



GEN-Z CONSUMER BEHAVIOR TOWARDS INTEREST BUY E-COMMERCE AT MAJALENGKA

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This research aims to identify and analyze the influence of trust in using e-commerce, the influence of ease on attitudes towards using e-commerce, the influence of benefits on attitudes towards using e-commerce, and the influence of attitudes on interest in using e-commerce among Generation Z in Majalengka. The research location was conducted in Majalengka. The approach used in this research is quantitative descriptive with the population of Generation Z in Majalengka with a sample size of 20 people using Accidental Sampling technique. The data analysis used is descriptive statistics processed using Excel. The results show that the perception of trust, ease, benefits, and attitudes of Generation Z towards e-commerce buying interest have a positive and significant effect on the increase in consumption patterns of Generation Z towards e-commerce in Majalengka. In its implementation, Generation Z integrates technology into the purchasing interest scheme of e-commerce platforms to provide broad and practical reach.

Keywords: Consumer Behavior, E-commerce, Generation-Z

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis pengaruh kepercayaan dalam menggunakan e-commerce, pengaruh kemudahan terhadap sikap menggunakan e-commerce, pengaruh manfaat terhadap sikap menggunakan e-commerce, dan pengaruh sikap terhadap minat menggunakan e-commerce di kalangan generasi Z di Majalengka. Lokasi penelitian ini dilakukan di Majalengka. Pendekatan yang digunakan dalam penelitian ini adalah deskriptif kuantitatif dengan populasi generasi Z di Majalengka dengan jumlah sampel sebanyak 20 orang dengan menggunakan teknik Accidental Sampling. Analisis data yang digunakan adalah deskripsi statistik yang diolah menggunakan excel. Hasil penelitian menunjukkan bahwa persepsi kepercayaan, kemudahan, manfaat dan sikap generasi z terhadap minat beli e-commerce berpengaruh positif dan signifikan terhadap peningkatan pola konsumen generasi z terhadap e-commerce di Majalengka. Dalam implementasinya, generasi-z mengintegrasikan teknologi ke dalam skema minat beli platform e-commerce bagi generasi-z untuk memberikan jangkauan yang luas dan praktis.

Kata Kunci: E-Commerce, Generasi-Z, Perilaku Konsumen

INTRODUCTION

In today's rapidly developing digital era, the development of information and technology has created industrial development at this time in line with the development of information technology. The internet has opened up many new opportunities for people, especially the Z-generation, to be able to develop and live a more practical life. Almost all daily activities of the z-generation have been facilitated by the presence of this technology. This is because information technology tends to be used in rethinking business strategies. One form of technological development in the business field is the emergence of e-commerce. E-commerce is a way of selling and purchasing goods and services through electronic networks or called electronic commerce (Rehatalanit, 2016).

The phenomenon of e-commerce in the digital era has greatly increased to changes in the business world. The use of this development of internet technology can be implemented with ecommerce. The emergence of e-commerce, especially Consumer-to-Consumer (C2C) e-commerce, has made buying and selling enter a new dimension, they provide a means to conduct buying and selling transactions such as online buying and selling sites in Indonesia. Online buying and selling sites provide free advertising services for goods or services with the use of data networks. So that e-commerce is one of the facilities that can make it easier for consumers to shop online and e-commerce now refers more to digital technology or the internet as buying and selling activities or transactions carried out using electronic media (internet) facilities. So, ecommerce has now become very practical and easy to do online without restrictions on place and time and can be done anywhere.

Some of the factors that affect generation Z in buying a product on e-commerce are due to the many alternative product choices, brand selection, online stores, and purchase intent (Santoso and Triwijayati, 2018). In addition, other factors that affect gen-z behavior towards e-commerce buying interest. The presence of technology and easy access to the internet has changed the way this generation shops, significantly influencing their consumer behavior. The behavior of Generation Z consumers towards e-commerce buying interest is a major concern in the business and academic world. This generation grew up in a highly connected digital environment, which had a huge influence on their shopping preferences. Factors such as ease of access, transaction security, convenience of shopping from home, as well as social interaction through e-commerce platforms, all play an important role in shaping their buying interest.

