

## **MARKETING TO GenZ: INTEREST IN BUYING FROM ONLINE STORES ON THE MARKETPLACE PLATFORM**

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**Abstract:** In this study, it is known that 1) brand integrity has an effect on customer satisfaction, 2) brand integrity has an effect on purchase intention, 3) customer satisfaction has an effect on purchase intention, 4) product description has an effect on purchase intention, 5) brand integrity indirectly has an effect on purchase intention with customer satisfaction as a mediating variable.

**Keywords:** Brand Integrity, Product Description, Customer Satisfaction, Purchase Intention

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### **1. Introduction**

Internet technology has now become one with human activities, where the development of internet technology is supported by the digitalization process that occurs very quickly. The characteristics of the current generation are generations that are exposed to technology and the internet from a young age. (Prasad, Garg, and Prasad 2019).

The Internet has changed the world of marketing. Increased connectivity and access to information has disrupted or at least forced the evolution of many existing marketing platforms and models. The Internet has become so pervasive in the modern business environment that almost no business, large or small, can escape its influence. As customer connections and social media have grown, so have the types and forms of customer interactions, making the Internet easier and more powerful than ever before.

Brand integrity is critical because consumers expect brands to live up to consumer expectations. A brand's promise sets expectations for the brand and if a brand fails to live up to consumer expectations, serious negative consequences can occur. (Campelo, Aitken, and Gnoth 2010). Furthermore, the impact of brand identity failure tends to have a long-term effect on customer satisfaction. In contrast, brand integrity has a positive impact on customer satisfaction because it is directly correlated with consumer trust and loyalty which drives customer satisfaction levels. (Shugan 1980). High levels of perceived brand integrity have a positive impact on customer satisfaction and often create an exclusive group of loyal customers. (Atilgan, Aksoy, and Akinci 2005).

### **2. Literature Review**

#### **Literature Review**

#### **Purchase Intention**

Online purchase intention can be identified as a situation where a customer is willing and planning to make an online purchase transaction. This situation occurs when a customer searches for a product or service, selects or purchases a product via the internet, or an online platform, or is interested in watching Facebook live streaming. (Pavlou 2003). It was found that customers are concerned about personal information and privacy; many customers do not use

online shopping platforms or avoid shopping through live streaming platforms. The online customer purchasing behavior is related to how customers make decisions about what products or services to buy online. The Internet influences customer decision-making behavior in all three stages of pre-purchase, purchase, and post-purchase.(Sheth 2004). Customers' online purchase intentions on online shopping websites, mobile applications, or live streaming platforms can determine the strength of customers' intentions to engage in purchasing behavior via the Internet.(Salisbury et al. 2001).

### **Customer Satisfaction**

Although often discussed, there is no single accepted measure for customer satisfaction. In the literature, customer satisfaction tends to be a combination of responses after the acquisition and consumption of a product/service over a period of time.(Giese and Cote 2000). It has always been widely regarded as one of the most important constructs in the marketing field.(Mcquitty et al., 2000;Erevelles & Leavitt, 1992). Different sizes or constructions should be adopted depending on the type of product or service. Interestingly, the main predictor of customer satisfaction is perceived service quality.(Kristensen et al., 1999;Martensen et al., 2000). Customer Satisfaction is usually measured by three dimensions: overall service quality, professional competence and experience with frontline employees (and this is particularly relevant to the real estate industry) (Mouri, 2005; Oliver, 1997).

In this research, the e-satisfaction format used was taken from(Zeithaml, Parasuraman, and Malhotra 2000)is:

1. Usefulness

It is the extent to which an electronic device can be useful for the activities carried out by people every day, including the benefits of the system to the profession and the suitability of the system to the person's lifestyle.

2. Enjoyment

It is the level of comfort experienced by people from using an electronic device, including ease of use and convenience in consuming the system.

3. Past Experience

It is an assumption that arises from experience in using an electronic device, including experience in speaking via electronic media and experience with other systems.

4. Decision

It is a person's decision to use or not to use the electronic device offered or provided, including the decision to use the system provided and the provisions for switching.

