

BAB V

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan hasil penelitian mengenai pengaruh pemasaran media sosial di Industri 4.0, khususnya peran Shopee dalam menentukan niat beli Generasi Z, diperoleh beberapa kesimpulan penting. Pertama, kesadaran merek memiliki pengaruh signifikan terhadap niat beli produk. Meskipun faktor-faktor lain seperti eWOM dan persepsi risiko juga mempengaruhi keputusan pembelian, kesadaran merek tetap memainkan peran penting dalam menarik perhatian konsumen. Semakin tinggi kesadaran merek, semakin besar kemungkinan konsumen, terutama Generasi Z, untuk melakukan pembelian produk di platform seperti Shopee. Hal ini menunjukkan bahwa kesadaran merek tidak hanya berfungsi untuk mengenalkan produk, tetapi juga membangun kepercayaan konsumen yang pada akhirnya dapat mendorong keputusan pembelian.. Kedua, eWOM terbukti memiliki pengaruh signifikan terhadap niat beli. Ulasan dan rekomendasi dari konsumen lain yang telah berpengalaman membeli produk di Shopee dapat memperkuat keputusan pembelian. Generasi Z lebih cenderung mempercayai informasi yang diberikan oleh konsumen lain dibandingkan dengan informasi dari penjual, menjadikan eWOM sebagai salah satu faktor utama yang mempengaruhi keputusan pembelian mereka.

Ketiga, persepsi risiko juga memiliki pengaruh signifikan terhadap niat beli produk. Semakin tinggi persepsi risiko yang dirasakan konsumen terkait dengan produk atau transaksi, semakin rendah niat beli mereka. Hal ini menunjukkan pentingnya bagi platform *E-commerce* untuk mengurangi persepsi risiko dengan memberikan kebijakan pengembalian barang yang jelas dan menjamin kualitas produk yang dijual. Keempat, persepsi kemudahan penggunaan menunjukkan pengaruh signifikan terhadap niat beli. Temuan ini mengindikasikan bahwa semakin mudah suatu platform digunakan, semakin besar kecenderungan Generasi Z untuk melakukan pembelian di platform

tersebut. Kemudahan dalam penggunaan aplikasi Shopee, seperti antarmuka yang intuitif, navigasi yang jelas, serta proses transaksi yang cepat dan efisien, mampu menciptakan pengalaman belanja yang positif. Faktor ini terbukti memainkan peran penting dalam mempengaruhi keputusan pembelian Generasi Z yang sangat menghargai kepraktisan dan efisiensi dalam bertransaksi secara digital. Terakhir, pengaruh teman sebaya tidak memiliki pengaruh signifikan terhadap niat beli. Meskipun teman sebaya sering dianggap memiliki pengaruh besar dalam keputusan konsumen, Generasi Z lebih cenderung dipengaruhi oleh eWOM, influencer, dan rekomendasi online lainnya yang lebih luas, daripada pengaruh langsung dari teman sebaya mereka.

5.2 Implikasi Manajerial

Berdasarkan temuan-temuan yang diperoleh dalam penelitian ini, terdapat beberapa implikasi manajerial yang penting dan dapat diterapkan oleh perusahaan, khususnya Shopee, dalam merancang strategi pemasaran mereka agar lebih efektif dan sesuai dengan kebutuhan konsumen, khususnya Generasi Z.

Pertama, fokus pada eWOM menjadi salah satu strategi yang harus dioptimalkan oleh Shopee. Penelitian menunjukkan bahwa eWOM atau ulasan dari konsumen lain memainkan peran yang sangat besar dalam mempengaruhi keputusan pembelian konsumen. Oleh karena itu, Shopee perlu lebih memaksimalkan sistem ulasan dan feedback dari konsumen yang ada di platformnya. Memberikan insentif atau penghargaan kepada konsumen yang memberikan ulasan positif dapat mendorong lebih banyak interaksi antara pembeli dan penjual, serta meningkatkan transparansi di platform. Selain itu, memfasilitasi interaksi yang lebih mudah dan langsung antara penjual dan pembeli juga akan meningkatkan rasa percaya yang lebih besar di kalangan calon pembeli. Hal ini penting karena Generasi Z cenderung mempercayai informasi yang datang dari sesama konsumen yang sudah memiliki pengalaman nyata dengan produk, dibandingkan dengan informasi yang berasal dari iklan atau pihak merek itu sendiri. Dengan meningkatkan dan mengoptimalkan

eWOM, Shopee dapat memperkuat hubungan dengan konsumen, membangun reputasi yang lebih baik, dan akhirnya mendorong peningkatan konversi penjualan.

Kedua, mengelola persepsi risiko adalah faktor kunci yang perlu diperhatikan oleh Shopee. Penelitian ini menemukan bahwa persepsi risiko yang dirasakan oleh konsumen berpengaruh langsung terhadap niat beli mereka. Semakin tinggi persepsi risiko yang dirasakan konsumen terkait produk atau transaksi, semakin rendah niat beli mereka. Generasi Z, sebagai konsumen yang lebih paham teknologi, tetap memiliki kekhawatiran terhadap masalah seperti keamanan transaksi, kualitas produk, dan potensi penipuan di platform *E-commerce*. Oleh karena itu, Shopee perlu memastikan bahwa mereka menyediakan kebijakan pengembalian barang yang jelas dan mudah dipahami, serta memberikan jaminan kualitas produk yang dijual. Implementasi sistem perlindungan pembeli yang lebih transparan, seperti yang sudah dilakukan dengan fitur Shopee Guarantee, harus diperkuat dan dipromosikan lebih luas. Menjamin transaksi yang aman dan memberikan jaminan yang jelas dapat mengurangi persepsi risiko yang dirasakan oleh konsumen, sehingga meningkatkan kepercayaan mereka terhadap platform dan mendorong niat beli yang lebih tinggi.

Ketiga, mengoptimalkan pengaruh influencer juga merupakan langkah yang sangat relevan dengan karakteristik Generasi Z yang aktif di media sosial dan sering kali terpengaruh oleh rekomendasi dari influencer. Penelitian ini menunjukkan bahwa pengaruh teman sebaya tidak terbukti signifikan, tetapi pengaruh influencer yang lebih luas memiliki dampak yang cukup besar terhadap keputusan pembelian. Shopee dapat memanfaatkan influencer marketing sebagai strategi utama dalam pemasaran mereka, dengan menggandeng influencer yang memiliki audiens yang relevan dengan target pasar mereka, terutama di kalangan Generasi Z. Kolaborasi dengan influencer yang memiliki pengaruh besar di media sosial dapat memperkuat niat beli konsumen, karena mereka lebih cenderung untuk mengikuti rekomendasi dari tokoh yang mereka kagumi dan percayai di media sosial. Kampanye yang

melibatkan influencer dapat meningkatkan visibilitas merek, memperluas jangkauan audiens, dan memengaruhi persepsi merek di mata konsumen. Oleh karena itu, penting bagi Shopee untuk menjalin kemitraan dengan influencer yang tepat untuk menarik lebih banyak pelanggan dan meningkatkan keputusan pembelian di platform mereka.

Keempat, meskipun kemudahan penggunaan tidak terbukti memiliki pengaruh yang signifikan terhadap niat beli dalam penelitian ini, Shopee tetap harus mempertahankan dan meningkatkan kemudahan penggunaan aplikasi mereka. Hal ini sangat penting untuk menjaga kepuasan konsumen dan memastikan pengalaman berbelanja yang menyenangkan, terutama bagi Generasi Z yang sudah terbiasa dengan antarmuka digital yang sederhana dan mudah dipahami. Aplikasi Shopee yang mudah digunakan, dengan navigasi yang jelas dan fitur-fitur yang intuitif, akan menciptakan pengalaman belanja yang lebih nyaman bagi konsumen. Selain itu, mempercepat proses checkout dan memastikan transaksi berlangsung dengan efisien juga dapat memperbaiki pengalaman pengguna, yang pada akhirnya dapat berpengaruh pada keputusan pembelian mereka. Meskipun tidak ada bukti kuat bahwa kemudahan penggunaan langsung mempengaruhi niat beli, faktor kenyamanan dan kepraktisan dalam berbelanja online tetap menjadi hal yang penting bagi Generasi Z yang sangat menghargai pengalaman digital yang cepat dan efisien. Oleh karena itu, Shopee perlu memastikan bahwa aplikasi mereka tetap mudah diakses, stabil, dan terus berkembang sesuai dengan harapan konsumen.

