

PENGARUH E-MONEY, CONFORMITY CONSUMPTION BEHAVIOR DAN PERILAKU KONSUMTIF PADA GEN Z TERHADAP KEPUTUSAN PEMBELIAN PRODUK MEREK OH! SOME DI YOGYAKARTA

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ABSTRACT

This research aims to determine: (1) the simultaneous influence of e-money, conformity consumption behavior, and consumptive behavior on the purchasing decisions of Gen Z in Yogyakarta, (2) the partial influence of e-money on the purchasing decisions of Gen Z in Yogyakarta, (3) the partial influence of conformity consumption behavior on the purchasing decisions of Gen Z in Yogyakarta, (4) the partial influence of consumptive behavior on the purchasing decisions of Gen Z in Yogyakarta. The respondents in this study were 105 individuals obtained through the distribution of questionnaires via Google Form. The population in this study was Gen Z in Yogyakarta, selected using a purposive sampling technique. This research applied a descriptive quantitative method, and the data were processed using Microsoft Excel 2019 and SPSS version 21. . The analysis techniques used are classical assumption tests (Normality, Multicollinearity and Heteroscedasticity) as well as f tests and t tests. The results of this research show that: (1) e-money, conformity consumption behavior, and consumptive behavior simultaneously influence the purchasing decisions of Gen Z in Yogyakarta, (2) e-money does not partially influence the purchasing decisions of Gen Z in Yogyakarta, (3) conformity consumption behavior partially influences the purchasing decisions of Gen Z in Yogyakarta, (4) consumptive behavior partially influences the purchasing decisions of Gen Z in Yogyakarta.

Keywords : e-money, conformity consumption behavior, consumptive behavior, purchase decision, Generation Z, Oh! Some

ABSTRAK

Penelitian ini bertujuan untuk mengetahui : (1) pengaruh *e-money*, *conformity consumption behavior* dan perilaku konsumtif pada Gen Z secara simultan berpengaruh terhadap keputusan pembelian produk merek Oh! Some di Yogyakarta, (2) pengaruh *e-money* pada Gen Z secara parsial terhadap keputusan pembelian produk merek Oh! Some di Yogyakarta, (3) pengaruh *conformity consumption behavior* pada Gen Z secara parsial terhadap keputusan pembelian produk merek Oh! Some di Yogyakarta, (4) pengaruh perilaku konsumtif pada Gen Z secara parsial terhadap keputusan pembelian produk merek Oh! Some di Yogyakarta. Jumlah responden dalam penelitian ini adalah 105 yang didapatkan melalui penyebaran kuesioner secara *online* melalui *google form*. Populasi dalam penelitian ini adalah Gen Z di Yogyakarta dengan menggunakan teknik pengambilan sampel *purposive sampling*. Penelitian ini menggunakan metode deskriptif kuantitatif dan pengolahan data menggunakan *Microsoft Excel* 2019 serta SPSS 21. Teknik analisis yang digunakan adalah uji asumsi klasik (Normalitas, Multikolinearitas dan Heteroskedastisitas) serta uji f dan uji t. Hasil dalam penelitian ini menunjukkan bahwa : (1) *e-money*, *conformity consumption behavior* dan perilaku konsumtif pada Gen Z secara simultan berpengaruh terhadap keputusan pembelian produk merek Oh! Some di Yogyakarta, (2) *e-money*, pada Gen Z secara parsial tidak berpengaruh terhadap keputusan pembelian produk merek Oh! Some di Yogyakarta, (3) *conformity consumption behavior* pada Gen Z secara parsial berpengaruh terhadap keputusan pembelian produk merek Oh! Some di Yogyakarta, (4) perilaku konsumtif pada Gen Z secara parsial berpengaruh terhadap keputusan pembelian produk merek Oh! Some di Yogyakarta.

Kata Kunci : *e-money*, *conformity consumption behavior*, perilaku konsumtif, keputusan pembelian, Generasi Z, Oh! Some.

