

Batam State Polytechnic Case Study: Generation Y in Online Fashion Shopping

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Abstract: Generation Y are those who were born from 1981 to 2000. In this era, they are starting to forget about shopping through stores and prefer shopping online. This research aims to identify and test what perceptions support generation Y in online fashion shopping. The purchase intention is measured by the perceived trend, perceived shopping enjoyment, perceived economic orientation, and perceived brand value. This study uses non-probability sampling method with snowball technique. Data processing techniques using SPSS 22 by performing multiple regression and independent t-test. This study uses a questionnaire distributed via google form with the number of respondents as many as 369 Batam State Polytechnic Students. The results found, first perceived trend, perceived shopping enjoyment, perceived economic orientation, and perceived brand value has a positive effect on online fashion shopping intentions. Second, there is a difference perceived trend, perceived shopping enjoyment, perceived economic orientation and perceived brand value between women and men in online fashion shopping.

1 INTRODUCTION

Generation Y or often referred to as the millennial generation are those born from 1981 to 2000 (Ladhari et al., 2019). Generation Y are those who are in the age of 20 to 39 years, meaning they are in the productive age. Research conducted by (Eastman et al., 2013) found that the highest consumption level was Generation Y compared to Generation X and Baby Boomers.

In this study, the authors classify the population by generation, namely, generation Y and those who like online fashion shopping. Clothing is an important and meaningful object for many consumers. Research conducted by (Ulaazizah & Februadi, 2020) revealed that fashion is a person's identity in expressing themselves and appearing more confident. The research findings also reveal that fashion can encourage individuals to shop online.

Research on online shopping has been extensively researched and found that many studies have been conducted with the same theme but have various objectives and results. Research conducted by (Ladhari et al., 2019) in Canada aims to classify Generation Y online fashion shopping according to

their lifestyle, identify graphic and behavioural characteristics, identify the devices they use to do online fashion shopping. The results of this study have implications for online and offline fashion sellers. This allows them to better understand the lifestyle of Generation Y, so that they can adapt their marketing strategies to meet the fashion needs of Generation Y.

This study is a development of the research conducted by (Ladhari et al., 2019) in Canada which has been described previously. There are several differences made in this study. Previous research focused on generation Y with female gender, while this study used a sample of generation Y women and men. The samples of the Y generation of women and men will be tested differently.

The formulation of the problem in this study is first, what perceptions support generation Y women and men in shopping for fashion online. Second, are there differences in perceptions that support generation Y women and men in shopping for fashion online. This study has 2 objectives, namely, first, to identify what perceptions support generation Y women and men in shopping for fashion online. Second, to examine whether there are differences in

perceptions that support generation Y women and men in shopping for fashion online.

The theoretical benefits of this research are expected to be used as a development of the existing theory and can strengthen the theory used. The practical use of this research is expected to add insight or knowledge of writers and readers about Generation Y in doing online fashion shopping and is beneficial for sellers. The benefits of this research can also be used as an online seller's policy in targeting buyers and adjusting their marketing strategies to meet the needs of generation Y, especially for fashion products.

The scope of the respondents in this study were Y generation women and men (20-39 years) who were at the Batam State Polytechnic who had filled out the research questionnaire. Respondents who filled out the questionnaire were confirmed to have shopped for fashion online in the last 2 months. The questionnaire that will be distributed contains several questions related to trends, shopping enjoyment, economic orientation, brand value, and purchase intention in online fashion shopping.

2 LITERATURE REVIEW AND HYPOTHESIS

2.1 Literature Review

The Generational Cohort Theory (GCT) by (Grosjean, 1980) claims that the population can be grouped by year of birth. Generation is symbolized as the identification of people who have the same year of birth, experienced the same life events, and the same technological developments. In this study, the authors classify the population by generation, namely, generation Y and those who like online fashion shopping.

Trend is something that makes someone observe what is currently happening. (Asmita, Dola Erianjoni, 2019) The results of this qualitative study reveal that the development of today's fashion trends has a very large impact on the consumptive behaviour of students.

Shopping pleasure is a hedonic attitude related to how much pleasure consumers get from a product. (Sarjono, 2018) the results of the study indicate that the variables of shopping enjoyment and site design indicate that these variables have a positive and significant effect on online purchase intentions.

Economic orientation is the perception of consumers in shopping according to the value or price

of a product. The results of the study (Ari Bowo, 2018) concluded that the socioeconomic status of parents and peers had a significant effect on online shopping consumption behaviour in SMA 8 Semarang students.

