

# **PURCHASE DECISION: CASE STUDY ON GEN Z OF BUKALAPAK IN PALEMBANG**

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## ***Abstract***

*Gen Z is a generation that likes online shopping more than other generations. Bukalapak is one of the e-commerce sites that is least visited, so there are fewer purchasing decisions compared to other competing e-commerce sites. This research examines Gen Z's purchasing decisions, especially on the Bukalapak application. This research uses quantitative research with a sample of 400 respondents. The data analysis uses the help of the PLS (Partial Least Squares) application. The research results show that seller reputation and trust influence purchase decisions, while online customer reviews do not directly influence purchase decisions. However, online customer reviews indirectly influence purchase decisions mediated by trust.*

***Keywords: purchase decision, seller reputation, online customer review, trust***

## **1. INTRODUCTION**

Generation Z, born between 1995 and 2010, exhibits different purchasing behaviour influenced by various factors. Research shows that Gen Z consumers prefer shopping online on e-commerce (Koch *et al.*, 2020). This is driven by values such as environmental awareness, ethical considerations, and desires (Kara & Min, 2024). Research shows that Gen Z consumers are willing to pay more for responsible and sustainable products, reflecting ethical consumption priorities (Gazzola *et al.*, 2020; Irvin Perono *et al.*, 2022).

Examining purchasing decisions in Generation Z is critical because of this group's unique characteristics and behaviours. Generation Z differs from previous generations regarding preferences, motivations, and retail interactions (Agrawal, 2022). In contrast to the Gen Y group, Gen Z tends to focus more on fun, learning, exploration, and deal-hunting behaviour when shopping online (Agrawal, 2022). Understanding these behavioural differences is essential for businesses to adapt their marketing strategies effectively. In addition, Generation Z's lifestyle, self-esteem and social media presence significantly influence their purchasing decisions (Sutanto & Aubelia, 2022; Korombel & Ławińska, 2019).

As Generation Z's purchasing power increases, marketers must understand their behaviour and preferences (Wijaya *et al.*, 2020). The increasing presence of this group in the labour market also requires a deeper understanding of their expectations and attitudes towards work (Savić *et al.*, 2023). Additionally, International Conference on Agriculture, Engineering, Social Science and Education 2024

considering the demands and needs of Generation Z is essential for businesses that want to attract and retain young consumers (Savić *et al.*, 2023). In conclusion, researching purchasing decisions in Generation Z is critical for businesses to adapt their strategies to meet this group's unique needs and preferences. By understanding the factors influencing Gen Z purchasing behaviour, companies can develop targeted marketing campaigns, increase brand engagement, and drive sales among this influential consumer group.

Based on Databoks.katadata.co.id (2023) Bukalapak is the e-commerce with the lowest visitors. The number of visitors on this platform will only be 168.2 million in 2023. Meanwhile, Shopee has 2.35 billion visitors, Tokopedia has 1.25 billion, Lazada has 762.4 million, and Blibli has 337.4 million. This means there are still very few consumers interested in using Bukalapak as an e-commerce platform for shopping.

Seller reputation is an essential factor that influences purchasing decisions in the online market. Huang *et al.*, (2023) found that seller reputation influences selling price, number of sales, and total revenue. Melnik & Alm (2002) also highlight the importance of seller reputation in e-commerce, where buyers are very dependent on the seller's reputation due to the inability to physically examine the product before purchasing. Chen *et al.*, (2019) studied the detection of fake reviews and manipulation behaviour by sellers, emphasizing that understanding sellers' motivations for manipulation can help consumers make informed purchasing decisions.

On the other hand, Wang *et al.*, (2016) identified seller reputation as a factor that influences purchasing decisions. Tadelis (2016) shows how reputation and feedback systems influence sellers' sales levels on online platforms. These studies collectively emphasize the critical role of seller reputation in shaping consumer trust and overall purchasing decisions in online marketplaces. A positive reputation influences prices and sales and increases consumer perceptions of product quality and trust, ultimately impacting purchasing behaviour.

Additionally, research has shown that online customer reviews are a powerful interpersonal influence in consumer decision-making. Research results state that information sources influence consumers' purchase intentions (Xu *et al.*, 2020). Consumers' perceived website quality acts as an environmental cue that directly influences the likelihood of purchasing behaviour (Wells *et al.*, 2011). Online customer reviews have been shown to positively impact consumer purchases by offering valuable insights and increasing trust (Hu, 2022; Rahayu & Oktafani, 2021). Consumers often rely on online customer reviews to assess product quality and make informed purchasing decisions (Rahayu & Oktafani, 2021; Li & Nan, 2023).

