

# The Effects of Ease of Use and Promotions on Purchasing Decisions of Generation Z in Bandung

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## Abstract

With the rapid development of technology, lifestyle is slowly changing. One of them is shopping online through E-commerce. Shopee is one of the E-commerce sites with the highest visitor rates in Southeast Asia in 2019. This is due to the ease of use of the Shopee E-commerce application and the promotions carried out by Shopee E-Commerce. This research is used to find out how easy it is to use applications and promotions on E-Commerce Shopee. The purpose of this study was to determine the effect of ease of use of applications and promotions on purchasing decisions at E-Commerce Shopee either partially or simultaneously. The results showed that in the descriptive analysis of the application ease of use variables, 96.3% were in the high category, the promotion variable was in the high category, and the decision variable was 86.8% in the high category. Partially, the ease of use of the application does not have a significant effect on purchasing decisions, while promotions have a significant effect on purchasing decisions. Simultaneously the ease of use of applications and promotions significantly influence purchasing decisions.

## Keywords

Ease of Use of Applications, Promotion, Purchase Decision, Shopee, E-Commerce.

## 1. Introduction

Along with the development of technology that is increasingly rapidly making *lifestyle* changes. One of them is shopping. What we used to have to go somewhere to buy what we want right now we just need to open our smartphones and access E-commerce. One of the E-commerce that has the highest number of visitors is Shopee. According to data published by *katadata.co.id* E-commerce Shopee managed to lead the number of *E-commerce* web visitors in Southeast Asia, with 2.1 billion web visitors throughout 2019.

According to data published by iPrice, Shopee's E-commerce visitor data throughout 2020 has always increased and is in the first place of the most visitors. However, in the first to 2 quarters of 2021 Shopee's E-commerce visitors

decreased but increased again in the third quarter of 2021. Although it increased throughout 2021, Shopee's E-commerce is second with the most visitors.

The ease of use of Shopee's E-commerce application is considered not good, it was revealed by the idntimes.com that Shopee E-commerce is not included in the best visual display. On the other hand, in 2021, Shopee's E-commerce has also been intensively promoting but that does not make Shopee's E-commerce ranked first most visitors.

Based on the phenomena and data above, the author stated that there needs to be research related to the influence of ease of use of applications and promotions on purchasing decisions on Shopee E-commerce. Considering that Shopee's E-commerce has decreased visitors from the previous year.

This research is used to find out how easy to use applications and promotions on Shopee E-Commerce. The purpose of this research is to find out the influence of ease of use of applications and promotions on purchasing decisions on Shopee E-Commerce both partially and simultaneously. This research uses quantitative methods with descriptive and causality research types. Sample collection uses a non probability method with purposive sampling type. Respondents in the study amounted to 400 people who are generation Z with an age *range of 17-25 years* and are in the Greater Bandung area. The sata analysis techniques used are descriptive analysis and multiple regression analysis.

## **2. Library Review**

### **2.1 Ease of Use of The Application**

According to Davis *et.al* (in Yogananda and Aerospace, 2017: 4) the perception of ease of use is the extent to which one believes that using a particular system will be free from difficulties or great effort. Ease of use indicators according to Davis *et.al* (in Yogananda and Aerospace, 2017: 4) reveal that the perception of ease of use consists of three indicators, namely 1) technology is easy to learn 2) technology is easy to get 3) technology is easy to operate.

### **2.2 Promotion**

According to Kotler and Armstrong (Prabowo 2018) promotion is a communication made by the company to consumers towards products or services produced by the company in an effort to build a profitable relationship. According to Noor (2021) romosi has a duty to convince the target market or prospective consumers so that they believe that the barag or services offered have different advantages compared to competitors. Promotion indicators according to Kotler and Armstrong (Marpaung *et al.* 2021) consist of 1) *advertising* (advertising), 2) *sales promotion* (sales promotion) 3) *personal selling* (individual sales) 4) *public relations* (public relations), 5) *direct marketing* (direct sales).

### **2.3 Purchasing Decision**

According to Kotler and Armstrong (Wardhana 2017) purchasing decisions are stages in the buyer's decision-making process where consumers actually buy. (Krisna *et al.* 2021) reveal the process of purchasing decisions starting from problem recognition, information search, alternative evaluation, purchasing decisions and then lastly post-purchase behavior. Indicators of purchasing decisions According to Melinda and Kamil (2020) namely 1) product choice 2)brand choice 3)dealer choice 4)purchase time 5)purchase amount 6) payment method.

