

# Genbust Behavior

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## **GenBust's behavior in the Use of Information Technology and The Utilization of Digital Markets as Consumers To Make Purchasing Decisions**

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**Abstract.** This study aims to change the views of the bust generation, especially the bust generation so that they can have more confidence in marketplace technology, take advantage of the market for them to transact with Indonesia's geographic and demographic background, of course, the application of supporting technology and population growth supporting economic turnover. Analyzing the relationship between Gen Bust consumer behavior with purchasing decisions through the digital market, using quantitative analysis and looking at the behavior of Gen Bust consumers on the use of the marketplace. the information needed to maximize Gen Bust, this is an important segmentation in digital marketing analysis, looking at the population by Age 50 - 54 is 16 111.2, owned by Gen Bust. the results of the study describe this bust generation as having a balance of life, adapting quickly, this generation is a sensitive generation and tends to have an attitude that does not want to be harmed, especially in the use of the marketplace, which reflects the consumer behaviour of the bust gene that has not been open, even though this gene bust uses market applications and market usage digital and of course will have an impact on a right business decision. This will also be a reference where the market share for the bust gene is still very potential if you feel the quality of the marketplace so that the sensitivity of the bust gene can be overcome.

### **1. Introduction**

Sequencing the productive age who has the purchasing power to be able to revive the economy and business is an interesting topic for us to analyze. In consumer behavior to determine purchasing decisions can be influenced by various factors, one of which is demographics. The demographic element that will be discussed is the age of the consumer, nowadays the age of this consumer can be categorized into several groups or the current language is the division by generation. According to databooks.katadata.co.id, the bust generation or the generation born in 1965-1980 plays an important role in determining decisions that affect the economy and business by 30.4%. By following technological developments in their application in the business field, of course this is a challenge for this bust generation because it involves knowledge of technology used to do business or just purchase transactions that are faced with a marketplace or digital marketing service. Listening from Kotler and

Teller (2009; 235) [1] there are five stages in making a decision to buy, namely problem recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior. The need for persuasive communication information in influencing the generation X in digital form still cannot be conveyed, especially the push factor which is often the main reason why these generation X are more likely to carry out traditional transactions, and do not make digital marketing an alternative in an effort to fulfill their needs. business transaction needs.

According to Eisenfuhr (in Lunenburg, 2010) decision-making is the stage of choosing from two or more alternative possibilities to obtain needs and desires.[2], The possibility of choosing tools and media for shopping is very much, it can be categorized in traditional markets or virtual markets. In connection with the current state of technology and information, people are required to be able to use it in various forms, the sophistication of the technology used can be an opportunity or it can be an obstacle for some people, for example people with this generation X, who are more likely to feel they don't need to use things. online such as digital marketing applications, in terms of knowledge or in terms of equipment used often hooks are their reason for refusing to renew the digital era of industry 4.0, another problem is trust in the quality of an item or service that is obtained when buying from an online market. Generation X (or Gen X for short) is the demographic group following the baby boomers and millennium prep. Researchers and popular media use the early to mid-1960s as the beginning of the year of birth and the late 1970s to the early 1980s as the end of the year of birth, with this generation generally defined as people born from 1965 to 1980. [3], Being between Baby Boomers and Millennials is a generation of buyers who are picky in character. One of the most prominent aspects of the Generation X's shopping behavior is examining and finding out what to do before buying a product or service. When the Generation X makes a product choice, they will find out more about their choice. Seeing comments from various previous consumers on the marketplace or on social media, but the bad side is, it will also be very easy for the Generation X to turn away from their product choices when they find comments that are not good on previous purchase reviews. Reporting from <https://www.sirclo.com/blog/perilaku-jual-online-generation-xy-dan-z/> This generation can easily shop in the online market, KPMG International found that Generation X shopped and utilized the marketplace more than any other generation; up to 20% more than Millennials. In entering a market share with this demographic character, a product or service needs a transparent strategy. In this case the product, price, and offer aspects are easy to understand and provide services to inform the benefits of the products being sold, quality aspects and maintenance tutorials and product usage procedures [4]. According to Tjiptono (2011: 235), the factors that influence a customer's purchase decision are the emotional bond between the customer and the product, after the customer uses the company's products and services and finds that the product or service adds value. The value dimension consists of 4: Emotional value, utility derived from feelings or affective or positive emotions arising from consuming the product. If consumers experience positive feelings when buying or using a brand, then the brand provides emotional value. In essence, emotional value relates to feelings, namely what positive feelings consumers will experience when buying a product. Social value, utility derived from the product's ability to enhance the consumer's social self-concept. Social value is the value held by a consumer, regarding what is considered good and what is considered bad by consumers. Quality value, the utility obtained from the product due to the reduction of short-term costs and long-term costs. Functional value is the value obtained from product attributes that provide functional utility to consumers. This value is directly related to the functions provided by the product or service to consumers.[5] On Buchari Alma (2016: 96) suggests that the purchase decision is a consumer decision that is influenced by the financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people, process. So as to form attitudes in consumers to process all information and draw conclusions in the form of responses that appear what products to buy [6]. Purchasing decisions are inseparable from the nature of a consumer (consumer behavior) so that each consumer has different habits in making purchases, Kotler and Keller (2016: 194) [7] suggest that purchasing decisions have the following dimensions: the factors that influence consumers to reach the stage of purchasing decisions according to Kotler and Keller (2016: 195) [7]: Cultural Factors Social factors Personal Factor. Digital Market is a platform that has the ability to bring together sellers and



