The Influence of Consumer Behavior on Consumer Purchase of Fashion Products (Case Study of Generation Z in Bali)

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Abstract

In Indonesia, in terms of population, Generation Z is the largest. The number reached 72.8 million (27 percent) of Indonesia's 267 million population in 2019, and the results of Lokadata.id's processing of the 2019 National Socio-Economic Survey (Susenas) revealed that of the 47 million millennial internet users, as many as 17 percent or around 7.8 million of them like shopping online, whether it's buying goods or services. With approximately 4.7 hours per day to access the internet, the activity for conducting online-based transactions has also increased. In essence, various past and present factors influence consumers. Future decisions will be influenced by current behavior. If a consumer is satisfied with the product he bought, then he tends to buy it again. But if you are not satisfied with a certain brand product. Consumer behavior can be influenced by several factors such as social factors, personal factors, and psychological factors. Tokopedia is an Indonesian E-commerce company with a mission to achieve economic equality digitally. Since its founding in 2009, Tokopedia has been a pioneer in digital transformation in the country. Quoted from IPrice, Tokopedia remains the most visited E-commerce in the 3rd quarter of 2021. The purpose of this study is to determine consumer behavior towards purchasing decisions for fashion at Tokopedia. The research method used is linear regression test using SPSS. The result of this study is that consumer behavior has a significant effect on purchasing decisions for fashion products at Tokopedia.

Keywords
Generation Z, Consumer Behavior, Purchase Decision, and Tokopedia, Indonesia

1. Introduction
The rise of internet use is not only used by Indonesian people to find issues and communicate, but also used for economic activities. Buying and selling transactions that were originally done by meeting directly between sellers and buyers, are now starting to change. The process of buying and selling goods and services can be done on the grasp of fingers based on electro networks. That's what E-Commerce claims. The presence of E-Commerce makes it very easy for people, if they want to buy a product, in terms of businesspeople, they can further expand their market reach. The spread of news about a product can be done more quickly, and has a very wide scope, so this is starting to shift the pattern and way of consumption and has even become part of people's lifestyles.

In Indonesia, in population, generation Z is the largest. The number reached 72.8 million (27 percent) of Indonesia's 267 million people in 2019, as well as the results of processing Lokadata.id the 2019 National Socioeconomic Survey (Susenas) revealed, of the 47 million millennial internet users, as many as 17 percent or about 7.8 million of them like online shopping, whether it is buying goods or types of services. With approximately 4.7 hours per day to

access the internet, the activity to conduct online-based transactions is increasing. In 2015, the majority of consumers purchased electronic products through e-commerce platforms using a total share of 41%. With the implementation of lockdown and social restrictions, the food and groceries category increased by 175% by 2020 and continues to be predicted to take up to 15% by 2025 from the total of all product categories purchased in E-commerce. With the development of GMV up to 54% since 2019, E-commerce has a lot of potential to continue to acquire consumers in Indonesia and E-commerce is predicted to continue to lead the economy in Indonesia.

Tokopedia is an Indonesian E-commerce company with the mission of achieving digital economic equality. Since its founding in 2009, Tokopedia has been a pioneer of digital transformation in the country. Quoted from IPrice, Tokopedia remains the most visited E-commerce in the 3rd quarter of 2021 as seen in the picture below. IPrice reported that this is reflected in the number of monthly web visitors which reached 158.1 million visits, up 7% from the previous quarter which reached 147.8 million visits. Information on web visits on E-commerce in Indonesia can be seen in Figure 1.
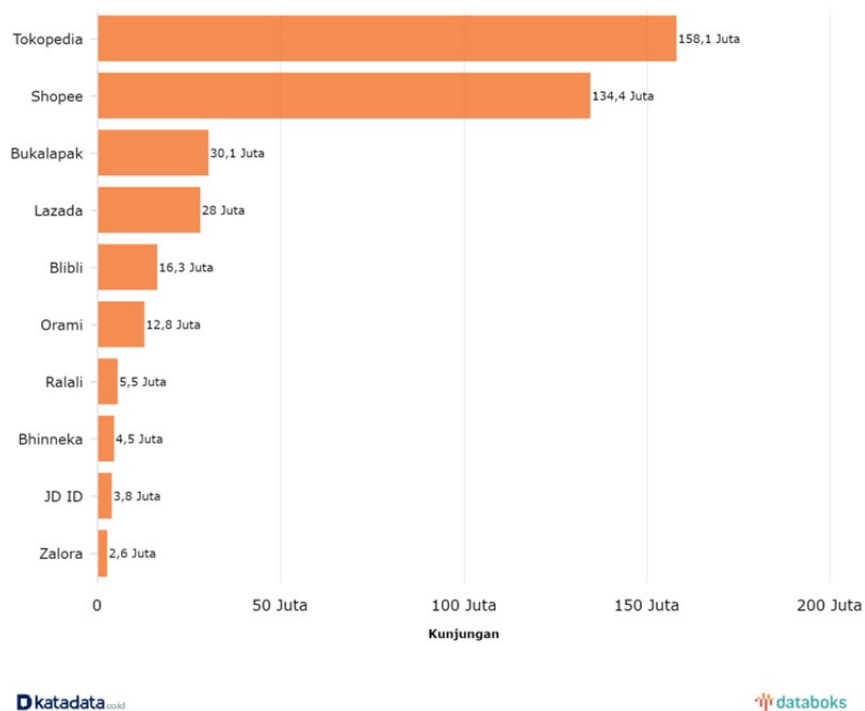