From the definition above, the author can conclude that customer satisfaction is a psychological state where consumers feel satisfied after using a website service.

### **Brand Integrity**

Brand integrity, also known as brand credibility, refers to keeping promises made to customers with the help of proper positioning and differentiation techniques. Credibility is an important factor in building trust that enhances long-term relationships (Aaker, 1996). Brand credibility influences the set of alternatives generated(Erdem and Swait 2004)and reduce perceived risk(Erdem and Swait 1998). Furthermore, credibility is the combination of the ability to deliver (expertise) and the willingness to do so (trustworthiness) for the smooth delivery of what is promised to customers. The success of a brand stands and falls on the perception of its integrity, which is the public sentiment of the brand's proven and trusted ability to deliver on its brand promises.(Campelo et al., 2010;Joshi & Garg, 2021). In addition to these two

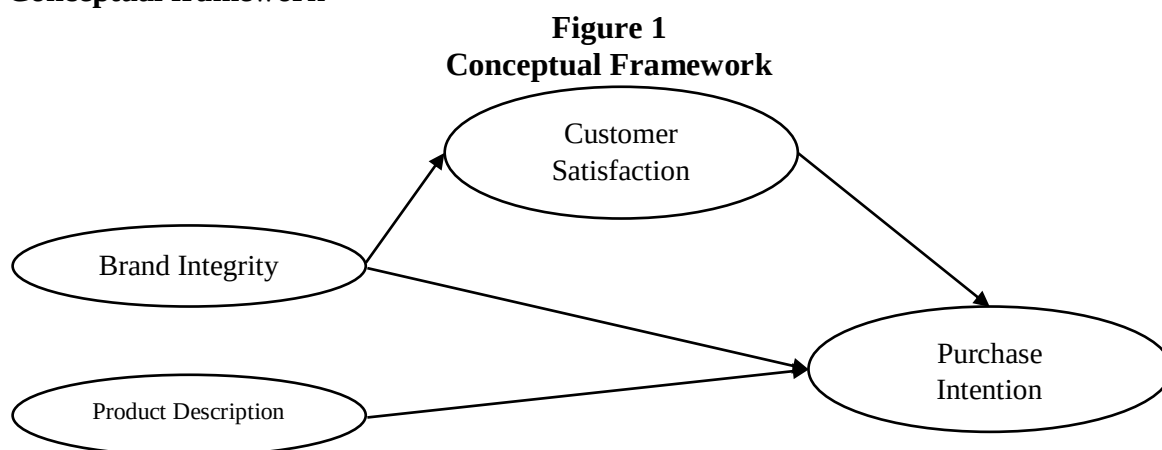
dimensions, sincerity, clarity, perceived quality and perceived risk are also items to measure brand credibility.

### Product Description

Research results from (Hsia et al. 2020) stated that providing highly relevant product descriptions can increase situational involvement on online platforms to consumers. The relevance of the information received by consumers will increase consumer understanding of the usefulness of online platform attributes and have an impact on increasing situational involvement. According to the study (Mou, Zhu, and Benyoucef 2020) states that product descriptions positively and significantly influence situational involvement on online platforms. The indicators used to measure the product description variable are: customers find it easy to understand the product description, can understand, and have difficulty understanding. (Mou et al., 2020; Smith, 2018; Zhu et al., 2019).

Situational involvement in the shopping process can be motivated by a particular purchasing environment and supported by existing product descriptions, thereby reducing consumer uncertainty while shopping (shopping process) (Mou, Zhu, and Benyoucef 2020). The indicators used to measure the situational involvement variable are: shopping activities on the platform attract customers' attention; customers enjoy the process; the activity is the right activity; it shows the type of customer needs, and customers will be annoyed if the activity turns out to be bad. (Mou et al., 2020; Zhu et al., 2019; Havitz & Mannell, 2005).

