

Analysis of Marketing Stimuli Factors in Purchasing Decisions for Fast Fashion Items Among Generation Z in Batam

Ayu Puspitasari^{1*}, Winda Kawa Dwinurcandra², Yolanda Efionita³

^{1, 2, 3} Department of Management and Business, Politeknik Negeri Batam, Batam, Indonesia

Abstract

This study aims to analyze the marketing stimuli factors that influence the purchasing decisions of Generation Z in Batam City regarding fast fashion items. The research adopts a quantitative approach, utilizing factor analysis as the primary analytical method. Within the study, 19 variables were initially examined and subsequently reduced to several factors. The analysis revealed four key factors that drive purchasing decisions for fast fashion items among Generation Z in Batam City: Attractive Service, Marketing Excellence and Competitive Design, Value for Money, and Shopping Experience. The Attractive Service factor emerged as the most dominant, accounting for 24.192% of the variance in this study. This finding underscores the critical role of service quality in influencing consumer decisions in the competitive fast fashion industry. Brands should strengthen their digital presence through engaging social media content, and ensure up-to-date product designs to align with Generation Z's preferences for developing competitive strategies. Additionally, improving the shopping experience through accessible store locations, strengthening brand reputation, and creating an inviting store atmosphere, can further attract and retain Generation Z consumers in Batam's competitive market.

Keywords: Purchase Decision, Marketing Stimuli, Factor Analysis, Fast fashion, Generation Z.

Article History:

Received: November 20, 2024; Accepted: January 18, 2025; Published: March 22, 2025

*Correspondence author:

ayupuspitasari@polibatam.ac.id

DOI:

<https://doi.org/10.30871/jaba.9178>

JEL Code:

M31, L81, D12

INTRODUCTION

The advancement of technology and digitalization has transformed consumer behavior in making purchasing decisions, particularly among millennials and Generation Z. (Haryati & Lestari, 2020) found that online purchasing decisions of millennials in Indonesia are influenced by product availability, promotions, return policies, consumer attitudes, demographic factors, and the reputation of online retailers. These factors indicate that easy access and transaction security are crucial aspects of online shopping behavior. Meanwhile, (Al Amin & Islam, 2017) revealed that in the fast fashion industry, market segmentation factors such as location, brand reputation, pricing, and customer service play a major role in shaping consumption patterns among young consumers. Furthermore, research by (Pradiga, 2022) highlights that digital marketing and consumer attitudes are dominant factors in Generation Z's purchasing decisions, emphasizing the importance of digital-based marketing strategies in influencing purchasing behavior.

The global fashion industry continues to grow, driven by technological advancements and the rapid spread of information through social media. Technology and social media are closely linked to Generation Z, as this generation's daily activities are heavily influenced by digital trends and online information. In the fashion industry, clothing is no longer just a basic necessity but has become a desire, a standard, and a form of self-representation in social life. This phenomenon has led to the rise of fast fashion. According to (Ruslim et al., 2024), fast fashion is a business model that generates high profits by leveraging high-fashion designs and the latest catwalk trends while producing them on a large scale at a low production cost. As a result, the fast fashion industry is considered one of the most effective ways to produce large quantities of fashion items in the shortest possible time.

According to Kotler & Armstrong (2019), marketing aims to increase revenue by attracting and retaining customers through the development of meaningful relationships and the dissemination of valuable information. Furthermore, Kotler & Armstrong (2012) explain that the marketing mix is a set of marketing tools utilized by companies to achieve their business objectives in the economic market. Tjiptono (2019) adds that the marketing mix is closely related to determining the types of services offered to customers. With the growing popularity of fast fashion, especially among Generation Z in Batam City, analyzing the 4P marketing mix becomes essential to understanding consumer purchasing decisions. The urgency of this study lies in using the marketing mix as a foundation to analyze purchasing decisions for fast fashion items, providing insights for business owners in Batam to develop effective strategies.