5.3 Kelemahan Penelitian

Meskipun penelitian ini memberikan wawasan yang berguna mengenai faktor-faktor yang mempengaruhi niat beli Generasi Z di platform Shopee, terdapat beberapa kelemahan dan keterbatasan yang perlu diperhatikan, kelemahan yang cakupan geografis yang terbatas menjadi salah satu kelemahan utama dalam penelitian ini. Penelitian ini hanya dilakukan di beberapa wilayah tertentu, yang membatasi representasi hasil untuk seluruh populasi Generasi Z di Indonesia. Hasil penelitian mungkin tidak sepenuhnya mencerminkan

kondisi di wilayah lain, baik di kota besar maupun daerah yang lebih kecil. Oleh karena itu, temuan-temuan yang ada mungkin tidak dapat digeneralisasi ke seluruh Indonesia atau negara lain dengan karakteristik konsumen yang berbeda. Penelitian lebih lanjut dengan cakupan geografis yang lebih luas diperlukan untuk memperoleh hasil yang lebih representatif dan komprehensif.

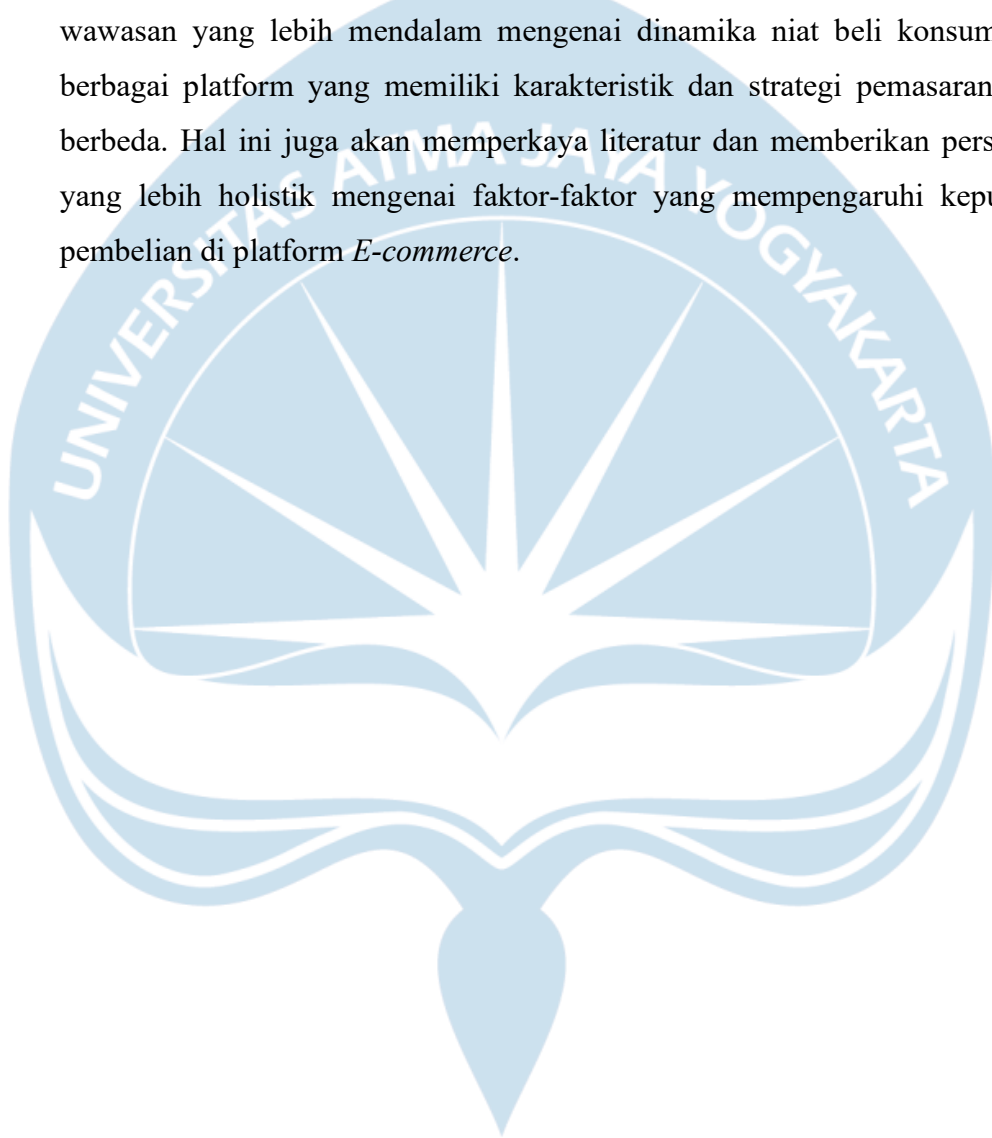
Kedua, keterbatasan variabel yang diteliti juga menjadi salah satu kekurangan dalam penelitian ini. Penelitian ini hanya mempertimbangkan beberapa variabel seperti kesadaran merek, eWOM, persepsi risiko, persepsi kemudahan penggunaan, dan pengaruh teman sebaya dalam mempengaruhi niat beli. Padahal, terdapat banyak faktor lain yang dapat mempengaruhi keputusan pembelian konsumen, seperti harga, kualitas produk, pengalaman pengguna, dan layanan pelanggan. Penelitian selanjutnya disarankan untuk memasukkan variabel tambahan yang dapat memberikan gambaran yang lebih holistik mengenai faktor-faktor yang mempengaruhi niat beli, sehingga menghasilkan analisis yang lebih komprehensif.

5.4 Saran Penelitian ke Depan

Berdasarkan keterbatasan yang ditemukan dalam penelitian ini, terdapat beberapa saran yang dapat dipertimbangkan untuk penelitian selanjutnya. Pertama, variabel yang diteliti perlu diperluas. Penelitian ini hanya mempertimbangkan beberapa variabel utama, seperti kesadaran merek, eWOM, persepsi risiko, persepsi kemudahan penggunaan, dan pengaruh teman sebaya. Padahal, faktor-faktor lain seperti harga, kualitas produk, layanan pelanggan, serta pengalaman pengguna secara keseluruhan juga dapat mempengaruhi keputusan pembelian konsumen. Oleh karena itu, penelitian selanjutnya disarankan untuk memperluas cakupan variabel yang diteliti agar dapat memberikan gambaran yang lebih komprehensif mengenai faktor-faktor yang mempengaruhi niat beli konsumen, terutama dalam konteks *commerce*.

Kedua, penelitian selanjutnya sebaiknya melibatkan lebih banyak platform *E-commerce* lainnya. Penelitian ini hanya berfokus pada platform Shopee, yang memiliki karakteristik pasar tertentu. Untuk memperoleh

gambaran yang lebih luas mengenai perilaku konsumen di industri *E-commerce*, disarankan agar penelitian berikutnya juga melibatkan platform *E-commerce* lain, seperti Tokopedia, Bukalapak, atau Lazada. Dengan membandingkan hasil dari beberapa platform *E-commerce*, penelitian selanjutnya dapat memberikan wawasan yang lebih mendalam mengenai dinamika niat beli konsumen di berbagai platform yang memiliki karakteristik dan strategi pemasaran yang berbeda. Hal ini juga akan memperkaya literatur dan memberikan perspektif yang lebih holistik mengenai faktor-faktor yang mempengaruhi keputusan pembelian di platform *E-commerce*.



