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Determinant of Purchase Willingness of Teh Kota (Gen Z Consumer Survey in Semarang Regency)

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Abstract

This study looks at how customer experience, motives, reference groups, social class, and payment methods on the purchase willingness of The Kota in Semarang Regency. This research uses a quantitative method and follows an explanatory research structure. The research population comprises all Generation Z consumers of The Kota in Semarang Regency. A total of 100 respondents were selected and validated using purposive sampling techniques. Data were collected through an online survey using questionnaires distributed via Google Forms. Using SPSS version 26, a multiple linear regression analysis was carried out. The outcomes indicate that partially customer experience, reference groups, and social class have a positive and significant effect, whereas motives and digital payment do not significantly influence purchase willingness. Simultaneously, customer experience, motives, reference groups, social class, and payment methods have a positive and significant effect on purchase willingness. Implications: It is hoped that the findings will provide information for business actors in establishing more precise and effective marketing strategies for business sustainability. They can also support future researchers in expanding the context, sample size, and input of other variables.

Keywords*: customer experience, reference group, digital payment, purchase willingness.*

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INTRODUCTION

Economic growth in the current era of globalization has undergone significant transformation, particularly within the industrial sector, which greatly influences the future of business. One frequently discussed product category is packaged beverages, as they are affordable, practical, refreshing, and aligned with modern lifestyles. The demand for packaged beverages in Indonesia continues to increase in line with the increasingly instant lifestyle of society. Intense competition within the packaged beverage industry has compelled producers not only to rely on pricing strategies but also to emphasize product innovation and differentiation strategies. This shows how important it is to know what younger people like, since they are the main group we're trying to reach (Alifiana et al., 2023).

According to Ningsih et al. (2024), Generation Z tends to make buying choices based on what they see on social media. They are easily influenced by popular trends shared on platforms like TikTok or Instagram, and clever marketing ideas on these sites can make them more likely to buy something. In this context, local brands such as Teh Kota need to understand young consumer behavior in order to remain relevant amid intense competition from other packaged beverage products such as Es Teh Indonesia, Es Teh Solo, Menantea, and other modern iced tea brands.

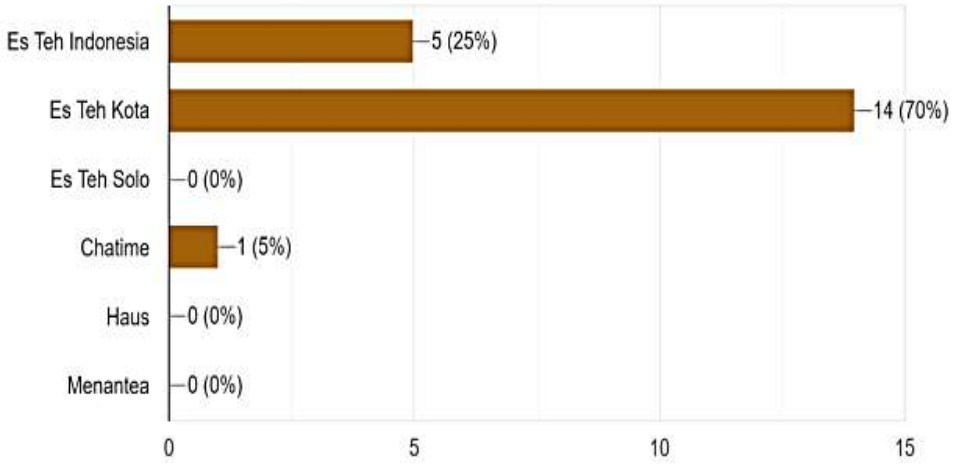


Figure 1: Tea Market Growth in 2023

Based on the graph above, the development of packaged beverages, particularly Teh Kota, has grown rapidly compared to other packaged beverage brands. Teh Kota

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ranks first with a percentage of 70%, followed by Es Teh Indonesia at 25%, Chatime at 5%, while Es Teh Solo, Haus, and Menantea account for 0%.

