



The Effect of Free Shipping, Religiosity, Hedonic Conformity and Promotion on Consumptive Behaviour in Generation Z in Banda Aceh

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ARTICLE INFO

Keywords: Free Shipping, Religiosity, Hedonic Conformity, Promotion, Consumptive Behavior

Received : 15, October

Revised : 29, October

Accepted: 26, November

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ABSTRACT

This research aims to analyze the influence of free shipping, religiousness, hedonic conformity and promotion on the consumption behavior of Gen-Z through simple random sampling technique that was done by questioners. The analysis used was double linear regression and was processed by Stata 17 software. The result of this research has shown that partially, some variables like free shipping and hedonic conformity are significantly influential toward the consumptive behavior. However, religiosity and promotion is not influential toward the consumptive behavior. Afterwards, simultaneously, some variables like free shipping, religiosity, hedonic conformity, and promotion are significantly influential toward the consumptive behaviors of the gen-z in Banda Aceh.

INTRODUCTION

The rapid advancement of technology in this era has had a significant impact on the evolution of the global economic sector (Oktavia, 2020). With this technology, humans can more easily fulfill their needs. The existence of the digital economy has significantly changed the way of doing business (Azlin et al., 2022). The digital economy has opened up new opportunities for producers to be able to contribute to more efficient and effective marketing. However, this also presents its own challenges for producers in promoting their products (Maharani & Ulum, 2019). The advent of the digital economy has led to the automation of business processes that were previously conducted manually. Furthermore, the digital economy has also influenced consumer behaviour, with online shopping becoming a prevalent trend in Indonesia (Widiyanto & Prasiliwati, 2015).

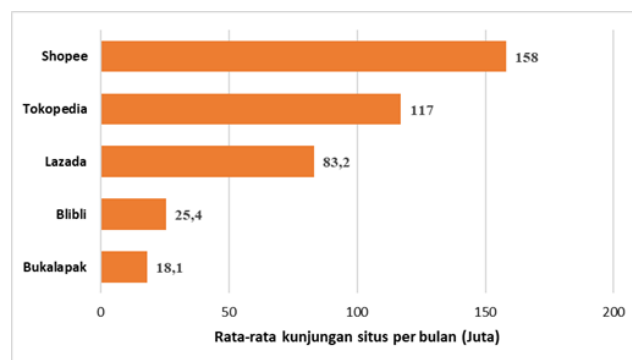


Figure 1. Five E-Commerce with the Most Visitors

Figure 1 illustrates that the number of visitors to Shopee, Tokopedia and Lazada represents the third largest figure in Indonesia. Furthermore, the utilisation of the internet in economic activities facilitates consumer shopping behaviour. At the present time, there are a number of marketplaces that facilitate commercial transactions, including Shopee, Buka Lapak, JD.ID, Bilibli, Tokopedia, Lazada, OLX, as well as social media platforms such as Instagram and TikTok. This illustrates the considerable consumer interest in online shopping, which provides an efficient and convenient platform for shopping, particularly among teenagers (Yusa et al., 2023).

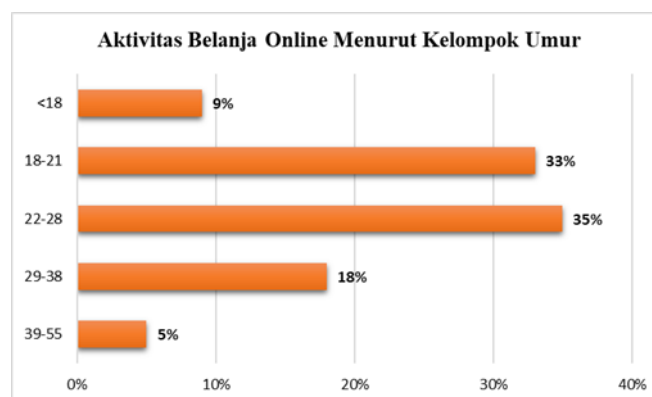


Figure 2. Online Shopping Activity by Age Group

Based on Figure 2 above, online shopping activities are still dominated by Millennials and Generation Z, it can be seen from the highest intensity of online shopping by age group is the 18-21 year old age group gaining 33 percent of the vote and the 22-28 year old age group is ranked first with an increase of 35 percent (Populix, 2020). Consumptiveness is increasing as a result of the digitalization of the economy, especially among Generation Z in Indonesia (Prastyaningtyas, 2019). Generation Z, born between 1995 and 2010, is often referred to as the internet generation because they are very familiar with digital technology. They grew up in the internet era, so they are used to using the internet and social media for various purposes (Wulandari et al., 2022).

