

Gen Z Consumer Purchase Intention

Mira Meilia Marka¹, Nurul Rizka Arumsari²

Manajemen/ Fakultas Ekonomi dan Bisnis, Universitas Muria Kudus, Indonesia

email: mira.meilia@umk.ac.id

ABSTRACT

Keywords:

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Consumer
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The COVID-19 pandemic had an impact on various sectors in Indonesia. In order to reduce the rate of transmission of the COVID-19 virus, the government has established Pembatasan Sosial Berskala Besar (PSBB). PSSB is one of the factors for the high growth of digitization on the e-commerce business. Shopee is one of the fastest growing e-commerce today. Not only the impact of the pandemic, the high purchase intention of Gen Z consumers in shopping online was also built by other factors. These factors are discussed on this research, perceived usefulness, perceived ease of use and trust. There are inconsistencies in the results of previous studies especially in perceived usefulness and perceived ease of use. This study aims to solve previous research gaps on the Influence of perceived usefulness and perceived ease of use on consumer purchase intention by including trust as intervening variables. Questionnaire on 95 consumers of shopee from Gen Z were used as data collection. The analysis technique used is Structural Equation Modeling with the PLS program. The results shows that trust was able to perfect research gaps and mediate to Influence perceived usefulness, perceived ease of use and consumer purchase intention.

ABSTRAK

Kata Kunci:

Persepsi
Manfaat;
Persepsi
Kemudahan
Penggunaan;
Kepercayaan;
Minat beli

Pandemi covid-19 berdampak pada berbagai sektor di Indonesia. Dalam rangka mengurangi laju penularan virus covid 19, pemerintah menetapkan Pembatasan Sosial Berskala Besar (PSBB). PSSB menjadi salah satu motor penggerak tingginya pertumbuhan digitalisasi melalui bisnis e-commerce. Salah satu e-commerce yang sedang berkembang saat ini yaitu marketplace shopee. Tidak hanya pengaruh pandemic, tingginya minat beli konsumen gen Z dalam berbelanja online melalui shopee juga dibangun faktor lainnya. Terdapat inkonsistensi hasil penelitian sebelumnya terkait *perceived usefulness* dan *perceived ease of use*. Penelitian ini bertujuan menutup gap penelitian sebelumnya tentang pengaruh *perceived usefulness* dan *perceived ease of use* terhadap minat beli dengan memasukkan *trust* sebagai variabel intervening. Pengumpulan data bersumber dari 95 kuesioner pada konsumen shopee dari gen Z. Teknik analisis yang digunakan adalah *Structural Equation Modeling* dengan program PLS. Hasil penelitian menunjukkan bahwa *trust* mampu menyempurnakan celah penelitian dan menjadi mediasi untuk mempengaruhi *perceived usefulness*, *perceived ease of use* and *purchase intention*.

INTRODUCTION

Technology Acceptance Model (TAM) is a theory of information system that discusses about the acceptance and use of technology by consumers (Suhir et al, 2014).

TAM predicts user acceptance of a technology is determined by two factors, namely Perceived Usefulness and Perceived Ease of Use. Various studies show that variable Perceived Usefulness, Perceived ease of use, and trust have an influence on purchase intention. Purchase intention is acquired through the learning process and thought processes that shape perception. Purchase intention creates a motivation for the consumer's mind, which in the end when the consumer must satisfy their needs it will actualize what is in their mind.

Perceived Usefulness is often based on as much as consumers believe that online shopping will improve the transactions performance. An individual is more possible do advanced use when that user who is considered useful often know as Perceived Usefulness. The benefits can be obtained when a consumer feel the ease in interact with applications, search for product information and online payment (Lee et al, 2011). Therefore, the ease of understanding information, applications usage, and the services provided can affect consumers's purchase intention in online shopping. This statement is corresponding with the results of (2015) research which Perceived Ease of Use has a positive and significant influence on purchase intention.

