# Analysis of the Impact of Product Quality and Lifestyle on Gen-Z Impulse Buying Decisions on E-Commerce Products (Case Study of College Students in Surakarta City)

**Diah Ayu Sri Prihati[1]; Heni Susilowati[2*]**

[1-2]STIE  Studi Ekonomi Modern, email: diyahayusriprihatin@gmail.com; heni@stiestekom.ac.id

| ARTICLES INFORMATION | ABSTRACT |
|---|---|

*Abstract. The purpose of this study is to analyze the influence of product quality and lifestyle on impulse buying decisions for Shopee e-commerce. This study uses a quantitative research type. The population in this study were Gen Z students in the city of Surakarta. The sampling technique used a non-random sampling technique with a purposive sampling method and obtained a total of 100 respondents. The data collection technique used a questionnaire with Likert scale parameters. The data analysis technique used multiple linear regression assisted by SPSS version 29 software for data processing. The results showed that product quality and lifestyle variables had a significant influence on impulse buying decisions for Shopee e-commerce products, where the significance value was below 0.05. The results of the F test obtained an F-count value of 28.690 which was greater than the F-table value of 3.089. From the results of the determination coefficient test, 35.9% of the purchasing decision variables were influenced by product quality and lifestyle variables, while the remaining 64.1% were explained by the influence of other factors or variables outside the model such as product quality, lifestyle and others that were not discussed in this study.*

## A. INTRODUCTION

The era of rapid development of information technology after COVID-19 has made the growth of online shopping through several e-commerce platforms increase rapidly. Along with the development of business activities, many foreign companies have now marketed their products to Indonesia, resulting in the growth of an impulsive buying culture in society, especially the younger generation or what we know as Gen Z. Current technological advances allow people to shop online and an online store platform is needed. Changes in consumer behavior in their desired product preferences are quite fulfilled by the many e-commerce platforms that offer various attractive products.

The currently popular e-commerce platform is e-commerce in the form of C2C (customer to customer). C2C e-commerce can also be said to be a marketplace. One of the e-commerce in the form of an e-marketplace in Indonesia is Shopee. Currently, Shopee is one of the largest marketplaces in Indonesia, competing with other e-marketplaces such as Tokopedia, Blibi, and Lazada. Based on Similarweb data, Shopee is an e-commerce site in the marketplace category with the most visitors in Indonesia; where in September 2023, the Shopee site was recorded as receiving 237 million visits, up around 38% compared to its position at the beginning of the year (Ahdiat, 2023).

The factor that drives the development of e-commerce is, of course, the encouragement of people who make purchases using e-commerce. The pattern of people's behavior in shopping also helps e-commerce in making decisions in purchasing. Impulse shopping behavior is a behavior that is already familiar in the community. The Kadence International Indonesia Research Institute revealed that as many as 28% of Indonesians had unhealthy consumer lifestyle habits throughout 2015 (Kusuma, 2016). Where the survey results show that impulse buying behavior purchase plans increased from 10% in 2005 to 21% in 2013, consumers who purchased additional items outside the shopping list increased from 13% in 2005 to 39% in 2013. Research shows that consumers have the intention to make impulse purchases, one of which is influenced by their shopping lifestyle. (Asriningati & Wijaksana, 2019).

In addition, there are several factors that influence impulse buying, including those taken in this study are product quality and lifestyle. Product quality is an important factor that influences each customer's decision to buy a product. The better the quality of the product, the greater the interest of consumers who want to buy the product. (Ernawati, 2019). Lifestyle is broadly defined as a way of living identified by how people spend their activities such as work, hobbies, shopping, sports, and social activities and interests such as food, fashion, family, recreation and also opinions about themselves, social issues, business and products. Lifestyle encompasses something more than just a person's social class or personality (Sutisna, 2012).

The increasing development of e-commerce user transactions has resulted in very tight competition, so that e-commerce platform providers are required to be more proactive and highly innovative in issuing various products and excellent services to gain competitive advantages in order to win market share. E-commerce companies must be able to recognize and understand consumer behavior in order to get potential consumers. In general, before making a purchase, consumers make plans in advance such as price, quantity and other aspects of the goods to be purchased. However, some e-commerce companies implement various strategies to make consumers more interested, resulting in spontaneous or unplanned buyer actions or commonly referred to as impulse buying.