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Lampiran
Lampiran 1 Kuisisioner G-From

Halo semua 🙋

Perkenalkan, nama saya Rapha Mas Akbar, saya adalah salah satu mahasiswa Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang menyusun skripsi sebagai salah satu syarat kelulusan S1 dengan judul

"PEMASARAN MEDIA SOSIAL DI INDUSTRI 4.0 PERAN SHOPEE DALAM MENENTUKAN NIAT BELI GEN Z ”

Saya memohon waktu dan kesediaan Anda untuk mengisi kuisisioner ini.

Segala informasi yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kebutuhan penelitian. Saya ucapkan terima kasih atas waktu dan kesediaan Anda.

Apabila terdapat pertanyaan mengenai kuisisioner ini, Anda dapat menghubungi saya melalui: Email:rapha.jeep@gmail.com

Apakah anda Pernah Menggunakan Aplikasi Shopee?

☐ Ya	☐ Tidak
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Apakah Anda Termasuk Dalam Gen Z (Kelahiran 1997-2012)

☐ Ya	☐ Tidak
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Pendidikan Terakhir

SD	SMP	SMA	DIPLOMA	SARJANA	MAGISTER	DOKTOR
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Jenis Pekerjaan?

Pelajar/Mahasiswa	Karyawan	Wiraswasta
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Pendapatan

○ <Rp 1.000.000	○ Rp 1.000.000 – Rp 2.000.000	○ Rp 2.000.000 – Rp 3.000.000	○ > Rp 3.000.000
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		Skala				
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1	Saya melihat merek yang mempromosikan produk/layanan mereka di Shopee sebagai dapat dipercaya					
2	Saya menemukan iklan Shopee informatif dan efektif					
3	Saya menggunakan shopee untuk mencari ulasan produk yang autentik					
4	Saya mencari rekomendasi merek/produk di Shopee					
5	Saya telah menemukan produk/merek baru di Shopee					
6	Shopee adalah tempat yang dapat diandalkan untuk berbelanja online.					
7	Shopee menjual produk yang tepat, berkualitas, dan desain yang sesuai.					

8	Shopee mematuhi prosedur dan syarat yang mereka umumkan.					
9	Shopee memungkinkan pengecekan barang sebelum menerima barang.					
10	Saya lebih percaya ulasan produk dari orang yang berbagi pengalaman mereka di Shopee dibandingkan dengan iklan dari merek itu sendiri.					
11	Ketika saya melihat orang menggunakan produk tertentu di Shopee, itu langsung menarik perhatian saya.					
12	Saya cenderung menonton iklan video Shopee ketika iklan tersebut memiliki banyak komentar positif.					
<i>e-WOM</i>		Skala				
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1	Saya selalu memperhatikan testimoni para pengguna					

2	Shopee ketika mau menggunakan aplikasi.					
3	Saya selalu membicarakan Shopee dengan pengguna sosial media lainnya					
4	Saya memberikan komentar positif pada media sosial setelah menggunakan Shoppe jika keinginan saya dapat terpenuhi saat menggunakannya.					
5	Saya menggunakan Shoppe karena banyaknya komentar positif yang ditulis oleh pengguna di media sosial.					
6	Saya menggunakan Shopee karena rekomendasi dari pengguna situs jejaring sosial.					
<i>Persepsi Resiko</i>		Skala				
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Tidak Setuju
1	Produk yang ditawarkan di media sosial mungkin berkualitas rendah.					

2	Produk yang dipromosikan di media sosial mungkin palsu/imitasi.					
3	Produk yang diiklankan di media sosial mungkin berbeda dari penampilan fisiknya.					
4	Penjual tidak menjamin keamanan informasi pribadi saya.					
5	Data pribadi saya mungkin akan terekspos atau disalahgunakan oleh penjual di media sosial.					
6	Media sosial mungkin bukan tempat yang dapat diandalkan untuk berbelanja online.					
	Jika produk bermasalah, saya mungkin kesulitan untuk mengajukan keluhan kepada penjual.					
	Setelah pembelian, proses layanan garansi/perawatan kemungkinan lambat atau bertele-tele					
		Skala				

<i>Persepsi Kemudahan Penggunaan</i>		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Tidak Setuju
1	Belajar menggunakan Shopee ini mudah bagi saya.					
2	Saya rasa saya akan mudah menguasai semua fitur di Shopee ini.					
3	Interaksi saya dengan Shopee ini jelas dan mudah dipahami.					
4	Saya merasa mudah berinteraksi dengan Shopee					
		Skala				
<i>Pengaruh Rekan Sebaya</i>		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Tidak Setuju
1	Pendapat teman-teman saya sangat mempengaruhi niat pembelian saya.					
2	Komentar negatif dan ulasan dari pelanggan lama membuat saya kehilangan kepercayaan saat membeli barang.					
3	Saya membaca lebih banyak komentar dari					

	situs e-commerce lain sebelum melakukan pembelian.					
<i>Intensi Pembelian</i>		Skala				
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Tidak Setuju
1	Saya ingin membeli produk dari Shopee					
2	Saya ingin merekomendasikan teman atau keluarga saya untuk membeli produk dari Shopee					
3	Jika ada produk yang ingin saya beli, saya ingin menggunakan Shopee untuk membelinya.					

Lampiran Kuisisioner Google Form



PEMASARAN MEDIA SOSIAL DI INDUSTRI 4.0 PERAN SHOPEE DALAM MENENTUKAN NIAT BELI GEN Z

Halo semua 🙋

Perkenalkan, nama saya Rapha Mas Akbar, saya adalah salah satu mahasiswa Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang menyusun skripsi sebagai salah satu syarat kelulusan S1 dengan judul

"PEMASARAN MEDIA SOSIAL DI INDUSTRI 4.0 PERAN SHOPEE DALAM MENENTUKAN NIAT BELI GEN Z "

Saya memohon waktu dan kesediaan Anda untuk mengisi kuesioner ini.

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Apabila terdapat pertanyaan mengenai kuesioner ini, Anda dapat menghubungi saya melalui: Email: rapha.jeep@gmail.com

Berikutnya

Kosongkan formulir



PEMASARAN MEDIA SOSIAL DI INDUSTRI 4.0 PERAN SHOPEE DALAM MENENTUKAN NIAT BELI GEN Z

* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Filter

Apakah Anda Pernah Menggunakan Aplikasi Shopee *

- ☐ Ya
- ☐ Tidak

Pertanyaan Filter

Apakah Anda Termasuk Dalam Gen Z (Kelahiran 1997-2012) *

- ☐ Ya
- ☐ Tidak

Demografi Responden

Pendidikan Terakhir *

- ☐ SD/Sederajat
- ☐ SMP/Sederajat
- ☐ SMA/Sederajat
- ☐ Diploma(D1/D2/D3)
- ☐ Sarjana(S1)
- ☐ Magister(S2)
- ☐ Doktor(S3)
- ☐ Yang lain: _____

Jenis Pekerjaan *

- ☐ Pelajar/Mahasiswa
- ☐ Karyawan
- ☐ Wirausaha

Pendapatan *

- ☐ <1.000.000
- ☐ 1.000.000 - 2.000.000
- ☐ 2.000.000 - 3.000.000
- ☐ >3.000.000