One of the factors influencing purchase willingness among Generation Z consumers is customer experience. This refers to when customers start buying something more than once (Irianto et al., 2024). This statement aligns with the findings of Julitriarsa & Djati (2021) and Hidayat et al. (2024), Studies show that a good customer experience greatly affects how likely someone is to buy again. According to Melia (2023), partially, the customer experience has been shown to have a strong and positive impact on the desire to make another purchase. However, this finding differs from those who reported that purchasing experience doesn't have a significant impact on consumers' intention to repurchase.

Consumer motives or motivation refer to factors that drive individuals to decide to purchase a product (Aeni et al. 2022). This is consistent with Rosandi et al. (2022), Some people say that when consumers are motivated, it makes them more likely to want to buy something. However, based on Nurhayati et al. (2025), motivation does not significantly influence purchasing decisions, although it significantly affects purchase intention.

A reference group, according to Saputri et al. (2020) refers to individuals or groups that directly influence other individuals or groups in making purchasing decisions. Putri et al. (2024) and Pamungkas et al. (2024), They also say that the influence of reference groups has a positive and important effect on how likely someone is to make a purchase. Meanwhile, Karlan et al. (2024) and Dewi (2022), found that reference groups positively and significantly influence purchasing decisions. However, Senduk et al. (2025), found that although reference groups have a positive effect, the influence is not statistically significant on purchase intention.

According to Isyana & Sujana (2020), social class refers to the hierarchical structure among individuals or groups within a culture or society, whereas personality represents the dynamic organization of an individual's psychophysical systems that uniquely determines their adjustment to the environment. Social class reflects differences in lifestyle among various class groups. Abaharis et al. (2024), found that lifestyle and social class significantly influence purchasing decisions. In contrast, Safira et al. (2022) say that people's buying choices aren't based on their lifestyle, but rather on their social class.

Ramadhani et al. (2022), highlight that society has entered a modern era in which most transactions are conducted digitally, and buying and selling activities have transformed through digital payment methods. Research by Listya et al. (2025) and Yusditara (2025), shows that digital payment systems have a good and important influence

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on the likelihood of customers buying again. This indicates that higher trust and ease of payment methods encourage purchasing behavior. However, contrasting findings were reported by Mochtar et al. (2022) and Savitri et al. (2025), It can be said that payment methods do not significantly influence consumer purchase intention.

According to Imam et al. (2024), purchase willingness means how much a customer wants to buy a product that arises after completing pre-purchase activities and evaluating which products can satisfy their needs. This process leads to a selection action in deciding purchase intention based on behavior, analytical results (product features), and habitual tendencies. Therefore, the more strongly a customer wants to buy, the more likely they are to actually make the purchase (Wulandari et al., 2023).

The preliminary survey conducted by the researchers, involving 24 Generation Z respondents in Semarang Regency, indicates that the majority of respondents who frequently purchase Teh Kota beverages are female (45.8%) and male (54.2%). In terms of customer experience toward purchase willingness, the result was 83.3%. Reference groups toward purchase willingness reached 87.5%. Motives obtained 95.8%, social class 62.5%, payment method 95.8%, and purchase willingness toward Teh Kota reached 91.7%. It can be said that Generation Z consumers in Semarang Regency demonstrate a strong level of purchase willingness.

Based on the information given, this study looks at how customer experience plays a role, motives, reference groups, social class, and payment methods on the purchase willingness of The Kota consumers among Generation Z in Semarang Regency. The findings are expected to provide academic contributions as well as practical recommendations for business practitioners in determining more targeted marketing strategies.

Objectives

This article aims to:

1. Examine partially the role of customer experience, motives, reference groups, social class, and payment methods on purchase willingness of Teh Kota among Generation Z consumers in Semarang Regency.
2. Examine simultaneously the influence of customer experience, motives, reference groups, social class, and payment methods on purchase willingness.

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LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior, created by Icek Ajzen in 1991, says that a person's plan to do something depends on three things: what others think about the behavior, their own feelings about doing it, and how easy they believe it is to carry out (Lubis et al. (2024).

