

# The Influence Of Product Quality and Online Shopping Experience on The Purchase Decision of HMNS Local Perfume Products Among Generation Z

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## ABSTRACT

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*Generation Z, Local Perfume, Online Shopping Experience, Product Quality, Purchasing Decisions.*

The expanding beauty industry and increased perfume consumption among Generation Z underscore the importance of further examining their purchase behavior. This study aims to identify the influence of product quality and online shopping experience on purchasing decisions. The population in this study is Generation Z individuals who have purchased HMNS local perfume products online, with a sample size of 200 respondents. Using multiple linear regression analysis, the findings reveal that both product quality and online shopping experience have a significant effect on purchasing decisions, with product quality exerting the most dominant influence. This indicates that Generation Z places high importance on product quality when making purchase choices. The practical implication of this study suggests that HMNS should continue to enhance product quality and provide a seamless online shopping experience to support consumer decision-making and strengthen brand competitiveness.

## INTRODUCTION

The beauty and personal care sector in Indonesia has experienced significant growth in recent years. As of mid-2023, the number of cosmetic companies in Indonesia reached 1,010, an increase of 21.9% compared to the previous year (ekon.go.id, 2024). Among various beauty and care products, perfumes have shown particularly strong demand, with sales more than doubling in 2023 compared to 2022 (kontan.co.id, 2024). This reflects a shift in consumer perception, where perfumes are not merely a luxury item but have become an integral part of individual lifestyle expression, especially among Generation Z.

Generation Z, defined as individuals born

between 1997 and 2012 (Dimock, 2019), demonstrates unique preferences in their purchasing behavior. As digital natives, they are accustomed to fast, convenient, and personalized shopping experiences. In the context of perfume purchases, this generation values product quality—such as long-lasting fragrance, attractive packaging, and fair pricing (Kotler & Keller, 2016). Furthermore, online shopping experiences play a crucial role in shaping their purchasing decisions, particularly in today's rapidly expanding e-commerce landscape (Rose et al., 2012).

However, selling perfumes online presents a unique challenge due to the sensory nature of the product. Consumers cannot physically smell the fragrance prior to purchase, leading to hesitation or

even cancellation of orders. According to a survey by Visual Website Optimizer, 77.1% of consumers cancel online perfume orders due to the inability to smell the product, and 63.3% because the received scent does not meet their expectations (VWO, 2014). To address this challenge, local brands such as HMNS have adopted storytelling strategies and descriptive scent narratives to help customers imagine the fragrance through words and testimonials.

Product quality remains a critical factor influencing purchasing decisions. Shalehah et al. (2019) emphasize that consumer perceptions of product performance, durability, features, and packaging are essential in fostering purchase intentions. On the other hand, a seamless and enjoyable online shopping experience—including intuitive navigation, transaction security, and responsive customer service—also significantly impacts consumer behavior (Novak et al., 2000; Foster, 2017).

In cities like Surabaya, the trend of purchasing local perfumes has grown rapidly. In 2023, interest in perfumes among Generation Z increased by 304%, compared to 160% among Millennials (compas.co.id, 2024). HMNS, a leading local perfume brand, successfully captured 4.3% of the market share in the first half of 2024, outperforming several national and international competitors (compas.co.id, 2024).

This achievement highlights the strong potential of local brands if they maintain product quality and provide satisfying online shopping experiences. Given this context, this study aims to empirically examine the influence of product quality and online shopping experience on the purchasing decisions of local perfume products among Generation Z. Furthermore, this study is supported by the Consumer Decision-Making Process theory which states that product quality and shopping experience are critical external factors influencing consumer purchase behavior (Schiffman & Kanuk, 2019). Additionally, the Experiential Marketing perspective emphasizes that consumer experiences create lasting impressions that directly affect purchasing decisions (Schmitt, 1999). Generation Z is chosen as the unit of analysis because, as digital natives, they are highly influenced by online shopping experiences in shaping purchase intentions (Dimock, 2019). Meanwhile, HMNS was selected as the object of study due to its rapid growth and successful storytelling strategies that

resonate strongly with Generation Z consumers (Wijayanti & Sukardani, 2022). The findings are expected to contribute both theoretically to digital marketing literature and practically as a strategic reference for local perfume businesses in optimizing consumer engagement and sales performance.

