Factors Influencing Purchase Intention Against Marketplace Users In Gen Z

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Abstract

Purpose- The weakness of the marketplace is that it cannot physically present products that can be touched by potential customers, for this reason, information liaison is needed including influencers and product features to increase consumer purchase intentions. The marketplace itself has become a lifestyle, especially for the Z generation (Gen Z) in buying a product.

Design/methodology/approach- This study used a quantitative method by distributing 100 questionnaires, especially to the current Z generation, which is estimated to be in the age range of 20 to 40 years, who have certainly purchased products through marketplaces that have been determined by the researcher. By using the SPSS 25 analysis tool and the purposive sampling method. The results and techniques will describe several factors such as influencers, product features, and lifestyle in influencing purchase intention.

Findings and Discussion –From calculations using the analytical tools applied to this study proves that influencers have a significant influence on purchase intention because consumers not only need the benefits of product features but those that are closest to their satisfaction and needs that are deemed appropriate to support their lifestyle. Therefore, how important it is for companies to select influencers who can influence consumer buying interest by looking at the elements of good interaction between prospective consumers and their educators. With the aim of increasing buying interest. Marketplace providers and their users, including producers who work together, they always provide feature products that are always innovating where feature products are required to approach consumer satisfaction and needs. In conclusion of this study, the marketplace is one of the most popular services for generation z at this time. Not only providing services anytime and anywhere regarding ng information on a product being traded but also providing some interesting promotions. However, the marketplace also has several drawbacks because the service is only listed on the internet screen so consumers cannot see or physically touch the product to be purchased. For this reason, influencers are needed as a liaison and to increase consumer confidence by educating how to use and practice these products. There is the interaction between influencers and consumers that it influences the lifestyle of marketplace users as well as wanting to be recognized as part of an idol in using the same product.

Keywords- Life Style, Influencer, Product Features and Purchase Intention.

Introduction

The development of the marketplace in Indonesia is heavily influenced by the circulation of e-commerce that is used by Indonesians. The impact of WFH (Work From Home) caused by the ferocity of the Covid 19 virus has an impact on lifestyle and consumption to meet the needs of society, especially generation Z. In this generation Z are the most active users and there are more than the previous generation in selecting e-platforms -commerce that is used especially for online shopping, there are several marketplaces or websites and social media that are the choices of generation Z according to (Tjendri, 2020).

According to Kim et al, (2020) stated that generators spend more than 6 hours a day using cellphones and use social media far more frequently than previous generations, namely occupying the highest figure, namely 8.5 hours per day. In a survey conducted by (Kronos incorporated, 2019) Gen Z has high optimism in future success with the support of innovation from technology and strong principles that this gene has about the importance of financial stability so that they feel they must continue to work hard to achieve success.

Even though this generation is flocking to follow the trend of online purchases such as buying on marketplaces because the drawbacks of the marketplace itself are providing products or services online which only provide images so that potential buyers cannot feel the structure or feel the posters that are on earth.This is then used by this generation to try and work together to offer their abilities as influencers to educate on the use or method of consumption of products produced by manufacturers in the form of images or videos or text, which ultimately aims to make it easier for potential buyers.

With the abilities possessed by generation Z and the influence of the lifestyle they have, it is more appropriate if indeed influencers are used as jobs according to their lifestyle. However, potential consumers do not only need education on the use of the goods or services to be purchased, but also need benefits or values. product itself. Even though the lifestyle that is imitated by potential consumers conveyed by influencers affects interest only as a continued impact of manufacturers to keep developing is to add value to the product itself.

To find out how much influence the lifestyle of generation Z, as an influencer or user from the marketplace has on this interest in generation Z and also how much influence feature products have on buying interest of generation Z through the marketplace. So this research was carried out. To classify marketplace reach, it was determined by researchers, including Generation Z. Who had made transactions or durian seller activities through marketplaces determined by researchers, including Shopee Lazada and Tik Tok-Shop.

Literature Review
Marketplaces

Marketplace is a place for marketing products or services that are packaged electronically and then brings together sellers and buyers to interact with each other with the aim of conducting non-face-to-face seller-purchase transactions according to (Apriadi and Saputra, 2017). Broadly speaking, the marketplace is divided into 3 types, namely:

1. Vertical

   This type of marketplace sells products from various sources but only sells one type, such as used and new car products.

2. Horizontal

   This type of marketplace sells various types of products, but these products have attachments to one another, such as sales of computers and their accessories.

3. Global

   This type of marketplace sells a variety of related products such as Shopee, Lazada OLX and others.