Consumer purchasing decisions begin with marketing stimuli, which include price, product, distribution, and promotion. Price refers to the cost incurred by customers, while products should meet consumer needs. Distribution ensures ease of access, and promotion plays a role in introducing and persuading consumers to make a purchase (Irwansyah et al., 2021). According to Mamonto et al. (2021), the elements of the marketing mix—product, price, place, and promotion—significantly influence consumer purchasing decisions. Several factors shape purchasing decisions based on the 4P marketing stimuli, including product quality, modern design, product variety, consumer trust, price-quality alignment, affordability, competitiveness, attractive promotions, clear advertising messages, accessibility, location diversity, and store convenience (Pradiga, 2022). Additionally, factors like attractive packaging, price-benefit alignment, store atmosphere, social media catalogs, friendly staff, and appealing store designs also play a role (Nugroho & Irena, 2017).

Beyond online shopping and the food industry, purchasing decisions are influenced by various factors across different sectors. Tiara et al. (2023) highlight that timeliness, service satisfaction, efficiency, and situational factors significantly drive purchasing decisions. In the context of fashion marketing, Arda & Andriany (2019) emphasize the importance of product quality, affordable prices, appealing designs, and aggressive promotional strategies in attracting consumers. Bandara (2020) further reveals that social media advertising has a significant impact on fast fashion purchasing decisions through elements like entertainment, branding, and

advertising expenditure. These findings indicate that understanding marketing factors and consumer behavior is crucial for businesses in crafting effective marketing strategies to boost competitiveness in an increasingly digital market.

Through the analysis of the 4P marketing mix, this study aims to provide deeper insights into Marketing Stimuli Factors in Fast Fashion Purchase Decisions Among Generation Z in Batam City. The results are expected to assist fast fashion brands in designing more effective marketing strategies tailored to the needs and preferences of local consumers, particularly Generation Z. Consequently, this research not only contributes to the development of better marketing strategies but also enriches academic literature exploring the dynamics of the fast fashion market in unique regions like Batam.

RESEARCH METHOD

Marketing stimuli in the context of e-commerce refer to factors that influence consumer behavior, starting from the initial interaction to the purchase decision (Sakinah & Heruwasto, 2024). Marketing stimuli refer to external marketing elements that influence consumer motivation and purchasing decisions. These factors include product characteristics, pricing, purchasing process, service quality, promotion, and tangible evidence. In modern marketing, marketing stimuli play a crucial role in shaping consumer perception and decision-making (Khan et al., 2022). Situmorang (2023) research on motorcycle purchase decisions in Jakarta further reinforces the importance of marketing stimuli, particularly through the 4P marketing mix (product, price, promotion, and distribution). His study categorizes ten marketing indicators into two main factors, demonstrating how different elements of marketing influence consumer choices. Purchasing decisions, in essence, represent consumer behavior in selecting products to achieve satisfaction based on their needs and desires. This process involves several stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Andriyani & Zulkarnaen, 2017:87) in (Cindy & Rahayu, 2025).

Arda & Andriany, 2019) analyzed ten variables related to online purchasing behavior among Generation Z and identified four key innovative components as the most significant influencing factors. The first factor includes high-quality standards, affordability, compatibility with multiple media platforms, user-friendly interface, cost efficiency, and post-purchase assistance guarantees. The second factor consists of visually appealing materials, distinctive layouts, and vibrant colors, which enhance consumer attraction. The third factor is solely represented by extensive advertising, emphasizing the impact of promotional intensity on purchasing decisions. Meanwhile, Haryati & Lestari (2020) focused on millennial consumers and identified six out of twenty tested factors that significantly influence online purchasing decisions. These factors include product availability, promotional strategies, refund policies, consumer attitudes, demographic aspects, and the reputation of online retailers. These findings highlight how marketing strategies must be adapted to different generational preferences to effectively drive consumer purchase behavior.

In this study, the researcher selects the population from the entire community of Batam City based on specific criteria, including individuals residing in Batam City or those who live in Batam, Gen Z, and have purchased fast fashion items at least twice a month. A sample of 100 respondents was chosen from this population.

Data Processing Technique:

This study employs a quantitative approach, utilizing factor analysis to examine the relationships between initially independent variables (Sugiyono, 2017). Factor analysis is fundamentally used for data reduction, a process that summarizes multiple variables into fewer components, which are then identified as factors. In factor analysis, two key concepts are recognized: latent constructs and empirical constructs. Empirical constructs refer to measurable items that can be quantified using scores, whereas latent constructs represent data that cannot be directly measured through scoring. These latent constructs, commonly referred to as factors,

are derived by researchers based on empirical items that exhibit high intercorrelation (Santoso, 2012).