Attribution Theory

According to Marina (2020) in Anggoro et al. (2024), attribution theory explains the process through which individuals seek to understand the causes and motives underlying a person's behavior, as well as how they interpret such events.

Customer Experience and Purchase Willingness

Customer experience refers to the experience gained by consumers during interactions with a product or brand, which can influence emotions, perceptions, and loyalty. A positive experience can create favorable sensations that encourage consumers to make a purchase Udayana et al., 2022). According to the theory of planned behavior, how customers feel about their experience influences their purchase decisions. Positive attitudes toward a product or brand, which subsequently influence purchase willingness (Lubis et al., 2024). Previous research by Julitriarsa & Djati, (2021), This illustrates that how customers feel about their experience has a big effect on whether they want to buy again.

H1: Partially, customer experience influence purchase willingness.

Motives and Purchase Willingness

Motives are internal drives that influence individuals in making purchasing decisions and encourage them to engage in certain activities to achieve specific goals, whether driven by rational or emotional reasons (Rahayu et al. 2021). Through the lens of attribution theory, consumers associate internal motives as the primary reason underlying purchasing decisions, thereby influencing the level of purchase willingness (Anggoro et al., 2024). Studies by Aeni (2022); Fadilla & Purnama (2023); and Wijanarko & Fachrodji, (2020), it also shows that people are more likely to buy something when they are influenced by the people around them.

H2: Partially, motives influence purchase willingness.

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Reference Groups and Purchase Willingness

Reference groups consist of parties (such as friends, family, influencers, or communities) who can influence consumer attitudes and behavior in determining purchasing decisions, particularly among Generation Z, who are highly active on social media and use it as a reference in selecting products (Pamungkas et al., 2024); (Putri & Linggasari 2024). The relationship between reference groups and purchase willingness can be explained through the Theory of Planned Behavior, which states that social influence or subjective norms from the surrounding environment shape an individual's intention to make a purchase (Lindya dewi, 2022). Research from Pamungkas et al. (2024), Putri & Linggasari (2024) and Muslim et al. (2020) demonstrates that reference groups significantly influence purchase intention.

H3: Partially, reference groups influence purchase willingness.

Social Class and Purchase Willingness

Social class is the way society groups people according to their economic status, education, and occupation, which influences lifestyle (Isyana & Sujana 2020). According to Putri & Linggasari (2024), consumers within the same social class tend to exhibit similar preferences and consumption behavior. The relationship between social class and purchase willingness can be explained through attribution theory, which posits that individuals associate their social and economic conditions as determining factors in evaluating the feasibility and appropriateness of a purchasing decision (Anggoro et al., 2024). Research by Isyana & Sujana (2020) additionally suggests that someone's social class can greatly affect their buying choices.

H4: Partially, social class influence purchase willingness.

Payment Method and Purchase Willingness

Payment methods that are convenient, secure, and aligned with modern consumer lifestyles can enhance purchase intention. Payment methods have become an essential factor in modern consumption behavior, as the digital era has made consumers increasingly dependent on cashless transactions (Ramadhani et al., 2022). Research by Listya et al. (2025), Moreover it points out that the way people pay for something can also increase their desire to buy it.

H5: Partially, customer experience influence purchase willingness.

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The Role of Customer Experience, Motives, Reference Groups, Social Class, and Payment Method on Purchase Willingness

The better the consumer experience, the stronger the motivational drive, the higher someone's social class, the more impact reference groups have, and the more convenient the payment method, the more these factors simultaneously contribute to a significant increase in purchase willingness (Wulandari et al., 2023); (Imam et al. 2024).

H6: Simultaneously, customer experience, motives, reference groups, social class, and payment methods influence purchase willingness.

