CONJOINT ANALYSYS PREFERENCES OF MILENIAL OR GEN Z IN SELECTING ONLINE MARKETPLACE ATTRIBUTES (ADIRAKU STUDY CASE)

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Abstrak

Di era globalisasi ini, bisnis marketplace online merupakan bisnis yang sangat menggiurkan. Misalnya, salah satu aplikasi yang sedang berkembang adalah Adiraku. Tujuan dari penelitian ini adalah untuk mengetahui faktor preferensi atribut apa saja yang mempengaruhi pengguna Millenial atau Gen Z dalam melakukan belanja online melalui Adiraku di Jakarta, serta kontribusi dari masing-masing faktor Adiraku. Data yang dianalisis dan dikumpulkan adalah tentang Milenial atau Gen Z, yang disebut The Socializer, dan diperoleh melalui survei online yang difokuskan pada Milenial atau Gen Z yang tinggal di Indonesia. Metode yang digunakan adalah metode analisis konjoin, yang membutuhkan metode penelitian kuantitatif dengan menggunakan pendekatan penelitian deskriptif. Secara keseluruhan, Milenial atau Gen Z memilih kecepatan pengiriman sebagai preferensi utama mereka saat menggunakan aplikasi Adiraku yang memiliki kecepatan pengiriman kendaraan kurang dari 1 hari.
Kata kunci: Adiraku, Conjoint, Gen Z, Marketplace Online

Abstract

In this globalization era, the online marketplace business is a very appealing business. For example, one of the emerging applications is Adiraku. The goal of this study is to determine what attribute preference factors from Millennials or Gen Z influence users in doing online shopping through Adiraku in Jakarta, as well as the contribution of each Adiraku factor. The data analyzed and collected is about Millennials or Gen Z, called The Socializer, and was obtained by means of an online survey focused on Millennials or Gen Z who live in Indonesia. The method used is the conjoint analysis method, which requires quantitative research methods using a descriptive approach to research. Overall, Millennials or Gen Z choose delivery speed as their main preference when using the Adiraku app, which has a vehicle delivery speed of less than 1 day.
Keywords: Adiraku, Conjoint, Gen Z, Online Marketplace

INTRODUCTION

In this age of globalization, the online marketplace business is very profitable. According to reference.[1] An e-marketplace is a trading forum via the internet that is managed by one party, but the goods traded on the e-marketplace are provided by third-party sellers who join the trading

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[1] Uladzimir Radkevitch, Eric van Heck, and Otto Koppius, "Leveraging Offshore IT Outsourcing by SMEs through Online Marketplaces," *Journal of Information Technology Case and Application Research* 8, no. 3 (2006): 40–57, https://doi.org/10.1080/15228053.2006.10856094.

forum. These third-party sellers can create accounts and offer a variety of items to be sold by the buyer, using the facilities provided on the e-marketplace, without the need to create a personal buying and selling site. Without sellers, there will be no buyers, and there will be no buying and selling transactions in the e-marketplace. In transactions on the e-marketplace platform, joint accounts are used to maintain credibility against fraud. The joint account system starts when the buyer orders goods on the e-marketplace, then the buyer makes payments to the joint account belonging to a third party, namely the e-marketplace.[2] After payment can be confirmed by the e-marketplace, the e-marketplace will notify the seller to send orders according to the buyer's request. After the buyer gets the goods according to what was ordered earlier, the buyer confirms receipt of the goods via the e-marketplace, and the e-marketplace will release funds to the seller.