## LITERATURE REVIEW

### *Product Quality*

Product quality is a critical aspect of marketing strategy as it forms the basis of consumer evaluation toward a product or service. According to Kotler and Keller (2016), product quality refers to the totality of features and characteristics of a product or service that affect its ability to satisfy stated or implied customer needs. In the context of perfume products, quality may involve dimensions such as fragrance longevity, appealing packaging, the ingredients used, and the product's durability under various usage conditions. Garvin (1987) identifies eight dimensions to evaluate product quality, including performance, features, durability, reliability, conformance, aesthetics, serviceability, and perceived quality.

Previous studies support the significance of product quality in influencing consumer purchase decisions. Joko and Jati (2021) found that product quality has a significant and positive impact on purchasing decisions. Similarly, Merchelly and Ugy (2022) revealed that product quality significantly influences the purchasing decision of "Teh Gelas" bottled tea. However, Kharisma et al. (2019) reported contradictory findings, stating that product quality did not significantly affect purchase decisions, suggesting that consumers' perception of quality may be influenced by other factors such as brand ambassadors or buying interest. Therefore, a comprehensive understanding of product quality is essential, especially for sensory products like perfumes, to build added value and consumer trust.

### *Online Shopping Experience*

Online shopping experience (OSE) reflects the overall perception of consumers during their interaction with an e-commerce platform. Constantinides (2004) states that the online shopping experience encompasses elements such as ease of navigation, website design, transaction security, and payment efficiency. Furthermore, Novak et al. (2000)

argue that online experiences involve both emotional and cognitive dimensions, arising from the consumer's journey through product exploration, selection, and purchase processes. For Generation Z, a demographic closely associated with digital technology, a smooth and satisfying online shopping experience is vital in shaping purchasing behavior.

Empirical studies confirm the importance of OSE in the digital era. Kristiawan et al. (2021) found that online shopping experience significantly influences purchase decisions on Shopee and JD.ID platforms. Foster (2017) also emphasizes that a positive online experience increases customer satisfaction and repurchase intention. Similarly, Ratna and Nurdin (2021) showed that the online shopping experience has a significant impact on purchase intention in the Shopee marketplace. Thus, ensuring a seamless and secure shopping journey is essential, particularly in the fragrance industry, where the inability to physically test the product online presents a unique challenge.

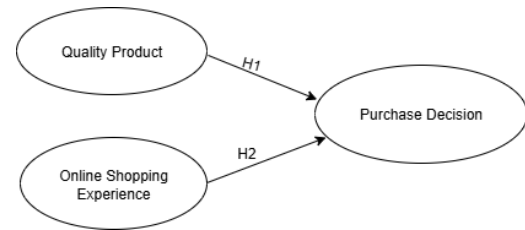
### **Purchase Decision**

A purchase decision is the final phase of the consumer decision-making process, where consumers select a product after evaluating various alternatives. According to Kotler and Keller (2016), purchase decisions are influenced by internal factors such as motivation, perception, and past experiences, as well as external factors like price, promotion, and social influence. Tjiptono (2019) explains that purchase decisions can be assessed through several indicators, including product selection, brand choice, channel preference, timing, quantity, and payment method. In the e-commerce context, this decision becomes more complex due to the dynamic and fast-paced nature of digital interactions.

Several previous studies have examined the variables affecting consumer decisions. For example, Arjana and Istiqomah (2024) found that location significantly influences purchase decisions of non-alcoholic perfumes among Generation Z in Jambi, while price was found to be insignificant. On the other hand, Abigail, Sari, and Saputra (2024) concluded that both product quality and online shopping experience significantly affect consumer loyalty through customer satisfaction in local skincare products.