Generation Z is a generation that likes something more efficient and effective. As a result, Generation Z often uses the digital economy in their economic activities, such as conducting transactions via the internet because it is considered more efficient (Muna & Aenurofik, 2023). The activeness of Generation Z in the virtual world has an impact on consumptive behavior, which is more likely to buy goods for personal pleasure, not to meet needs (Sutarno & Purwanto, 2022).

The consumptive lifestyle of Generation Z, especially in the field of online shopping, is influenced by several factors, including the incessant promotion (Winarta et al., 2019; Andriana et al., 2020; Fadillah et al., 2020; Khairi & Darmawan, 2021; Kurniawan, 2023; Leilani et al., 2023), Free Shipping (Agustina, 2020; Elyza Umami, Hamdani & Anwar Puteh, 2023; Jannah et al., 2022; Sari, 2023; Widiastuti & Priansa, 2021), Hedonic Conformity (Khrishananto & Adriansyah, 2021; Mizwar Sapsuha et al., 2023; Oktafikasari & Mahmud, 2017; Salma Egita Fitri Subagyo & Jojok Dwiridotjahjono, 2021; Setia Wibowo, 2018; Tribuana, 2020; Yucha & Nurindah, 2023) and Religiosity (Devi, 2020; Rafidah, Rabiyyatul & Mulyana, 2020) and several other factors.

Sales promotions are definitely a consideration for consumers towards purchases, such as discount rates, gifts, and long-lasting coupons. When there is value offered by certain goods or services, usually the target will start to have an interest in getting these goods. This is the desire that companies want to achieve when conducting sales promotions (Agatha Honggo & Hamfri, 2019). Promotions encourage buyers who initially have no interest in buying goods to try them before finally buying (Kurniawan, 2023). One example of market efforts to attract customers is the twin date 11.11, which means the 11th of the 11th month or November (Leilani, Armandari, & Ambarwati 2023). Of the various types of promotions carried out, free shipping is one of the considerations in choosing an e-commerce platform. The data can be seen in Table 1 below:

Table 1. Considerations in Choosing an E-Commerce Platform for Shopping

No	Name	Value (%)
1.	Free shipping	66
2.	Lower price	64
3.	Many discounts	59
4.	Easy payment process	56
5.	Different ways to pay	53
6.	Easy to use app	52
7.	Wide range of products	49
8.	Ease of searching for products	47

Source: databoks 2021

Based on Table 1, free shipping promos have the highest percentage, free shipping is the highest factor for buyers in choosing an e-commerce platform for shopping (Databoks, 2021). E-commerce uses "free shipping" as an attraction to attract buyers. Since 2016, Shopee's tagline "Gratis Ongkir Se-Indonesia" conveys information about their services that offer free delivery of goods throughout Indonesia (Azlin et al., 2022). This also increases the level of desire to shop, thus increasing one's consumptive behavior (Agustina, 2020; Widiastuti & Priansa, 2021; Elyza Umami, Hamdani, Anwar Puteh, 2023; Sari, 2023). However, there are other factors that influence consumptive behavior besides promotions and free shipping, namely hedonic conformity (Oktafikasari & Mahmud, 2017; Setia Wibowo, 2018; Tribuana, 2020; Khrishananto & Adriansyah, 2021; Salma Egita Fitri Subagyo & Jojok Dwiridotjahjono, 2021; Mizwar Sapsuha et al., 2023; Yucha & Nurindah, 2023).