### 2.4 Frame of Mind

The following is the framework of "The Effect of Ease of Use of Applications and Promotions on The Decision of The Refinery on E - Commerce Shopee (Case Study on Generation Z in Bandung Raya" (Figure 1).

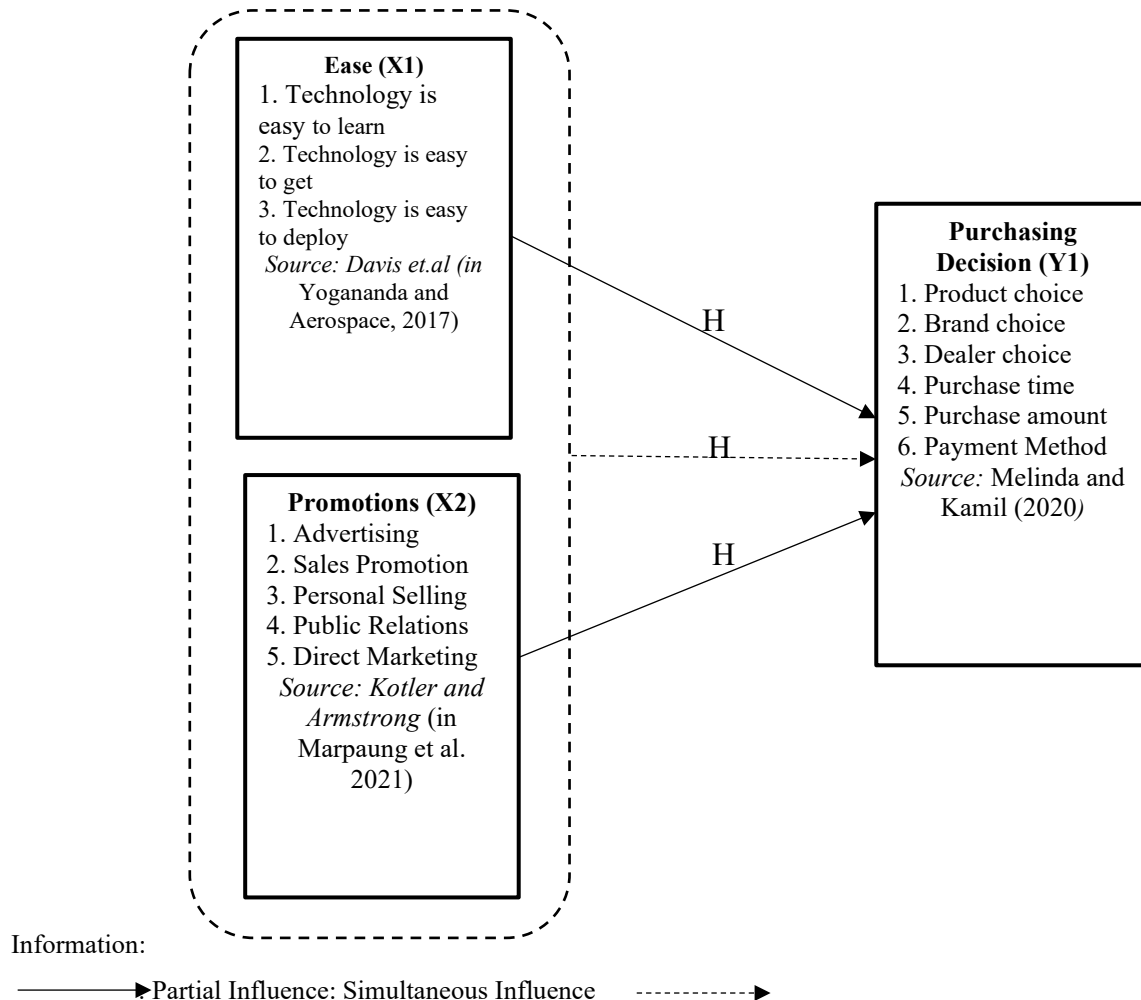


Figure 1. Frame of Mind

### 3. Research Methods

The research method used in this research is the quantitative method. According to Ramdhan (2021) quantitative methods are systematic investigations of a phenomenon by collecting data that can be measured by statistical, mathematical, or computational techniques. While according to the type of explanation this research is included in the causality research. Causal research according to Sugiyono (Aulia and Yulianti, 2019) is a method that explains two variables that are causal, where one variable is affected and one variable is affected.

#### 3.1 Population and Sample

The population in this study is generation Z aged 17-25 years and domiciled in Greater Bandung which amounts to 13.45 million people. This study used a *non probability* sampling technique with *purposive sampling* type because only a predetermined sample could provide answers from this study. The criteria for respondents in this study are 1)

Domiciled in Bandung Raya 2) Included in the age range of generation Z aged 17-25 years. The number of samples in this study used the slovin formula and used a tolerance level of 5% so that a sample of 400 respondents was obtained.