Based on the description above, the author is interested in conducting research to determine the factors that influence Gen-Z impulse buying decisions on e-commerce products in the city of Surakarta, especially the influence of product quality and lifestyle. From the background presented, this study tries to examine this by taking the research title entitled Analysis of the Impact of Product Quality and Lifestyle on Gen-Z Impulse Buying Decisions on E-commerce Products (Case Study of College Students in Surakarta City).

## B. LITERATURE REVIEW

### Product Quality

According to Tjiptono in Yuniawati and Istichanah (2023), Product quality is a combination of properties and characteristics that determine the extent to which output can meet customer needs or assess the extent to which its characteristics. Meanwhile, based on the opinion of Ernawati (2019), product quality is an important factor that influences each customer's decision to buy a product. The better the quality of the product, the greater the interest of consumers who want to buy the product. According to Haris and Welsa (2019), product quality indicators are:

a. Reliability;
b. Durability;
c. Conformance to specification.

### Lifestyle

Lifestyle is how a person lives their life, including what products they buy, how to use them, and what they think and feel after using the product. lifestyle is related to the actual reaction to purchases that consumers make (Alsabiyah et al., 2019). Meanwhile, according to Yuniawati and Istichanah (2023), lifestyle is a characteristic of a person's life that can be recognized from activities or how people spend their money and time, and interests or what is important for people to consider in the environment and opinions or what people think about the world around them and themselves. Based on the research developed and adjusted to the variables in Kamaluddin research (2018), lifestyle indicators are:

a. Activity;
b. Interest.

### Impulse Buying

Impulse Buying, according to Tjiptono in Perwithasari et al (2023), is a process that occurs when consumers experience a sudden urge to buy goods that they cannot refuse. Meanwhile, in Utami opinion in Trifiyanto (2019), impulse buying or unplanned purchases are when consumers see a particular product or brand and then consumers become interested in getting it. Usually, because there is an attractive stimulus from the store. The indicators of impulse buying according to Hasim and Lestari (2022) include:

a. No planning;
b. No need for long consideration;
c. There is product stimulation.

### E-Commerce

E-commerce is a process of buying and selling transactions using electronic devices such as telephones and the Internet. It is more than just buying and selling products online (Yadewani & Wijaya, 2017). E-commerce includes the entire process of developing, marketing, selling, shipping, servicing, and paying customers, with the support of a network of business partners worldwide. The e-commerce system relies heavily on Internet resources and many other information technologies to support each of these processes.

### Hypothesis

H1: Product quality ($X_1$) has a positive and significant effect on impulse buying.

H2: Lifestyle ($X_2$) has a positive and significant effect on impulse buying.

H3: Product quality and lifestyle have a positive and significant influence on impulse buying.
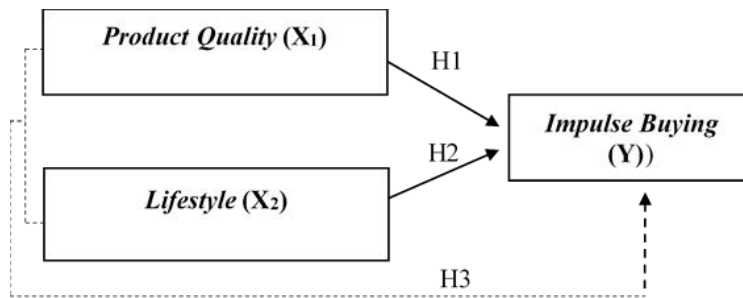
## Conceptual Model



Figure 1. Conceptual Model

## C. RESEARCH METHODOLOGY

This research is a quantitative type, namely a scientific approach to managerial decision-making (Render et al., 2018). Research with a survey method and using primary data collection techniques using questionnaires measured on a Likert scale (1-5). The sampling technique uses non-random sampling with a purposive sampling method. The number of samples in this study was 100 people. Uma Sekaran's opinion is that a feasible sample size in research is between 30 and 500 (Novita & Wulandari, 2020). The sample criteria in this study consisted of Gen Z aged 18 to 26 years in the city of Surakarta and who had made online purchases at e-commerce at Sophee. Data analysis used multiple linear regression and was processed using SPSS version 29.

## D. RESULT AND DISCUSSION

### Respondent Characteristics

Table 1 shows that respondents based on gender consist of 73% female respondents and 27% male respondents.

Table 1. Respondent's Gender

| No. | Gender | Total | Percent |
|---|---|---|---|
| 1. | Female | 73 | 73% |
| 2. | Male | 27 | 27% |
| | Total | 100 | 100% |

Table 2 shows the proportion of respondents based on age, where the 17-20 year age category is 68 people or 68%, then the 21-24 year age category is 22 people or 22% and the 25-27 year age category is 10 people or 10%.