Figure 1. Monthly E-Commerce Web Visits quarter 3rd quarter of 2021
(Source: IPrice, 2021)

Based on data and the development of E-commerce in Indonesia, the authors propose a study entitled The Influence of Consumer Behavior on Consumer Purchasing Decisions of Fashion Products in Tokopedia, taking a case study of generation Z of Bali Province because of ownership of the largest number of E-commerce businesses in Indonesia with revenues above 50 billion per year.

1.1 Objectives
The purpose of this study, according to what has been described in the problem formulation, is to find out consumer behavior towards purchasing decisions for fashion products at Tokopedia. The problems in this research can be formulated as follows: How does consumer behavior influence the purchasing decisions of fashion products at Tokopedia?

2. Literature Review

2.1.1 Marketing

According to Philip Kotler (1992), marketing is a social and managerial process by which individuals and groups obtain what they need and what through creating, offering, and exchanging product of value of with other. The definition of marketing proposed by Philip Kotler (1992) rests on a core concept of marketing as follows:

2.1.2 Necessity

Human needs are a state of feeling deprived of certain basic satisfactions. Humans need food, air, water, clothing, protection, security, property, self-esteem, and some other thing to live. This need is not created in the life as well as the human condition. So, the marketing way of thinking starts with human needs and wants.

2.1.3 Desire

Desire is the impulse of a particular expansion of a deeper need. Human desires are continually shaped and reshaped by social and institutional forces, such as places of worship, schools, families, and companies.

2.1.4 Demand

Demand is the desire for certain products that is supported by an ability and desire to buy them. Desire becomes demand when supported by purchasing power. Many people want a variety of products at very expensive prices, few people can afford and want to buy them. Therefore, companies must measure not only how many people want their products, but more importantly, how much they really want and can afford.

2.1.5 Product

A product is as something that can be offered to meet a need or desire. The importance of a physical product lies not in its ownership, but in the services it provides. Services are also provided by other means such as people, places, activities, organizations, or ideas. Therefore, the term products include, physical products, service products, and other means that can meet the needs and desires.

2.1.6 Value, Cost, and Satisfaction

Value is an estimate of a product's total ability to meet its needs. The offer will be successful if it provides value and satisfaction to the target buyer. Buyers choose among a wide variety of offers that are considered to provide the most value. Value can be seen primarily as a combination of quality, service, and price (QSP: Quality, Service, Price) called a triad of customer values. The value increases the quality and service increases and decreases if the price increases.

2.1.7 Exchanges, Transactions, and Relationships

Marketing arises when people decide to satisfy their needs and desires through exchange. Product exchange is one of four ways people get the products they want (Philip Kotler, 1992): Forcing, begging, producing their own, and exchanging.

A transaction is a trade of value between two parties. Transactions are the basic units of exchange (Philip Kotler and Gary Armstrong, 1994). Transactions involve several dimensions: at least two things of value, agreed conditions, the time of the deal and the place of the deal.

In addition, the existence of marketing is also very helpful for consumers. So, they will find it easier to find products that match what they need. When marketing is in accordance with the target, the company will get many buyers and profits can be obtained.

2. 2 Market

The concept of exchange gave rise to the concept of the market. The market consists of all potential customers who both have needs or wants that may want and are able to engage in exchange to satisfy a need or desire.

2.2.1 Marketing and Marketers

A marketer is a person who seeks resources from others and is willing to offer something valuable in exchange.