Generation or Gen Z

According to some researchers, generators or generation Z are those born after 1995 (Brown, 2020; Francis and Houfel, 2018; and Linnes & Metcalf, 2007) often also called the post-millennial generation, following a description of the habits of generation Z:
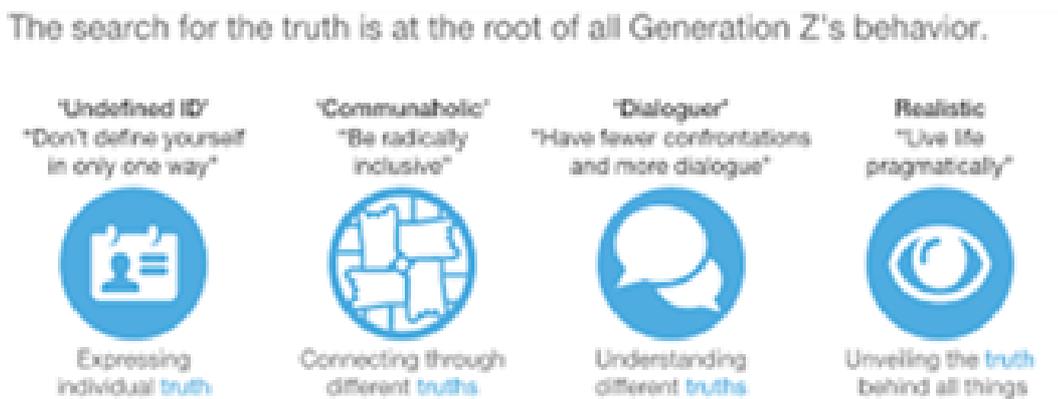
Sources: Brown, 2020; Francis and houfel, 2018; and Linnes & Metcalf, 2007)

The behavior of the Gen Z generation is grouped into 4 major components based on a strong foundation that generators are a generation that seeks truth where this generation really appreciates the expression of each individual without giving a specific label, some of which are as follows:

1. Generation Z has great openness in the search for identity to understand the uniqueness of each individual.

2. The Gen Z generation is indicated as a generation that is very inclusive in terms of interest and involvement from various communities to take advantage of technological sophistication with the aim of expanding the benefits and wishes they provide

3. The Gen Z generation is known as a generation that believes in the importance of communication as a resolution to conflict and change through dialogue.

4. Gen z generation tends to be more realistic and analytical in making decisions than previous generations because this generation is able to enjoy independence in the learning process to seek information and they like to be in control of the decisions they choose.

From this explanation, the author summarizes that the z generation has a greater impact on technology that is developing rapidly with various considerations in addressing the growth of this technology than previous generations, of course the lifestyle they choose greatly influences how to get the needs they want, such as shopping online.

Lifestyle

According to Philip and Kotler, 2012 Lifestyle or lifestyle is a pattern of life of a person whose behavior and characteristics are reflected in an activity, interests and opinions that are expressed. someone who expresses his habits through interest activities or opinions is also called a lifestyle because it reflects something behind his social class according to Setijadi and Wijaya, 2021). if someone wants to express and be perceived by others as what he wants so that his lifestyle is related to how the individual forms an image in front of other people that is inseparable from the social status he bears is a lifestyle picture according to (Sugiharti, 2010).

In the research conducted by Aryati and Pratama (2020) concluded that Lifestyle or lifestyle is quite positive in influencing consumer buying interest at the Permata xuping Gombong Central Java store. According to Rahma (2022) in his research also stated that there was a significant influence of lifestyle variables on purchase intention in the water village of Jambon in Riau From several researchers the results of the study stated that lifestyle has a significant impact on purchase intention.

Influencer

Influencer is the ability of someone who is able to make changes in influencing human behavior, (Jhosep, et all 2013) while influencer marketing is an approach that can be updated with the aim of increasing relationship marketing activities to obtain information about a product being marketed (Hayes, 2008). Meanwhile, according to Kim, (2012) influencers themselves are someone who has transcenter capabilities or digital opinion leaders because their reputation is considered to have knowledge of a particular topic such as beauty, fashion and others.

In research conducted by Alam et al, (2022) shows that there is a significant influence between influencers on buying interest in this community, but in research from Mulyana and Emily (2021) influencers do not show a significant influence on purchase intention.

Product Features

The feature itself is a vehicle that aims to exclude products from manufacturers with products from competitors according to (Ahmadi, 2020). However, a feature according to Kotler and Killer, (2016) is a tool with the aim of competing in differentiating one product from other company products such as the characteristics of a product that become a complement and the basic function of the product or its identity.