The technology acceptance model (TAM) is one of the most appropriate theories to identify the acceptance of generation Z towards product purchase decisions through ecommerce. According to the theory, the first factor that influences consumer attitudes is the perception of benefits. Romadloniyah and Prayitno (2018) define the perception of usefulness as the subjective probability of potential users who use a certain application to facilitate the performance of their work. Efforts to improve the perception of security and consumer trust are very important to do because basically secure and convenient transactions affect a person's interest in making purchases through ecommerce. There are several efforts that can be made to make consumers believe in e-commerce, one of which is to provide fun and satisfying service. The above description is an interesting factor for researchers, because so far the research on e-commerce buying interest for generation Z has not been done much, therefore the author conducted a study with the title "Gen-z consumer behavior towards e-commerce buying interest in majalengka".

Seeing the impact of several variables that the researcher has explained above, the objectives of this study are to: (1) Analyze the influence of ease of use on the attitude of using e-commerce in generation Z in Majalengka; (2) analyze the influence of benefits on the attitude of using e-commerce in generation Z in Majalengka; (3) analyze the influence of trust on the attitude of using e-commerce in generation Z in Majalengka; (4) analyze the influence of influential attitudes on interest in using e-commerce in Generation Z in Majalengka.

E-commerce, or electronic commerce, is a process of buying and selling goods or services through the internet or other computer networks. It involves electronic transactions such as online payments, freight forwarding, and customer service that can be accessed online. E-commerce can include a variety of business models, including online stores, online auctions, and e-commerce platforms. This has become one of the most important aspects of today's digital economy, allowing customers to shop more conveniently and allowing companies to expand their market reach globally. E-commerce has become an integral part of Gen Z consumer behavior, by significantly influencing their buying interest. Generation Z, who grew up in the digital era, tends to prefer online shopping because of the convenience, convenience, and accessibility offered by e-commerce platforms. Additionally, the ability to easily compare prices and products across various e-commerce platforms allows Generation Z to make more informed and planned purchasing decisions. Thus, e-commerce has become the main choice for Generation Z in meeting their shopping needs.

The Technology Acceptance Model (TAM) is a framework used to understand the factors that affect the acceptance and use of technology by individuals. TAM assumes that individuals' perceptions of the ease of use and usefulness of technology directly affect their intention to use it, which in turn influences their actual behavior. TAM is based on the Theory of Planned Behavior which combines psychological and behavioral factors. Factors such as an individual's perception of the benefits and ease of use of technology play an important role in this model and social concepts such as social norms, social pressure, and social influence are also part of the TAM. And TAM is also based on the theory of behavior of information technology users. Concepts such as perceived usefulness are related to the extent to which individuals believe that the use of technology will improve their performance or productivity. Gen Z may be interested in using e-commerce if they believe that the platform can provide the products or services they need more efficiently or even at a lower price compared to traditional ways of shopping, and perceived ease of use plays a key role in predicting user behavior towards technology. This concept refers to how easily individuals perceive a technology to be usable. Generation Z who grew up in the era of advanced technology may have a high level of understanding

and comfort in using e-commerce platforms. If they feel that e-commerce is easy to use, they are more likely to be interested in making purchases through the platform.

The effect of ease of use on the attitude of using e-commerce in generation Z. Can provide ease of use of e-commerce, such as an intuitive interface and a smooth payment process, can increase the positive attitude of generation Z towards the use of e-commerce. They tend to be more interested and motivated to use an e-commerce platform if the user experience is easy and efficient. The effect of benefits on the attitude of using e-commerce in Generation Z There are benefits obtained from e-commerce, such as the convenience of shopping from home, access to various products, and the possibility of getting special discounts or promotions, which can increase the positive attitude of Generation Z towards the use of e-commerce. They tend to see e-commerce as a solution that meets their needs and wants. The effect of buying interest on the attitude of using e-commerce on high buying interest in products or services offered through e-commerce can affect the positive attitude of generation Z towards the use of e-commerce. If they feel interested in buying a particular product or service, they will tend to have a more positive attitude towards using e-commerce as a platform to make transactions. The influence of trust on the attitude of using e-commerce in Generation Z There is trust in e-commerce, including trust in the security of online data and payment, the reputation of online stores, and the reliability of delivery, which can greatly affect the attitude of generation Z towards the use of e-commerce. If Generation Z feels confident and confident in these aspects, they will tend to have a positive attitude towards the use of e-commerce and the influence of attitudes affects the interest in using e-commerce in Generation Z In a positive attitude towards the use of e-commerce in Generation Z can affect their interest in using e-commerce further. A positive attitude can increase their interest in making online transactions and make e-commerce their first choice in shopping.