Table 2. Respondent's Age

| No. | Age | Total | Percent |
|---|---|---|---|
| 1. | 17- | 68 | 68% |
| 2. | 21- | 22 | 22% |
| 3. | 25- | 10 | 10% |
| | Total | 100 | 100% |

Table 3 illustrates the distribution of products purchased by respondents via e-commerce, where the fashion product category is 50 people or 50%, then the cosmetics product category is 30 people or 30%, then the electronic product category is 15 people or 15% and other product categories are 5 people or 5%.

Table 3. Type of Product Purchased

| No. | Age | Total | Percent |
|-----|-----|-------|---------|
| 1. | Cosmetics | 30 | 30% |
| 2. | Fashion | 50 | 50% |
| 3. | Electronic | 15 | 15% |
| 4. | Other | 5 | 5% |
| | Total | 100 | 100% |

## RESULTS

### Validity

The purpose of conducting validity testing is so that the data can be known to be reliable in accordance with reality and the data is said to be valid if the calculated $R_{count}$ is greater than the $R_{table}$ (Hamta & Putri, 2019). The $R_{table}$ value in this study is 0.197 from df=100-2=98 (df=n-2) and is shown in Table 3. The statement item value is above the $R_{table}$ value.

Table 3. Validity Test

| Item | $R_{count}$ | $R_{tale}$ | Information |
|------|-------------|------------|-------------|
| **(X1)** | | | |
| X1.1 | 0,697 | 0.197 | Valid |
| X1.2 | 0,813 | 0.197 | Valid |
| X1.3 | 0,575 | 0.197 | Valid |
| X1.4 | 0,361 | 0.197 | Valid |
| X1.5 | 0,474 | 0.197 | Valid |
| X1.6 | 0,770 | 0.197 | Valid |
| **(X2)** | | | |
| X2.1 | 0,768 | 0.197 | Valid |
| X2.2 | 0,646 | 0.197 | Valid |
| X2.3 | 0,764 | 0.197 | Valid |
| X2.4 | 0,823 | 0.197 | Valid |
| X2.5 | 0,545 | 0.197 | Valid |
| X2.6 | 0,545 | 0.197 | Valid |
| **(Y)** | | | |
| Y1.1 | 0,561 | 0.197 | Valid |
| Y1.1 | 0,574 | 0.197 | Valid |
| Y1.1 | 0,463 | 0.197 | Valid |
| Y1.1 | 0,508 | 0.197 | Valid |

### Reliability

A reliability test measures a questionnaire that indicates a variable or construct. A research instrument is said to be reliable if Cronbach's alpha is above 0.6 (Ghozali, 2021). Based on the reliability test, the product quality, lifestyle, and impulse buying variables have an alpha reliability coefficient of more than 0.6, so they are reliable.

Table 4. Reliability Test

| Variable | Cronbach's Alpha | Conclusion |
|----------|------------------|------------|
| Product | 0,837 | Reliabel |
| Lifestyle | 0,872 | Reliabel |
| Impulse | 0,733 | Reliabel |

### Classic Assumption Test

#### Normality Test

The results of the Normality Test with a histogram graph show that the data is spread around the diagonal line and follows the direction of the diagonal line. The Normal P-P plot shows that the points are spread around the diagonal line and follow the direction of the diagonal line (Prilano et al., 2020). The normality test shows that Figure 2 has a normal distribution.
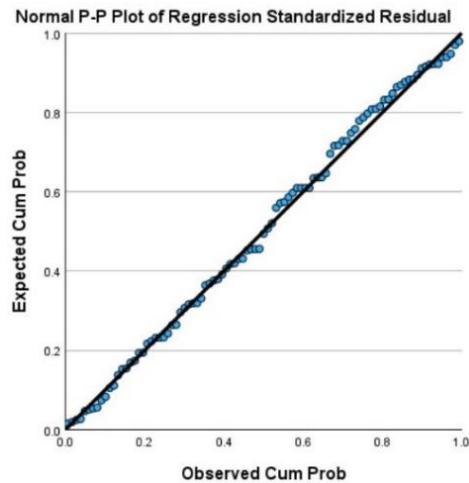


**Figure 2. Plot P-P Graphics**

#### Heteroscedasticity Test

The heteroscedasticity test aims to test whether, in a regression model, there is an inequality of variance from the residual of one observation to another (Hamta & Putri, 2019). If the variance from the residual of one study to another study remains the same, it is called homoscedasticity.