The development of online marketplaces has not been spared from the development of the internet. Internet users in the world are almost 50% more than the world's population, which is around 5 trillion people.[3] In Indonesia itself, many online marketplaces have emerged, both within and outside the country. The marketplace era, which began in 2015, noted that in 2016, Indonesia in Southeast Asia had the largest number of transactions with a total of 245.86 billion dollars.[4] In fact, this number is predicted to continue to grow until it reaches 119 million users in 2025.[5] This explains the proliferation of e-marketplaces both within and outside the country. Of course, the number of e-marketplaces that have sprung up can be seen from two sides, namely, the increasing opportunities and threats for an e-marketplace company. According to iPrice, even the chances of success for a new e-marketplace are very small because there is already a market leader, namely Tokopedia, which has traffic of 157 million users per month, or you could say 50% of the Indonesian population.[6] According to an IDN Research Institute survey, many Millennials or Gen Z are of the "socializer" type, accessing online marketplaces to meet their lifestyle needs and desires, particularly in the field of fashion and gadgets, with the attribute of the low cost of goods from online marketplace promotions and the convenience of shopping using credit installments.[7]

This has certainly changed the behavior patterns of Millennials and Gen Z when purchasing vehicles, especially cars, in the online marketplace. An increase of up to 39% of

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[2] Trifena Tanadjung, "Produksi Iklan Layanan Masyarakat Infografis 'Tips Aman Belanja Online,'" 2016.

[3] Statista, *Statista.Com Retrieved from Statista.Com/Statistics:Https://Www.Statista.Com/Statistics/617136/Digital-Population-Worldwide/*, 2022.

[4] eMarketer, "Emarketercom. Retrieved from Emarketer.Com/Article: Https://Www.Emarketer.Com/Article.Aspx?R=1014431&RewroteTitle=1," 2016.

[5] Kaushik Das et al., "The Digital Archipelago Executive Summary," *McKinsey & Company*, no. August (2018): 1–12.

[6] iPrice group, "Kilas Balik : Highlight Belanja Online Indonesia," *Iprice.Co.Id*, 2021, https://iprice.co.id/trend/insights/laporan-highlight-belanja-online-indonesia-tahun-2021/.

[7] William Putra Utomo and Rayi Noormega, "Indonesia Millennial Report 2020," *IDN Research Institute* 01 (2020): 1–83, https://www.idntimes.com/indonesiamillennialreport2019.

consumers buying vehicles online has made purchasing vehicles online a trend.[8] As an example, one application that is being developed is Adiraku. Adiraku is one of the largest integrated vehicle e-commerce platforms in Indonesia and aims to digitize the used and new vehicle industries by reshaping and enhancing the vehicle buying and selling experience. Adiraku takes the trouble out of the traditional used or new vehicle sales process, offering effective solutions to both consumers and used car dealers. Based on data from similarweb.com, as many as 237 thousand visitors can visit the Adiraku website per month. Of course, with this many users, there are factors that influence their visits.[9]

Obviously, there is a cause for this growth. Several factors have contributed to the shift from conventional to online purchasing, including the availability of much simpler payment methods, cheaper shipping costs compared to going to traditional dealers, the speed with which vehicle reservations can be made, the existence of product guarantees, safer monitoring, and consumers' easy access to the website itself.[10] Despite this, payment methods are a crucial aspect of the shift from traditional to online consumers.

Based on the problems described above, the writer is interested in conducting research and chooses the title, "Conjoint Analysis Preferences of Millennial or Gen Z in Selecting Online Marketplace Attributes (Adiraku Study Case)".

RESEARCH METHODS

This research is used to explore in depth the attributes or features of the online marketplace desired by customers and analyze these attributes or features. In their analysis, the authors use the conjoint analysis method, which requires quantitative research using a descriptive approach. Primary data collection for this study was carried out by conducting a survey by means of a questionnaire that aims to determine the value of attributes or features for the online marketplace, while secondary data collection in this study was obtained from scientific literature (journals, articles, books, and others) through the use of the internet. Information and explanations from the secondary data are used as specific guidelines in designing the conjoint analysis.

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[8] A. M Nanda, "Kompas.Com. Retrieved from Otomotif. Kompas.Com:Https://Otomotif.Kompas.Com/Read/2020/08/14/194100715/-Tren-Jual-Beli-Kendaraan-Di-Indonesia-Mengarah-Ke-Online," 2020, https://doi.org/10.3390/inorganics2040552.