Data processing in this study was carried out using SPSS for more accurate analysis. Some of the tests used include:

1. KMO (Kaiser-Meyer-Olkin) Test and Bartlett Test:
This test evaluates the suitability of data for factor analysis. KMO values between 0 and 1 indicate how well the data can be grouped into decomposable factors. The Bartlett Test assesses the significance of correlations between variables, where a p-value < 0.05 indicates that the data is suitable for factor analysis.
2. MSA (Measure of Sampling Adequacy):
MSA ensures that the measurement system in this study has sufficient reliability, precision, and validity. This test is important to ensure data quality in factor analysis.
3. Total Variance Explained Test
This test measures the proportion of total variance in the data that can be explained by the factors resulting from factor analysis or principal component analysis, which are then rotated to produce new factor groups.

These steps ensure that the research results have a high degree of accuracy and validity.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Questionnaire Validity Test

Variable	Statement	R count	R table	Description
Product	Good quality products	0,600	0,195	VALID
	Up-to-date design	0,580	0,195	
	A variety of models & types	0,656	0,195	
	Fast fashion brand reputation	0,634	0,195	
	Attractive packaging	0,705	0,195	
Price	Affordable price	0,622	0,195	VALID
	Price according to quality	0,568	0,195	
	Competing with the same industry	0,712	0,195	
	The price is following the benefits obtained	0,698	0,195	
Promotion	Frequent promotions	0,490	0,195	VALID
	Attractive advertising packaging	0,737	0,195	
	Advertising that is easy to understand	0,740	0,195	
	Convenient store service	0,698	0,195	
	Attractive social media catalog	0,725	0,195	
	Soluteive store employees	0,746	0,195	
Place	Location that is easy to access	0,610	0,195	VALID
	Diversity of offline and online stores	0,731	0,195	
	Attractive store design	0,787	0,195	

Source: Processed by researchers, 2024

In this validity test, all variable statements are concluded to be valid because they have a $r_{\text{calculated}}$ value greater than r_{table} (Ghozali, 2018). Based on the validity test table above, all evaluated variables have a r_{count} value greater than 0.195. So, all factors in this study are considered valid.

Table 2. Reliability Test

<i>Cronbach Alpha</i>	<i>R_{table}</i>	Description
0,931	0,6	Reliable

Source: Processed by researchers, 2024

The reliability test results in Table 2 show that all statement indicators have a Cronbach's Alpha value of ≥ 0.60 , indicating that all indicators are reliable (Sugiyono, 2017). Furthermore, the Cronbach's Alpha values for each variable exceed 0.60, providing strong evidence that the research methods used in this study meet all validity and reliability criteria. This confirms that the collected data is reliable and can be trusted to evaluate the factors under consideration.

Classical Assumptions

Normality Test

Table 3. K-S Normality Test

Asymp.Sig (2-tailed)	Significance	Description
0,287	0,05	Data is Normally Distributed

Source: Processed by researchers, 2024

Based on these results, we can conclude that all variables have distributions that differ significantly from the normal distribution, with p values < 0.05 for all variables (X1 to X19).

Factor Analysis

Table 4. KMO & Barlett Test Output

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.882
Bartlett's Test of Sphericity	Approx. Chi-Square	1.225.107
	Df	171
	Sig.	0.000

Source: Processed by researchers, 2024

Based on the KMO MSA value of $0.882 > 0.50$ and the Bartlett's Test of Sphericity (Sig.) value of $0.000 < 0.05$, as shown in the KMO and Bartlett's Test output table above, it can be concluded that factor analysis in this study can be carried out because it has fulfilled the first requirement.

Anti-Image Correlation Test

Furthermore, the anti-image correlation test output shows a number of diagonal-shaped numbers, because there are no variables that have an MSA value below 0.5, the nineteen variables can be used for analysis without waste (shown as 'a').