In addition, Perceived ease of use is one of the supporting factors in the use of technology. Perceived ease of use is the level of someone who believes that it does not take much effort in running a system. Perceived ease of use is a consideration for consumers before doing online shopping (Sukaris, 2021). The last factor that attracts consumer purchase intention is trust. Trust from online transactions is an individual's belief in the privacy and quality aspects of a company or company's own products to generate interest in making transactions. This statement is supported by research from Leeraphong & Mardjo (2013) that trust give positive influence and significant with purchase intention.

Based on the APJII (Association of Indonesian Internet Service Providers) survey in 2020, internet users reached 73 percent of the population or about 200 million users and most of the population is Z generation who have a digital lifestyle. Based on the division of birth years Z generation are those born between 1995 and 2010. Online purchases by Z generation consumers are considered easier and faster (Thomas et al, 2018). The system of online shopping is one of the lifestyles and metamorphosed into a popular culture that is done by many people in Indonesian. Since the development of the internet has increased, most activities are carried out more instantly (Sazali, 2020). The AIPJII survey in 2020 stated that 68.7% of people feel safe with online transactions through e-commerce.

E-commerce is the driver of the digital-based economy. Otoritas Jasa Keuangan (OJK) said that 88.1 percent of internet users in Indonesia have used e-commerce services for buying a number of products (www.cnnindonesia.com, 2021). The percentage based on the We are Social (2021) survey is the highest in the world followed by the United

Kingdom, the Philippines, Thailand, and Malaysia in fifth place. A significant increase in Indonesia to these conditions, also affected by pandemic the Covid-19. Large-Scale Social Restrictions implemented by the government have an impact on the high growth of digitalization through e-commerce businesses. E-Conomy SEA 2020 research from Google stated that the e-commerce sector is encourage the digital economy in Indonesia. The growth of the e-commerce sector in Indonesia reached 54 percent to US\$ 32 billion on an annual basis during the pandemic (APJII, 2021).

Shopee is one of the regional e-commerce that operates in almost all countries in Southeast Asia. Shopee was launched in 2005 in Singapore. Shopee is managed by SEA Group which is a company owned by Chris Feng and Forrest Li. Shopee has consistently ranked first in the ranking of e-commerce applications on the Play Store and App Store since the 4th quarter of 2018. Shopee's Top Brand index ranks first in the online shopping category based on frontier research (2022) survey which is 59.9%, lazada 21.8%, Tokopedia 10.2%, Blibli 5.1% and Bukalapak 2.5%. However, shopee website visitors are still under of bukalapak consumers, it is presented in the table 1.

Table 1 Marketplace data in Indonesia 2021

Marketplace	Quarter 4 monthly web visitors	Appstore rankings
Tokopedia	157,443,300	2
Shopee	138,776,700	1
Lazada	28,173,300	3
Bukalapak	25,760,000	6
Blibli	15,686,700	8

Source: iprice.co.id (2022)

Based on data from table 1 the highest average marketplace website visitors in the 4th quarter of 2021 is Tokopedia, Shopee in the second rank then Lazada, Bukalapak, and Blibli. Whereas, Shopee in the first rank in appstore. Through these various marketplaces, the habits of people who initially make offline shopping change to online shopping. Some theories and models were developed in relation to consumer behavior.

There are inconsistencies in previous research results related to perceived usefulness and perceived ease of use. Studies conducted by Faradila, Rr. Selli Nisrina & Harry Soesanto (2016), stated perceived usefulness has a positive and significant influence on purchase intention. This is not in line with the results of Letchumanan & Muniandy (2013) research states Perceived Usefulness has a negative and significant influence on purchase intention.

The results of (Faradila et al, 2016) research stated perceived ease of use has a significant influence on purchase intention, while Letchumanan (2013) research stated perceived ease of use has a negative and significant influence on purchase intention.