[9] Similar Web, "Similarweb.Com. Retrieved from Similarweb.Com/Website: Https://Www.Similarweb.Com/Website/Carsome.Id/#overview," 2021.

[10] Suciati Puspitaningrum and Cut Irna Setiawati, "Analisis 7 Atribut E-Commerce Berbasis Website Sebagai Dasar Preferensi Konsumen Di Kota Bandung Dengan Pendekatan Analisis Konjoin," *Jurnal Manajemen Dan Bisnis* 6 (2021): 151–67.

To determine the number of samples from The Socializer's complete population, the
Slovin formula is applied with a significance level of 90%–95% or an error tolerance level of
10%:[11]

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

Information:

n = Number of Samples

N = Total Population

e = 5% error tolerance limit.

According to the results of the 2021 Population Census, Generation Z and Millennials
make up 53.81 percent of Indonesia's overall population, reaching 145 million residents.
According to IDN (IDN Research Institute, 2021), 14% of all Millennials and Generation Z live in
Indonesia, totaling 20 million individuals. Using a significance level of 90–95% or a margin of
error of 10%, the following computation is obtained:[12]

n = 20,000,000 / 1 + (20,000,000 x 0.1^2)

n = 20,000,000 / 200,000

n = 100

From Slovin's calculations, the sample taken was 100 people.

In this study, the conjoint analysis method will be used with an application called IBM
SPSS 26.0. The Pearson correlation coefficient measures the linear relationship between two
variables. If the link between the two variables is not linear, then the Pearson correlation
coefficient does not indicate the strength of the relationship between the two variables under
study, despite the fact that the two variables have a strong association. This correlation coefficient
is referred to as the Pearson correlation coefficient because it was developed by Karl Pearson in
1990.The correlation value is the correlation value between the actual assessment and the
assessment based on the estimation results. This value is used to measure the accuracy of
predictions or predictive ability.[13] Based on the problem formulation, theoretical basis, and
previous research, the hypotheses in this study are:

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[11] Gabriel g. Consuelo G. Sevilla, Jesus A, Twila G. Punsalan, Bella P.Regala, "Research
Method," 2007.

[12] Badan Pusat Statistik, "Hasil Sensus Penduduk Tahun 2020," *Bps.Go.Id*, no. 7 (2021): 1–52,
https://papua.bps.go.id/pressrelease/2018/05/07/336/indeks-pembangunan-manusia-provinsi-papua-tahun-2017.html.

[13] Zamal Firdaus, "Kolerasi Antara Pelatihan Teknis Perpajakan, Pengalaman Dan Motivasi
Pemeriksa Pajak Dengan Kinerja Pemeriksa Pajak Pada Kantor Pelayanan Pajak Di Jakarta Barat," *Skripsi,*

1. Ho = There is a positive relationship between the actual value and the assessment based on the estimation results.

2. Ha = There is no positive relationship between the actual value and the assessment based on the estimation results.

The basis for decision-making from the above hypothesis is:

1. Sig > 0.05, then Ho is accepted.

2. *Sig* ≤ 0.05, Ha is rejected.

RESULTS AND DISCUSSION

A. *Respondents Profile*

From the results of an online survey conducted by the author, the number of respondents obtained was 100. In this study, the profiles of respondents were divided based on phone model, gender, socioeconomic status, domicile, educational background, profession, job position, religion, and telco operator.