The impact of online customer reviews on consumer behaviour is increasingly underscored by research emphasizing the role of online reviews in shaping purchasing behaviour (Xu *et al.*, 2020; Akram *et al.*, 2018; Adnan & Osman, 2022). Consumers' emotional experiences, which are influenced by online reviews, can positively impact purchasing decisions (Karim *et al.*, 2021). Online customer reviews are considered necessary in influencing purchasing decisions, with positive reviews encouraging purchases and negative reviews leading consumers to seek alternatives (Colantonio & Di Pietro, Roberto Petrocchi, Marinella Spognardi, 2015; Bo *et al.*, 2023; Kinari *et al.*, 2023). In conclusion, online customer reviews are fundamental to the trust decision-making process and purchasing behaviour across various industries. Understanding online customer reviews' importance and impact on consumer behaviour is critical for businesses looking to attract and retain customers in the digital age.

Seller reputation and online reviews are fundamental aspects of e-commerce and essential for building trust between buyers and sellers. Trust in e-commerce is often built through online word-of-mouth, including feedback mechanisms such as comments, reviews, and ratings related to e-sellers or products (Awad & Ragowsky, 2008). Research has emphasized the importance of the credibility and usefulness of online reviews in attracting customers and driving review adoption, ultimately increasing customer trust and engagement (Shaheen *et al.*, 2020). Reputation systems in e-commerce are designed to collect and disseminate feedback to increase trust (Ghazizadeh Ehsaei *et al.*, 2013).

However, it is essential to consider that calculating reputation points can sometimes lead to differences, potentially favouring sellers with high sales and low quality over high-quality sellers with low sales (Xue *et al.*, 2023). Reputation systems are critical for buyers in assessing the reliability of sellers in e-commerce. This system relies on ratings from buyers to evaluate sellers' trustworthiness in online transactions (Liu *et al.*, 2014). Seller reputation has been proven to impact prices positively; this shows the influence of reputation on buyer behaviour (Jolivet *et al.*, 2016). The reputation model aims to help customers choose trustworthy sellers and is essential in forming purchase intentions (Thomas & Joseph, 2015).

## 2. METHODOLOGY

This research uses quantitative research. The research population is Palembang people who were born from 1995 to 2010. Based on BPS, the number of people born from 1995 to 2010 was 16,814,443. The sample used the Slovin formula with an  $e$  of 5%, so a sample size of 400 respondents was obtained. The criteria for respondents were having the Bukalapak application and having made purchases at least 3 (three) times. We developed an online questionnaire for this study. The research technique uses non-probability sampling using purposive samples. Partial least squares (PLS) are generally known to work well with relatively small sample sizes and are suitable for initial modelling and exploratory research (Gefen et al., 2011; Lowry & Gaskin, 2014). Given the exploratory nature of this research, we used the partial least squares (PLS) method to analyze the data. We followed the two-step procedure Hair et al. (1998) suggested in the analysis: measurement and structural models.

## 3. RESULTS

**Table 1. Analysis of Direct and Indirect effects**

Influence of variables	Direct Effect		Indirect Effect	
	coef	tcount	coef	tcount
Seller Reputation ->Purchase Decision	0.689	3.204	-	-
Seller Reputation -> Trust	0.881	3.589	-	-
Online Customer ->Purchase Decision	-0.238	1.142	-	-
Online Customer ->Trust	-0.678	2.774	-	-
Trust -> Purchase Decision	0.208	4.002	-	-
Seller Reputation -> Trust -> Purchase Decision	-	-	0.184	2.396
Online Customer Review -> Trust -> Purchase Decision	-	-	-0.141	2.396

This research shows that the direct influence of seller reputation on purchase decisions shows a positive and significant influence on purchase decisions, with a coefficient value of 0.689 and P-Values of  $0.001 < 0.05$ , meaning that a high seller reputation will impact increasing purchase decisions. Furthermore, the direct influence of seller reputation on trust shows a positive and significant influence, with a coefficient value of 0.881 and P-Values of  $0.000 < 0.05$ . The direct influence of online customer reviews on purchase decisions shows a negative and insignificant influence, with a coefficient value of -0.238 and P-Values  $0.254 > 0.05$ , meaning there is low trust in online customer reviews due to non-objective assessments of needs and preferences. Individuals can be a supporting factor for someone not paying too much attention to reviews from other consumers. The direct influence of online customer reviews on trust shows a positive and significant influence, with a coefficient value of -0.678 and P-Values  $0.006 < 0.05$ . The direct influence of trust on purchase decisions shows a positive and significant influence, with a coefficient value of 0.208 and P-Values  $0.000 < 0.05$ . The indirect influence between seller reputation and purchase decisions mediated by trust shows a positive and significant influence, with a coefficient value of 0.184 and P-Values  $0.005 < 0.05$ . The indirect influence of online customer reviews on purchase decisions mediated by trust shows a positive and significant influence, with a coefficient value of -0.141 and P-Values of  $0.017 < 0.05$ , meaning that the greater the contribution of trust as a mediating variable, the stronger the relationship between online customer reviews—and purchase decisions.

## 4. CONCLUSION

The research results show that seller reputation and trust influence purchase decisions, while online customer reviews do not directly influence purchase decisions. However, online customer reviews indirectly influence purchase decisions mediated by trust. Further research should consider including other factors, such as brand image and awareness, that can influence purchase decisions.

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