Research Framework

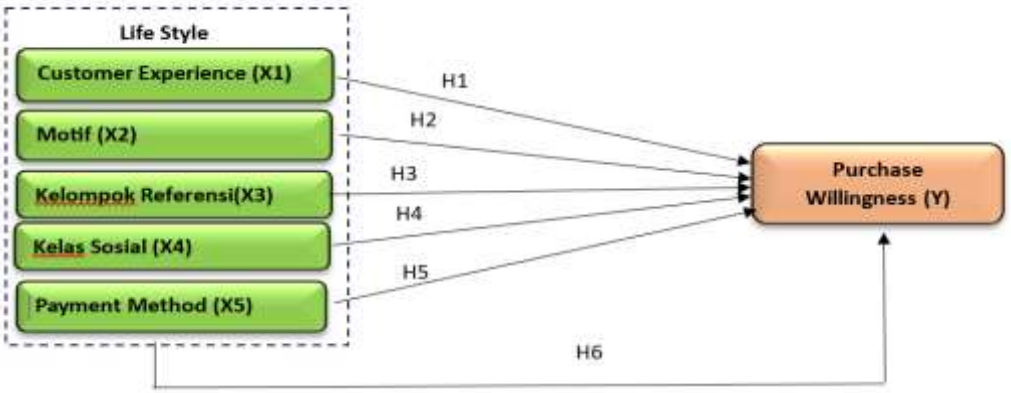


Figure 2 Research Framework

RESEARCH METHODS

This research uses a quantitative style with an explanatory design (Sugiyono, 2019). The research population consists of all Generation Z individuals in Semarang Regency who are familiar with and have purchased Teh Kota packaged beverages within the past six months and have made purchases using digital payment methods. A total of 100 participants were chosen and checked using purposeful sampling (Sugiyono, 2019). The population of Generation Z in Semarang Regency is known, to determine the sample size in this study, the Slovin formula is used as follows:

$$n = \frac{N}{1 + N \cdot e^2}$$

Description:
n = number of samples
N = population size

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e = error rate (10% standard error = 0.1)

Based on the information above, the following calculations can be obtained:

$$n = \frac{244.012}{1 + 244.012 .(0.1)^2}$$

$$n = \frac{244.012}{1 + 244.012 .(0.01)}$$

$$n = \frac{244.012}{1 + 2440,12}$$

$$n = \frac{244.012}{2441,12} = 99,95$$

Based on these calculations, the smallest number of participants needed for this study was rounded up to 100 people. An online survey technique was used for data collection. They filled out a questionnaire sent via a Google Form link, and they answered using a Likert scale. The system used for examining the data was multiple linear regression analysis. The stages of data analysis include instrument testing, classical assumption testing, regression analysis, R-square testing, hypothesis testing, and simultaneous testing

RESULTS AND DISCUSSION

Descriptive Analysis

This part talks about the findings from the descriptive analysis done on 100 people who took part in the research. It includes information about who the respondents are, which is shown in the table below:

Table 2. Descriptive Analysis

Variable	Category	Frequency	Percentage (%)
Gender	Male	33	33%
	Female	67	67%
Occupation	Student	19	19%
	Employee	57	57%
	Entrepreneur	6	6%
	Others	18	18%

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Frequency of Purchasing Teh Kota	Rarely	26	26%
	Occasionally	55	55%
	Frequently	19	19%
	Total	100	100%

Validity Test

Table 3. Validity Test Results

Variable	Indicators	Item	r-count values	r-table	Result
Customer Experience (X1)	- Sense - Feel - Think - Act Septian et al. (2021)	X1.1	0,639	0,1654	Valid
		X1.2	0,585	0,1654	Valid
		X1.3	0,706	0,1654	Valid
		X1.4	0,677	0,1654	Valid
Motives (X2)	- Price - Quality - Availability. - Trend Fadilla et al. (2023)	X2.1	0,401	0,1654	Valid
		X2.2	0,506	0,1654	Valid
		X2.3	0,415	0,1654	Valid
		X2.4	0,433	0,1654	Valid
Reference Group (X3)	- Information - Experience Credibility Putri et al. (2024)	X3.1	0,599	0,1654	Valid
		X3.2	0,676	0,1654	Valid
		X3.3	0,661	0,1654	Valid
		X3.4	0,660	0,1654	Valid
Social Class (X4)	- Education - Occupation - Income Activity Ahmad (2021)	X4.1	0,510	0,1654	Valid
		X4.2	0,421	0,1654	Valid
		X4.3	0,669	0,1654	Valid
		X4.4	0,609	0,1654	Valid
	- *Trust*	X5.1	0,681	0,1654	Valid