### **Framework**

**Figure 1. Research Framework**



Information:

X = Independent Variables, namely Product Quality, and Online Shopping Experience

Y = Dependent Variable, namely Purchase Decision

## **METHOD**

### **Research Design**

This research adopts a quantitative approach with a conclusive research design that is both descriptive and causal in nature. The purpose of this approach is to identify and examine causal relationships between the independent variables—product quality and online shopping experience—and the dependent variable, which is the purchase decision of local perfume products (HMNS) among Generation Z (Malhotra, 2009:100). The causal design is intended to assess the direct influence of both independent variables simultaneously and partially on consumer purchasing behavior.

### **Population and Sample**

The population in this study includes all members of Generation Z who have purchased HMNS local perfume products through online platforms such as Shopee, Tokopedia, and TikTok (p. 58). Since the exact number of the population is unknown, the researcher employed a non-probability sampling technique using purposive sampling, which selects respondents based on specific criteria aligned with the study's objectives (Malhotra, 2009:364). The criteria included: (1) respondents aged between 18–27 years (classified as Generation Z), (2) residing in Surabaya, and (3) having experience purchasing HMNS perfume products via e-commerce. A total of 200 respondents were selected, meeting the minimum sample size requirement for market testing studies (Malhotra, 2009:369).

### **Data Collection Method**

The data collection method involved both primary and secondary data sources. Primary data

were obtained directly from respondents through a structured online questionnaire distributed via social media platforms such as WhatsApp, Telegram, and Instagram. Secondary data were gathered from literature reviews, including academic journals, research articles, and reference books related to consumer behavior, product quality, and online shopping experiences.

**Data Analyzed Method**

The method of data analysis employed in this study is multiple linear regression analysis, processed using SPSS software. The method of data analysis employed in this study is multiple linear regression analysis, processed using SPSS software. This method is commonly applied to test the simultaneous and partial effects of independent variables on dependent variables (Ghozali, 2018). Similar applications can be found in the study of Heriyanto, Rojikun, & Hernaningsih (2021), who used multiple regression analysis with SPSS to examine the effect of product quality, brand image, and promotion on consumer purchase decisions. Prior to conducting the regression test, the research instrument underwent validity and reliability testing, as well as classical assumption tests which included normality, multicollinearity, and heteroscedasticity tests. The coefficient of determination ( $R^2$ ) was also analyzed to measure the extent to which product quality and online shopping experience influence the purchase decision of HMNS local perfume products among Generation Z.

**RESULT**

**Validity Test**

Validity testing aims to measure the extent to which a research instrument (in this case, a questionnaire) is capable of accurately measuring what it is intended to measure. An item is considered valid if the correlation value between the item and the total score (Corrected Item-Total Correlation) is greater than 0.30 (Ghozali, 2018). This means that each question in the questionnaire must have a sufficiently strong relationship with the overall construct being measured, so that the instrument can be deemed accurate and reliable for research purposes.

Variable	Item	r Calculated	r Table	Description
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<b>Product Quality</b>	X1.1.1	0,395	0,361	Valid
	X1.1.2	0,398	0,361	Valid
	X1.1.3	0,471	0,361	Valid
	X1.2.1	0,418	0,361	Valid
	X1.2.2	0,391	0,361	Valid
	X1.2.3	0,441	0,361	Valid
	X1.3.1	0,440	0,361	Valid
	X1.3.2	0,486	0,361	Valid
	X1.3.3	0,506	0,361	Valid
	X1.4.1	0,416	0,361	Valid
	X1.4.2	0,395	0,361	Valid
	X1.4.3	0,397	0,361	Valid
	X1.5.1	0,464	0,361	Valid
	X1.5.2	0,440	0,361	Valid
	X1.5.3	0,453	0,361	Valid
<b>Online Shopping Experience</b>	X2.1.1	0,477	0,361	Valid
	X2.1.2	0,491	0,361	Valid
	X2.1.3	0,411	0,361	Valid
	X2.2.1	0,479	0,361	Valid
	X2.2.2	0,475	0,361	Valid
	X2.2.3	0,447	0,361	Valid
	X2.3.1	0,428	0,361	Valid
	X2.3.2	0,475	0,361	Valid
	X2.3.3	0,463	0,361	Valid
	X2.4.1	0,402	0,361	Valid
	X2.4.2	0,490	0,361	Valid
	X2.4.3	0,435	0,361	Valid
<b>Purchase Decision</b>	Y1.1.1	0,541	0,361	Valid
	Y1.1.2	0,570	0,361	Valid
	Y1.1.3	0,506	0,361	Valid
	Y1.2.1	0,525	0,361	Valid
	Y1.2.2	0,491	0,361	Valid
	Y1.2.3	0,426	0,361	Valid
	Y1.3.1	0,451	0,361	Valid
	Y1.3.2	0,462	0,361	Valid
	Y1.3.3	0,450	0,361	Valid
	Y1.4.1	0,427	0,361	Valid
	Y1.4.2	0,488	0,361	Valid
	Y1.4.3	0,533	0,361	Valid

