

THE EFFECT OF INFORMATION OVERLOAD ON DECISION POSTPONEMENT MEDIATED BY DECISION DIFFICULTY ON GENERATION Z IN JEPARA

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Abstrak

Tujuan dari penelitian ini adalah untuk memastikan bagaimana penundaan keputusan yang dipengaruhi oleh banyaknya informasi yang dimediasi oleh kesulitan pengambilan keputusan pada Generasi Z di Jepara. Penelitian ini bersifat kuantitatif terhadap populasi yaitu Generasi Z di Jepara dengan pengisian kuesioner oleh responden terpilih melalui metode simple random sampling dengan menggunakan rumus Rao Purba. Terdapat 310 sampel yang digunakan dalam penelitian ini, diperiksa menggunakan perangkat lunak Smart PLS versi 4.0 dan teknik PLS-SEM. Temuan penelitian ini menunjukkan bahwa informasi yang berlebih berpengaruh positif dan signifikan terhadap penundaan keputusan, informasi berlebih berpengaruh positif dan signifikan terhadap kesulitan pengambilan keputusan, kesulitan pengambilan keputusan berpengaruh positif dan signifikan terhadap penundaan keputusan. Informasi berlebih terhadap penundaan keputusan yang di mediasi oleh kesulitan pengambilan keputusan juga memiliki hubungan yang positif.

Kata kunci : *Information Overload, Decision Difficulty, Decision Postponement*

Abstract

This research seeks to ascertain the impact of information overload on decision delay mediated by decision-making difficulties in Generation Z in Jepara. This study is quantitative on the population, namely Generation Z in Jepara by having chosen respondents complete surveys through the simple random sampling method using the Rao Purba formula. The PLS-SEM approach was utilized to evaluate the 310 samples used in this investigation using the Smart PLS version 4.0 application. The results of this study indicate that information overload has a substantial and favorable impact on decision delay, information Overload significantly and favorably affects decision-making difficulties, decision-making difficulties have a favorable and noteworthy impact on decision delay. information overload on decision delay mediated by decision-making difficulties also has a positive relationship.

Keywords: *Information Overload, Decision Postponement, Decision Difficulty*



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INTRODUCTION

The application of internet technology in education is undoubtedly offering a number of benefits besides being a new approach to human activities, ten years ago humans had found many advances in internet technology which were also beneficial (Muhamad, 2014). Human actions became easier due to the ongoing development and progress of technology. Information technology can facilitate information processing, allowing for faster task completion, Information technology also reduces data processing errors, information technology helps in task completion (Wijaya, 2018).

Decision makers experience information overload when presented with more information than they can process. Failure to understand information leads to information overload, which is an excess of knowledge that a person experiences resulting in an inability to process decisions (Al-Kumaim et al., 2021). A person must be able to process information and explain what is happening; otherwise, they may act in less than ideal ways. Standards of news, information, and communication about the crucial role it plays

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in personal behavior and decision-making (Laato et al., 2020). People who are overloaded with information experience tension, fatigue, anxiety, and decreased performance (Matthes et al., 2020).

E-commerce is the exchange of commercial information via an internet platform between customers and sellers, increased revenue is a benefit of e-commerce transactions (Fadlilah, 2020). E-commerce businesses are increasingly relying on digital marketing techniques to raise their profile, attract clients, and increase sales as a result of the increasing use of mobile devices and the internet, this facilitates fast transactions and communication between buyers and sellers. It also allows merchants to respond quickly to consumer requests, which increases customer satisfaction and revenue (Syamsuddin, Semmaila, Alam, & Business, 2024).

People of Generation Z, who were born between 1997 and 2012, are presently between the ages of 12 and 27 (Aristi, Ahyaruddin et al. 2023). Digital marketing has emerged as a new strategy with a high level of effectiveness in product introduction. This discovery is expected to help the younger generation achieve long-term milestones in improving the standard of living of everyone (Rahmawati et al, 2023).

From previous research, different findings or research gaps can be obtained (Sharma, Singh et al. 2023), Decision postponement is thought to be positively and significantly impacted by information overload. Then, based on research (Xue, Jo et al. 2020) also shows that decision postponement is positively and significantly impacted by information overload. However, in the study (Walsh, Hennig-Thurau et al. 2007), shows that information overload has no effect on decision postponement.