2.2.2 E-Commerce

According to Laudon & Laudon (1998) is a process to sell and buy products electronically by consumers and from company to company with a computer intermediary that utilizes computer networks.

This e-commerce provides many changes in terms of the trading process. If the conventional buying and selling process requires buyers and sellers to meet in person, then with e-commerce this is no longer needed. Buyers can make transactions in different cities without having to meet and communication can be done using the internet. The advantages for sellers with e-commerce include Can expand market share because everyone in the world can order and buy goods sold without being limited by distance, can save costs for promotions, do not need to spend large funds to rent a place, merchandise can be displayed for as long as possible. 24 hours, and operational cost efficiency in terms of employee salaries because the number of employees needed is less. In addition to providing benefits for sellers, e-commerce also benefits buyers, because buyers do not have to go far to find the desired item, so it is cost and time efficient.

2.2.4 Buying Interest
Schiffman and Kanuk (Hidayati, Suharyono & Fanani, 2013) say that interest is one of the psychological aspects that has a considerable influence on behavioral attitudes. Buying interest is defined as a happy attitude towards an object that makes someone try to get it by paying or other sacrifices. In addition, buying interest is also defined as a plan to buy a product within a certain time.

2.2.5 Consumer Behavior
According to Michael R. Solomon (2015:28) stated that consumer behavior it is study of the processes involved when individuals and groups select, purchase, use and dispose of products, services, ideas, or experiences to satisfy needs and desires.

2.2.6 Consumer behavior factors
Consumer behavior in purchasing decisions is influenced by some factors. These factors can vary, ranging from psychological factors, character, satisfaction and so on. According to Pride and Ferrell in Sangadji and Sopiah (2013:335-337) there are three factors that influence consumer behavior in buying goods or services, namely as follows: Social Factor, Consumer behavior is also influenced by social factors, such as small groups, families and the role and social status of consumers. A person's position in each group can be identified in terms of role and status. Personal Factor, Purchase decisions are also influenced by personal characteristics such as age and stage of life, occupation, economic situation, lifestyle, as well as the personality and self-concept of the buyer. Psychological Factors, Factors contained in the individual that partly determines the behavior of the individual so that it affects his behavior as a consumer.

2.2.7 Buying Decision
Purchasing decision according to one of the experts, Kotler, and Keller (2016: 198) is in the evaluation stage, the consumer forms references among the brands in the choice and may also form an intention to buy the most preferred brand.
Based on the description above, proposed hypothesis 0 and 1.

Hypothesis 0 (H0). Consumer behavior has no significant effect on decisions purchase.
Hypothesis 1 (H1). Consumer behavior has a significant effect on purchasing decisions

3. Methods
3.1 Types of Research
In this quantitative research, hypothesis testing is done by simple linear regression test and using data analysis techniques, namely descriptive analysis, and classical assumption test.

3.2 Research Stages
According to Sugiyono (2017:15) Quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of describing and testing hypotheses that have been set.
To answer all problem formulations that have a temporary nature (hypothesis), the researcher can read theoretical references that are relevant to the problem and findings from relevant previous studies. To test the hypothesis, the researcher can use a method or approach that is in accordance with the research. After the research method is

determined, the researcher can arrange instruments using data collection tools such as questionnaires/questionnaires, and conduct validity and reliability tests first.

Data collection is carried out on certain objects in the form of populations or samples. After the data is collected, the next step is to analyze it to answer the problem formulation and test the hypothesis with certain statistical techniques. Based on this analysis, whether the proposed hypothesis can be accepted or rejected?

The conclusion is the final stage in the form of an answer to the formulation of the problem. It will appear that the quantitative research process is linear, the steps are clear starting from the formulation of the problem, theory, hypothesis, data collection, data analysis and drawing conclusions and providing suggestions.

3.3 Measuring scale

According to Sugiyono (2017:151) the measurement scale is an agreement that is used as a reference in quantitative research to determine the length and shortness of an interval in the measuring instrument, so that the measuring instrument when used in measurements will produce quantitative data.

In this study, the instrument scale used is the Likert scale, which is a scale used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2017:152). By using this Likert scale, the measured variables will be translated into variable indicators. Then these indicators will be used as a starting point for compiling instrument items which can be in the form of statements or questions.

3.4 Population and Sample

According to Corper, Donald, R; Schindler, PamelaS (2003) defines population as "Population is the total collection of elements about which we wish to make some inference… A population element is the subject on which the measurement is being taken it is the unit of study.