Research gaps in the form of inconsistencies in the results of Perceived Usefulness and Perceived Ease of Use research on purchase intention are dissolved with trust variables as mediation variables. This research modified TAM by adding a confidence

variable. Trust plays an important role in customer retention and has been integrated with the TAM model to explain customer behavior intentions.

This exploration is considered important and will provide information to analyze generation Z highly dynamic purchasing interest model. The formulation of this research problem is how to increase interest in buying gen Z on the shopee marketplace.

METHOD

This research is explanatory research with a quantitative approach. The research population is gen Z who has a shopee account. Sampling in this research using purposive sampling techniques, respondents who are used as samples based on criteria. The sample criteria are respondents born in 1995 to 2010 and have used the shopee application in the last six months. The ideal and representative sample size is dependent on the number of indicators used multiplied by the range of values five (5) to ten (10). The sample in this study is the number of indicators $\times 5 = 19 \times 5 = 95$ respondents. This research used the PLS (Partial Least Square).

RESULT DAN DISCUSSION

Measurement Model Evaluation (Outer Model)

Evaluation of the measurement model or outer model is carried out to assess the validity and reliability of the model. Validity and Reliability test results are indicated in table 2.

Table 2 Validity and Reliability test results

Variable	Indicator	Outer Loading	DV	AVE		Composite Reliability	
PU	PU1	0.796	0.742	0.550	Valid	0.739	Reliable
	PU 2	0.649					
	PU 3	0.803					
	PU 4	0.707					
PEU	PEU 1	0.776	0.875	0.765	Valid	0.933	Reliable
	PEU 2	0.837					
	PEU 3	0.927					
	PEU 4	0.930					
	PEU 5	0.894					
T	T1	0.901	0.878	0.771	Valid	0.931	Reliable
	T2	0.880					
	T3	0.888					
	T4	0.844					
MB	MB 1	0.875	0.814	0.662	Valid	0.921	Reliable
	MB 2	0.856					
	MB 3	0.834					
	MB 4	0.716					
	MB 5	0.853					
	MB 6	0.735					

Source: Processed primary data, 2022

Based on the data from the table 2, it can be known that the value of discriminants validity variable perceived usefulness, perceived ease of use, trust and purchase intention > 0.5. Thus it can be stated that the variable has had a good discriminant validity.

Convergent validity assessment is also carried out through the Average Variance Extract (AVE) value with the provision of > 0.50 for confirmatory and exploratory research (Hair, 2017). The results of convergent validity tests using AVE showed that the AVE value of each construct had qualified above 0.5. Based on the results of the study, CR values range from 0.7 - 0.9 so it is considered to have a composite reliability value that meets.

Structural Model Evaluation (Inner Model)

Structural model assessment uses PLS by looking at Adjusted R-Square value for each endogenous latent variable as the predictive force of the structural model. Adjusted R-Square values have values with intervals of 0 to 1. If the Adjusted value of R-Square is getting closer to the number 1 then it states that exogenous latent variable (X) better it explains the endogenous variable (Y).

Based on the adjusted value R square variable perceived usefulness, perceived ease of use is able to explain trust by 64.9% and variable perceived usefulness, perceived ease of use and trust is able to explain purchase intention of 76.1%.

Construct Variable Structural Model

In this research, 4 variables, namely 2 exogenous construct variables (X), 1 mediation variable (Z) and 1 endogenous construct variable (Y). A structural model of research construct variables shown in figure 1.