buyers to process product transactions online. Make a means of the market to sell products via the internet. Internet visitors can see the goods offered in the form of displaying audio-visual content and place an order for goods through the online system. And in the process of financial transactions, it is done digitally or by transfer. According to Dianawati (2007:64) online marketing is a marketing communication activity using internet media. In accordance with the development of online marketing, not only using website media, but also email and other applications that run on internet protocols such as the internet, internet advertising has become an attractive option for marketers in particular and the business world in general [8] The definition of information technology according to Richardius Eko Indrajit (2011:2) is as follows: "Information technology is a technology related to processing data into information and the process of distributing data/information within the boundaries of space and time. [9]. According to Abdul Kadir (2003:70) information system components [10] consist of: Hardware (hardware), Software or programs, Procedure, People, Database (database), Computer network and data communication. Meanwhile, according to Azhar Susanto (2013:58) regarding system components Information [11] by adding other groupings consisting of: Hardware Software, Human, Procedure Database, Communication network. Reported from the Journal of the Potential Model of Creative Industries for Micro, Small and Medium Enterprises Based on Geographic Information Systems in West Bandung Regency in an Effort. Journal of Marketing Management, Vol. 13, No. 2, October 2019 by rahma wahdiniwaty, information that the type of business that is mostly found in MSMEs in Bandung is the type of micro business, then small business and the last is the type of medium business.[13] shows that there is a good business cycle that is needed and sought by consumers both in the product and service fields. its development will not be separated from a support system both in producing or marketing the goods or services of this MSME. from the results of the training conducted at the LPKIA IDE Campus, it shows that there is a need for MSME entrepreneurs to master and have adequate marketplace technology tools in order to be able to reach consumers from various segments. the perceived symptom that consumers prefer to know about MSME products from the various conveniences of electronic devices or smartphones proves that even MSME entrepreneurs must be willing to keep pace with the information needs of their consumers. From the jurnal enterprenuer say "The working-age population is a population aged 15 years and over. The workforce is a working-age population (15 years and over) who works, or has a job but temporarily unemployed and unemployed. The workforce is a productive age population aged 15- 64 years who have had a job but are temporarily unemployed, and who are actively seeking work." [14]. Basically, all current technological and business developments prioritize how to attract consumers rapidly, the impact of which is that competition between business actors is getting tougher. business owners must exert efforts to create a competitive advantage. must be able to place the product or service in the minds of consumers with promotional power. so that consumers want to make their choices quickly [15]. business activity information complex decisions due to there is an increase in information that is potentially relevant and less relevant to our products an increase in the number of sources information and multiply technology to access and handling of data and information.[16]

Examine how consumer behavior that is often encountered by business actors, can be a background for them to analyze the possibility of selecting the right market share segmentation in selling their products or services online. in this study the aim is to find out how the behavior of the gene bust or generation x responds to the ease of business transactions offered by marketplace technology. to assess whether the market share of the generation x can be properly targeted in making specifications for the development of a proper marketplace that is appropriate for them, the bust generation. By looking at the population of Bandung City MSMEs which have consumers from various age demographic segments, a sample with the age of this bust generation is taken.