1. Profile of Respondents Based on Phone Model
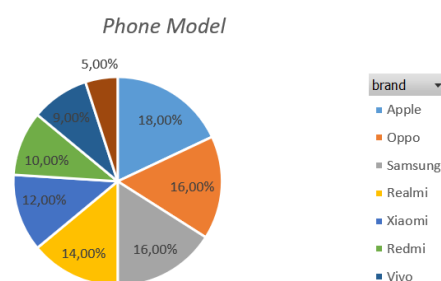
Fig. 1.1 Profile of Respondents Based on Phone Model
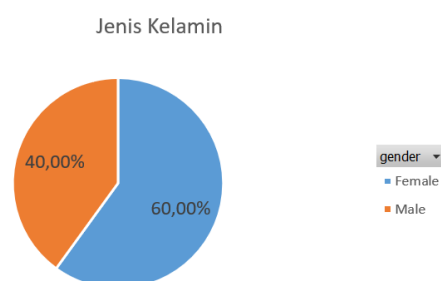
2. Profile of Respondents Based on Gender

Fig. 1.2 Profile of Respondents Based on Gender

Hidayatullah, Universitas Islam Negeri Syarif, 2009, 1–139, https://repository.uinjkt.ac.id/dspace/bitstream/123456789/17643/1/Zamal Firdaus.pdf.

3. Profile of Respondents Based on Socioeconomic Status
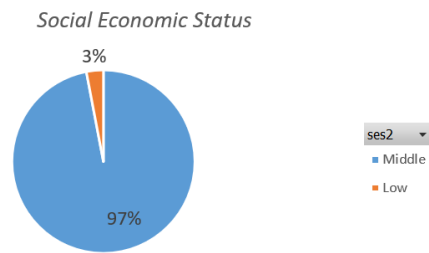
Social Economic Status

Fig. 1.3 Profile of Respondents Based on Socioeconomic Status

4. Profile of Respondents Based on Domicile

Domisili
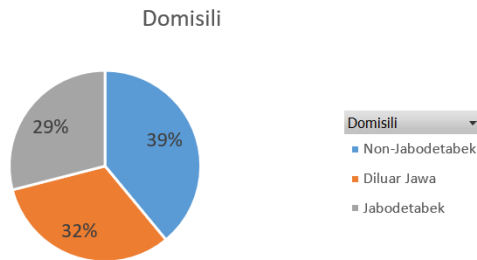
Fig. 1.4 Profile of Respondents Based on Domicile

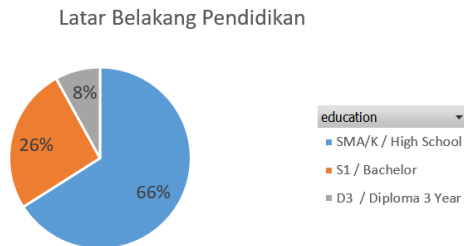5. Profile of Respondents Based on Educational Background

Latar Belakang Pendidikan

Fig. 1.5 Profile of Respondents Based on Educational Background

6. Profile of Respondents Based on Profession
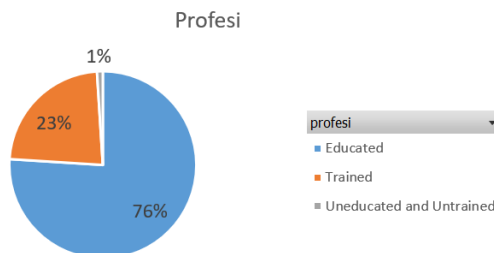
Profesi

Fig. 1.6 Profile of Respondents Based on Profession

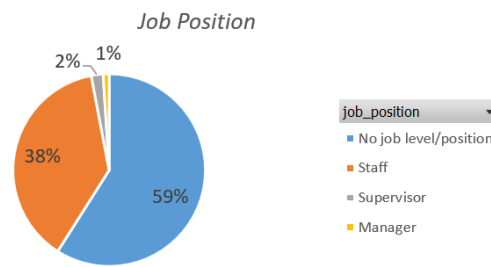7. Profile of Respondents Based on Job Position