The goal of this research is to determine How decision-making is impacted by information overload delay mediated by decision-making difficulties in Generation Z, who often face a variety of choices and a multitude Numerous sources of information in the digital age. In addition, this study attempts to identify the mechanisms that link information overload with decision-making difficulties, through the influence of decision delay. Therefore, the findings of this research are anticipated to provide theoretical contributions towards the decision-making literature by showing how decision-making difficulties due to information overload can delay decisions in the lifestyle of Generation Z.

Literature riview

1.1 Information Overload

The possibility of information overload has existed since information became a crucial component of human activity, so this occurrence is not a new one (Hariyati, Heriyanto et al. 2021). When information flows so fast that it is difficult to keep up with it and access to it becomes a problem, this is called information overload. A significant problem in industrialized countries is information overload, which causes a gap between the amount of information available and the resources needed to process it and create valuable knowledge (Umeozor, 2017).

Furner & Zinko (2016) said that, when consumers, who make decisions, are faced with too much information, their capacity to understand it becomes overloaded. This is known as information overload. This will lead to les than ideal choices if it occurs. When a lot of information is received through social media, there is likely to be a lot of information available. Consumers will eventually suffer from information overload when the amount of information available to them exceeds their ability to digest it.

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1.2 Decision Difficulty

Various behavioral consequences are shown by customers when the decision-making process seems difficult (Broniarczyk & Griffin, 2014). The tendency of decision makers to view a decision as challenging tends to reduce their confidence in their ability to make a choice and their attitude toward it. People who prioritize decisions, for example, struggle to decide on a course of action and prefer to keep their options open so that they can change their minds at any time (Sparks, Ehrlinger & Eibach, 2012). Feelings of uncertainty are perhaps the most obvious and immediate effect that customers experience when faced with difficult choices.

1.3 Decision Postponement

Customers are distracted by confusing information and may delay purchases when they encounter information overload, too many choices, Comparability of options and ambiguous information throughout the information exploration process (Beneke, 2015; Sharma et al., 2022). To avoid the uncertainty and complex considerations associated with the pre-purchase evaluation phase, consumers use the decision delay method (Shiu, 2017). Furthermore, because people prolong the search phase to examine alternatives based on their choice criteria, excessive choice uncertainty also leads to decision delay (Thai and Yuksel, 2017).

Hypothesis Development

1.4 The Influence of Information Overload on Decision Postponement

People who have difficulty digesting all the information may be unable to make judgments due to excessive confusion (Shankar, Cherrier, & Canniford, 2006). Although having Additional options might give customers greater freedom of choice, wider choices may make excluded possibilities more attractive, which can cause consumers to regret the benefits they have missed (Scheibehenne et al., 2010). Consumers who experience regret or dissatisfaction due to information overload tend to be less certain when choosing a course of action, forcing them to delay decision making (Chernev, 2003). Previous research has identified a substantial and significant correlation between information overload and delay in decision making (Sharma, Singh et al. 2023).

The following theory is developed in light of the previous description:

H1: Information Overload has a favorable and noteworthy impact on Decision Postponement

1.5 The Effect of Information Overload on Decision Difficulty

Decision-making is hampered by the plethora of information and makes it difficult for someone to find the information they need (Renjith & Studies, 2017). Previous research has identified a substantial and significant association between difficulties making decisions and information overload (Hu & Krishen, 2019).

The following theory is developed in light of the previous description:

H2: Information Overload has a positive and significant effect on Decision Difficulty

1.6 The Influence of Decision Difficulty on Decision Postponement

According to the decision conflict model, people inclined to put off or even refrain from creating decisions if they have trouble making decisions. This model explains how internal conflict during the decision-making process can lead to a tendency to postpone decision-making (Gerasimou, 2020). When faced with challenging or unattractive choices, people often postpone decision-making (Reinders et al., 2020). This study highlights how challenging decision-making often results in decision postponement.