The tendency of people to join groups will result in strong conformity. In such situations people can be forced to follow or conform more to their norms or groups to gain their group's acceptance (Setia Wibowo, 2018). This is what triggers hedonic conformity which can increase consumptive behavior (Oktafikasari & Mahmud, 2017; Setia Wibowo, 2018; Tribuana, 2020; Khrishananto & Adriansyah, 2021; Salma Egita Fitri Subagyo & Jojok Dwiridotjahjono, 2021; Mizwar Sapsuha et al., 2023; Yucha & Nurindah, 2023).

Excessive consumptive behavior when viewed from an Islamic economic perspective is something that must be avoided (Riskawati Saleh, Wantini & Diponegoro, 2023). If a Muslim carries out his religious teachings well, he will avoid consumptive behavior, which is defined as *israf*, which means excessive. This behavior is just sheer lust that consciously commits waste (Rahmat et al., 2020). Every action taken by a buyer, such as shopping every day, should show the nature of his religiosity, his relationship with Allah SWT. (Rahmat, Asyari & H. Puteri, 2020). Some studies also state that a person's level of religiosity affects consumptive behavior. There are opinions that state a positive influence (Devi, 2020; Rafidah, Rabiyyatul & Muliwana, 2020) and a negative effect (Rahmat et al., 2020; Hasni et al., 2022; Rosyidah & Handayati, 2022).

Previous studies have discussed the relationship of consumptive behavior with promotions (Agatha Honggo Winarta, Hamfri Djajadikerta, 2019; Andriana et al., 2020; Fadillah et al., 2020; Khairi & Darmawan, 2021;

Kurniawan, 2023; Leilani et al., 2023), free shipping (Agustina, 2020; Widiastuti & Priansa, 2021; Elyza Umami, Hamdani, Anwar Puteh, 2023; Sari, 2023), hedonic conformity (Oktafikasari & Mahmud, 2017; Setia Wibowo, 2018; Tribuana, 2020; Khrishananto & Adriansyah, 2021; Salma Egita Fitri Subagyo & Jojok Dwiridotjahjono, 2021; Mizwar Sapsuha et al., 2023; Yucha & Nurindah, 2023) and religiosity (Devi, 2020; Rafidah, Rabiyyatul & Muliya, 2020).

The majority of these studies discuss these variables separately. In this study, the authors will conduct simultaneous research from all variables to be studied simultaneously. In addition, this research is conducted with the specific object of Gen-Z in an area based on Islamic Sharia. The positive or negative relationship between religiosity and consumptive behavior in areas that uphold the application of Islamic law is interesting to know. This makes the author interested in seeing how the influence of free shipping, religiosity, hedonic conformity and promotion on consumptive behavior on Gen-Z in Banda Aceh City, where this city upholds the implementation of Islamic law. Based on the above background, the authors are interested in researching with the title "The Effect of Free Shipping, Religiosity, Hedonic Conformity and Promotion on Consumptive Behavior in Gen-Z in Banda Aceh".

LITERATURE REVIEW

Consumptive Behavior

According to Noorah (2020) is the behavior of buying and using goods or services excessively without thinking, only to satisfy personal desires, not to meet basic needs. This behavior can also be a lifestyle to show social status and appear luxurious. Consumptive is when someone buys something too much to fulfill their less important needs and ratios (Fransisca & Erdiansyah, 2020).

Islam prohibits its followers from consuming too much or being miserly, but teaches them to consume proportionally. Excessive consumption is detrimental to oneself and others, because expenses derived from income exceed the limit of ability or vice versa, Islam rejects an arrogant attitude (Rionita & Widiastuti, 2020). Basically, consumption can be divided into two main aspects, namely needs (hajat) and usefulness or satisfaction (benefits). A person will not involve himself in the consumption of something unless he feels he needs it or benefits from it (Jenita & Rustam, 2017). Nurjanah et al. (2018) revealed that the indicators are as follows:

1. Excessive consumption of goods and services
2. Prioritizing wants over needs
3. No prioritization
4. Not considering the function of an item when purchasing a product.

