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Comparative Analysis of Strengthening Factors Intergenerational Purchasing Decisions in Jabodetabek

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ABSTRACT

Every person's purchasing decisions will always be different according to their individual characteristics. Consumer behaviour and purchasing behaviour of each generation are very different. Based on this, this research was carried out to determine the differences in factors that strengthen purchasing decisions in each generation studied, namely generations X, Y, and Z, which are the most numerous and productive currently. This research is quantitative in nature, and the research analysis method uses causal descriptive and SPSS (multiple regression) analysis tools. Initially, the number of respondents needed was calculated, after knowing that the population of Jabodetabek was around 30.2 million people. Using Slovin calculations with a value of E = 10%, with minimum sample of 100 respondents was obtained. Based on data from 308 valid questionnaires obtained from the Jabodetabek population (30.2 million people), it is known that service quality most important thing is for generations X and Y, the difference lies in the order after that which is for generations and discounts, meanwhile for generation Y there is a sequence of lifestyle, product quality, n and discounts (by (Ramdhani, n.d.) which states that generation Y works to support their lifestyle). In contrast to the previous two generations, Gen Z prioritizes service quality after product quality.

Keywords: Product Quality, Service Quality, Lifestyle, Discounts, Purchasing Decisions

INTRODUCTION

The many generations that have existed over time have created many differences in various things, including differences in the factors that strengthen their purchasing decisions as consumers. And because currently according to (Febriyana Putri, 2022), the largest generations are Generation X (21.88 percent), Y (25.87 percent), and Z (27.94 percent), so quoting from (Ramdhani, n.d.), it is stated that there are differences in thought patterns, including: (1) generation generation who are ambitious in their work, full of visionary ideas, innovative to create knowledge and mastery of science and technology, but tend to look for jobs that can support their lifestyle, and (3) generation Z likes to seek popularity by being active on various social media, tends to spend their money on necessities fashion, eating at famous restaurants and traveling and really likes online shopping transactions. These habits then stigmatize generation Z as a generation that is very impulsive compared to previous generations.

However, based on the differences in thinking patterns previously listed above, the author intends to conduct research entitled: Comparative Analysis of Factors that Strengthen Intergenerational Purchasing Decisions in Jabodetabek.

RESEARCH METHODS

Research Methods and Types, Sources and Data Collection

Table 1
Research description

No	Category		Information
1	Research Method/Type		Causal/Quantitative Descriptive
2	Respondents	Population	Consumers in Greater Jakarta (30.2 Million org)
3		Sample	100 people (minimum) 225 – 300 people (target)
4	Research Duration		7 Months
5	Types and Data Sources	Primary	Questionnaire
6		Secondary	Articles, Journals and Books
7	Analysis tools used		Multiple Regression

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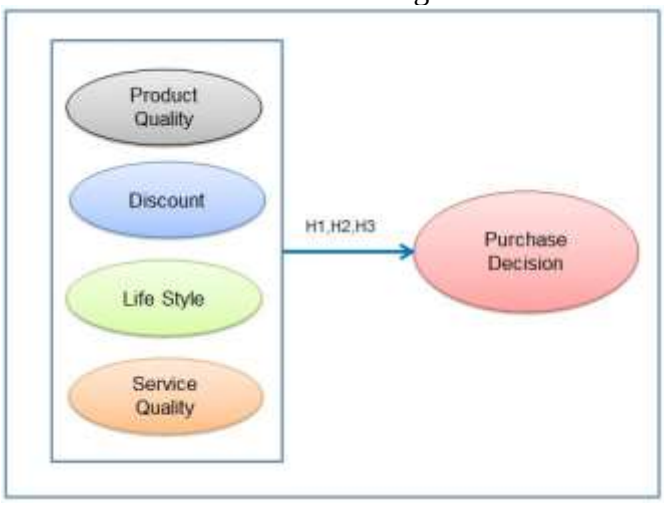
Research Framework and Hypothesis

Figure 1
Framework of Thought



Here are some of the Hypotheses:
H1 = All X variables influence Gen X's Purchasing Decision
H2 = All X variables influence Gen Y's Purchasing Decision
H3 = All X variables influence Gen Z's Purchasing Decision

DATA ANALYSIS

Identification of Respondents

The distribution of the questionnaire obtained responses from 316 respondents of which 308 respondents were valid and 8 were invalid.