From the above theories, it can be concluded that the behavior of gen-z consumers towards the interest in buying e-commerce, especially in majalengka, plays a very important role for the z-generation towards the interest in buying a product on e-commerce platforms that provide easy, safe, and comfortable access, so that the z-generation has a great influence on the sustainability of product sales in e-commerce which provides opportunities and benefits for generation-z consumers. This study aims to provide a deeper understanding of the role and behavior of Generation Z towards the buying interest of e-commerce in Majalengka. Thus, it is hoped that this study will be able to identify potential positive and negative impacts on generation-z, which provides a basis for the development of relevant e-commerce strategies in facing the challenges of the ever-evolving digital era, along with the increasing role of generation-z in buying interest.

METHOD

The design of this study uses quantitative research with a descriptive approach. According to Musiatio (2004) the quantitative method is a method that has fulfilled the rules of scientific principles that are very empirical, objective, measurable, rational, and systematic. This research was carried out online using the questionnaire method and using incidental sampling techniques According to Sugiyono, (2016; 124) Incidental Sampling / Accidental Sampling is a sampling technique based on chance, namely respondents who are willing to fill out a questionnaire, in this case the respondent in question must be a respondent who shops in e-commerce. By distributing the questionnaire through google form and sharing it on generationz via whatsapp. The sample taken in this study is generation-z in majalengka. So that the z-generation was asked to be willing to become respondents, this study was obtained as many as 20 respondents and the research instrument used in the form of a questionnaire was measured using the Likert scale. The Likert Scale is a question that shows the level of agreement or disagreement of respondents (Sujarweni, 2019; 100). As well as the data analysis method of this study uses descriptive analysis, This study is analyzed using cronbach alpha.

RESULTS and DISCUSSION

From the results of data collection with a structured questionnaire distributed using google forms, 20 respondents were obtained. The data obtained has been verified and valid data has been analyzed as research data and there is a research instrument using the Likert Scale which is used to measure the attitudes, opinions, and perceptions of a person or group of people about certain events. The answers for each instrument item using the Likert scale have a scale from very positive to very negative and each answer is given a score or weight. For the purposes of quantitative analysis, the answer can be given the score listed in Table 1. Thus, there are respondent profiles in this study observed to give an idea of what the sample of this study looks like. Respondents were categorized based on several groups based on gender, and age.

Table 1 Likert Scale Score

No.	Alternative Answer	Value Weights
1.	Strongly Agree	5
2.	Agree	4
3.	Hesitant/Neutral	3
4.	Disagree	2
5.	Strongly disagree	1

Respondent Profile

Based on gender, there were 13 (65%) female respondents and 7 (35%) male respondents. This shows that female respondents are more involved in this study than male respondents and there is only a difference of 6 people or respondents. Nevertheless, it can be said that the composition of male and female respondents is almost equal (see Figure 1).

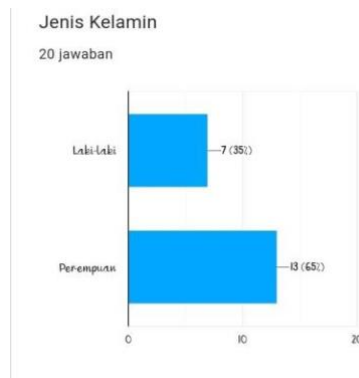


Figure 1 Gender

Based on age groups, there are 6 (six) age categories that dominate, namely 16-year-old respondents, namely 1 person (5%) respondents and 17-year-old respondents, namely 1 person (5%), the composition of the respondent group with the age of 18 years as many as 8 people (40%) and the age of 19 years as many as 8 people (40%) respondents. Meanwhile, the age group of 20-year-olds was only 1 person (5%) and 22 years old was only 1 person (5%) respondents. (see Figure 2).