Based on the results of the validity test data processing, it was obtained that all statement items have a r-count value greater than the r-table. Thus, all items in the Product Quality, online Shopping Experience and Purchase Decision variables are declared valid, because they are able to measure the construct of the variables appropriately and are suitable for use in this study.

**Reliability Test Results**

The reliability test aims to determine the extent to which a research instrument yields consistent

results when repeated measurements are conducted on the same object. An instrument is considered reliable if the Cronbach's Alpha value is greater than 0.70, indicating a high level of internal consistency among items within a variable (Ghozali, 2018).

**Table 1. Reliability Test Result**

Variable	Alpha Value (r calculated)	Cronach's Alpha min	Description
<b>Product Quality</b>	0,6	0,757	Reliable
<b>Online Shopping Experience</b>	0,6	0,714	Reliable
<b>Purchase Decision</b>	0,6	0,816	Reliable

The table above shows that the Quality Product (X1), Online Shopping Experience(X2), and Purchase Decision (Y) variables are declared reliable, as Cronbach's Alpha values for each variable are above 0.6. Specifically, the Cronbach's Alpha values for Product Quality (0.757), Online Shopping Experience (0.714), and Purchase Decision (0.816) are all above the threshold value of 0.70. This indicates strong internal consistency, meaning the instruments reliably measure the constructs and can consistently capture respondents' perceptions across different items. Thus, all instruments used in this study are considered reliable to measure the variables studied consistently.

**Normality Test Result**

The normality test aims to determine whether the residual value is normally distributed or not. In this study, the Kolmogorov-Smirnov statistical test was used to prove that the data could be normally distributed or not. Data is said to be normally distributed if the significance value is more than 0.05

**Table 3. Normality Test Result**

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	200
Mean	.1227844

Normal Parameters <sup>a,b</sup>	Std. Deviation	2.52408318
Most Extreme Differences	Absolute	.063
	Positive	.035
	Negative	-.063
Test Statistic		.063
Asymp. Sig. (2-tailed) <sup>c</sup>		.051 <sup>c</sup>

The table above shows a data distribution significance value of 0.051. Since this value is greater than 0.05, it can be concluded that the normality test results indicate the data is normally distributed.

**Multicollinerity Test Result**

The multicollinearity test aims to determine whether a high linear relationship exists among independent variables in a regression model. Multicollinearity can disrupt the estimation of regression parameters and result in inaccurate analysis. According to Ghozali (2018), multicollinearity is assessed using two indicators: Tolerance: If tolerance > 0.10, there is no multicollinearity. Variance Inflation Factor (VIF): If VIF < 10, there is no multicollinearity.

**Table 4. Multicollinerity Test Result**

Variable	Tolerance	VIF	Description
<b>Work Environment</b>	0,668	1.497	Multicollinearity does not occur
<b>Compensation</b>	0,668	1.497	Multicollinearity does not occur