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Previous research has identified a substantial and significant correlation between decision-making challenges and delays in decision-making (Berens & Funke, 2020)

The following theory is developed in light of the previous description:

H3: Decision Difficulty has a favorable and noteworthy impact on Decision Postponement

Theoretical Framework of Thought

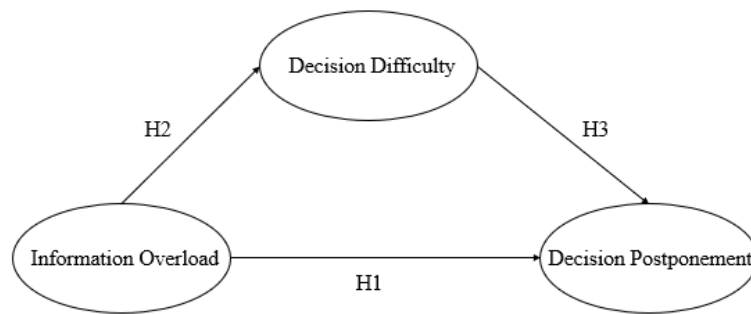


Figure 1. Theoretical Framework of Thought

RESEARCH METHODS

This research makes use of a causal design to evaluate the hypothesis regarding the causal connection between two variables (Roosdhani, Farida, Indriani, & Society, 2023). Researchers choose a descriptive quantitative study to understand, describe, and ensure the relationship between research variables (Rafifa and Rafida 2024). There are three factors in this study, namely excess information (X), difficulty in decision making (Z), and delay in decision making (Y) carried out by Generation Z. To collect measurements, a the Likert scale was used with a variety of 1 not helpful at all to 10 very helpful (Harpe and learning 2015). All of the participants in this research are members of Generation Z in Jepara.

Because the population is very large and unclear, this study uses random sampling to select a small portion of the population. The sample size of This research follows the Rao Purba formula (2006):

$$n = \frac{z^2}{4+(Moe)^2}$$

Description:

n = Sample size

Z = Confidence level in determining the sample 95% = 1.96

Moe = The greatest mistake that may be accepted in this situation, or the margin of error, is set at 5%

It is evident from this calculation that the smallest sample size that has to be reached is:

$$n = \frac{1.96^2}{4+(0.05)^2}$$
$$n = 310$$

This study involved 96 participants. This survey involved 310 respondents to consider the questionnaire that cannot be used for research or data processing.

In order to collect valid and reliable data in response, a structured questionnaire with well-organized and systematic questions was used to collect data for this study (Komaryatin, Arifin, Ali, Huda, & Roosdhani, 2025).

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This study uses primary data collected directly by researchers through an online survey managed through Google Forms (Britania & Roosdhani, 2024). The exact number of Generation Z cannot be ascertained.

This research hypothesis test was also used in the study (Arifin & Roosdhani, 2024) using Structural Equation Modeling (SEM), with an emphasis on the SmartPLS version 4.0 method used as an analysis tool in the PLS-SEM (Partial Least Square Structural Equation Modeling) data testing process.

Table 1. Description of Respondent Data

Category	Description	Frequency (people)	Percentage (%)
Gender	Man	128	58,8%
	Woman	182	41,2%
Amount			100%
Age	< 20 Year	22	7,1%
	21-25 Year	279	90%
	26-28 Year	9	2,9%
Amount			100%
Marital Status	Marry	292	93,9%
	Unmarried	18	6,1%
Amount			100%
Work	Student/collage	186	59,8%
	PNS	5	1,9%
	Employee	83	26,7%
	Private	33	10,7%
Amount			100%

Table 2. Measurement Indicators

Variable	Variable Name	Indicator	Source
Information Overload	IO.1	The quantity of content that is readily available to me on social media frequently diverts my attention.	(Gao, Liu et al. 2018) (Hwang, Hong et al. 2020) (Lee, Lee et al. 2020)
	IO.2	I'm feeling overloaded with information to digest every day on social media.	
	IO.3	I feel that only a small portion of the information on social media is relevant to my needs.	
	IO.4	Too much information on social media makes me misunderstand some of it.	
	IO.5	I was overwhelmed by the amount of information that was delivered.	
	IO.6	I am confident that the information presented meets my needs for making decisions.	