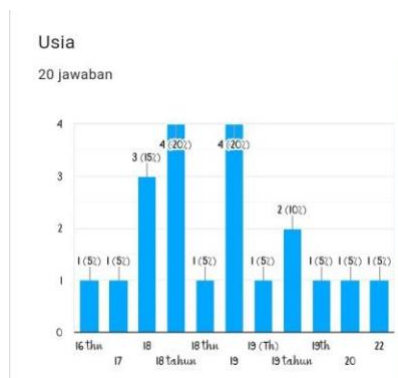


Figure 2 Age of Respondents

Reliability Test

Based on the results of the reliability test, in all variables in this study questionnaire, Cronbach's coefficient alpha value is above 0.5 with this value showing that the measuring tool in this study is reliable (Hair et al., 2010). Cronbach's coefficient alpha value is the largest 1,145 owned by the generation-z attitude variable towards e-commerce buying interest (ATTI). Meanwhile, the lowest Cronbach's coefficient alpha value is 0.358 which is owned by ease of use (EASE 1). (see Table 2)

Table 2 Reliability Test Results

Variable	Code	Indicators	Cronbach Alpha
Belief	TRUS 1	In your opinion, data security and privacy when shopping online can be ensured to be safe	0.568
	EASE 1	With the existence of e-commerce make it easier for you to shop	0.358
Ease	EASE 2	What shopping in e-commerce is becoming your habits	0.892
	EASE 3	Do you feel comfortable in making payment transactions online	0.937
Ease	EASE 4	Do you buy ecommerce products on demand and not on your own	0.537
	EASE 5	Are you more likely to make impulse purchases or after careful consideration when shopping online	0.621
Benefit	USEF 1	Products recommended by friends, influencers, or content creators make you interested in buying	1.274
	USEF 2	The presence of local brands in e-commerce platforms affects your shopping choices	0.829
Generation's attitude towards e-commerce	ATTI 1	Does e-commerce make you behave Consumerism	1.145
	ATTI 2	Do you behave disappointed when the products you buy through ecommerce don't match	0.642

Validity Test

To find out whether the statement submitted to the response is valid or not, a validity test is needed. According to Ghozali (2011) If the value of the CITC > rTable, then the statement can be said to be valid. This study had 20 respondents, with a significant degree value of 0.05. So that the DF in the r test is N-2 which is a sample, then the r-Table value (20) is 0.4227. Thus, the statement can be said to be valid if the CITC value > 0.4227. (see Table 3)

Table 3 Validity Test Results

Variable	Indicators	r-Count	r-Table	Information
Belief	TRUS 1	0.448	0.4227	Valid
Ease	EASE 1	0.602	0.4227	Valid
	EASE 2	0.775	0.4227	Valid
	EASE 3	0.596	0.4227	Valid
	EASE 4	0.639	0.4227	Valid
	EASE 5	0.425	0.4227	Valid
Benefit	USEF 1	0.714	0.4227	Valid
	USEF 2	0.830	0.4227	Valid
Generation's attitude towards e-commerce	ATTI 1	0.446	0.4227	Valid
	ATTI 2	0.445	0.4227	Valid

It can be seen in Table 3 above that the value of r-Table 0.4227 (r-Count > r-Table) as a whole in the tested indicators is a positive value and can be stated in the statement indicator for this study to be valid.