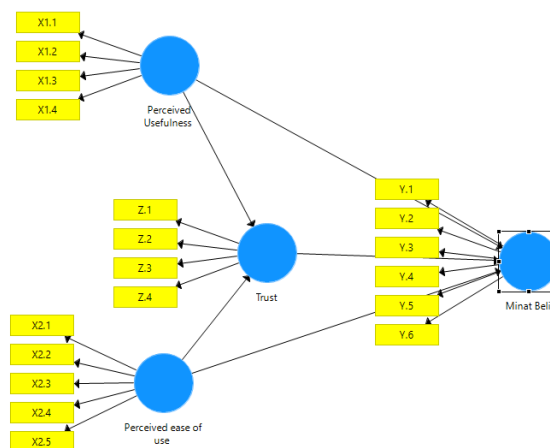


Figure 1 Construct Variable Structural Model

Source: Processed primary data, 2022

Hypothesis Test

Hypothesis testing uses PLS by looking at the p value or value t in each hypothesis. Hypothesis Test results using PLS can be seen in the table 3

Table 3 Hypothesis Test Results

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	T Statistics	P value	
H1	Perceived usefulness → trust	0.340	0.350	3.811	0.000	Significant
H2	Perceived ease of use → trust	0.525	0.512	5.875	0.000	Significant
H3	Perceived usefulness → minat beli	0.247	0.249	2.597	0.010	Significant
H4	Perceived ease of use → minat beli	0.230	0.219	2.096	0.037	Significant
H5	Trust → minat beli	0.477	0.478	3.972	0.000	Significant

Source: Processed primary data, 2022

Based on the test results of the H1, H2, H3, H4, H5 hypotheses have a tstatistics value of >1.96 and a p-values value of < 0.05, it shows that all hypotheses are significant so that all hypotheses are accepted.

Table 4 Results of Indirect Influence Hypothesis Testing Analysis

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	T Statistics	P value	
H6	Perceived usefulness → trust → Minat Beli	0.251	0.246	3.160	0.002	Significant
H7	Perceived ease of use → trust → Minat Beli	0.162	0.168	2.586	0.010	Significant

Source: Processed primary data, 2022

Based on the results of table 4, it can be concluded that the trust mediates the influence of perceived usefulness and perceived ease of use on purchase intentions.

The Influence of perceived Usefulness to trust

The results of the data analysis showed that the perceived usefulness felt by shopee consumers who are gen z has a significant effect on trust. Perceived Usefulness is the perception or impression of respondents towards shopee. Respondents understand that shopee provides benefits for them, such as online shopping becomes more effective and more efficient. During the Covid-19 pandemic, respondents feel many benefits from online shopping, such as able to find the products that they want faster, find more product choices, feel more comfortable to be able to shop without going out, able to keep their privacies, and able to fulfill their needs by continue doing social distancing and physical distancing (Iriani et al, 2020).

The convenience provided by shopee, can increase consumer confidence that affects gen Z. This result is supported by the research of which that the higher perceived usefulness, the higher the level of trust.

The Influence of perceived ease of use terhadap trust

The results of the data analysis showed that perceived ease of use perceived by shopee consumers who are gen z have a significant effect on trust. Based on respondents, shopee application is easy to learn. The menu view on the shopee application is available in full on the start page. So that consumers are easier to determine the features according to their needs. Respondents feel that the operation of the application can be done quickly, so that respondents are skilled in using it in a short time.

Ease of use will reduce a person's effort in studying the application. Consumers believe that information technology that is more flexible, easy to understand, and easy to operate is characteristic of ease of use (Apriyani et al, 2017). This factor encouraged respondents to trust shopee more as an option in online shopping. This is in line with the research of (Faradila et al, 2016) which states that perceived ease of use can increase trust.

The Influence of perceived Usefulness to purchase intention

The perception of benefits felt by consumers can be improved when the technology is able to provide benefits or facilitate the activity of its users (Faradila et al, 2016). Various information available on the shopee application such as product information, payment facilities, telephone payment services, other payment services and food ordering, provide consumer benefits to fulfill their daily needs. Respondents can also find out the product from the lowest price and a specific brand as desired. The more consumers feel the benefits of shopee in terms of improving performance, effectiveness and other benefits, consumers will want to buy products through the shopee application in the future (Apriyani et al, 2017). This is supported by the research of Faradila et al, (2016) that the results of this study are contrary to research conducted by Letchumanan (2013).