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Payment Method (X5)	- *Experience* - *Risk* - *Benefit* Mochtar et al. (2022)	X5.2	0,532	0,1654	Valid
		X5.3	0,388	0,1654	Valid
		X5.4	0,548	0,1654	Valid
Purchase Willingness (Y)	- *Attitude toward Behavior* - *Subjective Norm* - *Perceived Behavioral Control* Lubis et al. (2024)	Y1.1	0,752	0,1654	Valid
		Y1.2	0,732	0,1654	Valid
		Y1.3	0,691	0,1654	Valid
		Y1.4	0,725	0,1654	Valid

Source: Primary data processed using SPSS IBM 26

The upshot of the validity test show that the r-count values are greater than the r-table value of 0.1654. So, all the signs show that everything is valid (Ghozali, 2021).

Reliability Test

The reliability of the questionnaire in this work was checked using the Cronbach's Alpha formula, and a Cronbach's Alpha value above 0.70 shows that it is reliable (Ghozali, 2021).

Table 4. Reliability Test Results

Variable	*Cronbach Alpha*	Reliability Minimum	Description
Customer Experience (X1)	0,845	0,70	Reliable
Motives (X2)	0,881	0,70	Reliable
Reference Group (X3)	0,847	0,70	Reliable
Social Class (X4)	0,852	0,70	Reliable
Payment Method (X5)	0,879	0,70	Reliable
Purchase Willingness (Y)	0,827	0,70	Reliable

Source: Primary data processed using SPSS IBM 26

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Classical Assumption Test

Normality Test

This study checked if the leftover data followed a normal distribution by using the One Sample Kolmogorov–Smirnov test (Ghozali, 2021). The Asymptotic Significance value for all the independent and dependent variables was 0.133, which is higher than 0.05, meaning the data follows a normal distribution.

Multicollinearity Test

To check if multicollinearity is present, we looked at tolerance values and Variance Inflation Factor (VIF) values. If tolerance > 0.10 and VIF < 10, multicollinearity does not occur(Ghozali, 2021).

Table 5. Multicollinearity Test Results

Variable	*Tolerance*	VIF	Description
Customer Experience	0,468	2,136	No multicollinearity detected
Motives	0,709	1,410	No multicollinearity detected
Reference Group	0,510	1,961	No multicollinearity detected
Social Class	0,489	2,044	No multicollinearity detected
Payment Method	0,659	1,517	No multicollinearity detected

Source: Primary data processed using SPSS IBM 26

Heteroscedasticity Test

A test was also done to see if the residual variance in the regression model is the same across all observations or if it varies, with the criterion of significance value > 0.05 (Ghozali, 2021).

Table 6. Heteroscedasticity Test Results

Variable	*sig*	Description
Customer Experience	0,781	No heteroscedasticity detected
Motives	0,260	No heteroscedasticity detected
Reference Group	0,402	No heteroscedasticity detected

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Social Class	0,826	No heteroscedasticity detected	
Payment Method	0,173	No heteroscedasticity detected	

Source: Primary data processed using SPSS IBM 26

Multiple Linear Regression Analysiss

To see how the independent variables influence the dependent variable, a regression analysis was performed (Sugiyono, 2019).