The results of the study show that the behavior of gen-z consumers towards the interest in buying e-commerce in majalengka, has various perceptions that are competent to the influence of gen-z behavior as consumers in the interest in buying an item or product in e-e-commerce. Thus, research proves that the existence of e-commerce as an online shopping platform can influence the z-generation in e-commerce consumption patterns. In particular, it is evident in the research on the perception of the influence of trust on the attitude of using e-commerce for the z-generation shows that trust positively and significantly affects the attitude of use. Thus, the higher the trust of generations in Majalengka towards e-commerce, the better their attitude towards e-commerce. The concept of trust here is defined that users believe in the reliability of e-commerce can guarantee security in transactions so that when the z-generation believes in e-commerce, they will continue to use e-commerce to buy products through e-commerce. However, this is also in contrast to the existence of data security and privacy when Generation Z shops in e-e-commerce, showing that the security regarding data privacy of every consumer who shops in e-commerce cannot be guaranteed to be safe. This is in line with the research survey through questions in the questionnaire that Generation Z mostly chooses alternative answers that are hesitant/neutral and agree. Therefore, that gen-z has a sense of doubt about security regarding data privacy and some gen-z also choose an alternative answer agreeing to the security and data privacy can be ensured to be safe. It can be concluded that it is likely that the security and data privacy on the e-commerce platform can be ensured to be safe so that generation-z in Majalengka can shop online safely and comfortably.

Perception of the influence of convenience on usage attitudes on "gen-z consumer behavior towards e-commerce buying interest in majalengka" shows that positively and significantly does not affect usage attitudes, while negatively can affect usage attitudes, meaning that the easier it is to use e-e-commerce, the better the attitude of generation z in using e-commerce, especially when they want to buy products through e-commerce. This motivates the z-generation to buy products through e-commerce. The perception of ease of use shows the level of trust a person has in the ease of use of a technology. If the z-generation believes and is sure that through technology everything will be easy then the person will use it and vice versa if the z-generation does not believe in the ease of use of technology then the person will definitely be reluctant to use it. Trust can make consumers have a positive assessment of technology and make the z-generation will be willing and willing to use the technology (Gunawaty, Rahayu and Megawati, 2019). Thus, e-commerce has a great influence on the ease of generation-z in making purchases and transactions according to a research survey that generation-z 65% strongly agree and 30% agree with the existence of e-commerce makes it easier for them in everything, especially gen-z majalengka 80% feel comfortable in transacting online payments and in general it can be equated that online shopping has become a habit of generation z-majalengka. Therefore, the buying interest of gen-z majalengka is very significant to e-commerce by continuing to buy a product in e-commerce according to needs and not on desire, stated in the research data of gen-z argues that 45% strongly agree and 40% agree to buy products on demand and 15% are neutral that gen-z purchases products on demand and on desire. And the gen-z make impulsive purchases or without proper consideration, according

to the data 40% strongly agree, and 35% agree that the gen-z makes impulsive purchases and 25% neutrally gen-z make purchases impulsively and with consideration according to the situation and conditions of a product to be purchased.