## 2. Method

The purpose of this research is to analyze the correlation (correlation) of bust gene behavior in making decisions to use information technology and the use of digital markets as consumers. The research method used is descriptive and verification. probability sampling (random sample), simple random

sampling technique is a technique of randomly sampling the population. In line with this, Sugiyono (2013, p. 120) [9] explains that "sampling from the population is carried out randomly regardless of the strata in the population. The sample in this study amounted namely 118 consumer samples from 118 of the 460 population of people who participated in the MSME training in Bandung City. The technique of determining the sample is in the form of proportional random sampling using a questionnaire.

### 3. Results and Discussion

Researchers will analyze and describe the results of research on "Bust generation behavior in using marketplace technology to make purchasing decisions". Data collection is done by distributing questionnaires to respondents, namely 118 consumer samples from 118 MSEs in Bandung, so it is hoped that the results of this study can provide a detailed and complete picture description of the problem studied by the researcher

From the table 1. Corellations Bivareate, it is based on the value of Sig. (2-tailed) between Age (X1) and Kep\_belian (Z) is 0.000 < 0.05, which means that there is a significant correlation between X1 and Z variables, for the variable using market place (X2) to Purchase\_Kep. has a Sig value. (2-tailed) of 0.000 < 0.5 which means that there is a significant correlation between X2 and Z variables.

For R count for variable X1 is 0.587 against Variable Z > from R table 0.576, and R calculated for Variable X2 which is worth 0.632 where both are greater than R table. So it can be concluded that the younger the age of the Bust generation, the 40-50 age group, the greater the level of decision makers.

**Table 1.** Corellations Bivareate  
**Correlations**

		kel_umur	pemanfaatan_m arket_place	keputusan_pem belian
kel_umur	Pearson Correlation	1	,940**	,587**
	Sig. (2-tailed)		,000	,000
	N	118	118	118
pemanfaatan_market_place	Pearson Correlation	,940**	1	,632**
	Sig. (2-tailed)	,000		,000
	N	118	118	118
keputusan_pembelian	Pearson Correlation	,587**	,632**	1
	Sig. (2-tailed)	,000	,000	
	N	118	118	118

\*\* . Correlation is significant at the 0.01 level (2-tailed).

In this section, a table 2. Show that of analysis of variance (Anova) is presented. From the table below, we get the value of  $F = 38,212$  which can be used to test the hypothesis or F-test in predicting the contribution of the independent variables (X1 and X2) to the dependent variable (Z).

#### Hypothesis:

H0: Bust generation and the use of market place technology have no effect on purchasing decisions

H1: Bust generation and the use of market place technology have effect on purchasing decisions

Because  $F\text{-count} = 38.212 > F\text{-table} (0.05) = 4.74$ , then  $H_0$  is rejected and  $H_1$  is accepted. The conclusion is that the independent variables ( $X_1$  and  $X_2$ ) significantly contribute to the dependent variable.

**Table 2.** Tabel Anova

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	55,596	2	27,798	38,212	,000 <sup>b</sup>
Residual	83,658	115	,727		
Total	139,254	117			

a. Dependent Variable: keputusan\_pembelian

b. Predictors: (Constant), pemanfaatan\_market\_place, kel\_umur

<sup>2</sup> In the Unstandardized Coefficients section, the Standard Error of each variable is also displayed. Values in the Beta column, the Z-score is displayed. In the next column the t value of each variable is displayed, which can be used to test the significance (t-Test) of the obtained regression coefficients. The testing process is similar to the F-test, which is "t count" compared to the "t table" value.

**Table 3.** Coefficient

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,899	,599		1,501	,136
kel_umur	-,087	,324	-,057	-,270	,788
pemanfaatan_market_place	,850	,263	,685	3,229	,002

a. Dependent Variable: keputusan\_pembelian

with the Indonesian population which is a work-intensive population, With work force 40- 64 years old who already have a job, it can be seen that they, the bust generation, still have good purchasing power to carry out various transactions provided in the marketplace or in other words they are the holders of good business decisions.

#### 4. Conclusion

From the results of research and explanations accompanied by previous theories and concepts, The conclusion that can be put forward by the researcher is that the behavior of the bust generation and the use of marketplace technology has an effect on purchasing decisions. and as a generation that has a strong purchasing power, this bust generation can still be used as a good market share for entrepreneurs in the digital market



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