A good regression model is one that is homoscedastic or does not experience heteroscedasticity (Ghozali, 2021). The basis for decision-making in heteroscedasticity testing is if the plot graph shows a wavy or widening and then narrowing dot pattern, then it can be concluded that heteroscedasticity has occurred. The results of the heteroscedasticity test can be seen in Figure 3.
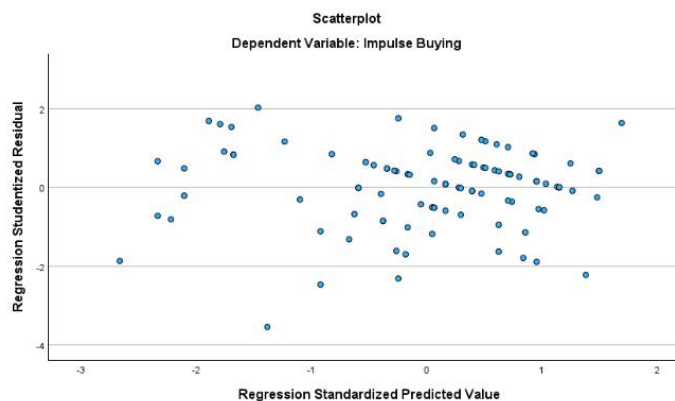


**Figure 3. Scatterplot Graphics**

#### Multicolinieriety Test

Multicollinearity testing is very important because it ensures that there is no correlation between one predictor variable and another. In this study, as seen in Table 5, the presence or absence of multicollinearity is seen through the VIF (Variance Inflation Factor) value. If the VIF value is less than 10, it can be concluded that there are no symptoms of multicollinearity (Azizah, 2021).

### Table 5. Multicollinearity Test

| Model | | Collinearity Statistics | |
|---|---|---|---|
| | | Tolerance | VIF |
| 1 | Constant | | 0.001 |
| | Product | 1.617 | 0.014 |
| | Lifestyle | 1.489 | 0.001 |
| a. Dependent Variable: Impulse Buying | | | |

### F Test

The F test is used to test the influence of independent variable dimensions simultaneously on the dependent variable. (Prilano et al., 2020). The results of the $F_{test}$ show that the $F_{count}$ value is 28.690 with a significance level of 0.001. For a confidence level of 95% at degrees of freedom 1 (df1) = k–1 = 2-1= 1 and degrees of freedom 2 (df2) = n-k = 100-2= 98, where n = number of samples, k = number of variables, then the Ftable value at the confidence level is 3.089. Since $F_{count}$ > $F_{table}$, the criteria is H4 Accepted, so it can be stated that product quality and lifestyle simultaneously have a positive and significant effect on impulse buying decisions for e-commerce products.

### Coefficient of Determination ($R^2$)

The coefficient of determination test is used to measure the extent to which the model is able to explain the variation in the dependent variable (Prilano et al., 2020). The results of the coefficient test show that the Adjusted R Square value obtained is 0.359, which means that 35.9% of the purchasing decision variables are influenced by product quality and lifestyle variables, while the remaining 64.1% (100% - 35.9%) is explained by the influence of other factors or variables outside the model such as product quality, lifestyle, and others that are not discussed in this study.

### T Test

Researchers use the T-test to compare sample means for two groups (Prilano et al., 2020). If the means are significantly different, researchers can conclude that the population means are also different, reject the null hypothesis, and support their research hypothesis (Sutton, 2019). The results of this study's t-test are shown in Table 6.

### Table 6. Hypothesis Test

| Model | | t | Sig. |
|---|---|---|---|
| 1 | (Constant) | 9.234 | 0.001 |
| | Product | 2.206 | 0.030 |
| | Lifestyle | 4.724 | 0.001 |

### DISCUSSION

The research results show that the product quality variable has a positive and significant influence on the impulse buying decision of products in Shopee e-commerce with a t-value of 2.206 or greater than the t-table value of 1.985 with a significance level of less than 0.05 of 0.03. From the test results, the first hypothesis (H1) can be concluded which states that product quality (X1) is proven to have an influence on the impulse buying decision of products in Shopee e-commerce. The results obtained are in accordance with the research results Azwari and Lina (2020) showed that product quality also has a positive and significant effect on impulse buying in 100 respondents on the online shopping site Shopee Indonesia.