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Decision Difficulty	DD.1	Making decisions is a complicated activity for me.	(Song, Lee et al. 2019) (Hu and Krishen 2019)
	DD.2	I feel frustrated when making decisions.	
	DD.3	For me, the decision to buy online was very difficult.	
	DD.4	It took me a lot of time to decide.	
	DD.5	I am confident in my choice for this decision.	
Decision Postponement	DP.1	Sometimes I delay my decision when I want to make a purchase on e-commerce.	(Sharma, Pandher et al. 2023) (Xue, Jo et al. 2020) (Sharma, Singh et al. 2023)
	DP.2	Sometimes it is not easy for me to decide when making a product purchase on e-commerce.	
	DP.3	Making decisions when purchasing on e-commerce is a challenge for me.	
	DP.4	Sometimes too many product choices on e-commerce make me take longer than expected.	
	DP.5	Sometimes I postpone the decision to make a purchase on e-commerce that I have planned.	

RESULTS AND DISCUSSION

Outer Model

Convergent Validity Test

Convergent validity refers to how much indicators or items in a latent variable are closely related and actually measure the same construct known as convergent validity. This test ensures that there is a strong and reliable correlation between each sign in a variable. The item score correlation generated by SmartPLS software is employed to evaluate the measurement model's convergent validity using reflective indicators. An individual reflective indicator is regarded as substantial if its value for external loading is ≥ 0.7 in relation to the concept being assessed (i Nurdiant, Prastawa et al. 2017). When the external loading of the indicator variable more than 0.7 and when the Extracted Average Variance (AVE) is at least 0.5, the measurement is considered to be in accordance with the criteria in factor analysis or structural equation modeling (Uysal, Yorulmaz et al. 2020).

While AVE shows how effectively the variation of the construct is captured by its indicators, the indicator variables include a lot of information about the things being analyzed. The outcomes of the validity of convergence examination of the model of research as seen in Table 3.

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Table 3. Convergent Validity Test

Variable	Indicator	Outer Loadings	AVE	Results
Information Overload (X)	IO.1	0.879	0.684	Valid
	IO.2	0.879		
	IO.3	0.823		
	IO.4	0.801		
	IO.5	0.852		
	IO.6	0.718		
Decision Difficulty (Z)	DD.1	0.844	0.672	Valid
	DD.2	0.853		
	DD.3	0.830		
	DD.4	0.833		
	DD.5	0.733		
Decision Postponement (Y)	DP.1	0.857	0.709	Valid
	DP.2	0.857		
	DP.3	0.830		
	DP.4	0.836		
	DP.5	0.830		

Source: Primary data processed with SmartPLS version 4.0.

The table's statistics demonstrate that the factors of choice difficulty, information overload, and decision postponement are assessed based on indicators that evaluate convergent validity with a threshold above 0.7 and provide an AVE value above 0.5.

Composite reliability represents the internal consistency of reliability (Cr), a metric that measures the extent to which a variable is reliable. The minimum acceptable threshold for composite reliability is 0.7. With Cronbach's Alpha, you can measure indicates the reliability of all indications, with values ranging from zero to one. The results are considered reliable if they are greater than 0.7 (Sofyan 2022).

Reliability Test

Composite reliability (Cr), although not an absolute standard in analysis, is a measurement technique used to evaluate the reliability of a variable when its value exceeds 0.7. A measure of Cronbach's Alpha statistic that indicates the interdependence of each signal, with values ranging from 0 to 1. The Alpha value is considered credible if it exceeds 0.7. Proper and reliable statistical analysis requires a comprehensive understanding of both methodologies.

Table 4. Composite reliability & Cronbach's alpha value

Variable	Composite reliability	Cronbach's alpha	Information
Information Overload (X)	0.928	0.906	Reliable
Decision Difficulty (Z)	0.911	0.877	Reliable
Decision Postponement (Y)	0.924	0.897	Reliable

Source: Primary data processed with SmartPLS version 4.0.

The outcomes of the reliability test show that the research variable indicators exceed the value of 0.7. This indicates that the indicator assesses the intended construct with a high level of consistency. Thus, within the framework of this study, it can be stated that the indicator is reliable.

Inner Model

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The inside inner model is a representation that explains the causal connection among latent variables and unobserved variables. To find the underlying relationship between these variables and the consequences that accompany them, statistical analysis requires a strong understanding of the inner model.