The sample is part of the number and characteristics of the population (Sugiyono, 2017:131). If the population is large and researchers are unlikely to study everything in the population, for example due to limited funds, energy, and time, then the researcher can use samples taken from that population. The sample in this study was Tokopedia users from Generation Z in Bali. The sample of this research is Generation Z in Bali aged between 17-24 years and the object of this research is Tokopedia. The criteria for the sample of respondents are as follows: Between 17-24 years old, domicile address comes from Tabanan district and Denpasar city, and have made a transaction at least 1 time in the last month.

According to Zikmund and Banbin (2013: 356) because the population number in this study is not clearly known the number, the sampling technique used is the following formula:

$$n = \frac{Z^2 p(1 - p)}{d^2}$$
$$n = \frac{(1{,}644854)^2 0{,}5(1 - 0{,}5)}{(0{,}05)^2}$$
$$n = \frac{0{,}67638575}{0{,}0025}$$
$$n = 270{,}5543 = 275$$

Based on the calculations obtained by the formula above, the number of samples for this study was 270.5543 respondents but to facilitate the calculation of respondents was then raised to 275 respondents. So, the minimum sample needed for the study was 275 respondents.

4. Data Collection

4.1 Primary Data

According to Sugiyono (2016: 137) the primary data source is a data source that directly provides data to data collectors. In collecting data through primary data, researchers use data collection techniques by distributing questionnaires or questionnaires to respondents whose criteria match the sample. Questionnaire is a data collection technique that is done by giving a set of written statements or questions to respondents to answer (Sugiyono, 2016: 142). In this case the criteria of respondents are to have used or transacted on Tokopedia in the past month.

In this case, researchers used questionnaires as a data collection technique, where the questionnaire was distributed to generation Z in Bali with an age range of 17-24 years.

Secondary Data

According to Sugiyono (2016: 137) secondary data sources are sources that do not directly provide data to data collectors, for example through others or through documents. In this study, indirect data sources were obtained through literature studies, references to scientific research books on consumer behavior, national and international journal research that can be accessed through google scholar, articles related to this study, and previous research related to this research related to consumer behavior that can be accessed through online libraries.

5. Results and Discussion

5.1 Descriptive analysis

Based on the table 1 below, the consumer behavior variable has an average value of 68.91% and is in the good category, this means that consumer behavior can be said to have a positive influence on one's shopping experience. and the purchasing decision variable has an average value of 73.73%, which means that the purchasing decision is in the good category.

Table 1. Descriptive Analysis

Variable	Average	Category
Consumer Behavior	68,91%	Good
Buying Decision	73,73%	Good

5.2 Classic assumption test

The first stage of carrying out the analysis in this research is through the classical assumption test. This classic assumption test is a prerequisite test that is carried out before carrying out further analysis of the data that has been collected. This classical assumption test is intended to produce a regression model that meets the BLUE (Best Linear Unbiased Estimator) criteria. Regression models that meet the BLUE criteria can be used as a reliable and reliable estimator where the estimator is declared unbiased, consistent, normally distributed, and efficient. To find out whether the regression model to be used has met the BLUE criteria, it is necessary to carry out a series of tests, namely the Normality Test, Multicollinearity Test, and Heteroscedasticity Test which will be discussed further one by one in the next section.

5.3 Normality Test

Normality test is a test that is done to assess the distribution of data in a group of data or variables, whether the distribution of data is normal or not. And here are the normality test results from the data that has been distributed to 291 respondents (figure 2):
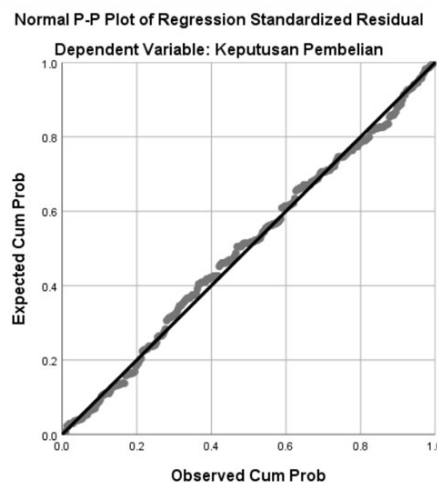

Figure 2. Normality Test

The figure 2 above shows the results of the normality test from questionnaire data that has been distributed to respondents. The above image is said to be normally distributed through normality test testing with SPSS 25, where the dots are located following diagonal lines so that this data is considered normal distributed.