Saya melihat merek yang mempromosikan produk/layanan mereka di Shopee dapat dipercaya *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya menemukan iklan Shopee informatif dan efektif. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya menggunakan Shopee untuk mencari ulasan produk yang autentik. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya mencari rekomendasi merek/produk di Shopee *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya telah menemukan produk/merek baru di Shopee *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Shopee adalah tempat yang dapat diandalkan untuk berbelanja online *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Shopee menjual produk yang tepat, berkualitas, dan desain yang sesuai. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Shopee mematuhi prosedur dan syarat yang mereka umumkan. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Shopee memungkinkan pengecekan barang sebelum menerima barang *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya lebih percaya ulasan produk dari orang yang berbagi pengalaman mereka di Shopee dibandingkan dengan iklan dari merek itu sendiri *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Ketika saya melihat orang menggunakan produk tertentu di Shopee, itu langsung menarik perhatian saya *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya cenderung menonton iklan video Shopee ketika iklan tersebut memiliki banyak komentar positif *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya selalu memperhatikan testimoni para pengguna Shopee ketika mau menggunakan aplikasi. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya selalu membicarakan Shopee dengan pengguna sosial media lainnya *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya memberikan komentar positif pada media sosial setelah menggunakan Shoppe jika keinginan saya dapat terpenuhi saat menggunakannya. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya menggunakan Shoppe karena banyaknya komentar positif yang ditulis oleh pengguna di media sosial *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya menggunakan Shopee karena rekomendasi dari pengguna situs jejaring sosial. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Pendapat para pengguna Shopee menjadi bahan pertimbangan utama bagi saya dalam membuat keputusan pembelian *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Produk yang ditawarkan di Shopee mungkin berkualitas rendah *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Produk yang dipromosikan di Shopee mungkin palsu/imitasi. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Produk yang diiklankan di Shopee mungkin berbeda dari penampilan fisiknya. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Penjual tidak menjamin keamanan informasi pribadi saya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Data pribadi saya mungkin akan terekspos atau disalahgunakan oleh penjual di Shopee *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Shopee mungkin bukan tempat yang dapat diandalkan untuk berbelanja online. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Jika produk bermasalah, saya mungkin kesulitan untuk mengajukan keluhan kepada penjual. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Setelah pembelian, proses layanan garansi/perawatan kemungkinan lambat atau bertele-tele. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Belajar menggunakan Shopee ini mudah bagi saya. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya rasa saya akan mudah menguasai semua fitur di Shopee ini. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Interaksi saya dengan Shopee ini jelas dan mudah dipahami. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya merasa mudah berinteraksi dengan Shopee *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Pendapat teman-teman saya sangat mempengaruhi niat pembelian saya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Komentar negatif dan ulasan dari pelanggan lama membuat saya kehilangan kepercayaan saat membeli barang. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya membaca lebih banyak komentar dari situs e-commerce lain sebelum melakukan pembelian. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya ingin merekomendasikan teman atau keluarga saya untuk membeli produk *
dari Shopee

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Jika ada produk yang ingin saya beli, saya ingin menggunakan Shopee untuk *
membelinya

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya ingin membeli produk dari Shopee *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju



PEMASARAN MEDIA SOSIAL DI INDUSTRI 4.0 PERAN SHOPEE DALAM MENENTUKAN NIAT BELI GEN Z

Akhir Kuisisioner

Terima Kasih telah meluangkan waktu dalam mengisi kuisisioner ini Teman-
Teman!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
Semoga diberikan rejeki dan kelancaran selalu dalam kehidupan ini

Kembali

Kirim

Kosongkan formulir

Lampiran 2. Data Mentah

K M 1	K M 2	K M 3	K M 4	K M 5	K M 6	K M 7	K M 8	K M 9	K M 10	K M 11	K M 12	E W O M 1	E W O M 2	E W O M 3	E W O M 4	E W O M 5	E W O M 6
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1	2	1	2	1	2	1	2	5	4	4	5	4	5	4	5	5	4
1	2	3	1	2	1	2	1	5	5	4	4	4	4	5	5	5	4
5	5	4	4	5	5	4	4	5	5	4	4	1	2	1	5	5	4
1	2	1	2	2	1	3	2	5	5	4	4	5	5	4	4	4	5
1	2	1	3	2	1	1	2	5	5	4	4	5	5	4	4	4	5
1	2	1	2	2	1	2	1	5	5	4	4	5	3	4	4	5	4
1	2	2	1	5	4	5	4	5	5	4	4	4	4	5	5	5	4
1	2	2	1	2	1	2	1	5	5	4	4	5	5	4	4	3	4

1	2	2	1	1	2	2	1	5	4	3	4	5	5	4	4	4	5
1	2	2	1	1	2	2	1	4	4	3	4	5	5	4	4	4	5
1	2	1	2	1	2	2	1	5	5	4	3	5	5	4	4	4	5
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1	2	2	1	1	2	2	1	4	5	4	4	5	5	4	5	5	4
5	5	4	4	5	4	4	5	5	5	4	4	5	5	4	4	4	5
1	2	2	1	1	2	2	1	5	5	4	4	4	4	5	5	5	4

Lampiran 3.Lampiran Hasil Olah Data

Correlations													
		KM1	KM2	KM3	KM4	KM5	KM6	KM7	KM8	KM9	KM10	KM11	KM12
KM1	Pearson Correlation	1	-.106	.273 ^{**}	-.021	.091	.024	.049	.023	.009	.074	.066	.046
	Sig. (2-tailed)		.135	.000	.772	.201	.734	.486	.741	.904	.297	.355	.514
	N	201	201	201	201	201	201	201	201	201	201	201	201
KM2	Pearson Correlation	-.106	1	-.629 ^{**}	.513 ^{**}	.193 ^{**}	.386 ^{**}	-.001	.128	.175 ^{**}	.244 ^{**}	.045	.192 ^{**}
	Sig. (2-tailed)	.135		.000	.000	.006	.000	.993	.070	.013	.000	.529	.006
	N	201	201	201	201	201	201	201	201	201	201	201	201
KM3	Pearson Correlation	.273 ^{**}	-.629 ^{**}	1	-.404 ^{**}	-.082	-.254 ^{**}	-.094	.001	-.156 ^{**}	-.103	-.018	-.028
	Sig. (2-tailed)	.000	.000		.000	.246	.000	.185	.986	.027	.147	.786	.694
	N	201	201	201	201	201	201	201	201	201	201	201	201
KM4	Pearson Correlation	-.021	.513 ^{**}	-.404 ^{**}	1	-.190 ^{**}	.257 ^{**}	.032	.187 ^{**}	.205 ^{**}	.109	.176 ^{**}	.118
	Sig. (2-tailed)	.772	.000	.000		.007	.000	.651	.008	.004	.124	.012	.095
	N	201	201	201	201	201	201	201	201	201	201	201	201
KM5	Pearson Correlation	.091	.193 ^{**}	-.082	-.190 ^{**}	1	-.240 ^{**}	.197 ^{**}	-.087	.089	.049	-.054	.015
	Sig. (2-tailed)	.201	.006	.246	.007		.001	.005	.220	.210	.494	.442	.829
	N	201	201	201	201	201	201	201	201	201	201	201	201
KM6	Pearson Correlation	.024	.386 ^{**}	-.254 ^{**}	.257 ^{**}	-.240 ^{**}	1	-.363 ^{**}	.147 ^{**}	.043	.232 ^{**}	-.041	.044
	Sig. (2-tailed)	.734	.000	.000	.000	.001		.000	.037	.541	.001	.565	.532
	N	201	201	201	201	201	201	201	201	201	201	201	201
KM7	Pearson Correlation	.049	-.001	-.094	.032	.197 ^{**}	-.363 ^{**}	1	-.338 ^{**}	.278 ^{**}	-.142 ^{**}	.208 ^{**}	-.045
	Sig. (2-tailed)	.486	.993	.185	.651	.005	.000		.000	.000	.044	.003	.530
	N	201	201	201	201	201	201	201	201	201	201	201	201
KM8	Pearson Correlation	.023	.128	.001	.187 ^{**}	-.087	.147 ^{**}	-.338 ^{**}	1	-.356 ^{**}	.146	-.093	.097
	Sig. (2-tailed)	.741	.070	.986	.008	.220	.037	.000		.000	.039	.168	.169
	N	201	201	201	201	201	201	201	201	201	201	201	201
KM9	Pearson Correlation	.009	.175 ^{**}	-.156 ^{**}	.205 ^{**}	.089	.043	.278 ^{**}	-.356 ^{**}	1	-.265 ^{**}	.287 ^{**}	.046
	Sig. (2-tailed)	.904	.013	.027	.004	.210	.541	.000	.000		.003	.000	.515
	N	201	201	201	201	201	201	201	201	201	201	201	201
KM10	Pearson Correlation	.074	.244 ^{**}	-.103	.109	.049	.232 ^{**}	-.142 ^{**}	.146 ^{**}	-.265 ^{**}	1	-.228 ^{**}	-.094
	Sig. (2-tailed)			.103	.109	.049	.232 ^{**}	.142 ^{**}	.146 ^{**}	.265 ^{**}		.228 ^{**}	.094
	N	201	201	201	201	201	201	201	201	201	201	201	201
KM11	Pearson Correlation	.066	.045	-.018	-.028	-.054	-.041	.044	.044	.287 ^{**}	-.228 ^{**}	1	.310 ^{**}
	Sig. (2-tailed)	.514	.529	.786	.694	.829	.532	.530	.530	.046	.094	.310 ^{**}	
	N	201	201	201	201	201	201	201	201	201	201	201	201
KM12	Pearson Correlation	.046	.192 ^{**}	-.028	.118	.015	.044	.044	.044	.046	-.094	.310 ^{**}	1
	Sig. (2-tailed)	.694	.006	.694	.118	.829	.532	.530	.530	.530	.094	.310 ^{**}	
	N	201	201	201	201	201	201	201	201	201	201	201	201