Other findings show that the lifestyle variable (X2) has a positive and significant influence on product purchasing decisions in Shopee e-commerce with a t-value of 4.724 above the t-table value of 1.985. In conclusion, the first hypothesis (H2), which states that lifestyle (X2) influences product purchasing decisions in Shopee e-commerce, is proven. This finding is in line with research from Hasim and Lestari (2022), where the shopping lifestyle variable has a significant influence on the impulse buying variable on Tokopedia e-commerce with samples from consumers in Palembang City. The results of further research by Venia, et.al. (2021) also showed that lifestyle has a positive and significant influence on impulse buying of Generation Z consumers domiciled in East Jakarta.

## E. CONCLUSION

The results of data analysis and discussion of this study, it can be concluded that product quality has a positive and significant effect on impulse buying decisions for Shopee e-commerce products by Gen Z students in Surakarta. This means that product quality can increase impulse buying decisions for e-commerce products. Lifestyle has a positive and significant effect on consumer satisfaction but vice versa on impulse buying decisions for Shopee e-commerce products by Gen Z students in Surakarta. The results of this study provide contributions and benefits regarding impulse buying decisions for Shopee e-commerce products. Suggestions for future research can be added to other variables and a larger number of respondents to expand the scope of the study.

## REFERENCES

Ahdiat, A. (2023). *Pengunjung Shopee Makin Banyak, Bagaimana E-Commerce Lain?* Databoks.Katadata.Co.Id. https://databoks.katadata.co.id/datapublish/2023/10/11/pengunjung-shopee-makin-banyak-bagaimana-e-commerce-lain

Angela, V., & Paramita, E. L. (2020). Pengaruh Lifestyle dan Kualitas Produk Terhadap Keputusan Impulse Buying Konsumen Shopee Generasi Z. *Jurnal Ekobis: Ekonomi Bisnis & Manajemen*, *10*(2), 248–262.

Ardianti, A. N., & Widiartanto, W. (2019). Pengaruh Online Customer Review dan Online Customer Rating Terhadap Keputusan Pembelian Melalui Marketplace Shopee (Studi Pada Mahasiswa Aktif FISIP UNDIP). *Jurnal Ilmu Administrasi Bisnis*, *8*(2), 55–66.

Aristo, S. F. (2016). Pengaruh Produk, Harga, dan Promosi Terhadap Keputusan Pembelian Konsumen Woles Chips. *Jurnal Performa: Jurnal Manajemen Dan Start-up Bisnis*, *1*(4), 441–447.

Asriningati, M., & Wijaksana, T. I. (2019). Pengaruh Shopping Lifestyle dan Online Store Beliefs Terhadap Impulse Buying Pada Lazada.co.id. *SEGMEN Jurnal Manajemen Dan Bisnis*, *15*(2), 9–18.

Cesariana, C., Juliansyah, F., & Fitriyani, R. (2022). Model Keputusan Pembelian Melalui Kepuasan Konsumen Pada Marketplace: Kualitas Produk dan Kualitas Pelayanan (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, *3*(1), 211–224.

Chong, D., & Ali, H. (2022). Literature Review: Competitive Strategy, Competitive Advantages, And Marketing Performance On E-commerce Shopee Indonesia. *Dinasti International Journal of Digital Business Management*, *3*(2), 299–309.

Daulay, N. (2020). *Pengaruh Online Customer Review dan Online Customer Rating Terhadap Keputusan Pembelian Melalui Marketplace Shopee (Studi pada Masyarakat Kecamatan Medan Labuhan)*. Universitas Sumatera Utara.

Dwijantoro, R., Dwi, B., & Syarief, N. (2022). Pengaruh Harga, Kualitas Produk, dan Promosi Terhadap Keputusan Pembelian Marketplace Shopee. *Jurnal Riset Manajemen Dan*

*Bisnis*, *16*(2), 63–76.

Ernawati, D. (2019). Pengaruh Kualitas Produk, Inovasi Produk Dan Promosi Terhadap Keputusan Pembelian Produk Hi Jack Sandals Bandung. *JWM (Jurnal Wawasan Manajemen)*, *7*(1), 17–32.

Fauzi, S., & Lina, L. F. (2021). Peran Foto Produk, Online Customer Review dan Online Customer Rating Pada Minat Beli Konsumen di E-Commerce. *Jurnal Muhammadiyah Manajemen Bisnis*, *2*(1), 21–26.

Filieri, R., & McLeay, F. (2014). E-WOM and Accommodation: An Analysis of The Factors That Influence Travelers' Adoption of Information From Online Reviews. *Journal of Travel Research*, *53*(1), 44–57.