Free Shipping

According to Amalia & Wibowo (2019), free shipping is a promotional strategy intended to increase sales by encouraging consumers to buy products immediately. Free shipping can reduce the burden of shipping costs, so that the total price charged becomes lighter. Consumers do not need to make claims or special procedures for free shipping. Shipping costs can increase the cost of

purchase, so potential customers may think twice about making a purchase. In some cases, shipping costs can be more expensive than the price of the item to be purchased. This can make potential customers feel reluctant to make a purchase (Jannah et al., 2022). The indicators of Free shipping according to Alkatiri et al., (2022) are as follows:

1. Thoughts
2. Interests
3. Ad Comparison
4. Message Delivery

Religiosity

As posited by Suryadi & Hayat (2021), religiosity can be defined as the extent to which an individual adheres to and engages in ritual practices associated with their religious beliefs and teachings, both in their relationship with Allah SWT (vertically) and in their interactions with others (horizontally). This pursuit of meaning and happiness is often seen as a central aspect of religiosity. As posited by Rahmat et al. (2020), religion constitutes a comprehensive set of elements. An individual may be designated as a religious person not solely on the basis of their adherence to a specific religion. Gufron & Rini (2016) posit that religiosity can be measured along five dimensions: belief, ritual, experience/imagination, knowledge, and consequences:

1. Confidence
2. Ritual
3. Experience/vision
4. Knowledge
5. Consequences

Hedonic Conformity

According to Oktafikasari & Mahmud (2017), hedonic conformity can be defined as the tendency to make pleasure the goal of life and adjust one's attitudes and behavior to the reference group. Individuals who spend more time with peers have a greater tendency to be influenced by the attitudes, ways of speaking, interests, appearance, and behavior of their friends than the influences that come from their families. For example, students tend to follow the style of dress that is popular among famous people in order to be accepted by their peer environment (Haryono, 2014). Wang et al., (2022) revealed that the indicators of hedonic conformity are as follows:

1. Only do things that group members like
2. Engage in activities that impress group members
3. Behave in accordance with the preferences of group members
4. Participate in association activities conducted by group members
5. Follow the wishes of the group even if you don't like it.

Promotion

Agatha & Hamfri (2019) define sales promotion as all marketing efforts aimed at encouraging buyers to immediately acquire products or make purchases. In this context, sales promotion is defined as a strategy to persuade

people directly through the provision of incentives of various types, generally temporary. These incentives can be intended to encourage traders or consumers to make direct purchases or increase the total amount of goods they buy (Kurniawan, 2023). The promotion indicators according to Kotler & Keller (2012) are as follows:

1. Sales promotion
2. Advertising
3. Sales force
4. Public relations
5. Direct marketin

METHODOLOGY

Design Study

The research method employed is a quantitative approach. The research location was conducted in an area based on Islamic Sharia, namely Banda Aceh City. The object of research is the Gen-Z community in Banda Aceh who buy products consumptively which are then associated with free shipping, religiosity, hedonic conformity, and promotion. Meanwhile, the number of samples taken in this study is as follows:

$$\text{Sample} = \text{Number of indicators} \times 7$$

$$\text{Sample} = 23 \times 7$$

$$\text{Sample} = 161$$

This research will take a sample of 161 community respondents, especially Gen-Z in Banda Aceh City. From these calculations it can be concluded that the sample used in this study was 161 samples using the simple random sampling method. The criteria for sampling in this study are people, especially Gen-Z who like to shop and live in Banda Aceh.

Operational Definition of Variables

Table 2. Operational Definition of Variables

No	Variables	Operational Definition of Variables	Indicator	Scale
Independent Variable				
1.	Free shipping	Free shipping is another type of sales promotion that uses various offers to encourage customers to immediately buy products and increase the quantity of products purchased (Istiqomah & Marlana, 2020)	Source: Alkatiri et al. (2022) a. Desire to buy b. Provides traction c. Discounted price d. Easy to understand terms and conditions	Likert (1-5)
2.	Religiosity	Religiosity is a state within a person that encourages him to behave, behave, and act in accordance with	Source: gufron & risna (2016) a. belief b. ritual	Likert (1-5)