Communalities Test

Communalities results verified that all variables had Extraction values above 0.50. Therefore, any variable can be used to clarify the components. For example, the value assigned to the variable reflecting basic advertising is 0.730, which indicates that the component can explain about 73% of the variability in the variable.

Next, we will perform the Total Variance Explained test. This test is conducted to determine the number of new factors generated after factor reduction and rotation. If the eigenvalue exceeds 1, then the number of newly formed components is 1. The eigenvalue that the author did produce the following results:

Table 5. Total Variance Explained

Com ponent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.710	45.840	45.840	8.710	45.840	45.840	4.596	24.192	24.192
2	1.498	7.885	53.726	1.498	7.885	53.726	2.997	15.772	39.964
3	1.341	7.060	60.785	1.341	7.060	60.785	2.741	14.424	54.388
4	1.056	5.557	66.343	1.056	5.557	66.343	2.271	11.954	66.343

Source: Processed by researchers, 2024

When one component or factor is formed, the eigenvalue shows 8.710. When two components are formed, the eigenvalue is 1,498. The eigenvalue of each of the five components is 1.341, while the eigenvalue of the sixth component is 1.056. So, from the table it can be concluded that the maximum components or factors formed are four factors.

Discussion

Rotated Component Matrix

Table 6. Rotated Component Matrix Output

Item	Component			
	1	2	3	4
Good quality products	.218	.110	.641	.302
Up-to-date design	.289	.661	.210	.002
A variety of models & types	.220	.555	.534	.061
Fast fashion brand reputation	.206	.244	.237	.645
Attractive packaging	.680	.288	.103	.156
Affordable price	.636	.339	.285	-.152
Price according to quality	.047	.283	.780	.168
Competing with the same industry	.404	.639	.376	-.056
The price is in accordance with the benefits obtained	.427	.074	.724	.183
Frequent promotions	-.063	.737	.045	.390
Attractive advertising packaging	.657	.456	-.024	.259
Advertising that is easy to understand	.551	.633	.089	.137
Convenient store service	.635	.086	.190	.412
Attractive social media catalog	.713	.104	.259	.259
Solutive store employees	.748	.063	.335	.220
Location that is easy to access	.291	-.043	.308	.743
Diversity of offline and online stores	.278	.471	.372	.439
Attractive store design	.666	.182	.346	.286
Good quality products	.586	.240	.004	.546

Source: Processed by researchers, 2024

By applying the Varimax rotation method and going through the factor rotation process until it converges in 17 iterations. The rotation results have been said to be stable and can be interpreted well.

Factor Interpretation

As stated earlier, factor analysis in this study has produced four components with the degree of correlation between each component indicated by a numerical value known as factor loading.

Table 7. Factor Interpretation Result after Rotation

Factor	Variable	Description	Loading	% of variance	Cumulative %
Factor 1	X15	Solutive store employees	0.748	24.192	24.192
	X14	Attractive social media catalog	0.713		
	X5	Attractive packaging	0.680		
Factor 2	X10	Frequent promotions	0.737	15.772	39.964
	X2	Up-to-date design	0.661		
	X8	Competing with the same industry	0.639		
Factor 3	X9	The price is following the benefits obtained	0.780	14.424	54.338
	X7	Price according to quality	0.724		
	X1	Good quality products	0.641		
Factor 4	X16	Location that is easy to access	0.743	11.954	66.343
	X4	Fast fashion brand reputation	0.645		
	X19	Attractive store design	0.546		

Source: Processed by researchers, 2024

Based on the values in Table 7, the factors formed can be interpreted as follows:

Factor 1: Attractive Service

This factor includes variables with high loadings, namely friendly store employees (0.748), attractive social media catalogs (0.713), and attractive packaging (0.680). This factor explains 24.192% of the total variance, indicating that attractive service is an important aspect that influences consumer purchasing decisions. Research by Al Amin & Islam (2017) and Tjiptono (2019) supports the idea that customer service quality and packaging are important factors in customer satisfaction and loyalty, especially in competitive markets like fast fashion.