### Conceptual framework



### Research hypothesis

H1: The Influence of Brand Integrity on Customer Satisfaction

H2: The Influence of Brand Integrity on Purchase Intention

H3: Influence *Product Description* on Purchase Intention

H4: Influence of Customer Satisfaction on Purchase Intention

### 3. Method

The target population is all Generation Z age groups starting from 18 years and they are customers of the marketplace platform.

### Method of collecting data

Data collection conducted in this study was by distributing questionnaires using Google Form. The variables used in compiling statements include variables about Brand Integrity, Product Description, Customer Satisfaction and Purchase Intention with a Likert scale of 1-5. This questionnaire was distributed to respondents, namely Generation Z in Indragiri Hulu Regency via the Google Form Link.

### Instruments and analysis techniques

The data analysis method that the author used in this study is the PLS (Partial Least Squares) analysis method with SmartPLS software. As for the following:there is :

#### 1. Outer Model (Measurement Model)

The fit test of the measurement model is a fit test on the outer model by looking at convergent validity and discriminant validity.

#### 2. Structural Model Testing (Inner Model)

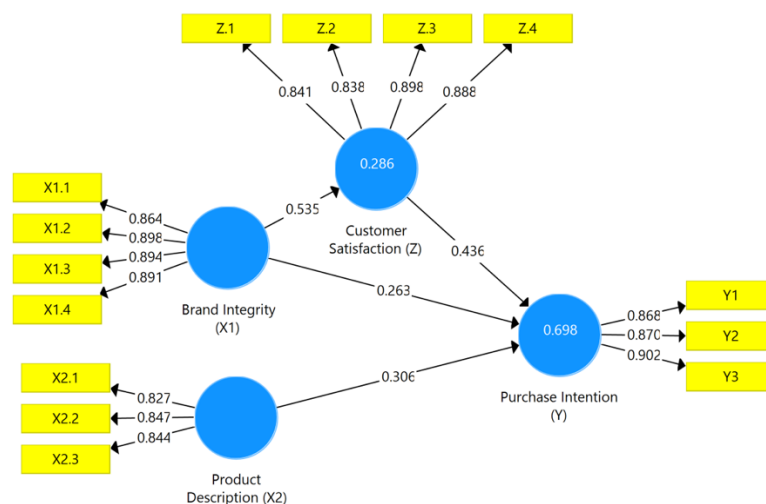
Testing the inner model or structural model in WarpPLS 7.0 which consists of testing: coefficient of determination (R-squared), model fit and quality indexes, predictive relevance (Q-squared), and effect size (F-squared effect size). Structural model testing is carried out to see the relationship between variables in the research model.

#### 3. Creating a Path Diagram Construction

This study was conducted to empirically test the influence of competence and training on productivity with internal motivation as a mediating variable.

## 4. Result and Discussion

### Outer Model Test Validity Test



**Table 1. Validity test**

|      | Brand Integrity (X1) | Customer Satisfaction (Z) | Product Description (X2) | Purchase Intention (Y) |
|------|----------------------|---------------------------|--------------------------|------------------------|
| X1.1 | 0.864                |                           |                          |                        |
| X1.2 | 0.898                |                           |                          |                        |
| X1.3 | 0.894                |                           |                          |                        |
| X1.4 | 0.891                |                           |                          |                        |

|      |       |       |       |
|------|-------|-------|-------|
| X2.1 |       | 0.827 |       |
| X2.2 |       | 0.847 |       |
| X2.3 |       | 0.844 |       |
| Y1   |       |       | 0.868 |
| Y2   |       |       | 0.870 |
| Y3   |       |       | 0.902 |
| Z.1  | 0.841 |       |       |
| Z.2  | 0.838 |       |       |
| Z.3  | 0.898 |       |       |
| Z.4  | 0.888 |       |       |

Based on the data in the table, the outer loading of all indicators is above 0.7, so the convergent validity is getting higher.