Table 2
Respondent's Identity

No	Category	Choice	Sum	Total
1	Domicile	Jabodetabek	**308**	316
		Outside Jabodetabek	8	
2	Gender	Man	125	**308**
		Woman	183	
3	Generation	Baby Boomer	7	**308**
		Generation X (1965 - 1980)	72	
		Generation Y/ Millennial (1981 - 1995)	50	
		Generation Z (1996 - 2012)	178	
		Alpha Generation	1	
4	Education Level	Under High School	1	**308**
		High School and Equivalent	120	
		Diploma	20	
		Bachelor	115	
		Master	36	
		Doctoral	16	

Source : SPSS 25

Questionnaire Test Results

The next step is to process all valid questionnaire results totaling 308 respondents using the SPSS 25 analysis tool, starting from the classical assumption test and then Simple Regression and Multiple Regression. The results obtained are as follows:

CLASSICAL ASSUMPTION TEST

Table 3
Validity and Reliability

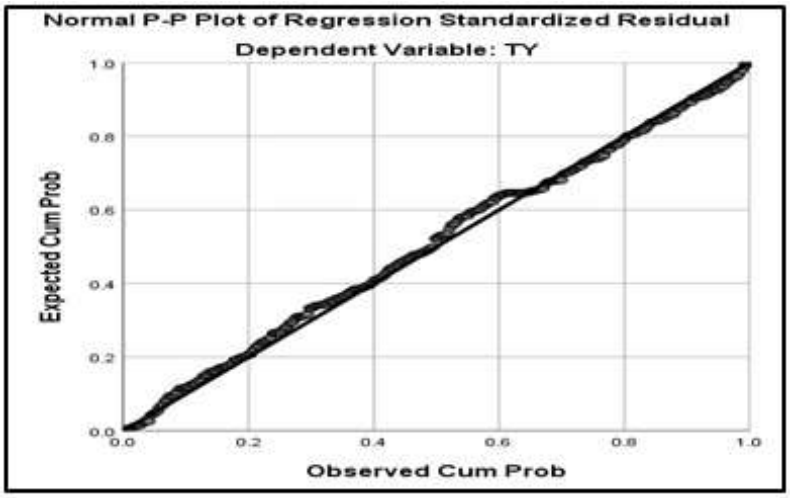
Variabel	**Validitas (r =0.0939)**	**Reliabilitas (Cronbach Alpha> 0,60)**
X1 (Product Quality)	VALID (0,597 - 0,711)	0,670
X2 (Discount)	VALID (0,559 – 0,646)	0,699
X3 (Lifestyle)	VALID (0,611 – 0,787)	0,763
X4 (Quality of Service)	VALID (0,719 - 0,799)	0,801
Y (Purchase Decision)	VALID (0,571 – 0,670)	0,617

Source : SPSS 25

Based on the table 3 the results of the questionnaire for the classical assumption test above, the conclusions obtained:

1. The results obtained for validity state that all statements on the questionnaire are valid. (Diana Silaswara et al., 2020)
2. The value in the results of the questionnaire for reliability states that the value obtained is above 0.6, which states that all statements in the latent variable are consistent. (Diana; Silaswara et al., 2022)

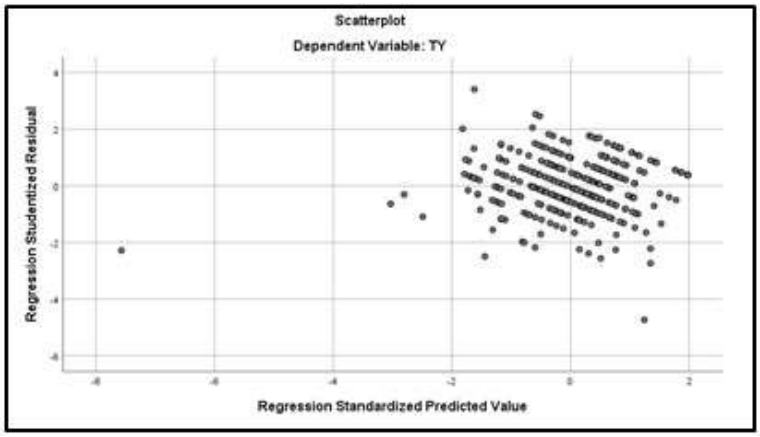
Figures 2
Data Normality



Source : SPSS 25

Based on the visible figure, the point spread corresponds to the condition that the regression model is normally distributed (the point spread is around the diagonal line) (Febri & Teofilus, 2020)