Brand Value is a combination of perceptions, impressions and feelings that consumers have about a product when the product is compared to other similar products. (Ivoni et al., 2015) Brand orientation variable has a positive but not significant effect on online fashion purchase intentions.

2.2 Hypothesis Development

2.2.1 Perceptions That Support Generation Y in Shopping for Fashion Online

Asmita, Dola Erianjoni (2019) revealed that the development of current fashion trends has a positive effect on student consumptive behaviour (Sarjono, 2018) found that shopping enjoyment has a positive and significant effect on online purchase intentions. (Ari Bowo, 2018) found that price had a significant effect on the online shopping consumption behaviour of students. (Ivoni et al., 2015) found that the brand orientation variable had a positive but not significant effect on online purchase intention. (Ladhari et al., 2019) found that trends, shopping enjoyment, economic orientation, and brand value have a significant effect on online fashion shopping purchase intentions. (Bilgihan, 2016) found that the brand is also the main point of loyalty. Research conducted by (Saputri, 2016) which shows that consumer behaviour in the current technological age significantly influences purchasing decisions at Zalora Indonesia.

The following four hypotheses will be tested based on this statement:

H1a: Perception of trend influences Generation Y to shop for fashion online.

H1b: Perception of shopping enjoyment influences Generation Y to shop for fashion online.

H1c: Perception of economic orientation influences Generation Y to shop for fashion online.

H1d: Perceived brand value influences generation Y to shop for fashion online

2.2.2 Differences in Perception between Women and Men of Generation Y in Shopping for Fashion Online

Asmita, Dola Erianjoni, (2019) revealed that the development of current fashion trends has a positive effect on student consumptive behaviour. (Sarjono,

2018) found that shopping enjoyment has a positive and significant effect on online purchase intentions. (Ari Bowo, 2018) found that price had a significant effect on the online shopping consumption behaviour of students. (Ivoni et al., 2015) found that the brand orientation variable had a positive but not significant effect on online purchase intention.

The following four hypotheses will be tested based on this statement:

H2a: There are differences in the perception of trends between women and men in online fashion shopping.

H2b: There are differences in the perception of shopping enjoyment between women and men in online fashion shopping

H2c: There are differences in perceptions of economic orientation between women and men in online fashion shopping

H2d: There are differences in the perception of brand value between women and men in online fashion shopping

3 RESEARCH METHOD

This study uses a quantitative approach using primary data. The population in this study were Batam State Polytechnic students. The population of all Batam State Polytechnic students is 4,783 people. Through the calculation of the slovin formula, the number of samples in this study was 369 students of the Batam State Polytechnic. Respondents who filled out the questionnaire were confirmed to have shopped for fashion online in the last 2 months. This study uses a survey technique using a questionnaire instrument distributed via google form. The data processing technique in this study used SPSS 22 by conducting influence tests and different tests. The method used in this study is non-probability sampling with the snowball technique, which is a technique that is initially small and then enlarges.

3.1 Data Analysis

Data analysis was done by descriptive analysis, validity test, reliability test, and classical assumption test consisting of normality test, heteroscedasticity test, autocorrelation test, and multicollinearity test. Hypothesis testing using multiple regression analysis with the following model:

$$Int = 1Tr + 2Enjoy + 3Price + 4Brand + \epsilon \quad (1)$$

Information:

a = Constant

b1 = Regression coefficient

In = Intention

Tr = Trend

Enjoy = Shopping Enjoyment

Price = Economic orientation

Brand = Brand

The next hypothesis test is the T-test difference test with the first condition, the sample used is large or > 30 respondents. Second, the data used must be normally distributed. Third, the sample group whose data is in the form of intervals or ratios.

4 RESULTS AND DISCUSSION

4.1 Respondent Characteristics

The sample in this study is 20-25 years old because there are no respondents who are over 25 years old and have done online fashion shopping in the last 2 months. Data collection was carried out for 43 days from August 22 to October 04, 2020. There were 446 questionnaires distributed and 369 respondents who met the criteria or according to the number of samples required. Questionnaires were distributed to 16 study programs at the Batam State Polytechnic.

Table 1: Data Dissemination.