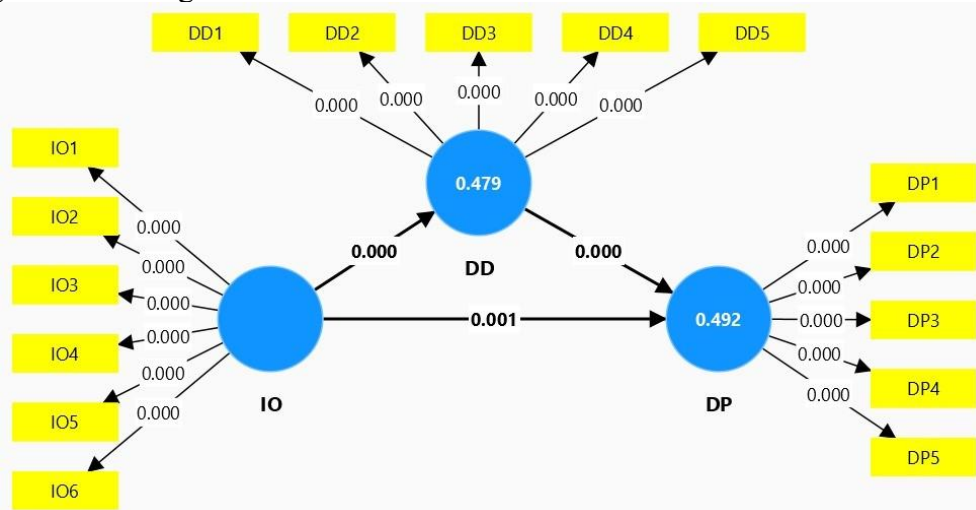


Figure 2. Model Structural

R-square

R-Square is an assessment it demonstrates how much the independent variable affects the dependent variable. R-Square is considered strong at 0.67, moderate at 0.33, and weak at 0.19.

Table 5. R-square

Variable	R-square	R-square adjusted	Information
Decision Difficulty	0.479	0.477	Moderate correlation
Decision Postponement	0.493	0.488	Moderate correlation

Source: Primary data processed with SmartPLS version 4.0.

According on the table data, the R-Square for decision difficulty is 0.479, with an R-squared corrected of 0.477, indicating a moderate relationship. This figure indicates that about 47.9% of the variation in decision difficulty is caused by information overload, and the remainder 52.1% is caused by other factors not included in the research.

The R-Square obtained from decision postponement is 0.493, accompanied by an R-Square corrected for 0.488, suggesting a modest relationship. These results indicate that about 49.3% of the variance in decision postponement is caused by information overload and decision difficulty, whereas the rest of 50.7% is determined by other elements that the research did not look at.

Mediation Test

Mediation test assesses whether the mediator variable can facilitate how the independent and dependent variables are related. Mediation occurs when the variable that is independent affects the variable that is dependent through the role of the mediator variable. There are three categories of mediation: non-mediation, which is characterized by the independent and dependent variables having a positive correlation with one another

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while the mediator variable is negative; full mediation, where the variables that are independent and dependent show an unfavorable relationship and the mediator variable is positive; and partial mediation, which occurs when the independent and dependent variables and the mediator variable are positively correlated. Furthermore, it is important to observe that P-Value exceeding 0.05 on a specific indirect effect indicates a negative influence, while a P-Value below 0.05 indicates a beneficial influence.

Table 6. Patch Coeffisen

Variable	Original sample	Sample mean	Standard deviation	T statistics	P values
Information Overload -> Decision Postponement	0.258	0.256	0.077	3.356	0.001
Information Overload -> Decision Difficulty	0.692	0.693	0.034	20.093	0.000
Decision Difficulty -> Decision Postponement	0.498	0.500	0.067	7.380	0.000

Source: Primary data processed with SmartPLS version 4.0.

Table 7. Specific Indirect Effect

Variable	Original sample	Sample mean	Standard deviation	T statistics	P values
Information Overload -> Decision Difficulty -> Decision Postponement	0.344	0.347	0.052	6.621	0.000

Source: Primary data processed with SmartPLS version 4.0.

Based on tables 5 and 6 attached, the conclusion is:

The Effect of Information Overload on Decision Posponement Mediated by Decision Difficulty

Table 5 shows a positive association between difficulties making decisions and information overload, as evidenced by a P value of 0.000, which is less than 0.05. Table 6 shows the Information overload's indirect, particular impact on decision-making difficulty, mediated by social media saturation, with a positive correlation and a P value of 0.000, below the threshold of 0.05. These findings suggest that social media saturation mediates the impact of information overload on decision-making.