The Influence of perceived ease of use to purchase intention

The ease of use of an online shopping site is related to whether or not the application is used by prospective buyers. If the components in the application are easy to learn, purchase intention to buy in online shopping is created (Faradila et al, 2016).

Online buying and selling application should not only be technically attractive, but should also be easy to use in order to give their users a boost to create interest in online shopping (Faradila et al, 2016). This opinion is supported by (Cho, 2015) stated that Perceived Ease of Use has a positive and significant effect on purchase intention.

The Influence of Trust to Purchase Intention

Trust in online transactions, which plays a more critical role than conventional transactions, is defined as consumer confidence in meeting expectations by sellers who encourage them to complete online transactions. Dachyar & Banjarnahor (2017) said trust

is a level of personal guarantee that online stores will meet their obligations, will behave as expected. In addition to the information security guarantee factor, respondents also considered shopee to have a good reputation so it can create trust. Respondents were also satisfied with the features provided by Shopee. Therefore trust is an important factor for consumers and will even encourage them to want to buy. Trust that arises in online transactions is an individual's belief in the privacy aspect and product quality of a company or in the company it self to create interest in conducting transactions. This opinion is supported by (Leeraphong & Mardjo, 2013), (Ponte et al, 2015) consumer confidence has a positive effect on purchasing intention.

The Influence of Perceived Usefulness to Purchase Intention through Trust

The results of the mediation test showed that perceived usefulness was able to mediate the influence of perceived ease of use on purchase intention. If an application has fast access, ease of product search, and according to user needs so it can bring up a positive attitude from users towards the application (Faradila et al, 2016). Shopee is able to provide many benefits for consumers through fast payment process, can fulfill consumer needs such as food products, fashion, telephone payment services and others. This feature is able to increase the confidence of gen Z consumers in the shopee marketplace as an alternative to online shopping.

In this context, trust is based on four components, Good Reputation, Satisfaction Assurance, Information Security Guarantee and Integrity (Sinurat & Mochammad, 2020). Shopee's ability to fulfill customer needs, provide satisfaction and always maintain the company's reputation makes Shopee consumers confident that shopee is a trustworthy e-commerce. This trust is what supports a consumer for interest in online shopping. The existence of trust, the perception of ease can encourage increased purchase intention. These results support the research of (Faradila et al, 2016).

The Influence of Perceived Ease of Use to Purchase Intention through Trust

The ease of use of an application is a consideration for consumers before doing online shopping (Faradila et al, 2016). Based on respondents, shopee is easy to learn, makes it easier for consumers to use, does not require much learning effort, does not take long to be able to understand its features and consumers become skilled using the shopee application. With this convenience, consumers believe that Shopee has a good reputation, privacy guarantees for information and accounts. With the perception of convenience felt by consumers, there will be confidence in the company providing goods or services (Subagio et al, 2018).

The trust in shopee is that consumers believe that Shopee has a good reputation, offers purchase privacy, and will keep promises to its buyers. It can improve purchase

intention of gen Z. The results of this study in line with the research of (Faradila et al, 2016).

CONCLUSION

Based on the results of hypothesis testing obtained:

1. Perceived usefulness has a positive and significant effect on trust
2. Perceived ease of use has a positive and significant effect on trust
3. Perceived usefulness has a positive and significant effect on purchase intention
4. Perceived ease of use has a positive and significant effect on purchase intention
5. Trust has a positive and significant effect on purchase intention

The results of this study can be a reference to find out how to increase purchase decision gen Z on the shopee marketplace. The limitation of this research is the scope of research respondents only from generation Z, so for future research can expand the scope of respondents. In addition, based on the results of adjusted r square the influence of perceived usefulness, perceived ease of use, on purchase intentions through trust of 64.9%, and the remaining 35.1% is influenced by other variables outside the model. Therefore, for future researchers can add other variables such as perception of risk and information quality (Purwianti, 2019).

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