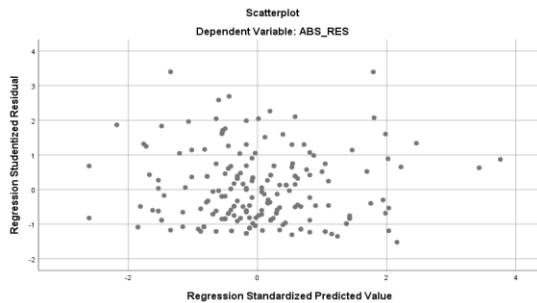
Based on the results of the multicollinearity test, the Tolerance value for all independent variables is above 0.10, and the Variance Inflation Factor (VIF) value is below 10. Specifically, the Quality Product (X1) variable has a Tolerance value of 0.668 and VIF of 1.497, while the Online Shopping Experience variable (X2) has a Tolerance value of 0.668 and VIF of 1.497. These values show that there are no symptoms of multicollinearity among the independent variables in the regression model used in this study.

**Heteroscedasticity Test**

The heteroscedasticity test aims to determine whether there is an unequal variance of residuals across observations in the regression model. If residual

variance varies, heteroscedasticity is present, which can make regression estimations inefficient. One commonly used method is the Glejser test. According to Ghazali (2018), if the significance value  $> 0.05$ , the model is free from heteroscedasticity.

**Figure 2. Heteroscedasticity Result**



Based on the scatterplot results, the data points were randomly and evenly distributed above and below the zero line on the Y axis. Thus, it can be concluded that the homoscedasticity assumption is met, and the regression model is feasible to use for further hypothesis testing.

**Autocorrelation Test**

The autocorrelation test in this study aims to find out whether there is a correlation between residuals in the linear regression model. A good regression model should not contain autocorrelations, as this can interfere with the validity of the analysis results. To identify the presence or absence of autocorrelation, Durbin-Watson statistics are used. A Durbin-Watson value close to 2 indicates that there is no autocorrelation. Based on the results of data

**Table 2. Autocorrelation Test Result**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.675 <sup>a</sup>	.455	.450	2.530	2.064

a. Predictors: (Constant), Pengalaman belanja online, Kualitas produk  
 b. Dependent Variable: Keputusan pembelian

The results showed that the Durbin-Watson score was 2.064. Based on the Durbin-Watson table at a significance level of 5% and a sample count of 200 with two independent variables, the value is between the upper limit (DU) and  $4 - DU$ . Therefore, it can be concluded that there is no autocorrelation in the regression model used, so the model is declared worthy of further analysis

**Analysis of Multiple Linear Regression**

Multiple linear regression analysis is used to determine how much influence independent variables

have on dependent variables simultaneously or partially. In this study, the analysis was carried out to measure the influence of Quality Product (X1) and Online Shopping Experience (X2) on Purchase Decision (Y). The researcher used the help of the SPSS version 25 program to process the data, with the results of multiple linear regression analysis shown as follows.

**Table 6. Multiple Linear Regression Test Result**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.489	3.655		1.775	.077
	Kualitas produk	.343	.061	.363	5.645	.000
	Pengalaman belanja online	.440	.071	.397	6.164	.000

a. Dependent Variable: Keputusan pembelian

Based on the regression equation, the constant value is found to be 6.489, which means that if the variables Quality Product (X1) and Online Shopping Experience (X2) are held constant, then the predicted value of Purchase Decision (Y) is 6.489. The regression coefficient for Quality Product (X1) is 0.343, which indicates that an increase of one unit in this variable will increase the Purchase Decision by 0.343, assuming the other variables are fixed. Meanwhile, the Online Shopping Experience variable (X2) has a regression coefficient of 0.440, which indicates that every one unit increase in the Price variable will cause an increase in Purchase Decision of 0.440. This shows that Online Shopping Experience variable has a greater influence than Quality Product in influencing consumers purchase decision to local perfume products HMNS.

**Coefficient of Determination (R<sup>2</sup>)**

The determination coefficient was used to assess the feasibility of the regression model and measure the extent to which the independent variables were able to explain the dependent variables in this study.

**Table 7. Coefficient of Determination Test Result**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.675 <sup>a</sup>	.455	.450	2.530	2.064

a. Predictors: (Constant), Pengalaman belanja online, Kualitas produk  
 b. Dependent Variable: Keputusan pembelian

The value of the determination coefficient is shown through the value of the R Square, which in this study is 0.445. This means that 44.5% of the variation in Purchase Intention can be explained by the Quality Product and Online Shopping Experience variables, while the remaining 55.5% is explained by factors outside of the model being studied. This value suggests that the regression model has a sufficient level of explanation in the context of this study.