Perception of the influence of benefits on the attitude of using e-commerce for the majalengka generation-z. Based on research, e-commerce certainly provides benefits because it is very effective and efficient. Effective because making purchases can be done anytime and anywhere, while efficient because purchases through e-commerce tend to be cheaper and can be known that someone who feels the benefits of a technology that with the existence of technology will make it easier, they will tend to use the application for as long as they need it, and vice versa, if the use of a technology is felt to be ineffective, then they will not use it technology. Therefore, e-commerce is one of the online shopping platforms that is beneficial to the community, especially for all generation-z in Majalengka using e-commerce because they feel the benefits are so great with the existence of e-commerce that can make it easier to buy and transact so that gen-z has a strong buying interest in e-commerce goods or products, especially each product has a strong interest that is able to attract the attention of the z-generation to buy it. Especially for products recommended by influencers and content creators with an attractive level of marketing quality that makes gen-z excited to buy the product, according to questionnaire data that generation-z 65% have an interest in the recommended product and 20% feel neutral in the product recommended by influencers and content creators while 10% and 5% have no interest in the recommended product and with The presence of local brands in e-commerce can affect the shopping choices of Gen Z Majalengka. Gen-z certainly choose a quality product by constantly considering their shopping choices, it can be measured that each product has good quality such as global brands that are very well known around the world and have a strong presence in various countries, while local brands are more focused on certain domestic or regional markets and are better known internationally. Thus, gen-z can be affected by shopping options with various brands available on e-commerce platforms. Thus, according to the questionnaire data, the average gen-z is 55% affected by the presence of local brands in purchases and 40% are not too affected or neutral with the presence of local brands. The perception of the influence of attitudes on e-commerce buying interest in majalengka for generation-z shows that the attitude of use positively and significantly has no effect on buying interest. This means that any increase or decrease in consumer attitudes will not affect the increase or decrease in the buying interest of Generation Z in buying products through e-commerce. Attitude towards use is a person's feelings that can be in both positive and negative forms. A positive attitude will encourage a person to use a technology while a negative trait will not change the person's stance not to use technology in their life (Pratiwi, Indriani and Sugiarto, 2018). The Attitude Variable of Generation Z consumers in this study was measured using 2 (two) indicators, namely excessive shopping or consumerism, product suitability with expectations. First, generation-z consumers who experience excessive shopping As many as 1 person (5%) strongly agree that they behave consumeristically and 6 people (30%) agree that they as generation-z behave consumeristically in shopping for a product in e-commerce, while generation-z who behave normally or neutrally as many as 6 people (30%) that the gen-z feels ordinary in making purchases in e-commerce and do not feel too much excessive shopping and generation-z who Behaving un-consumerist, as many as 4 people (20%) argued that they are not someone who does excessive shopping, and Generation Z who behaved very un-consumerist, as many as 3 people (15%) argued that they were not typical people who like to shop excessively with the importance of wanting and not needing. Therefore, it can be benchmarked that in general generation z is greatly affected by the existence of e-commerce which makes gen-z behave consumeristically in shopping because the products that are promoted or displayed on the homepage of e-commerce platforms are very attractive to generation-z consumers so that they feel excited to check out these products. Generation z will experience shopping addiction to e-commerce, especially generation z majalengka who are most likely to behave consumeristically in shopping because they can always perform optimally in their daily lives which causes generation z to be exaggerated in the context of more concerned with their desire to always look extraordinary with a product purchased in e-commerce without reconsidering the product they will buy as needed or not. Second, the compatibility of the product with expectations, shows that generation-z definitely expects a product that they buy according to expectations or according to expectations, but it is undeniable that every product that appears on the e-commerce platform in every store that initially looks amazing but in fact does not meet expectations when buying the product. Therefore, there is a questionnaire data on product suitability with the expectation that the average is balanced between the arguments of generation-z majalengka who choose to strongly agree (45%) and agree (45%) with the suitability of the product expected by generation-z while gen-z who argue neutrally (5%) and disagree (5%) with the view on product suitability because they have a perspective that it is a natural thing when buying products through e-commerce with a high probability will be in accordance with expectations or not in accordance with expectations so that it is disappointing. Meanwhile, for generation z majalengka has the perspective that product suitability in e-commerce is often disappointing because it is not in accordance with what is expected of a product purchased, then generation z must be wise in choosing a product to be purchased by considering and looking at various reviews contained on the e-commerce platform, to prevent inconsistencies because not all products are not in accordance with that, this gen-z majalengka will not often experience mismatch of expectations in purchasing a product in e-commerce. This is an opportunity for gen-z to be smart in using technology, especially in making purchases through e-commerce, so that the z-generation in majalengka is able to behave reasonably in online shopping, so that the z-generation in majalengka can try to shop in traditional markets in order to be able to practice communication skills in negotiating with sellers of a product, so that the z-generation will not be too affected by the e-commerce platform.

Thus, it can be benchmarked that in the results and discussion of the research "Generation-z consumer behavior towards e-commerce buying interest in majalengka" has a significant influence on shopping patterns or consumption patterns in shopping through e-commerce. Therefore, generation-z must limit shopping consumption patterns in e-commerce better by occasionally shopping at traditional markets and feel the sensation of shopping, interacting, negotiating and transacting offline with traditional market sellers.

CONCLUSION

Based on the research conducted, it can be concluded that in Majalengka, the convenience and benefits of using e-commerce do not significantly affect the attitude of generation Z in purchasing products online. However, trust in e-commerce has a positive and significant influence on their interest in using these platforms. Interestingly, the risks associated with e-commerce have also been shown to increase Gen Z's interest in shopping for products online. Lastly, the attitude of using e-commerce by Generation Z does not seem to have a significant effect on their interest in buying products through e-commerce. This suggests that factors such as trust and risk perception are more important in determining Gen Z's buying interest in e-commerce than ease of use or perceived benefits.

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