## 1. Reliability Test

**Table 2. Reliability Test**

|                                  | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|----------------------------------|------------------|-------|-----------------------|----------------------------------|
| <b>Brand Integrity (X1)</b>      | 0.909            | 0.910 | 0.936                 | 0.786                            |
| <b>Customer Satisfaction (Z)</b> | 0.889            | 0.892 | 0.924                 | 0.751                            |
| <b>Product Description (X2)</b>  | 0.790            | 0.794 | 0.877                 | 0.704                            |
| <b>Purchase Intention (Y)</b>    | 0.855            | 0.857 | 0.912                 | 0.775                            |

The results of the reliability test using Cronbach alpha, according to Ghazali (2011) an instrument is said to be reliable if it has a Cronbach alpha value  $> 0.7$ . The results of the analysis in the table with the results that each variable has a Cronbach's alpha value  $> 0.7$  So it is concluded that all variables have a Cronbach alpha value  $> 0.7$  and are reliable.

The results of the composite reliability test where each variable has a composite reliability value greater than 0.6 can be concluded that all variables meet the composite reliability requirements. The results of the test *Average Variance Extracted* (AVE) obtained by each the variable has an AVE value  $> 0.5$  then it meets the requirements *Average Variance Extracted*

## Inner Model Test

Coefficient of Determination (R<sup>2</sup>)

**Table 3. Coefficient of Determination**

|                                  | R Square | R Square Adjusted |
|----------------------------------|----------|-------------------|
| <b>Customer Satisfaction (Z)</b> | 0.286    | 0.280             |
| <b>Purchase Intention (Y)</b>    | 0.698    | 0.690             |

R<sup>2</sup> shows that variable Y can be explained by variables X1, X2, and Z by 0.698 or 69.8%, while the remaining 30.2% is explained by other variables outside the study. R<sup>2</sup> shows that variable Z can be explained by variable X1 by 0.286 or 28.6%, while the remaining 71.4% is explained by other variables outside the study.



## F Square (Effect Size)

**Table 4. F square table (effect size)**

|                                  | <i>Brand<br/>Integrity (X1)</i> | <i>Customer<br/>Satisfaction<br/>(Z)</i> | <i>Product<br/>Description<br/>(X2)</i> | <i>Purchase<br/>Intention (Y)</i> |
|----------------------------------|---------------------------------|------------------------------------------|-----------------------------------------|-----------------------------------|
| <i>Brand Integrity (X1)</i>      |                                 | 0.401                                    |                                         | 0.152                             |
| <i>Customer Satisfaction (Z)</i> |                                 |                                          |                                         | 0.381                             |
| <i>Product Description (X2)</i>  |                                 |                                          |                                         | 0.202                             |
| <i>Purchase Intention (Y)</i>    |                                 |                                          |                                         |                                   |

Effect size explains the percentage of influence of the independent variable on the dependent. The influence of variable X1, on variable Z has an effect of 0.401 or 40.1% The influence of variable X1 on variable Y has an effect of 0.152 or 15.2%, while variable X2 on variable Y has an effect size of 0.381 or 38.1% and variable Z on variable Y has an effect size of 0.202 or 20.2% where the value of each effect is more than 0 so that X1, X2 and Z can explain variable Y and are well constructed and fulfilled.

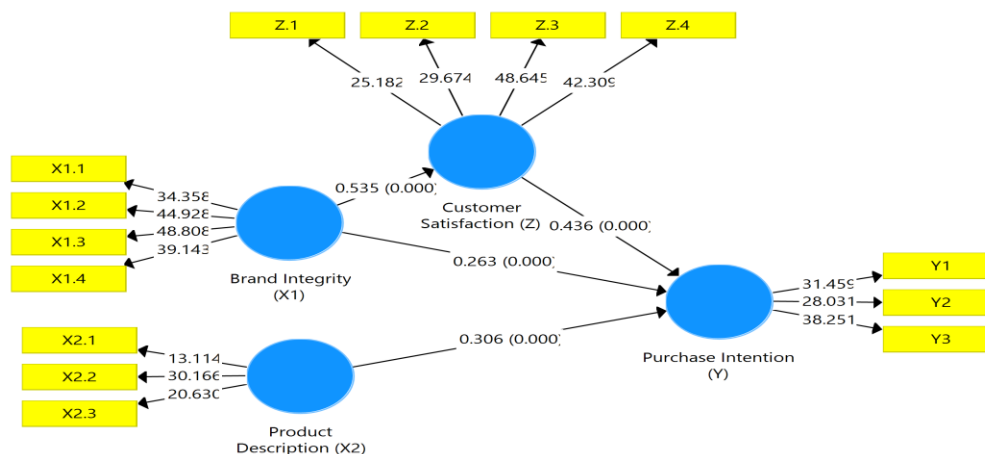
## Q-Square Predictive Relevance (Q2)