Table 7. Multiple Linear Regression Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-0,722	1,116		-0,646	0,520
	Customer Experience	0,269	0,071	0,272	3,777	0,000
	Motives	0,063	0,068	0,054	0,925	0,357
	Reference Group	0,418	0,066	0,438	6,356	0,000
	Social Class	0,223	0,070	0,225	3,198	0,002
	Payment Method	0,066	0,055	0,072	1,189	0,237

Source: Primary data processed using SPSS IBM 26

The regression model formed based on the research results is:

$$Y = 0,722 + 0,269X1 + 0,063X2 + 0,418X3 + 0,223X4+0,066X5+e$$

Coefficient of Determination (R^2)

The coefficient of determination tells us how well the model explains the changes in the dependent variable (Ghozali, 2021). Derived from the R-square value of 0.760, this shows that together, the independent variables explain 76% of the change in people's willingness to buy. The other 24% is due to factors that weren't included in this study.

t-Test (Partial)

Looking at Table 7, we can summarize how each independent variable affects the dependent variable like this:

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a. The t-value for the customer experience variable comes out to 3.777, which is higher than 1.96, and the significance value is 0.000 < 0.05 (H1 is accepted).
b. The t-value for the motives variable comes out to 0.925, which is below 1.96, and the significance value is 0.357 > 0.05 (H2 is rejected).
c. The t-value for the reference group variable comes out to 6.356, which is higher than 1.96, and the significance value is 0.000 < 0.05 (H3 is accepted).
d. The t-value for the social class variable comes out to 3.198, which is higher than 1.96, and the significance value is 0.002 < 0.05 (H4 is accepted).
e. The t-value for the payment method variable comes out to 1.198, which is below 1.96, which is less than 1.96, and the significance value is 0.237 > 0.05 (H5 is rejected).

F-Test (Simultaneous)

The F-test checks if there is a significant effect by using a significance level of 0.05 (Ghozali, 2021). The model's significance value is 0.000, which is below 0.05, and the F-value is 63.690, which is higher than 2.311. So, H6 is accepted, that means all the different factors together play a big role in how likely someone is to buy something (purchase willingness).

DISCUSSION

The Role of Customer Experience on Purchase Willingness of Teh Kota among Generation Z in Semarang Regency

Looking at the results from Table 7, we can say that the customer experience variable (X1) has a significant impact on purchase willingness (Y). When customer experience increases, purchase willingness also increases. According to the TPB (Ajzen, 1991), a person's decision to do something is based on their intention to carry out that action (purchase willingness) is influenced by their attitude toward that behavior (Permana et al., 2023). This finding can also be explained through attribution theory, which states that individuals tend to interpret the causes of an experience as the basis for shaping future attitudes and behavior Marina (2020) in Anggoro et al., 2024). Positive attribution strengthens the perception that Teh Kota is an appropriate choice, thereby encouraging repurchase intention or increasing purchase willingness.

This finding is consistent with Julitriarsa & Djati (2021), who reported that a good customer experience makes people more likely to buy something (purchase willingness).

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The Role of Consumer Motives on Purchase Willingness of Teh Kota among Generation Z in Semarang Regency

Looking at the results from Table 7, we can see that the motives variable (X2) doesn't have a strong influence on purchase willingness (Y). Motives such as affordable prices or ease of access are not the primary reasons Generation Z consumers in Semarang Regency intend to purchase Teh Kota, thus enriching the findings of previous studies which showed similar results. According to the TPB (Ajzen, 1991), as cited in Arum Wulandari & Elizia (2023), purchase intention is influenced not only by rational considerations but also by social norms and emotional experiences. This finding is consistent with Nurhayati et al. (2025), who reported that motives do not significantly influence purchase willingness.

The Role of Reference Groups on Purchase Willingness of Teh Kota among Generation Z in Semarang Regency

From the results in Table 7, we see that the reference group variable (X3) has a strong influence on purchase willingness (Y). When the influence of reference groups increases, purchase willingness increases as well. This discovery aligns with the TPB, the subjective norm part talks about how people feel pressured by others to either do or not do something. It's about what others around them think should be done (Lubis et al., 2024). The opinions of friends and environmental recommendations among Generation Z in Semarang Regency shape perceptions regarding what is considered acceptable and expected within their social group.