Factor 2: Marketing Excellence and Competitive Design

This factor includes the variables frequent promotion (0.737), up-to-date design (0.661), and competing with the same industry (0.639). With a variance percentage of 15.772%, this factor highlights the importance of marketing strategies and competitive product design in attracting consumer interest. Studies such as Bandara (2020) and Pradiga (2022) also emphasize the significant impact of social media advertising and digital marketing on Generation Z's buying behavior, particularly in the fast fashion industry. Both studies note that Generation Z is highly influenced by visually appealing content and influencer endorsements on platforms like Instagram and TikTok.

Factor 3: Value of Money

This factor includes the variables price according to the benefits obtained (0.780), price according to quality (0.724), and good quality (0.641). This factor explains 14.424% of the total variance, emphasizing the importance of the value consumers receive in terms of price and product quality. Research by Arda & Andriany (2019) and Nugroho & Irena (2017) similarly found that the price of products according to their benefits and affordability are key drivers of purchasing decisions for Generation Z, especially in the fashion sector.

Factor 4: Shopping Experience

This factor includes the variables of accessible location (0.743), fast fashion brand reputation (0.645), and attractive store design (0.546). Accounting for 11.954% of the variance, this factor suggests that shopping experience, including location accessibility and brand reputation, plays an important role in consumers' purchasing decisions. Studies like Mamonto et al. (2021) and Irwansyah et al. (2021) also highlight the role of store atmosphere, convenience, and brand image in shaping consumer behavior. Particularly among younger generations.

Overall, this study successfully reduced 19 variables to four main factors, which include attractive service, marketing advantage and competitive design, value of money, and shopping experience. The dominant factor influencing purchase decisions is attractive service, which includes aspects such as store staff friendliness, attractive social media catalogs, and attractive packaging. This finding confirms the importance of good service in attracting consumers, especially in the fierce competition in the fashion industry.

CONCLUSION

Based on the factor analysis conducted, this study concludes that there are four new factors formed from the indicators of the original variables, namely: Attractive Service Factor with a percentage of variance value of 24.192%, Marketing Excellence and Competitive Design of 15.772%, Value of Money of 14.424%, and Shopping Experience of 11.954%. Compared to previous research by Arda & Andriany (2019) which resulted in three new factors with the dominant factor being excellence, this study found that the Attractive Service Factor has a dominant influence on Generation Z's fast fashion purchasing decisions in Batam City. This finding emphasizes the importance of good service in attracting consumers, especially in the fierce competition in the fashion industry. Overall, this study successfully reduced 19 variables to four main factors and suggested strategies such as improving employee training, providing products at prices that match benefits, and strengthening brand reputation as important steps to attract consumer purchasing interest.

To strengthen practical implications, fast fashion owners should consider enhancing customer service (Factor 1), through improved staff training, boosting social media presence with attractive catalogs, and focusing on quality packaging. For marketing excellence and competitive design (Factor 2), conduct creative promotions, ensure up-to-date product designs, and develop competitive strategies. For value for money (Factor 3), price products according to their benefits, maintain product quality and emphasize value to customers. To enhance the shopping experience (Factor 4), choose accessible store locations, strengthen brand reputation, and create an inviting store atmosphere. Sustainability initiatives, personalized shopping experiences, and community engagement are also recommended to align with Generation Z's values and foster long-term loyalty. By implementing these strategies, fast fashion brands can better meet the preferences of Generation Z and thrive in a competitive market.

REFERENCES

- Al Amin, M., & Islam, M. S. (2017). Factors Leading to Market Segmentation of Fashion House Business based on Customer Behavior: Evidence from Bangladeshi Fashion Industry. In *International Journal of Business and Technopreneurship* (Vol. 7, Issue 3). <https://ssrn.com/abstract=3076934> To strengthen practical implications,
- Ati Haryati, R., & Lestari, R. (2020). Factors Influencing Online Buying Behaviour of Millennial Generation. *Yogyakarta Conference Series Proceeding on Economic and Business Series (EBS)*, 1(1), 165–171. <https://doi.org/10.31098/ebs.v1i1.64>
- Bandara, D. M. D. (2020). *Impact of Social Media Advertising on Consumer Buying Behavior: With Special Reference to Fast Fashion Industry*. 2020.
- Else Tiara, P., Puspitasari, A., Manajemen Bisnis, J., Negeri Batam, P., Kunci, K., Pembelian, K., Faktor, A., & Makanan Online, P. (2023). analisis faktor pendorong keputusan pembelian melalui aplikasi gofood pada masyarakat kota batam. <https://jurnal.polibatam.ac.id>
- Fandy Tjiptono. (2019). *PEMASARAN JASA : Prinsi, Penerapan, Penelitian* (Ed. 1). Penerbit Andi.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Universitas Diponegoro.