Description	Total
Distributed questionnaire	446
Outliers:	
Not college student	3
Under 20 years old and not doing online shopping	14
Under 20 years old	8
Not doing online shopping	41
Double questionnaire	11
Number of outliers	(77)
<hr/>	
The questionnaire used	369

Source: Primary Data Processed (2021)

Respondents who have filled out the questionnaire are then identified based on age, gender, and the marketplace used in online shopping to find out the general characteristics of the research respondents. The general characteristics of the respondents are shown in table 2 below:

Table 2: Respondent Characteristics.

Criteria	Frequency	Percentage
Gender		
Man	184	49,86 %
Women	185	50,14 %
Number of samples		
Age	369	100%
20-25 years	369	100 %
26-39 years	0	0 %
Number of samples		
Marketplace	369	100%
Shopee	221	59,89 %
Zalora	11	2,98 %
Tokopedia	101	27,37 %
Lazada	26	7,05 %
Buka Lapak	9	2,44 %
FJB Batam	1	0,27 %
Number of samples		
	369	100 %

Source: Primary Data Processed (2021)

4.2 Validity and Reliability Test

Validity test is conducted to measure whether a questionnaire is valid or not. The test is carried out by looking for the correlation value between the scores of each question item and the total score of each dimension. The test is done by looking for the correlation value between the scores of each question item and the total score of each dimension. Questionnaire questions are declared valid if $r_{count} > r_{table}$. The following is a summary of the results of the validity test.

Table 3: Validity Test.

Variable	Item	r count	r table	Conclusion
Intention	Item 1	0.955	0.306	Valid
	Item 2	0.980	0.306	Valid
	Item 3	0.918	0.306	Valid
Trend	Item 1	0.740	0.306	Valid
	Item 2	0.548	0.306	Valid
	Item 3	0.798	0.306	Valid
	Item 4	0.875	0.306	Valid
	Item 5	0.714	0.306	Valid

Shopping Enjoyment	Item 6	0.790	0.306	Valid
	Item 1	0.651	0.306	Valid
	Item 2	0.617	0.306	Valid
	Item 3	0.622	0.306	Valid
	Item 4	0.518	0.306	Valid
	Item 5	0.753	0.306	Valid
Economic Orientation	Item 6	0.603	0.306	Valid
	Item 1	0.837	0.306	Valid
	Item 2	0.959	0.306	Valid
	Item 3	0.973	0.306	Valid
Brand	Item 4	0.952	0.306	Valid
	Item 1	0.928	0.306	Valid
	Item 2	0.758	0.306	Valid
	Item 3	0.941	0.306	Valid

Source: Primary Data Processed (2021)

Reliability test is used to determine whether the indicators used in the questionnaire are reliable or reliable as a variable measuring instrument. The results of the reliability test are shown in table 4 below:

Table 4: Reliability Test.

Variable	Total Item	Alpha Cronbach	Cut off Alpha Cronbach	Conclusion
Intention	3	0.947	0.60	Reliable
Trend	6	0.831	0.60	Reliable
Shopping Enjoyment	6	0.676	0.60	Reliable
Economic Orientation	4	0.949	0.60	Reliable
Brand	3	0.853	0.60	Reliable

Source: Primary Data Processed (2021)

4.3 Descriptive Statistics

Descriptive statistical analysis is used to provide an overview of the data seen based on data from questionnaire answers from Batam State Polytechnic students. The scale used is a 5-point Likert scale, namely: 1) Strongly Disagree; 2) Disagree; 3) Disagree; 4) Agree; and 5) Strongly Agree. The results of descriptive statistical analysis can be seen in table 5 below:

Table 5: Descriptive Statistics.

Trend	STS	TS	KS	S	SS	Total
Item 1	13	85	54	171	46	369
Item 2	29	52	83	115	90	369
Item 3	5	35	86	188	55	369
Item 4	9	35	90	184	51	369
Item 5	14	56	76	167	56	369
Item 6	6	15	58	218	72	369
Shopping Enjoyment	STS	TS	KS	S	SS	Total
Item 1	3	32	83	165	86	369
Item 2	4	17	58	227	63	369
Item 3	38	69	71	104	87	369
Item 4	44	85	69	87	84	369
Item 5	13	33	104	179	40	369
Item 6	3	7	67	215	77	369
Economic Orientation	STS	TS	KS	S	SS	Total
Item 1	4	11	35	186	369	369
Item 2	0	5	15	223	369	369
Item 3	0	7	20	218	369	369
Item 4	0	8	17	239	369	369
Brand	STS	TS	KS	S	SS	Total
Item 1	3	18	49	183	369	369
Item 2	11	79	70	141	369	369
Item 3	5	13	59	206	369	369
Intention	STS	TS	KS	S	SS	Total
Item 1	1	7	29	209	369	369
Item 2	1	9	33	231	369	369
Item 3	2	6	31	186	369	369

Source: Primary Data Processed (2021)

4.4 Classic Assumption Test

The following are the results of the classical assumption test in table 6:

Table 6: Classic Assumption Test.