Job Position

Fig. 1.7 Profile of Respondents Based on Job Position
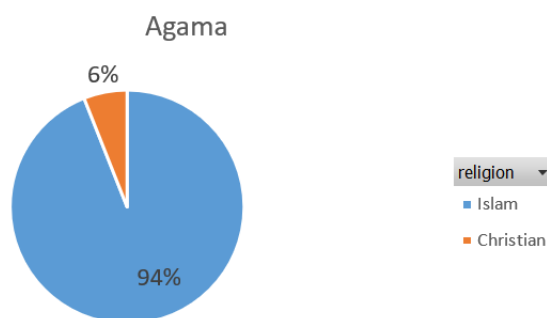
8. Profile of Respondents Based on Religion

Agama

Fig. 1.8 Profile of Respondents Based on Religion

9. Profile of Respondents Based on Telco Operator
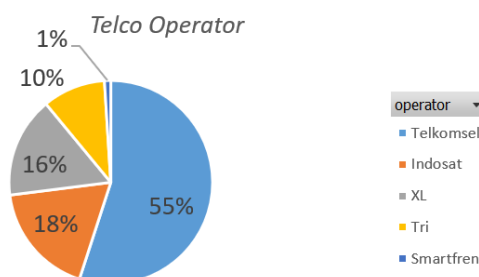
Telco Operator

Fig. 1.9 Profile of Respondents Based on Telco Operator

B. *Conjoint Analysys*

Following the collection of preference data, the writer will conduct a conjoint analysis, which is used to estimate utility values for each level and relative importance.
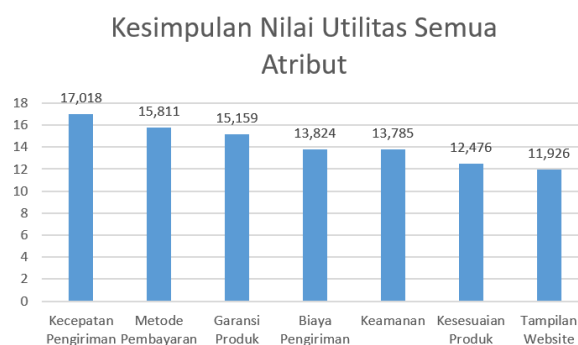
Fig. 2.1 Conclusion of the Utility Value of All Attributes

From the picture above, it can be concluded that the Delivery Speed attribute is the most important attribute in the decision to use the Adiraku application for Generation Z or Millennials, with a utility value of 17,018. The Payment Method attribute, with a utility value of 15,811, is followed by the Product Warranty attribute, with a utility value of 15,159, the Shipping Cost attribute, with a utility value of 13,824, the Security attribute, with a utility value of 13,785, the Product Conformity attribute, with a utility value of 12,476, and the Website Display attribute, with a utility value of 11,926.

1. *Credibility Test*

Table 1.1 SPS Correlations Output

Correlations[a]

	Value	Sig.
Pearson's R	.933	.000
Kendall's tau	.791	.000

a. Correlations between observed and estimated preferences

The results of the analysis in Table 1.1 say that the correlation measurement, whether by Pearson or Kendall, produces a relatively strong number, which is above 0.5. This demonstrates a strong relationship between estimates and actuals. Meanwhile, the significant level, which is below 0.05, indicates that the respondent's opinion has high accuracy and precision. This means that the accuracy of the conjoint analysis process in predicting Generation Z or Millennial preferences for the selection of Adiraku attributes can be said to be accurate..

CONCLUSION

Overall, Millennials or Gen Z choose delivery speed as their main preference when using the Adiraku application, which has a vehicle delivery speed of less than 1 day. Millennials also like the transfer method as a payment method using the Adiraku application with shipping costs in the form of a cost per product or vehicle quantity. Product guarantees that are preferred by millennials or Gen Z are in the form of exchanging the same product or with money from vehicles purchased when using the Adiraku application with a secure confirmation screen. Product suitability that Millennials or Gen Z like is where Adiraku sellers sell products or vehicles that match the description. Millennials like the appearance of a website that has an innovative website display.

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