- Gusti Pradiga, M. (2022). Analisis faktor yang mempengaruhi keputusan pembelian generasi z pada produk olahan bandeng. Online) JURNAL MANAJEMEN, 14(2), 2022–2221. <https://doi.org/10.29264/jmmn.v14i2.11186>
- Khan, A., Ullah, M., & Faiz Malik, F. (2022). Mediating Role Of Consumer Involvement In The Relationship Between Marketing Stimuli And Consumer Purchase Behavior. *Journal of Marketing Strategies (JMS)*, 4(1). <https://doi.org/10.52633/jms.v3i3.185>
- Mamonto, F., Tumbuan, W., Rogi, M., Windy Mamonto, F., JFA Tumbuan, W., Rogi, M. H., Ekonomi dan Bisnis, F., & Manajemen Universitas Sam Ratulangi Manado, J. (2021). Analysis Of Marketing Mixed Factors (4p) On Purchase Decisions At Podomoro Poigar Eating House In New Normal Era. 9(2), 110–121.
- Mutia Arda, & Dewi Andriany. (2019). Analisis faktor stimuli pemasaran dalam keputusan pembelian online produk fashion pada generasi Z. *INTEKNA Jurnal Informasi Teknik dan Niaga*. *INTEKNA Jurnal Informasi Teknik Dan Niaga*, 19(2), 115–120.
- Nugroho, A. R., & Irena, A. (2017). The Impact of Marketing Mix, Consumer’s Characteristics, and Psychological Factors to Consumer’s Purchase Intention on Brand “W” in Surabaya. In *iBuss Management* (Vol. 5, Issue 1).
- Irwansyah, R., Listya, K., Setiorini, A., Musfirowati Hanika, I., Hasan, M., Prambudi Utomo, K., Bairizki, A., Sri Lestari, A., Wahyudi Setyo Rahayu, D., Butarbutar, M., Nupus, H., Hasbi, I., & Triwardhani, D. (2021). PERILAKU KONSUMEN. www.penerbitwidina.com
- Philip Kotler, & Gary Amstrong. (2019). Prinsip-prinsip Pemasaran. (Edisi 13).
- Philip Kotler, & Gary M. Armstrong. (2012). *Principles of Marketing* (14th ed.). Pearson Prentice Hall.
- Prof Dr Sugiyono. (2017). *Metode penelitian bisnis: pendekatan kuantitatif, kualitatif, kombinasi, dan R&D*. CV. Alfabeta.
- Cindy & Ni Putu Widhia Rahayu. (2025). Pengaruh Bauran Pemasaran, Digital Marketing Dan Direct Selling Di Toko Cindy Jaya Furniture Terhadap Keputusan Pembelian. 9(1).
- Sakinah, M., & Heruwasto, I. (2024). Pengaruh E-Commerce Marketing Stimuli terhadap Trust, Customer Satisfaction, dan Customer Loyalty. *Jurnal Samudra Ekonomi Dan Bisnis*, 15(2), 258–271. <https://doi.org/10.33059/jseb.v15i2.8946>
- Setiawan Ruslim, T., Febrian, F., & Nurpatricia Suryawan, I. (2024). Peran Brand Awareness, Perceived Value, Dan Brand Uniqueness Dalam Meningkatkan Brand Loyalty Pada Industri Fast Fashion (Vol. 16, Issue 1). <http://jurnaltsm.id/index.php/mb>
- Singgih Santoso. (2012). *Aplikasi SPSS pada statistik parametrik*. Elex Media Komputindo.
- Situmorang, J. R. (2023). Stimuli Pemasaran Sebagai Faktor Utama Yang Mempengaruhi Proses Keputusan Pembelian Sepeda Motor Baru Dibawah 150 Cc Di Jakarta (Vol. 11, Issue 1).