

Memahami E-Commerce Decision-Making di Kalangan Generasi Z

Arnetta Putri Permata Fadiyanti¹, Isaac Jogues Kiyok Sito Meiyanto²

^{1,2} Fakultas Psikologi, Universitas Gadjah Mada, Yogyakarta, Indonesia

Email: *¹ arnetta.p@mail.ugm.ac.id, ² smeiyanto@ugm.ac.id

Abstract

The development of e-commerce in Indonesia is very rapid from year to year, the majority of users are from Generation Z, who are dubbed as digital natives. Generation Z has high price sensitivity, but low brand loyalty. Based on previous research, Generation Z will choose a product or service with the best promotion and quality. This study aims to understand more broadly about the dynamics of Generation Z's purchase decision-making in E-commerce. This study will use a qualitative method with a phenomenological approach, as well as a purposive sampling method in recruiting participants. The results show a positive view of sales promotion, 6 factors of E-Commerce purchase decision-making, and Generation Z's perspective on reference groups. In addition, Generation Z also experienced a purchase decision making process, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior.

Key word : E-commerce, Purchase decision-making, Generation Z, Sales promotion

Abstrak

Perkembangan *e-commerce* di Indonesia sangat pesat dari tahun ke tahun, penggunaannya mayoritas dari kalangan Generasi Z yang dijuluki sebagai *digital native*. Generasi Z memiliki *price sensitivity* yang tinggi, namun dengan *brand loyalty* yang rendah. Berdasarkan penelitian sebelumnya, Generasi Z akan memilih produk atau jasa dengan promosi dan kualitas terbaik. Penelitian ini bertujuan memahami secara lebih luas tentang bagaimana dinamika *purchase decision-making* Generasi Z di *E-commerce*. Penelitian ini akan menggunakan metode kualitatif dengan pendekatan fenomenologi, serta metode *purposive sampling* dalam merekrut partisipan. Hasil menunjukkan pandangan positif terhadap *sales promotion*, 6 faktor *E-Commerce purchase decision-making*, serta perspektif Generasi Z terhadap *reference group*. Selain itu, Generasi Z juga mengalami *purchase decision making process*, yaitu *problem recognition*, *information search*, *evaluation of alternatives*, *purchase decision*, dan *post-purchase behavior*.

Kata kunci: E-commerce, Purchase decision-making, Generasi Z, Sales promotion



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