5.4 Multicollinearity Test

A multicollinearity test is a test performed to ascertain whether in a regression model there is interrelationship or collinearity between free variables (Table 2).

Table 2. Multicollinearity Test

Variable	Tolerance of Collinearity	VIF Statistics
Consumer Behavior	1,00	1,00

The data considered no symptoms of milliseconds if the tolerance value was greater than 0.1 and the VIF value was less than 10. As the table above the values of the multicollinearity test have a value of 1 and a value of VIF 1, this means that the questionnaire data distributed to respondents is no multicollinearity.

5.5 Heteroscedasticity Test

According to Ghozali (2018:137) the heteroskedasticity test aims to test whether in a regression model there is a variance inequality from residual one observation to another observation. Here are the results of the Heteroscedasticity Test from the questionnaire that has been distributed:
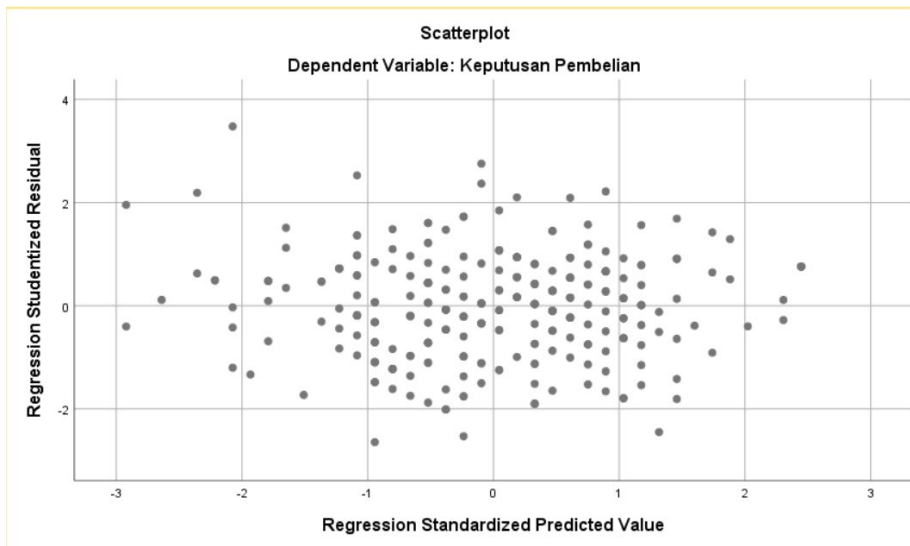

Figure 3. Heteroscedasticity Test

Questionnaire data is considered no heteroscedasticities if there is no clear pattern whether it is wavy, widened, or narrowed on the scatter plot image and spreading points above and below the number 0 on the Y axis. As seen in the image (figure 3) the results of these points do not have a clear pattern so that the data of the results of this questionnaire is declared not heteroskedasticities.

5.6 Hypothesis Test

Simple linear regression analysis is an analytical tool used to measure the influence between the independent variable (X) and the dependent variable (Y) (Sugiyono, 2011). In this study, the variable measured was the influence of consumer behavior on purchasing decisions. And here is the test:

Hypothesis testing is done by performing t-test. The t-test aims to determine the magnitude of the effect of the independent variable on the dependent variable, whether it is significant or not. The hypotheses used in this study are:

H0: Consumer behavior has no significant effect on purchasing decisions

H1: Consumer behavior has a significant effect on purchasing decisions
Hypothesis decision making using guidelines:
a. If t count > t table then H0 is rejected and H1 is accepted
b. If t count < t table then Ho is accepted, and Ha is rejected

Table 3. Hypothesis Test

Variable	t	Sig.
Consumer Behavior	15.965	0.00

Based on the (table 3) above obtained the result of t calculated 15,965, then this value will be compared to the table t with significance of a = 5% so that the table t is obtained by 1,968. These results show that H0 was rejected and H1 was accepted, meaning consumer behavior had a significant effect on the purchase of fashion products on Tokopedia.

6. Conclusion

Based on the results of research on the influence of consumer behavior on purchasing decisions for fashion products at Tokopedia (a case study on Generation Z), the following results were obtained, consumer behavior has an average value with a good category. purchasing decisions have an average value in the good category and the results of hypothesis testing indicate that consumer behavior has a significant effect on purchasing decisions, this means, consumer behavior positively influences one's shopping experience and also influences one's shopping decisions.

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