Through attribution theory, individuals interpret information from their social environment as a basis for decision-making Marina (2020) in Anggoro et al., 2024). When consumers receive positive recommendations from peers or observe a product becoming a trend within their environment, they tend to attribute quality and popularity to the product, perceiving it as trustworthy and desirable.

This resolution is consistent with findings by Muslim et al. (2020); Pamungkas et al. (2024), and Putri & Linggasari (2024), which demonstrate that reference groups have a positive and significant effect on purchase willingness.

The Role of Social Class on Purchase Willingness of Teh Kota among Generation Z Consumers in Semarang Regency

Looking at the results from Table 7, we can see that the social class variable (X4) has an effect on purchase willingness (Y). When social class increases, purchase

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willingness also increases accordingly. In particular, within the component of perceived behavioral control in the TPB, this reflects the extent to which individuals feel capable of performing a behavior (Arum Wulandari & Elizia, 2023). Furthermore, through attribution theory, consumers evaluate the underlying causes behind their experiences and the suitability of a product. When Generation Z perceives that Teh Kota aligns with their social status and lifestyle, they attribute the product as appropriate and consistent with their group identity, as explained by Marina (2020) in Anggoro et al. (2024). In the context of Teh Kota, Generation Z in Semarang Regency perceives that this product aligns with their consumption style and is economically accessible, thereby increasing purchase willingness. This discovery is consistent with research conducted by Abaharis et al. (2024) and Isyana & Sujana (2020), this shows that someone's social class can greatly influence how willing they are to make a purchase.

The Role of Payment Method on Purchase Willingness of Teh Kota among Generation Z Consumers in Semarang Regency

Looking at the results from Table 7, we can say that the way people pay (X5) doesn't really influence purchase willingness (Y). This result confirms that although the use of digital payments such as e-wallets and QRIS is highly popular and considered practical among Generation Z, payment methods are not the primary factor driving them to purchase products such as Teh Kota.

As evidenced by Savitri et al. (2025), digital payment methods may function as a supporting factor rather than a motivating factor. This discovery is consistent along the research conducted by Mochtar et al. (2022), which concludes that payment methods do not significantly influence purchase willingness.

The Simultaneous Role of Customer Experience, Motives, Reference Groups, Social Class, and Payment Method on Purchase Willingness of Teh Kota among Generation Z Consumers in Semarang Regency.

From the results in Table 7, we can see that the F-test (simultaneous test) indicates that customer experience, motives, reference groups, social class, and payment methods collectively influence purchase willingness. The consistency of these findings suggests that Generation Z consumers exhibit consumption behavior shaped by a combination of psychological and social factors. Generation Z consumers interpret various experiences, social information, and situational conditions as a basis for forming purchasing decisions. Positive experiences, recommendations from their social environment, alignment with

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lifestyle, and convenient payment methods are attributed as indicators that Teh Kota is appropriate and suitable for consumption (Sudarsono & Rum, 2021); (Arum Wulandari & Elizia, 2023).

CONCLUSION

The research shows that customer experience, the influence of reference groups, and social class all have a positive and important impact on how willing people are to make a purchase willingness of Teh Kota among Generation Z consumers in Semarang Regency. Meanwhile, motives and payment methods do not have a significant effect on purchase willingness.

However, simultaneously, customer experience, motives, reference groups, social class, and payment methods have a significant effect on purchase willingness among Generation Z consumers in Semarang Regency. Although motives and payment methods do not show a significant partial effect, they should still be maintained as part of supporting strategies, particularly in ensuring payment convenience and fostering consumer loyalty.

The sample scope of this study is limited to Generation Z consumers of Teh Kota in Semarang Regency. The social, economic, and consumption patterns of communities in this region may differ from those in other areas. Therefore, the findings of this study cannot yet be fully generalized to other regions. These implications are likely to offer useful ideas to business professionals, helping them create better and more successful marketing plans that support the long-term survival of their businesses. Furthermore, this study may support future researchers in expanding the research context, sample size, and incorporating additional variables.

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