Figures 3
Heteroscedasticity



Source : SPSS 25

Based on the figure, heteroscedasticity does not occur because no pattern is found in the scatterplot image (Febri & Teofilus, 2020)

Table 4
Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.044	1.184		4.260	.000		
	TX1	.134	.063	.126	2.145	.033	.563	1.778
	TX2	.090	.044	.116	2.070	.039	.620	1.613
	TX3	.168	.030	.270	5.682	.000	.859	1.164
	TX4	.376	.057	.364	6.615	.000	.639	1.564

a. Dependent Variable: TY

Source : SPSS 25

Based on the table above, it can be said that there is no multicollinearity because the VIF value is < 10 and the tolerance > 0.1. (Febri & Teofilus, 2020)

HYPOTHESIS TEST
For Generation X

Table 5
Coefficient of Determination (Generation X)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698[a]	.487	.456	2.322

a. Predictors: (Constant), TX4, TX3, TX2, TX1

Source : SPSS 25

These four variables simultaneously contribute to creating decision-making of 45.6% while the remaining 54.4% are influenced by other variables (Priyatno, 2018)

Table 6
Multiple Regression (Generation X)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.439	2.349		1.039	.303
	TX1	.219	.182	.201	1.199	.235
	TX2	-.065	.112	-.075	-.582	.562
	TX3	.131	.073	.171	1.781	.079
	TX4	.551	.164	.494	3.360	.001

a. Dependent Variable: TY

Source : SPSS 25

The multiple regression equations formed are as follows:
$Y = 2.439 + 0.219\ x_1 - 0.065\ x_2 + 0.131\ x_3 + 0.551\ x_4$

Table 7
Anova (Generation X)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	342.632	4	85.658	15.882	.000[b]
	Residual	361.368	67	5.394		
	Total	704.000	71			

a. Dependent Variable: TY

b. Predictors: (Constant), TX4, TX3, TX2, TX1

Source : SPSS 25

In the ANOVA table, data is obtained that F Test > F Table (15.882 > 2.16), then it can be stated that the first hypothesis is PROVEN that all variables have an effect on Purchase Decisions in Generation X (Sekaran & Bougie, 2017)

For Generation Y

Table 8
Coefficient of Determination (Generation Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613[a]	.376	.320	1.693

a. Predictors: (Constant), TX4, TX3, TX1, TX2

Source : SPSS 25

The values obtained above are all positive for each variable in the calculation of generation Y data, although the influence (r2) of each independent variable on the dependent is weak because it is below 0.6 but has an almost even influence of more than 20 percent on each variable except for the lifestyle variable which only gives an influence of 18.7 percent

Table 9
Multiple Regression (Generation Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.628	2.900		2.975	.005
	TX1	.142	.152	.148	.933	.356
	TX2	-.008	.109	-.013	-.072	.943
	TX3	.159	.071	.322	2.242	.030
	TX4	.325	.156	.354	2.083	.043

a. Dependent Variable: TY

Source : SPSS 25

The multiple regression equations formed are as follows:
$Y = 8.628 + 0.142\ x_1 - 0.008\ x_2 + 0.159\ x_3 + 0.325\ x_4$

Table 10
Anova (Generation Y)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.579	4	19.395	6.770	.000[b]
	Residual	128.921	45	2.865		
	Total	206.500	49			

a. Dependent Variable: TY

b. Predictors: (Constant), TX4, TX3, TX1, TX2

Source : SPSS 25

Test F result value with the value in table F $_{(3.47 \text{ at } 10\%)}$ = 2.20. The ANOVA table above shows the data that F Test > F Table (6.770 > 2.20), then it can be stated that the second hypothesis is PROVEN that all variables have an effect on Purchase Decisions in Generation Y