**Table 5. Q-Square Predictive Relevance (Q2)**

|                                  | SSO     | SSE     | Q <sup>2</sup> (=1-SSE/SSO) |
|----------------------------------|---------|---------|-----------------------------|
| <b>Brand Integrity (X1)</b>      | 480,000 | 480,000 |                             |
| <b>Customer Satisfaction (Z)</b> | 480,000 | 380,634 | 0.207                       |
| <b>Product Description (X2)</b>  | 360,000 | 360,000 |                             |
| <b>Purchase Intention (Y)</b>    | 360,000 | 170,334 | 0.527                       |

The influence of variables X1, X2, and Z on Y can be explained by the observation value can be explained by the Y value of  $0.527 > 0$  and the influence of variables X1 X2 on Z can be explained by the observation value can be explained by the Z value of  $0.207 > 0$  in the good category, meaning that the observed values have been reconstructed well with predictive relevance.

## Hypothesis Testing



**Figure 2. Bootstrapping Results**

**Table 6. Direct Influence**

|                                                                    | Original<br>Sample (O) | Sample<br>Mean (M) | Standard<br>Deviation<br>(STDEV) | T Statistics<br>( O/STDEV ) | P<br>Values  |
|--------------------------------------------------------------------|------------------------|--------------------|----------------------------------|-----------------------------|--------------|
| <b>Brand Integrity (X1) -&gt;<br/>Customer Satisfaction (Z)</b>    | 0.535                  | 0.540              | 0.082                            | 6,491                       | <b>0.000</b> |
| <b>Brand Integrity (X1) -&gt;<br/>Purchase Intention (Y)</b>       | 0.263                  | 0.260              | 0.057                            | 4,588                       | <b>0.000</b> |
| <b>Customer Satisfaction (Z) -<br/>&gt; Purchase Intention (Y)</b> | 0.436                  | 0.441              | 0.063                            | 6.925                       | <b>0.000</b> |
| <b>Product Description (X2) -<br/>&gt; Purchase Intention (Y)</b>  | 0.306                  | 0.309              | 0.067                            | 4,546                       | <b>0.000</b> |

**Table 7. Indirect Influence**

|                                                                                                      | Original<br>Sample (O) | Sample<br>Mean (M) | Standard<br>Deviation<br>(STDEV) | T Statistics<br>( O/STDEV ) | P<br>Values  |
|------------------------------------------------------------------------------------------------------|------------------------|--------------------|----------------------------------|-----------------------------|--------------|
| <b>Brand Integrity (X1) -&gt;<br/>Customer Satisfaction<br/>(Z) -&gt; Purchase Intention<br/>(Y)</b> | 0.233                  | 0.238              | 0.049                            | 4,719                       | <b>0.000</b> |

## 5. Conclusions

The conclusion that can be drawn based on the results and discussion is that brand integrity influences purchase intention, product description influences purchase intention, customer satisfaction influences purchase intention, brand integrity influences customer satisfaction and brand integrity influences purchase intention with customer satisfaction as a mediating variable.

The conclusion above is the result of research that has been conducted, so the author provides suggestions that marketplace players pay attention to brand integrity, product descriptions so that customer satisfaction can be created and purchases can be made on the market place.

## Acknowledgements

This study only uses the variables of brand integrity, product description, customer satisfaction and purchase intention. so that for further research it is hoped that there will be additions variables such as e-WOM, social media usage and others. Further research is expected to be able to carry out research not only for Generation Z (GenZ) but also for the Alpha generation or others.

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