognitive dissonance* memediasi signifikan pengaruh *Consumer confusion* terhadap *Decision postponement*.

Implikasi dari kesimpulan di atas yaitu perusahaan perlu mengelola informasi secara lebih efektif dengan menyajikannya secara ringkas, terstruktur, dan konsisten untuk mengurangi kebingungan konsumen, serta meminimalkan kelebihan informasi. Selain itu, perusahaan juga perlu mengelola aspek psikologis konsumen dengan mengurangi emosi negatif dan konflik internal melalui transparansi informasi, kejelasan diferensiasi produk, penyediaan edukasi, serta penggunaan testimoni yang kredibel. Strategi ini diharapkan dapat meningkatkan kepercayaan dan keyakinan konsumen sehingga mengurangi kecenderungan tertundanya keputusan pembelian.

Kata Kunci : *Information overload*, *Consumer confusion*, *Negative emotion*, *Cognitive dissonance*, *Decision postponement*, Kosmetik dan *skincare*, *Online*, Generasi Z Indonesia.

SUMMARY

This study is a survey of Indonesian Generation Z consumers regarding their online purchases of cosmetics and skincare products. The study is titled: “The Impact of Information overload on Decision postponement in Online Purchases of Cosmetics and Skincare Among Indonesian Generation Z.” The objective of this study is to analyze the impact of information overload and consumer confusion on Decision postponement through the mediation of negative emotions and cognitive dissonance among Generation Z consumers who purchase cosmetics and skincare products on Shopee.

The population for this study consists of individuals categorized as Generation Z (aged 18 to 28 years) who have added cosmetic and skincare products to their online shopping carts but did not complete the checkout process within the last three months. The sample size for this study is 133 respondents. A purposive sampling method was used to select the respondents.

Based on the research results and data analysis using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach, the following was found: (1) Information overload has a significant effect on consumer confusion, (2) Information overload has no significant effect on Decision postponement, (3) Consumer confusion has a significant effect on Decision postponement, (4) Consumer confusion has a significant effect on negative emotion, (5) Consumer confusion has a significant effect on cognitive dissonance, (6) Negative emotion has no significant effect on Decision postponement, (7) Cognitive dissonance has a significant effect on Decision postponement, (8) Negative emotion has no significantly mediates the effect of consumer confusion on Decision postponement, (9) Cognitive dissonance significantly mediates the effect of consumer confusion on Decision postponement.

The implications of the above conclusions are that companies need to manage information more effectively by presenting it concisely, in a structured manner, and consistently to reduce consumer confusion and minimize information overload. Additionally, companies must address consumers’ psychological aspects by reducing negative emotions and internal conflict through information transparency, clear product differentiation, educational resources, and the use of credible testimonials. This strategy is expected to increase consumer trust and confidence, thereby reducing the tendency for purchase decisions to be postponed.

Keywords: Information overload, Consumer confusion, Negative emotion, Cognitive dissonance, Decision postponement, Cosmetics and Skincare, Online, Indonesian Generation Z