Hypothesis Testing

In hypothesis testing, we test the T-Statistics and P-Value associated with each path coefficient. The hypothesis is accepted if less than 0.05 is the P-value. Path Coefficients can be determined using the Bootstrapping technique in Smart-PLS software version 4.0.

Table 8. Hypothesis Test Results

Hypothesis	Analysis
Information Overload -> Decision Postponement	P value = 0.000 T statistics = 3.356 T-table = 1.650 T statistics > T-table
Information Overload -> Decision Difficulty	P value = 0.000 T statistics = 20.093 T-table = 1.650 T statistics > T-table
Decision Difficulty -> Decision Postponement	P value = 0.000 T statistics = 7.380 T-table = 1.650 T statistics > T-table

Source: Primary data processed with SmartPLS version 4.0.

Hypothesis 1: The Effect of Information Overload (X) on Decision Postponement (Y)

The null hypothesis (H0) is rejected because the T statistic (3.356) exceeds the T table (1.650) and the P value (0.000) is below 0.05. The alternative hypothesis (Ha1) is accepted. This shows that Information Overload has a positive impact on Decision Postponement. It can be said that, the higher the level of Information Overload, The greater the level of Decision Postponement significantly.

A study by Pilli and Mazzon (2016) showed that information overload can cause individuals to delay decisions, especially when the number of options or attributes to consider exceeds their cognitive capacity. This study also found that individuals with high levels of need for cognition tend to be more prone to decision delays under conditions of information overload. This is in line with previous research identifying a substantial and significant correlation between information overload and delay in decision making (Sharma, Singh et al. 2023).

Hypothesis 2: The Effect of Information Overload (X) on Decision Difficulty (Z)

The null hypothesis (H0) is rejected because the T statistic (20.093) exceeds the T table (1.650) and the P value (0.000) is below 0.05. Thus, Ha2 is accepted. In this context, this indicates that a significant favorable relationship between the Information Overload variable and Decision Difficulty. It can be said that, the higher the level of Information Overload, The greater the level of Decision Difficulty significantly.

Che et al. (2019) explained that information overload disrupts the allocation of attention and working memory resources, which are essential in the decision-making process. When individuals are faced with excessive information, their cognitive capacity is burdened, increasing the difficulty in evaluating options and making the right decisions. This is in line with previous research identifying a substantial and significant correlation between information overload and decision-making difficulties (Hu & Krishen, 2019).

Hypothesis 3: The Effect of Decision Difficulty (Z) on Decision Postponement (Y)

The null hypothesis (H0) is rejected because the T statistic (7.380) exceeds the T table (1.650) and the P value (0.000) is below 0.05. Thus, Ha3 is accepted. In this context, this indicates that there is a noteworthy advantage influence between the Decision Difficulty and Decision Postponement variables. It can be said that, the higher the level of Decision Difficulty, the higher the level of Decision Postponement significantly.

Kim et al. (2019) highlighted that individuals with a tendency to seek the best option (maximizers) are more prone to difficulties in decision making, which in turn increases

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their likelihood of delaying decisions. This is due to uncertainty and lack of confidence in the available options. This study is in line with previous studies identifying a substantial and significant correlation between decision-making challenges and delays in decision making (Berens & Funke, 2020).

CONCLUSION AND SUGGESTION

This study reveals that information overload has a positive and significant effect on decision postponement in Generation Z in Jepara. In addition, information overload has also been shown to increase the level of decision difficulty. Decision Postponement itself also has a significant impact on decision postponement. Other findings show that decision-making difficulty acts as a partial mediating variable in the relationship between information overload and decision postponement. In other words, information overload can directly or indirectly through decision difficulty cause someone to postpone decision making.

The study's conclusions have important ramifications, especially in today's information-abundance era. People, especially members of Generation Z, must learn efficient coping mechanisms to deal with information overload to avoid getting caught in difficult decision-making situations and delaying decisions. This study suggests that Generation Z may find it difficult to make decisions when faced with too much information. In order to make decisions and avoid decision delay, it is important to have the right information management approach.

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