Gerung, C. J., Sepang, J., & Loindong, S. (2017). Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Mobil Nissan X-Trail Pada PT. Wahana Wirawan Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *5*(2).

Kusuma, I. K. N. (2016). Pengaruh Visual Merchandising Terhadap Impulse Buying Behavior pada Retail Fashion (Studi pada Retail 3Second Jl.Soekarno-Hatta, Kota Malang). *Jurnal Ilmiah Mahasiswa FEB*, *4*(2), 1–13.

Latief, F., & Ayustira, N. (2020). Pengaruh Online Costumer Review dan Customer Rating Terhadap Keputusan Pembelian Produk Kosmetik di Sociolla. *Jurnal Mirai Management*, *5*(3), 139–154.

Lee, E.-J., & Shin, S. Y. (2014). When Do Consumers Buy Online Product Reviews? Effects Of Review Quality, Product Type, and Reviewer's Photo. *Computers in Human Behavior*, *31*, 356–366.

Maghfur, S. (2018). Analisis Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Keputusan Pembelian Shampo Pantene di Kota Wates. *Jurnal Ekobis Dewantara*, *1*(10), 71–80.

Martowinangun, K., Lestari, D. J. S., & Karyadi, K. (2019). Pengaruh Strategi Promosi Terhadap Peningkatan Penjualan Di CV. Jaya Perkasa Motor Rancaekek Kabupaten Bandung. *Jurnal Co Management*, *1*(1), 139–152.

Nasution, S. L., Limbong, C. H., & Ramadhan, D. A. (2020). Pengaruh Kualitas Produk, Citra Merek, Kepercayaan, Kemudahan, dan Harga Terhadap Keputusan Pembelian Pada E-Commerce Shopee (Survei Pada Mahasiswa S1 Fakultas Ekonomi Jurusan Manajemen Universitas Labuhan Batu). *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*, *7*(1), 43–53.

Nuraeni, Y. S., & Irawati, D. (2021). Pengaruh Online Customer Review, Kualitas Produk, dan Promosi Terhadap Keputusan Pembelian Pada Marketplace Shopee (Studi Kasus Pada Mahasiswa Ubsi). *Procuratio: Jurnal Ilmiah Manajemen*, *9*(4), 439–450. https://doi.org/10.35145/procuratio.v9i4.1704

Nurfauzi, Y., Taime, H., Hanafiah, H., Yusuf, M., & Asir, M. (2023). Literature Review: Analisis Faktor yang Mempengaruhi Keputusan Pembelian, Kualitas Produk dan Harga Kompetitif. *Management Studies and Entrepreneurship Journal (MSEJ)*, *4*(1), 183–188.

Oktavia, E. B., Fatimah, F., & Puspitadewi, I. (2022). Pengaruh Harga, Brand Ambassador, Brand Image, Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Produk Scarlett Whitening Indonesia Di Tokopedia. *Growth*, *20*(2), 361–375.

Priandewi, N. M. M. (2021). Pengaruh Kualitas Produk, Desain Produk, dan Promosi Terhadap Keputusan Pembelian Produk di E-Commerce Lazada. *Jurnal Valuasi: Jurnal Ilmiah Ilmu Manajemen Dan Kewirausahaan*, *1*(2), 419–433.

Sutisna, M. (2012). Perilaku Konsumen dan Komunikasi Pemasaran. In *Remaja Rusdakarya*. Remaja Rusdakarya.

Virawati, E., & Samsuri, A. (2020). Pengaruh Store Image, Online Customer Review dan Promosi Terhadap Keputusan Pembelian Pada Marketplace Shopee Dengan Minat Beli Sebagai Variabel Intervening (Studi pada Mahasiswa UIN Sunan Ampel Surabaya). *BBM (Buletin Bisnis & Manajemen)*, *6*(2), 100–107.

Wahyudi, A. D., Surahman, A., & Sivi, N. A. (2021). Penerapan Media Promosi Produk E-Marketplace Menggunakan Pendekatan AIDA Model dan 3D Objek. *Jurnal Informatika: Jurnal Pengembangan IT*, *6*(1), 35–40.

Wiranata, I. K. A., Agung, A. A. P., & Prayoga, I. M. S. (2021). Pengaruh Digital Marketing, Quality Product Dan Brand Image terhadap Keputusan Pembelian Roti di Holland Bakery BatuBulan. *EMAS*, *2*(3).