If a product has a variety of features and is able to create a higher model level and is able to add more value, it can make the first manufacturer to introduce these features more valuable and effective in competing (Kotler and Armstrong, 2018).

In research conducted by Ihsanet al, (2020) proved that product features significantly affect the intention to buy Samsung brand smartphone products in Indonesia and also in research from Maulidia (2021) also concluded that product features have a significant influence on the intention to buy packages baby gifts on Instagram jovaline baby shoes in Surabaya.

Purchase Intentions

Purchase intention is a product or service purchase event that has been planned by consumers in the future according to (Diallo, 2012). According to Morvice, (2014) purchase intention is also a strategy that can be used by companies to predict how much market share and sales will be obtained.

Methods, Data, and Analysis

The method used in this study uses a quantitative method by distributing questionnaires to 100 Generation Z who have made purchases through a marketplace that has been determined by researchers including (Shopee, Tiktok Shop and Lazada).

The technique used for this study using purposive sampling. Several groupings of variables and indicators in this study are as follows:

Variable	Indicator
Lifestyle (X1)	Trustworthiness, expertise, product attractiveness and respect (Stevani and Junaidi, 2021)
Influencers (X2)	Diversity of features, features are in line with expectations, features have advantages (Syamsudin, 2020)
Product features (X3)	Activities, interests, opinions, values (Winda, 2022)
Purchase intention (Y)	Attention, interest, desire (Widjaya and wiranta 2017)

The steps taken are as follows:

1. Validity Test

   To find out the score" on each question whether valid or not with the conclusion that if rcount>rtable with a confidence level of 0.05) is said to be invalid and vice versa if rcount<rtable with a confidence level of 0.05) is said to be valid.

2. Reliability Test

   According to (Khoiriyah, (2009) reliability is a questionnaire test of each indicator with variables determined by the researcher. The author uses the Cronbach alpha formula with the condition that the alpha efficiency must be greater than 0.6 at the point in the calculation.

3. Hypothesis Test

   Hypothesis testing arises if the level of confidence (10% confidence interval, equal to 100%, 5% = 95%, 1 = 90%) this stage is carried out by analyzing the test (t) and test (f):

   a. Partial test (t) is used to see the partial effect of each independent variable on the dependent variable. With the following conditions:

      1. Ho ; bi = 0 influencers, product features and lifestyle have no partial influence on purchase intention.

      2. Ho ; bi≠0 influencers, product features and lifestyle have a partial influence on purchase intention

b. Simultaneous test (f) is used for simultaneous testing of independent variables in influencing the dependent variable with the following conditions:

1. Ho: b1, b2, and b3 are the same (with zero = 0) meaning that all independent variables do not have a simultaneous effect on the dependent variable.

2. Ho: b1, b2, and b3 are not the same (with zero not 0) meaning that all independent variables have a simultaneous influence on the dependent variable.

In the simultaneous test, accept or reject the hypothesis through statistical test (f) with the provision that if the value of fcount > ftable then Ho is rejected and Ha is accepted and vice versa if fcount > ftable, then Ho is accepted Ha is rejected.

4. Test the Coefficient of Determination (R2)

This test is used to measure how far the ability of the model is from the independent variable, by showing the percentage of all independent variables to the dependent variable according to (Ghozali, 2013). If the percentage value is small, it means the ability of the independent variable to influence the dependent variable.

Discussion and Results

0.264. Then the results of the validity and reliability tests in this study are presented in the following table:

In testing the validity test using the IBM SPSS statistical application 25 out of 100 respondents with the same calculation= n-(v.independent+v.depndent)-1, =100 and the r-table level (5%) or 0.05:2 = 0.025. and the point of the r-table is:

Validity test

Variable	Indicator	r-count	r-table	Information
Lifestyle X1	LST 1	0.59	0.264	Valid
	LST 2	0.59	0.264	Valid
	LST 3	0.59	0.264	Valid
	LST 4	0.59	0.264	Valid
	LST 5	0.59	0.264	Valid
Influencers X2	IFC 1	0.59	0.264	Valid
	IFC 2	0.59	0.264	Valid
	IFC 3	0.59	0.264	Valid
Product features X3	PFT 1	0.59	0.264	Valid
	PFT 2	0.59	0.264	Valid
	PFT 3	0.59	0.264	Valid
	PFT 4	0.59	0.264	Valid
Purchases Intention Y	PIT 1	0.59	0.264	Valid
	PIT 2	0.59	0.264	Valid
	PIT 3	0.59	0.264	Valid
	PIT 4	0.59	0.264	Valid

Source: 2023 data processing

In the table above it can be concluded that the overall indicators per variable rcount is greater than rtable, which means that all of them are valid.