For Generation Z

Table 11
Coefficient of Determination (Generation Z)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633[a]	.401	.387	1.842

a. Predictors: (Constant), TX4, TX3, TX2, TX1

Source : SPSS 25

These four variables simultaneously contribute 38.7% of purchasing decision-making for generation Z

Table 12
Multiple Regression (Generation Z)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.131	1.667		3.079	.002
TX1	.076	.076	.069	.999	.319
TX2	.159	.055	.198	2.868	.005
TX3	.180	.038	.298	4.774	.000
TX4	.360	.067	.356	5.377	.000

a. Dependent Variable: TY

Source : SPSS 25

The multiple regression equations formed are as follows:
$Y = 5.131 + 0.076\ x_1 + 0.159\ x_2 + 0.180\ x_3 + 0.360\ x_4$

Table 13
Anova (Generation Z)

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	393.112	4	98.278	28.971	.000[b]
Residual	586.865	173	3.392		
Total	979.978	177			

a. Dependent Variable: TY

b. Predictors: (Constant), TX4, TX3, TX2, TX1

Source : SPSS 25

Test result F value with the value in table $F_{(3.175 \text{ at } 10\%)} = 2.12$. Based on the ANOVA table above, data is obtained that F Test > F Table (28,971 > 2.12), then it can be stated that the third hypothesis is PROVEN that all variables have an effect on Purchase Decisions in Generation Z.

DISCUSSION

In addition to conducting tests to prove the hypothesis, the researcher also compares the values obtained partially and simultaneously so that the changes that occur are known. This can be seen in the following comparison:

Table14
Comparison based on TERMINATION COEFFICIENTS

NO	Information	SIMULTANEOUS		
		Gen X	Gen Y	Gen Z
1	Product Quality	0.456	0.320	0.387
2	Discount			
3	Lifestyle			
4	Quality of Service			

Based on the comparison of the termination coefficients in the table above, it can be seen that the influence of each factor is not too high, but when the four variables are combined, the four things are simultaneously stronger in influencing consumer purchase decisions, both from generation X, generation Y, and generation Z.

Table 15
Comparison based on REGRESSION EQUATION COEFFICIENT

NO	Information	SIMULTANEOUS		
		Gen X	Gen Y	Gen Z
1	Product Quality	0.219	0.142	0.760
2	Discount	-0.065	-0.008	0.159
3	Lifestyle	0.131	0.159	0.180
4	Quality of Service	0.551	0.325	0.360

The results of the comparative analysis obtained, including:

1. **For Generation X →** In simultaneous calculations, the highest variables are Service Quality, Product Quality, Lifestyle and the lowest value is discounts. This is in accordance with the

purchasing pattern of gen X according to (Aprilia Wahyu Melati, 2020) and (Safitri & Sukmana, 2023) which are more concerned with information about products.

2. **For Generation Y →** In the calculation of simultaneous variables, the highest is Quality of Service, and the order of the coefficients of variables is X4, X3, X1,X2. This is in accordance with (Ramdhani, n.d.) which states that Generation Y works to sustain their lifestyle.
3. **For Generation Z →** In simultaneous calculations, the sequence of variables that affect the purchase decision is X1, X4, X3, and X2. This is very much in line with the characteristics of gen z according to (Ramdhani, n.d.) who are very technologically literate so they always do their research first before buying and prioritize happiness from the financial side so that they are not too tempted by discounts and focus more on product quality and service quality.

CONCLUSION

This research proves that the articles and opinions expressed and quoted from several sources are a truth, where generation X attaches great importance to information before making purchase decisions, it is proven that service quality is the highest factor, so they can see if the information from the product specifications is the same as their needs Meanwhile, for generation Y it is also proven that in addition to the dominant service factor, The second factor is lifestyle, this is in line with the statement that one of the reasons Generation Y or millennials work is to be able to support their lifestyle. In contrast to the two, generation Z is very concerned about the quality of the product when buying something, so sometimes the generation becomes consumptive because they will buy products with expensive and quality brands even though they are expensive rather than looking at the usefulness of the product, where there are other products with other brands with the same function.

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