Test	Sig	Description
Normality Test	0.175	Normally Distributed
Heteroscedasticity Test	>0.05	Not occur heteroscedasticity
Multicollinearity Test	<0.8	Not occur multicollinearity
Autocorrelation Test	1.391	Not occur Autocorrelation

Source: Primary Data Processed (2021)

Based on table 6, the results of the normality test with the transformation of the data into the square root form show the significance value in the Kolmogorov-Smirnov test is 0.175 ($p > 0.05$), so it can be said that the data is normally distributed. Heteroscedasticity test of each variable > 0.05 then the data does not experience heteroscedasticity problems. Multicollinearity test can be seen that the correlation coefficient between variables has a value below 0.8. This indicates that the data in this study does not occur multicollinearity. Autocorrelation test shows that Durbin Watson is 1.391, so it can be concluded that there is no autocorrelation in the regression model used in this study.

4.5 Hypothesis Test Result

4.5.1 Influence Test

The following are the results of multiple linear regression processed using SPSS 22:

Table 7: Multiple Linear Regression.

Model	Unstandardized Coefficients	Std. Error	Sig.
B			
(Constant)	5.174		0,000
H1a Trend	0.114	0.024	0,000
H1b Shopping Enjoyment	0.065	0.106	0.000
H1c Economic Orientation	0.248	0.044	0.000
H1d Brand	0.108	0.043	0.012

Source: Primary Data Processed (2021)

The first influence test hypothesis (H1a) is the perception of trends influencing generation Y to shop for fashion online. H1a is measured from 3 questions for the shopping intention variable and 6 questions for the trend perception variable. The equation of the model explains that if the trend perception variable (X_1) = 0, then the value of the purchase intention variable is 5.174. The trend perception regression coefficient is 0.114, which means that if the trend perception variable increases by 1%, the value of the purchase intention variable will increase by 0.114. The trend perception variable has an influence on the purchase intention variable, this can be seen from the significance probability for the trend perception of 0.000 which is smaller than 0.05 and does not violate the classical assumption test. So, it can be concluded that H1a is supported, which means that there is a

positive influence between perceived trend towards online fashion shopping intentions. This hypothesis is also supported by the results of research (Ladhari et al., 2019) which reveals that trend perceptions have a significant effect on online fashion purchase intentions.

The second influence test hypothesis (H1b) is that the perception of shopping enjoyment affects generation Y to shop for fashion online. H1b was measured from 3 questions for the purchase intention variable and 6 questions for the shopping enjoyment perception variable. The variable perception of shopping enjoyment has an influence on intention, this can be seen from the significance probability for the perception of shopping enjoyment of 0.000 which is smaller than 0.05 and does not violate the classical assumption test. So, it can be concluded that H1b is supported, which means that there is a positive influence between perceptions of shopping enjoyment and online fashion shopping intentions. This hypothesis is also supported by research results (Sarjono, 2018) which show that the perception of shopping enjoyment has a positive and significant effect on online purchase intentions.

The third influence test hypothesis (H1c) is that the perception of economic orientation affects generation Y to shop for fashion online. H1c is measured from 3 questions for the purchase intention variable and 4 questions for the economic orientation perception variable. The economic orientation perception variable has an influence on purchase intention, this can be seen from the price significance probability of 0.000 which is smaller than 0.05 and does not violate the classical assumption test. So, it can be concluded that H1c is supported, which means that there is a positive influence between perceptions of economic orientation on online fashion shopping intentions. This hypothesis is in line with research conducted by (Ladhari et al., 2019) which shows the perception of economic orientation has a significant effect on online fashion purchase intentions.

The fourth influence test hypothesis (H1d) is that the perception of brand value affects generation Y to shop for fashion online. H1d is measured from 3 questions for the purchase intention variable and 3 questions for the perceived brand value variable. The perceived brand value variable has an influence on purchase intention, this can be seen from the brand significance probability of 0.012 which is smaller than 0.05 and does not violate the classical assumption test. It can be concluded that H1d is supported, which means that there is a positive influence of perceived brand value on online fashion shopping intentions. This hypothesis is also

supported by research (Ivoni et al., 2015) which shows that the brand value variable has a positive effect on online fashion purchase intentions.