## 4. Research and Discussion Results

### 4.1 Descriptive Analysis

Table 1. Descriptive Analysis Results

NO	Variable	Variable Percentage	Variable Description
1	Ease of Use of The App	96.3%	Tall
2	Promotion	89.3%	Tall
3	Purchasing Decision	86.8%	Tall

Based on table 1 above, it can be known that the ease of use of applications gets a percentage of 96.3% and is in the high category. This indicates that respondents understand the ease of use of Shopee's E-commerce application. For promotions get a percentage of 89.3% and are in the high category. This indicates that respondents already know the promotions carried out by Shopee E-commerce. Purchase decisions get a percentage of 86.8% and are in the high category. This indicates that respondents already understand the considerations before they finally decide to buy a good or service.

### 4.2 Classic Assumption Test

#### 4.2.1 Normality Test

The normality test is used to test whether in regression models, dependent variables or independent variables are both normally distributed or not. A data can be said to be normal if its significance level  $> 0.05$  and vice versa. The study used non-parametric statistics Kolomgrov – Sumirnov (K-S) using the help of *IBM SPSS 25*. Here are the results( Table 2):

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		400
Normal <sup>a</sup> Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.37364891
Most Extreme Differences	Absolute	.117
	Positive	.084
	Negative	-.117
Test Statistic		.041
Asymp. Sig. (2-tailed)		.087c

In the results of sampe kolmogrov - smirnov from table 4.6 above that the result found is 0.87. The result  $> 0.05$ . So that the residual data is declared normal distribution and declared valid.

#### 4.2.2 Multicollinearity Test

The multicollinearity test aims to test whether on the regression model there is a correlation between variables or not. It can be seen from the magnitude of *Tolerance Value* and *Variance Inflation Factor* (VIF). If tolerance value > 0.10 means that there is no multicollinearity and vice versa. The second is that if the VIF < 10.00 then it means that there is no multicollinearity in the tested data. Here are the results of the multicollinearity test using the help of *IBM SPSS 25* ( Table 3):

Table 2. Multicoinearity Test Results

Coefficients <sup>a</sup>								
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	28.531	2.530		11.277	.000		
	EASE	-.027	.180	-.007	-.147	.883	.980	1.020
	PROMOTION	.197	.061	.163	3.251	.001	.980	1.020

a. Dependent Variable: PURCHASE DECISION

In the results of the multilinearity test above, it can be seen that the ease variable tolerance is 0.980 > 0.10 and the VIP value is 1,020 < 10 and the tolerance of the promotion variable is 0.980 > 0.10 and the VIP value is 1.020 < 10. So it can be known that there is no multicollinearity to the data tested.

### 4.2.3 Heteroskedasticity Test

A good regression model is the absence of heterochemicity. If certain patterns are found such as points that form a certain pattern that is regular (wavy, widening, then narrowing) and does not spread above and below the zero on the Y axis, then it can be said that heteroskedasticity and vice versa have occurred. Here are the results of the heteroskedasticity test using the help of *IBM SPSS 25* (Figure 2)

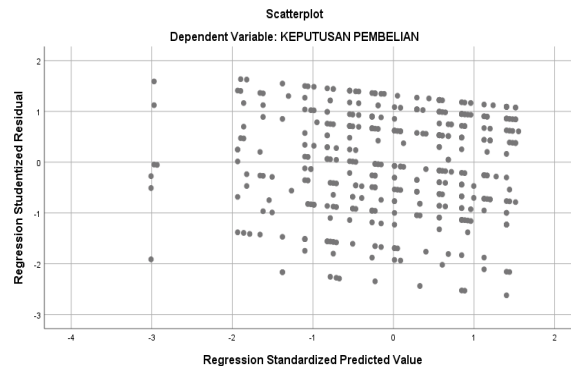


Figure 2. Heteroskedastity Test Results

As can be seen in the figure above that the pattern of dots in regression scatterplots that spread randomly and do not form a special pattern can be said that there are no heteroskedastistas in the data tested.