*OUTPUT DATA BLEK.spv [Document4] - IBM SPSS Statistics Viewer

		PR1	PR2	PR3	PR4	PR5	PR6	PR7	PR8	PR_TOTAL
PR1	Pearson Correlation	1	.074	.832**	.546**	.538**	.594**	.659**	.644**	.862**
	Sig. (2-tailed)		.300	.000	.000	.000	.000	.000	.000	.000
	N	201	201	201	201	201	201	201	201	201
PR2	Pearson Correlation	.074	1	.168*	.288**	.262**	.366**	.266**	.317**	.440**
	Sig. (2-tailed)	.300		.017	.000	.000	.000	.000	.000	.000
	N	201	201	201	201	201	201	201	201	201
PR3	Pearson Correlation	.832**	.168*	1	.394**	.604**	.584**	.701**	.615**	.857**
	Sig. (2-tailed)	.000	.017		.000	.000	.000	.000	.000	.000
	N	201	201	201	201	201	201	201	201	201
PR4	Pearson Correlation	.546**	.288**	.394**	1	.137	.459**	.403**	.481**	.636**
	Sig. (2-tailed)	.000	.000	.000		.053	.000	.000	.000	.000
	N	201	201	201	201	201	201	201	201	201
PR5	Pearson Correlation	.538**	.262**	.604**	.137	1	.260**	.578**	.460**	.672**
	Sig. (2-tailed)	.000	.000	.000	.053		.000	.000	.000	.000
	N	201	201	201	201	201	201	201	201	201
PR6	Pearson Correlation	.594**	.366**	.584**	.459**	.260**	1	.499**	.545**	.740**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	201	201	201	201	201	201	201	201	201
PR7	Pearson Correlation	.659**	.266**	.701**	.403**	.578**	.499**	1	.474**	.788**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	201	201	201	201	201	201	201	201	201
PR8	Pearson Correlation	.644**	.317**	.615**	.481**	.460**	.545**	.474**	1	.786**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	201	201	201	201	201	201	201	201	201
PR_TOTAL	Pearson Correlation	.862**	.440**	.857**	.636**	.672**	.740**	.788**	.786**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	201	201	201	201	201	201	201	201	201

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

*OUTPUT DATA BLEK.spv [Document4] - IBM SPSS Statistics Viewer

		PKP1	PKP2	PKP3	PKP4	PKP_TOTAL
PKP1	Pearson Correlation	1	-.182**	.371**	.182**	.501**
	Sig. (2-tailed)		.010	.000	.010	.000
	N	201	201	201	201	201
PKP2	Pearson Correlation	-.182**	1	-.039	-.058	.543**
	Sig. (2-tailed)	.010		.580	.417	.000
	N	201	201	201	201	201
PKP3	Pearson Correlation	.371**	-.039	1	-.081	.441**
	Sig. (2-tailed)	.000	.580		.251	.000
	N	201	201	201	201	201
PKP4	Pearson Correlation	.182**	-.058	-.081	1	.537**
	Sig. (2-tailed)	.010	.417	.251		.000
	N	201	201	201	201	201
PKP_TOTAL	Pearson Correlation	.501**	.543**	.441**	.537**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	201	201	201	201	201

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

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Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697 ^a	.485	.483	1.676

a. Predictors: (Constant), KM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	526.768	1	526.768	187.594	<.001 ^b
	Residual	558.795	199	2.808		
	Total	1085.562	200			

a. Dependent Variable: IP

b. Predictors: (Constant), KM

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-2.552	1.063		-2.401	.017
	KM	.314	.023	.697	13.697	<.001

a. Dependent Variable: IP



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.540 ^a	.291	.288	1.966

a. Predictors: (Constant), EWOM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	316.202	1	316.202	81.788	<,001 ^b
	Residual	769.360	199	3.866		
	Total	1085.562	200			

a. Dependent Variable: IP

b. Predictors: (Constant), EWOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.686	.488		15.755	<,001
	EWOM	.181	.020	.540	9.044	<,001

a. Dependent Variable: IP



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650 ^a	.422	.419	1.776

a. Predictors: (Constant), PR

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	458.231	1	458.231	145.359	<,001 ^b
	Residual	627.331	199	3.152		
	Total	1085.562	200			

a. Dependent Variable: IP

b. Predictors: (Constant), PR

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.979	1.077		-.909	.364
	PR	.443	.037	.650	12.056	<,001

a. Dependent Variable: IP



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635 ^a	.404	.401	1.804

a. Predictors: (Constant), PKP

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	438.168	1	438.168	134.687	<.001 ^b
	Residual	647.394	199	3.253		
	Total	1085.562	200			

a. Dependent Variable: IP

b. Predictors: (Constant), PKP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.591	.394		19.282	<.001
	PKP	.226	.019	.635	11.605	<.001

a. Dependent Variable: IP



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.021 ^a	.000	-.005	2.335

a. Predictors: (Constant), PRS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.472	1	.472	.087	.769 ^b
	Residual	1085.090	199	5.453		
	Total	1085.562	200			

a. Dependent Variable: IP

b. Predictors: (Constant), PRS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.083	.593		20.380	<.001
	PRS	-.009	.030	-.021	-.294	.769

a. Dependent Variable: IP



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Social Media Marketing in Industry 4.0: The Role of TikTok in Shaping Generation Z's Purchase Intentions

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Abstract

Accelerated by the COVID-19 pandemic and the advancements of IR 4.0, the rise of online shopping has significantly reshaped consumer preferences, making digital platforms like TikTok (Douyin in China) central to product research and purchasing decisions. This study delves into the strategic impact of social media marketing on Generation Z's purchase intentions on TikTok, leveraging the Theory of Planned Behaviour (TPB) to uncover key factors driving this demographic's engagement in the era of IR 4.0. Thus, the objectives of this study are to (i) measure the level of Malaysian Generation Z TikTok users' purchase intention and (ii) examine the influence of independent variables (brand awareness, e-WOM, perceived risk, perceived ease of use, and peer influence) towards purchase intentions of Generation Z consumers in Malaysia. A total of 200 responses were gathered using convenience sampling and data was analyzed using Statistical Package for the Social Sciences (SPSS) software version 29. Results revealed a reasonably high level of Malaysian Generation Z TikTok users' purchase intention, with a mean value ranging from 3.65 to 3.76. Furthermore, results demonstrated significant relationships between all independent variables and purchase intention, with e-WOM showing the highest correlation coefficient of 0.689 and p-value<0.005. The study's findings will contribute to social media marketing knowledge and offer valuable insights for entrepreneurs and researchers, revealing the factors influencing purchase intentions among Generation Z TikTok users in Malaysia.