In this study the reliability test used the Crombatch Alpha coefficient formula which was said to be reliable if the Krombehex Alpha > 0.6 the reliability test results in this study are presented in the following table:

Reliability Test

Variable	Croncbach alpha	N-of items	Information
Lifestyle X1	0.882	0.6	Reliable
Influencers X2	0.792	0.6	Reliable
Product features X3	0.776	0.6	Reliable
Purchases Intention Y	0.895	0.6	Reliable

Source: 2023 data processing

Based on the table data above, it shows that the overall value of the variables is greater than (>) 0.6, which means that all answers from all respondents can be said to be consistent or reliable.

Partial Test (t)

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Model	Unstandardized Coefficients/ Standardized coefficients			t	g
	B Std Error		Betta		
1 (constant)	.535	1,789		.887	.895
X1	.572	042	.123	3,556	0.000
X2	.655	003	.455	3,663	0.002
X3	.756	.004	.354	5,089	0.000
a. Dependent Y.					

Source: 2023 data processing

The calculation at the point r-table is (nk-1) (100-4-1)=95 with a significant level of 0.05:2= 0.025 indicating a value of 1.98. The table above concludes that:
1. The influence of Lifestyle on buying interest in the Gen Z generation
   The results of the t-test on this variable indicate that ha is rejected and Ho is accepted. This means that Lifestyle has a partial effect on buying interest in the Z gene generation with a t-count value of 3,556 > 1.98 t table with a significance value on the lifestyle variable (X1) 0.000 <0 ,5.
2. The influence of influencers on buying interest in the Z generation
   The results of the t-test on this variable show that ha is rejected and Ho is accepted. This means that influencers have a partial effect on buying interest in the Z gene generation with a t-count value of 3,665 > 1.98 t table with a significance value on the lifestyle variable (X1) 0.002 <0. ,5.
3. The effect of Featured Products on buying interest in the Gen Z generation

The results of the t-test on this variable indicate that ha is rejected and Ho is accepted. This means that Feature Products have a partial effect on purchase intention in the Z gene generation with a t-count value of 5,089 > 1.98 t table with a significance value on lifestyle variable (X1) 0.000 < 0.5

Simultaneous Test (f)

ANOVAa						
Model		Sum of Squares	df	MeanSquare	f	Sig.
1	Regression	235,664	3	189,555	47,856	.000b
	residual	433,589	96	4,561		
	Total	889,255	99			
a. Dependent variable: Y						
b. Predictors (Constant) X3,X2,X1						

Source: 2023 data processing

Calculation at point df1=k-1 = (4-1) =3 and point df2 = nk= (100-4)= 96 the result is 2,The table above concludes that fcount is 47,856 or 48 with a significance value of 0,000. This value is proof that fcount > ftable with a significance value of 0.000 <0.05 so that the f test in this study shows that Ha is rejected and Ho is accepted, which means that lifestyle, influencer and feature products as a whole or together have a simultaneous influence on purchase intention in generation Z.

Conclusion

In this study it has been proven that influencers have a significant influence on consumer buying interest in the marketplace because there is a need for consumers to know the procedures for using the product to be purchased, the explanations put forward by influencers add to consumer insight as material for comparison of products sold among several sellers who offer through paper met this arises because the drawback of the marketplace itself is that consumers cannot touch and practice the product to be purchased.

The influencer himself is someone who has more attractiveness or influence over someone else, this benefit is absorbed by potential consumers if the influencer is able to influence with his selling power so that he looks attractive and has a self-image such as uniqueness or things that are desired in the grouping certain things that are the same and liked by potential consumers such as beauty influencers, tips and tricks on how to cook from influencers themselves and others. Where the lifestyle of the influencer can influence potential consumers who will buy the products offered, of course the lifestyle of the influencer himself will also follow and influence these prospective buyers,

Because with the same activities and interests, influencers will become idols so that consumers who consume or use the same products feel part of that group and lifestyle.

The big influence of an influencer and lifestyle, especially in the Z generation with a technology environment that is always changing and developing rapidly, makes potential consumers also smarter and understand a product to be purchased. This must be considered by producers to create products that follow lifestyles and innovate where the functions of these products are sought to approach consumer needs and satisfaction.

Manufacturers must be ready and able to create products, especially with the target market for generation Z which has a large market among other generations but the risk is that the mindset of generation Z is more complex, such as price, product function, these products are able to approach the style needs of generation Z

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