### 4.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to find out how much effect the ease and promotion variables have on purchasing decisions using the *IBM SPSS 25* application and the results can be seen in the table 4 below:

Table 3. Multiple Linear Regression Test Results

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	28.531	2.530		11.277	.000		
	EASE	-.027	.180	-.007	-.147	.883	.980	1.020
	PROMOTION	.197	.061	.163	3.251	.001	.980	1.020

a. Dependent Variable: Purchase Decision

Based on the results of data processing in the table above formulated a model of multiple linear regression equations as follows:

$$Y = 28.531 + (-0.027X_1 + 0.197X_2)$$

The explanation of the results of the double linear regression above is a) The regression coefficient in the ease variable (X1) indicates a value of -0.027, which has no direct relationship between ease (X1) and purchasing decision (Y). So that it can be diartikan for each increase in convenience (X1) will lead to an increase in purchasing decisions (Y) by -0.027. b) The regression coefficient on the promotion variable (X2) indicates a value of 0.197, which has a direct relationship between the promotion (X2) and the purchase decision (Y). So that it can be interpreted for each promotion increase (X2) will lead to an increase in purchase decision (Y) by 0.197

#### 4.4 Hypothesis Test

##### 4.4.1 T Test (Partial)

The T test is conducted aimed at seeing how much the influence of partially independent variables (individuals) affects dependent variables. The hypotheses used partially are as follows:

###### a. Effect of Ease of Use of Application (X1) on Purchasing Decisions (Y)

H0:  $\beta_1 = 0$  ; no partially significant influence of variable ease on purchasing decisions

Ha :  $\beta_1 \neq 0$  ; there is a partially significant influence of variable ease on purchasing decisions

###### b. The Effect of Promotion (X2) on Purchasing Decisions (Y)

H0:  $\beta_2 = 0$ ; no partial significant influence of promotional variables on purchasing decisions

Ha :  $\beta_2 \neq 0$  ; there is a partial significant influence of promotional variables on purchasing decisions

In this study, the T test was conducted using *the IBM SPSS 25* application and the results were as follows (Table 5)

Table 4. T Test Results

Coefficients <sup>a</sup>								
Type	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	28,531	2,530		11,277	,000		
	EASE	-,027	,180	-,007	-,147	,883	,980	1,020
	PROMOTION	,197	,061	,163	3,251	,001	,980	1,020

a. Dependent Variable: PURCHASE DECISION

Based on the table above, it can be described as follows:

###### a. Ease variable (X1) to purchasing decision (Y)

Judging from the test results t the value t calculates is smaller than the table t of (-0.147 < 1.966). Then H0 is accepted, so that there is no partial significant influence of the ease variable on purchasing decisions.

###### b. Promotional variable (X2) to purchasing decision (Y)

Judging from the test results t the value of t calculates greater than t table amounting (3,251 > 1,966). So Ha is accepted, so that there is a partial significant influence of the promotional variables on the purchase decision

##### 4.4.2 F Test (Simultaneous)

Test F aims to determine the significance of the influence of independent variables together on dependent variables. In this study, the F test was conducted using *the IBM SPSS 25* application, the following results are (Table 6):

Table 4. 5 Test Results F

ANOVA <sup>a</sup>						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	199.962	2	99.981	5.334	.005b
	Residual	74412.16	397	18.744		
	Total	7641.177	399			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), PROMOTION, EASE

Based on table 4.9 above, it is known that  $F$  numeracy is 5.334, then  $F$  calculates greater than  $F$  table  $F$  ( $F_{\text{hitung}} > F_{\text{tabel}}$ ), amounting to ( $5.334 > 3.018$ ). From the results of the  $F$  test that has been carried out, it can be concluded that  $H_0$  was rejected and  $H_a$  was accepted, namely there was a significant influence simultaneously from the ease and promotion variables on purchasing decisions.

## 5. Conclusion

Based on the results of research in the analysis and discussion above, it can be concluded as follows:

1. Based on the results of research, ease variables are in high categorization with a percentage of 96.3%, because Shopee's E-commerce application is easy to obtain.
2. Based on the results of research, the promotion variable is at a high categorization with a percentage of 89.3%, because the promotion given by Shopee E-commerce is in accordance with consumer needs.
3. Based on the results of variable research, purchasing decisions are at a high categorization with a percentage of 86.8%, because the payment method on Shopee E-commerce is easy to do.
4. Based on the results of the study, there is no partial significant influence of the ease variable on purchasing decisions on Shopee E-commerce.
5. Based on the results of the study, promotional variables give a significant influence partially from promotional variables to purchasing decisions on Shopee E-commerce.
6. Based on the results of the study there is a simultaneous significant influence of the ease ( $X_1$ ) and promotion variables ( $X_2$ ) on purchasing decisions ( $Y$ ). This is evidenced by ( $F_{\text{hitung}} > F_{\text{tabel}}$ ), amounting to ( $5,334 > 3.018$ )

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