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Keywords: IR 4.0; Social Media Marketing; Purchase Intention; TikTok; Generation Z; Theory of Planned Behaviour; Online Behavior

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1. Introduction

In the era of Industry 4.0, social media platforms have dramatically transformed customer interactions with companies and reshaped purchasing decisions, leveraging the rapid growth of the internet to enable consumers to exchange and seek product knowledge more dynamically than ever before [1]. Social media marketing has become essential for entrepreneurs, equipping them with critical skills for market-sensing and customer-linking, which are pivotal for maximizing profitability and achieving strategic business objectives [2].

In Malaysia, 37% of individuals use social media for product research before making a purchase, underscoring the importance of integrating social media marketing into digital strategies for success in today's market [3]. The COVID-19 pandemic accelerated this shift, with online shopping increasing from 39% in 2019 to approximately 72% during the MCO period [4]. Generation Z, born from the mid-1990s to the early 2010s, has embraced TikTok as a versatile platform for socializing, creativity, and entertainment, further driving its popularity among younger demographics [5]. As of January 2022, Malaysia's population was 32.98 million, with an internet penetration rate of 89.6% from 29.55 million users [4]. TikTok's reach extended to 14.59 million users aged 18 and older, covering 49.4% of the internet audience. Therefore, to effectively harness TikTok's marketing potential, businesses must delve into the factors shaping purchase intentions for this demographic, particularly Generation Z [6].

In light of these developments, businesses face the dual challenge of adapting to the significant shift from offline to online consumer behaviors [7]. Previous studies have focused on purchase intention within Generation Y [8], consumers in Islamic countries [9], and the impact of Facebook Live on customer purchase intentions [10], yet still lacking to address the critical research gap concerning Generation Z's purchase intentions on TikTok in Malaysia.

To address these challenges, this study applied the Theory of Planned Behavior (TPB), a prominent framework for analyzing, explaining, and predicting behavior across diverse domains [11]. TPB posited that an individual's intention to perform a behavior was the primary driver of that behavior [12] and that these intentions were shaped by three key determinants: attitudes towards the behavior, subjective norms, and perceived behavioral control [13]. Developed from the Theory of Reasoned Action (TRA), TPB extended TRA by incorporating perceived behavioral control to address situations where individuals lacked complete volitional control over their actions [14] [15]. Additionally, TPB is the most suitable framework for studying Generation Z's purchase intentions on TikTok because it goes beyond just technology acceptance, which is the focus of the Technology Acceptance Model (TAM) [16]. Hence, the theoretical framework of this study guided the investigation of Generation Z's purchase intentions on TikTok, leveraging TPB's robust model to uncover the primary goals in twofold: first, to evaluate the extent of purchase intention among Malaysian Generation Z TikTok users, and second, to investigate how factors such as brand awareness, electronic Word-of-Mouth (e-WOM), perceived risk, perceived ease of use, and peer influence shape their purchase intentions.

2. Literature Review

2.1. Overview of TikTok

Being a social media sensation that has redefined digital content engagement, TikTok began its global journey as a rebranded version of Douyin, launched by Zhang Yiming in China in September 2016 [17]. With its focus on 15- to 60-second user-generated videos, TikTok quickly grew into a worldwide phenomenon, amassing over 3.5 billion downloads and achieving 1.6 billion users by the end of 2022, with projections reaching 1.8 billion by the end of 2023 [18] [19]. TikTok's success lies in its innovative features and highly effective video recommendation algorithm that curates a personalized "For You" page, capturing user interests and encouraging extensive engagement [20]. The platform has not only sparked global trends and viral content but also provided marginalized communities with a space to voice their stories and effect social change [21]. Moreover, TikTok's impact extends into the digital marketing realm, where its native advertising, sponsored content, and influencer partnerships have emerged as powerful tools for brands to authentically connect with younger demographics and drive engagement [22] [23].

2.2. Purchase Intention

Purchase intention, defined as a consumer's likelihood or desire to buy a specific product or service, has been shown to significantly impact the success of transactions [24]. It is a multifaceted concept shaped by a range of factors including attitudes, perceptions, and behaviors [25]. Key determinants of purchase intention include perceived ease

of use and peer influence [26]. Electronic Word-of-Mouth (e-WOM) also plays a crucial role in influencing purchase decisions [27]. Research also highlights that younger consumers, especially those in Generation Z, are particularly responsive to new trends and digital innovations, which makes them highly susceptible to factors influencing purchase intention [28]. For Generation Z on TikTok, variables such as brand awareness, e-WOM, perceived risk, perceived ease of use, and peer influence are instrumental in shaping their purchase intentions [29], highlighting the need to address these elements to build consumer loyalty and achieve successful digital marketing.

2.3. Theory of Planned Behaviour (TPB)

[13] demonstrated that the Theory of Planned Behavior (TPB) is a robust and reliable framework for predicting consumer behavior, advancing beyond the Theory of Reasoned Action (TRA) [30] to address its limitations regarding voluntary behavior. TPB offers a comprehensive model for understanding how individuals make rational decisions by evaluating available information to engage in specific behaviors. It posits that consumer behavior is driven by intentions, which are shaped by three key factors: attitudes toward the behavior, subjective norms, and perceived behavioral control [13]. This theory provides a nuanced perspective on how these variables influence purchase intentions and, ultimately, consumer actions, proving crucial for examining the factors that drive consumers' decisions and behavior [31].

2.4. Brand Awareness

Recent studies show that effective brand awareness strategies on platforms like TikTok are essential for increasing visibility and influencing consumer decisions in a crowded digital market [32] [33]. Research by [34] also shows that strong brand awareness increases the likelihood of a brand being chosen by consumers over competing brands. In other cases, Higher brand awareness significantly boosts purchase intent, as demonstrated by studies showing that well-known brands are more successful in the market [35] and drive greater profits [36]. This positive relationship between brand awareness and purchase intention is further supported by [37], who showed that greater brand recognition translates into stronger purchase intentions. Consequently, [38] affirmed that effective brand awareness strategies significantly boost purchase intentions, highlighting the crucial role of brand visibility in consumer decision-making. Hence, the following hypothesis can be postulated:

H1: There is a significant relationship between brand awareness and purchase intentions

2.5. Electronic Word-of-Mouth (e-WOM)

The rise of digital marketing and social media has amplified the role of electronic word-of-mouth (e-WOM), where past customers share product experiences with potential buyers [39]. e-WOM's impact on purchase intentions is profound, as both positive and negative feedback can significantly influence a company's brand image and profitability [40]. High-quality e-WOM, characterized by credibility and relevance, is especially effective in shaping consumer purchase intentions, as it captures attention and drives decision-making more than low-quality feedback [41]. Research by [9] found a significant positive relationship between e-WOM quality and purchase intention, with an R^2 value of 0.358 and a t-test value of 7.440, highlighting e-WOM's crucial role in online consumer behavior. Based on this, the following hypothesis was proposed:

H2: There is a significant relationship between e-WOM and purchase intentions

2.6. Perceived Risk

Perceived risk in e-commerce refers to the customer's concern about potential negative outcomes from their purchase decisions, which can significantly influence their buying behavior [42]. This concept includes financial risk and product risk, which can deter consumers from online shopping [43]. High perceived risk often undermines consumer trust and purchase intentions [44]. Research has shown that while perceived risk generally impacts consumer behavior, its effect on purchase intentions is not always significant, with recent studies indicating a t-statistic value of 0.585, suggesting a relatively weak influence [45]. Based on this, the following hypothesis was postulated:

H3: There is no significant relationship between perceived risks and purchase intentions

2.7. Perceived Ease of Use (PEOU)

Perceived ease of use is a critical factor in determining social shopping behavior, with many studies confirming its significant impact on online purchase decisions [46]. It is defined as the extent to which a product or service is easy to use and understand, offering a sense of satisfaction to the customer [47]. While some researchers argue that ease of use may influence short-term purchase intentions, its long-term impact may be less significant, especially among younger users [48]. Nevertheless, effective and simple online interfaces positively affect purchase intentions, as demonstrated by [49], who found a significant positive relationship between perceived ease of use and online purchase intention ($\beta = 0.348$, $p < 0.05$). Based on this, the following hypothesis was proposed:

H4: *There is a significant relationship between perceived ease of use and purchase intentions*

2.8. Peer Influence

Peer influence is a major factor in online purchasing decisions, as it can significantly affect whether a customer will make a purchase or change their buying behavior [50] and often stems from a desire for group belonging and the impact of recommendations from trusted group members [51]. Directly, peer communication can persuade individuals to follow group behaviors, while indirectly, it can enhance the enjoyment and satisfaction derived from products [52]. Support and encouragement from peers are crucial for increasing a customer's purchase intention [53]. Previous research supports this, showing a positive and significant relationship between peer influence and purchase intention, with a Pearson correlation value of 0.375 [54]. Following the previous research, the hypothesis was:

H5: *There is a significant relationship between peer influence and purchase intentions*

2.9. Research Framework

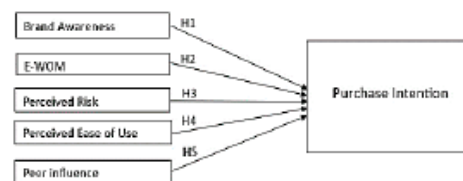


Fig. 1. Research Framework of Purchase Intentions of Generation Z TikTok Users in Malaysia

3. Research Methodology

3.1. Research Design

This study used a quantitative approach and descriptive design to analyze numerical data, using statistics like percentages and averages to understand factors affecting purchase intention [55]. Convenience sampling was employed to quickly gather data from readily available participants at a low cost, although this may limit the generalizability of the results. The descriptive study design is ideal for the research objectives, as it enables the collection of detailed information from a specific population, in this case, Generation Z TikTok users in Malaysia [56].

The research questionnaire survey consisted of seven main sections (Section A until G) with a total of 36 questions. Section A represented the respondents' background (6 questions), while Section B until G measured the independent variables namely brand awareness [57], e-WOM [58], perceived risk [59] [60], perceived ease of use [59] [60], peer influence [61] and dependent variable (purchase intentions) [57] [62] [63] with 30 questions altogether. This survey is also meant only for the respondents among Malaysian TikTok users from Generation Z (born between 1997 and 2012).

3.2. Data Collection Technique

The researcher utilized a survey-based questionnaire to gather data from a targeted sample of Malaysian Generation Z TikTok users. Google Forms was employed to design and distribute the surveys, which were shared

through various channels including email, social media, and WhatsApp to reach the intended respondents. The collected data was systematically organized and analyzed using a spreadsheet to examine the relationships between brand awareness, e-WOM, perceived risk, perceived ease of use, and peer influence on the purchase intentions of Generation Z consumers in Malaysia.

3.3. Population and Sampling

[4] stated that TikTok had 19.30 million Malaysian users aged 16 and older at the beginning of 2023 and was the most downloaded app globally from 2022 to 2023. The app's ads reached 70% of Malaysian users aged 16 to 24 in early 2023. This study used GPower software to determine the sample size needed for reliable results, based on effect size, statistical power, and significance level [64]. The study required at least 111 respondents, but 200 were chosen for added robustness.

3.4. Data Analysis Technique

Descriptive analysis was employed to summarize and interpret the characteristics of the data set, using measures such as percentages, means, and standard deviations to present a clear overview of the data. IBM SPSS Statistics Software Version 29 was used for data analysis, including reliability testing, descriptive statistics, and correlation analysis, to effectively meet the research objectives and draw meaningful conclusions.

4. Results and Discussion

4.1. Return Rate and Reliability Analysis

This study achieved a 100% response rate, with all 200 targeted respondents completing the survey. A reliability test was then conducted to measure the consistency of a research instrument. Among the variables, peer influence demonstrated an excellent reliability level with a Cronbach's Alpha of 0.918, indicating high consistency in measurement. The variables brand awareness (0.865), perceived risk (0.832), and perceived ease of use (0.890) all exhibited good reliability. The dependent variable, purchase intention, also showed strong reliability with a Cronbach's Alpha of 0.830. The variable e-WOM had the lowest reliability at 0.795, though it still reflected a reasonable level of consistency for the study.

4.2. Demographics information

From the data collected, the majority of respondents were female, with 139 females (69.5%) compared to 61 males (30.5%). The largest age group was 23-26 years old, comprising 114 respondents (57%), followed by 19-22 years old with 73 respondents (36.5%), and the smallest group was 15-18 years old, with only 13 respondents (6.5%). Malay respondents were then the largest group, with 96 participants (48%), followed by Chinese, with 89 respondents (44.5%), and Indian with 15 participants (7.5%). A significant majority of respondents were students (147, 73.5%), while working professionals were less represented (53, 26.5%), reflecting the focus on Generation Z, who are primarily engaged in education.

As for TikTok usage, weekly users showed 47% (94 out of 200 respondents), followed by daily users (35.5%, 71 respondents), monthly users (17%, 34 respondents), and finally, others (0.5%, 1 respondent). The high number of daily and weekly users aligns with data showing that Generation Z in Malaysia, particularly those aged 19-25, forms the largest portion of TikTok's user base [19]. Besides that, the frequency of purchases on TikTok shop showed rarely (53.5%, 107 respondents) which indicated infrequent purchases, generally occurring less than once every six months, and often (46.5%, 93 respondents) reported making purchases more than once per month. This evidenced a relatively low purchase frequency on TikTok Shop, compared to the dominance of Shopee and Lazada in Southeast Asia's e-commerce market [65], suggesting that while TikTok Shop has grown, it has not yet surpassed these established platforms.

4.3. Descriptive Statistic

Descriptive statistics were used to define aspects of quantitative data sets for comparison and interpretation. Interpretation of the mean score has three ranges, low (1.00-2.33), moderate or average (2.34-3.67), and high (3.68-5.00). From the data shown in Table 1, the value of the average mean ranged from 3.68 to 3.95, which shows all items are at a high frequency. Perceived risk has the highest average mean value (3.95), while perceived ease of use (PEOU) shows the lowest average mean (3.68). Table 1 also shows the average mean for purchase intention shows a high score (3.69); thus, it was evidenced that there was a high level of purchase intention among Malaysian Generation Z TikTok users, in response to the first objective of this study.

Table 1. Average Mean Value and Frequency of All Variables

Variable	Average Mean	Frequency
Brand Awareness	3.92	High
E-WOM	3.77	High
Perceived Risk	3.95	High
Perceived Ease of Use	3.68	High
Peer Influence	3.69	High
Purchase Intention	3.69	High

4.4. Normality Test

Table 2 presents the results of the normality test, including the Kolmogorov-Smirnov and Shapiro-Wilk coefficients. Given that the sample size exceeded 50 with a total of 200 valid respondents, the Kolmogorov-Smirnov test was employed for assessing normality. The test results reveal that all variables show a significant p-value of 0.000 ($P < 0.05$), indicating that the data does not follow a normal distribution.