4.5.2 T-Test

This test is used to determine whether each variable has a significant difference between female and male respondents. The following are the results of the independent T-test processed using SPSS 22:

Table 8: T-Test.

	Gender	Std. Error	Sig.
Trend	Man	0.328	0.000
	Woman	0.330	0.000
Shopping Enjoyment	Man	0.302	0.000
	Woman	0.302	0.000
Economic Orientation	Man	0.167	0.019
	Woman	0.150	0.019
Brand	Man	0.278	0.000
	Woman	0.153	0.000

Source: Primary Data Processed (2021)

The first different test hypothesis (H2A) is that there are differences in the perception of trends between women and men in shopping for fashion online. The trend perception variable between women and men has differences, this can be seen from the trend significance probability of 0.000 which is smaller than 0.05 and does not violate the classical assumption test. So, it can be concluded that H2a is supported, which means that there are differences in the perception of trends between women and men in shopping for fashion online.

The second different test hypothesis (H2b) is that there are differences in perceptions of shopping enjoyment between women and men in online fashion shopping. There are differences in the perception of shopping enjoyment between women and men, this can be seen from the significance probability of shopping enjoyment of 0.000 which is smaller than 0.05 and does not violate the classical assumption test. It can be concluded that H2b is supported, which means that there are differences in perceptions of shopping enjoyment between women and men in online fashion shopping.

The third different test hypothesis (H2c) is that there are differences in perceptions of economic

orientation between women and men in online fashion shopping. The economic orientation perception variable between women and men does not have a significant difference, it can be seen from the economic orientation significance probability of 0.019 which is smaller than 0.05 and does not violate the classical assumption test. It can be concluded that H2c is supported, which means that there is a significant difference for the economic orientation variable between women and men in online fashion shopping.

The fourth different test hypothesis (H2d) is that there are differences in brand value perceptions between women and men in online fashion shopping. The brand value perception variable between women and men has a significant difference, this can be seen from the probability of a brand value significance of 0.000 which is smaller than 0.05 and does not violate the classical assumption test. It can be concluded that H2d is supported, which means that there is a significant difference for the brand value variable between women and men in online fashion shopping.

The following is table 9 a summary of the results of hypothesis testing:

Table 9: Result Hypothesis.

No	Hypothesis	Sig.	Results
H1a	Test the effect of trend perception	0.000	Supported
H1b	Test the effect of perceived shopping enjoyment	0.012	Supported
H1c	Test the effect of perceived economic orientation	0.000	Supported
H1d	Test the Influence of Brand Value Perception	0.012	Supported
H2a	Test the difference in trend perception.	0.000	Supported
H2b	Difference test of perception difference	0.000	Supported
H2c	Different test of economic orientation perception	0.019	Supported
H2d	Different test of brand value perception	0.000	Supported

Source: Primary Data Processed (2021)

5 CONCLUSIONS

Through data processing and hypothesis testing in this study, the conclusions in this study are, trend perception, shopping enjoyment, economic orientation, and brand value have a positive influence on intentions to shop for fashion online. The positive meaning is that the better the perception of trends, shopping enjoyment, economic orientation, and one's brand value, the higher one's purchase intention to shop for fashion online. Second, there are differences in trend perception, shopping enjoyment, economic orientation and brand value between women and men in online fashion shopping. In this case, women have higher shopping intentions compared to men.

Some of the limitations in conducting this research are as follows: (1) This study only used a sample of Batam State Polytechnic students. (2) This study only uses generation Y as the sample. (3) This study only uses 4 independent variables, namely perceived trend, perceived shopping enjoyment, perceived economic orientation, and perceived brand value. (4) The data collection method in this study only used a 5-point likert scale questionnaire instrument.

Based on the results of the research and the conclusions that have been formulated, some suggestions are given as follows: (1) Further research is expected to use a wider sample. Respondents in this study were students aged between 20-25 years, while the age range of generation Y was 20 -39 years. Future research is expected to take a larger sample with an even age range. (2) Further research is expected to be able to conduct different tests regarding the buying interest of generation Y and generation Z online because each generation has different characters. (3) Further research is expected to add other supporting variables such as perceptions of service quality and perceptions of security in online fashion shopping. (4) Further research can add data collection methods such as interviews and observations.

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