### T-test

The t-test (partial test) is used to determine the effect of each independent variable individually on the dependent variable in a regression model. This test helps assess whether a single independent variable has a significant influence while controlling for others. According to Ghozali (2018), the decision criteria are: If Sig. < 0.05: significant effect and if Sig. ≥ 0.05: no significant effect

**Table 8. T Test Result**

Model		Coefficients <sup>a</sup>		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	6.489	3.655		1.775	.077
	Kualitas produk	.343	.061	.363	5.645	.000
	Pengalaman belanja online	.440	.071	.397	6.164	.000

a. Dependent Variable: Keputusan pembelian

Based on the results in Table 8, the partial hypothesis test shows that the product quality variable (X1) has a significance value of  $0.000 < 0.05$  and a t-count value of  $5.645 > 1.972$ , so H1 is accepted. This means that product quality has a partial significant influence on purchasing decisions (Y). On the other hand, the Online Shopping Experience variable (X2) has a significance value of  $0.000 < 0.05$  and a t-count value of  $6.164 > 1.972$ , so H2 is accepted, which means that Online Shopping Experience has a positive and significant influence on purchasing decisions. Thus, it can be concluded that in this study the product quality and Online Shopping Experience variables have a significant influence on consumer purchase decisions, partially.

## DISCUSSION

### *The Effect of Quality Product on Purchase Decision*

These results indicate that product quality has a positive and significant influence on purchasing decisions. This suggests that consumers place a high value on the quality of the product and its intended value. Consumers in this study assessed that the quality of the HMNS local perfume product matched the quality offered, thus increasing their intention to purchase.

### *The Effect of Online Shopping Experience on Purchase Decision*

These results indicate that the online shopping experience has a positive and significant influence on purchasing decisions. This suggests that consumers place a high value on convenience, ease of navigation, and security during online transactions. Consumers in this study assessed their experience purchasing HMNS local perfume through the e-commerce platform as satisfactory, thus increasing their trust and encouraging them to make a purchase decision.

## CONCLUSION

Based on the results of this study, it can be concluded that both product quality and online shopping experience significantly influence the purchase decision of HMNS local perfume among Generation Z consumers. Simultaneously, these two independent variables contribute 44.5% to the purchase decision, while the remaining 55.5% is influenced by other factors not included in the model. Partially, product quality has a more dominant effect compared to online shopping experience. These findings indicate that in the context of local perfume products, Generation Z places considerable importance on product performance, fragrance longevity, packaging design, and price-quality alignment. On the other hand, the online shopping experience including convenience, accessibility of product information, and trust in the platform also plays a vital role in shaping consumer purchase decisions.

The implications of this research suggest that local perfume producers, particularly HMNS, should continue to consistently improve product quality to remain relevant and attractive to the Gen Z market. Moreover, enhancing the online shopping experience by offering appealing product descriptions, user-friendly navigation, and responsive customer service

can further strengthen competitiveness on e-commerce platforms. For future research, it is recommended to expand the range of variables by including factors such as brand image, digital promotion, or consumer trust, to gain a more comprehensive understanding of Generation Z's purchasing behavior. Additionally, future studies may also broaden the sampling area to include respondents from various geographic locations, enabling the findings to be generalized more representatively across a wider population. Based on the research conducted, the following suggestions can be made:

1. The respondent criteria should be expanded, as this study only involved respondents aged 18–27, representing Generation Z. Future researchers could consider respondents from various age groups or other generations, such as millennials or Gen X.
2. This study used an online questionnaire distribution method, which has the potential for bias due to the possibility that some respondents did not read the questionnaire carefully.
3. This study only used two independent variables: product quality and online shopping experience. Therefore, future researchers are advised to add other variables such as price, promotion, brand image, or consumer trust to provide a more comprehensive picture of purchasing decisions.

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