Table 2. Normality Test

	Tests of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Brand Awareness	0.155	200	0.000	0.941	200	0.000
e-WOM	0.092	200	0.000	0.978	200	0.004
Perceived Risk	0.145	200	0.000	0.952	200	0.000
Perceived Ease of Use	0.124	200	0.000	0.971	200	0.000
Peer Influence	0.131	200	0.000	0.970	200	0.000
Purchase Intention	0.101	200	0.000	0.981	200	0.007

a. Lilliefors Significance Correction

4.5. Spearman Correlations

The significance of the correlation coefficient value has five levels which range from very strong (0.90 -1.0), strong (0.7 – 0.89), moderate (0.40 – 0.69), weak (0.10 – 0.39), and negligible (0.00 – 0.10) [65]. Table 3 below reveals the value of Spearman's rho correlation coefficient for six variables in the study.

Table 3. Correlation between Independent Variables and Dependent Variables

			Correlations							
Spe	Brand	Correlation Coefficient	BA	EW	PR	PU	PI	PUR		
arm	Awareness	Sig. (2-tailed)	1.000	0.649**	0.412**	0.536**	0.476**	0.574**		
au's	(BA)	N	200	200	200	200	200	200		
		rho	E-WOM (EW)	Correlation Coefficient	0.649**	1.000	0.335**	0.709**	0.646**	0.689**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		
		N	200	200	200	200	200	200		
	Perceived Risk	Correlation Coefficient	0.412**	0.335**	1.000	0.267**	0.319**	0.247**		
	(PR)	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		
		N	200	200	200	200	200	200		
	Perceived Ease	Correlation Coefficient	0.536**	0.709**	0.267**	1.000	0.596**	0.678**		
	of Use (PEOU)	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		

	N	200	200	200	200	200	200
Peer Influence (PI)	Correlation Coefficient	0.476**	0.646**	0.319**	0.596**	1.000	0.653**
	Sig. (2-tailed)	.000	.000	.000	.000	.	.000
Purchase Intention (PUR)	N	200	200	200	200	200	200
	Correlation Coefficient	0.574**	0.689**	0.247**	0.678**	0.653**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.
	N	200	200	200	200	200	200

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

From Table 3, the correlation analysis revealed varying strengths of relationships between factors influencing purchase intention among Generation Z TikTok users in Malaysia. The positive correlations between brand awareness (0.574) and e-WOM (0.689) with purchase intention suggest that both higher brand awareness and positive online reviews strongly boost consumers' purchase intentions. In contrast, the correlation between perceived risk and purchase intention is 0.247, suggesting a weak yet significant relationship; this weak correlation may reflect Generation Z's comfort with digital environments. Perceived ease of use then demonstrates a moderate positive correlation of 0.678, indicating that a user-friendly online shopping experience enhances purchase intention. The strongest correlation is 0.653 for peer influence, emphasizing that social circles and community feedback heavily affect Generation Z's buying decisions.

Overall, the analysis confirms that brand awareness, e-WOM, ease of use, and peer influence positively impact purchase intention, while perceived risk has a surprisingly weak effect on Generation Z's online shopping behaviors. The findings underscore that e-WOM and ease of use are the most influential factors, with peer influence also significantly shaping purchase intentions among Generation Z TikTok users in Malaysia.

4.6. Summary of Hypotheses Testing

Table 4 presents the summary of the hypotheses testing results. All hypotheses were supported except for H3, which anticipated no significant relationship between perceived risk and purchase intention. Contrary to expectations, a positive correlation coefficient of 0.247 was observed, although it is a weaker correlation compared to other variables. This suggests that perceived risks associated with online purchases might not significantly deter the purchase intentions of Generation Z, indicating their comfort and familiarity with digital environments.

Table 4: Summary of Hypotheses Testing

Hypothesis	Correlation coefficient	Significance	Result
H1: There is a significant relationship between brand awareness and purchase intention	0.574	0.000	Accepted
H2: There is a significant relationship between e-WOM and purchase intention	0.689	0.000	Accepted
H3: There is no significant relationship between perceived risk and purchase intention	0.247	0.000	Rejected
H4: There is a significant relationship between perceived ease of use (PEOU) and purchase intention	0.678	0.000	Accepted
H5: There is a significant relationship between peer influence and purchase intention	0.653	0.000	Accepted

4.7. Discussion

The first objective of this study was to measure the level of purchase intention for TikTok users among Generation Z in Malaysia. As shown in Table 1, Generation Z in Malaysia has a moderately high average willingness to shop on TikTok, with a mean score of 3.65 indicating a generally positive but not exceptionally high purchase intention.

The second objective of this study was to examine the influence of independent variables on the purchase intentions of Generation Z consumers in Malaysia. The correlation coefficient of 0.574 for brand awareness (H1) indicates a moderate positive relationship, meaning higher brand awareness on TikTok is linked to stronger purchase intentions. Previous research supports this [34] [38], suggesting that a strong brand presence on TikTok can significantly boost purchase intentions. e-WOM (H2) has a strong correlation of 0.689 ($p < 0.05$) with purchase intentions, indicating a significant positive impact. This highlights the importance of positive online reviews and social media recommendations in influencing Generation Z's buying decisions [67] [68] [69], suggesting that companies should enhance e-WOM through user-generated content, influencer partnerships, and customer engagement. Interestingly, the perceived risk (H3) has a weak positive correlation of 0.247 ($p < 0.05$), indicating it does not significantly deter Generation Z from purchasing. This contrasts with traditional views that perceived risk is a major barrier [11] [29] [45] [63], suggesting Generation Z may prioritize other factors over perceived risks.

Next, the correlation coefficient of 0.678 ($p < 0.05$) for perceived ease of use (H4) shows a strong positive relationship with purchase intention, indicating that Generation Z values a user-friendly shopping experience [46] [59]. Businesses should focus on making their platforms easy to navigate and efficient to enhance purchase intentions. Finally, has a correlation coefficient of 0.653 ($p < 0.05$), indicating a moderate to strong positive effect on purchase intentions. This highlights the importance of social circles and peer opinions in shaping Generation Z's decisions [11] [53], suggesting that marketers should use social proof and influencer marketing to enhance purchase intentions.

In summary, the study highlights that brand awareness, e-WOM, perceived ease of use, and peer influence are critical drivers of purchase intentions among Generation Z on TikTok, with perceived risk having a weaker impact due to their comfort with digital platforms. Aligned with the Theory of Planned Behavior (TPB), these factors suggest that businesses should strategically focus on brand visibility, positive online narratives, and peer influence to effectively engage this influential demographic. Despite the diminished role of perceived risk, brand awareness and e-WOM continue to be pivotal in shaping Generation Z's purchasing decisions.

5. Conclusion and Recommendation

In conclusion, this research identifies key factors influencing purchase intentions among Generation Z TikTok users in Malaysia. Brand awareness, e-WOM, and perceived ease of use are strong predictors of purchase intention, while peer influence also significantly shapes consumer behavior. Interestingly, perceived risk shows a positive but weaker correlation, indicating Generation Z's comfort with digital environments may reduce their concern about online risks.

Based on these insights, businesses should engage Generation Z on TikTok by maximizing brand awareness through authentic content and influencer collaborations. They should also build trust by addressing perceived risks, ensuring data privacy, and providing transparent product information while optimizing online platforms for ease of use. Integrating Industry 4.0 technologies, such as artificial intelligence and data analytics, can further enhance user experience and personalization. Leveraging peer influence through shareable content and social media campaigns is crucial, as is attracting customers to TikTok Shop with exclusive promotions and exceptional service. For entrepreneurs, these strategies offer practical ways to tap into Generation Z's purchasing power, while researchers can explore their effectiveness in driving e-commerce success in Malaysia.

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