No	Variables	Operational Definition of Variables	Indicator	Scale
		the teachings of his religion (Devi, 2020).	c. experience/appreciation d. knowledge e. consequences	
3.	Hedonic Conformity	Conformity is the influence of social groups that can change a person's attitudes and behavior so that they can meet the group's social standards (salma & jojok, 2021)	Source: Wang et al., (2022) a. Agree with the opinions given by group members. b. Imitating the hedonic behavior of group members c. Behave as agreed by group members d. Participate in a group e. Prioritizing fun activities with the group	Likert (1-5)
4.	Promotion	Sales promotion as all marketing initiatives that aim to encourage buyers to get products or make purchases quickly (Wirawan, 2019).	Source: Kotler & Keller, (2012) a. Sales promotion b. Advertising c. Sales force d. Public Relations e. Direct marketing	Likert (1-5)
Dependent Variable				
5.	Consumptive Behavior	Consumptive behavior is an activity in which people consume too much for satisfaction rather than meeting needs (Dewi, 2017).	Source: Nurjanah et al. (2018) a. Excessive consumption of goods and services b. Prioritizing wants over needs c. No prioritization. d. Not considering the function of an item when purchasing a product	Likert (1-5)

RESEARCH RESULT

Validity Test Results

The validity test is used to test whether or not a data is valid from the results of the questionnaire distributed. The value of the validity test results uses 161 samples from the total sample. Respondents are people, especially the z-generation in Banda Aceh, can be seen in Table 3 as follows:

Table 3. Data Validity Test Results

No	Statement	Variables	r- test	r-table	Description
1	PK	Y	0,7977	0,1547	Valid
2			0,8555		
3			0,8595		
4			0,7464		
5	FO	X1	0,8096	0,1547	Valid
6			0,8661		
7			0,8714		
8			0,8544		
9	R	X2	0,7958	0,1547	Valid
10			0,8225		
11			0,8440		
12			0,7917		
13			0,5853		
14	KH	X3	0,8178	0,1547	Valid
15			0,7755		
16			0,8713		
17			0,6596		
18			0,7248		
19	P	X4	0,7879	0,1547	Valid
20			0,8154		
21			0,8511		
22			0,8281		
23			0,7772		

Reliability Test Results

A reliability test is a method used to ascertain the trustworthiness of a study's results. A reliability test is deemed reliable if it is conducted on multiple occasions and produces consistent results. A result can be considered reliable if the Cronbach alpha value is equal to or greater than 0.60. Table 4 illustrates the reliability test results for a sample of the total sample, which were obtained using the Stata 17 application:

Table 4. Reliability Test Result

<i>Cronbach's Alpha</i>				
Variables	Number of items	<i>Cronbach's Alpha</i>	standard	Description
Y	4	0,7352	0,60	Reliable
X1	4	0,6450	0,60	Reliable
X2	5	0,6747	0,60	Reliable
X3	5	0,6715	0,60	Reliable
X4	5	0,6348	0,60	Reliable

Classical Assumption Test Results***Normality Test Results***

The normality test checks if the data from the linear regression model follows a normal distribution. Residuals are considered normally distributed if the Kolmogorov-Smirnov (K-S) test shows a p-value greater than 0.05. If the p-value is less than 0.05, the data deviates from normality. The K-S test results are shown in Table 5.

Table 5. One-Sample Kolmogorov-Smirnov Test

Smaller group	D	p-value
res	0,0313	0,730
cumulative	-0,0516	0,424
combined K-S	0,0516	0,784

Multicollinearity Test Results

The multicollinearity test is conducted to ascertain whether the relationship between the independent variables is characterised by multicorrelation. Multicollinearity refers to a situation where the correlation between independent variables is either very high or very low. The results of the multicollinearity test can be found in Table 6.

Table 6. Multicollinearity Test Results

Model	VIF
X1	1,44
X2	1,56
X3	1,36
X4	1,70
Mean VIF	1,51

Heteroscedasticity Test Results

In order to ascertain whether heteroscedasticity is present in this study, the Breusch-Pagan value is employed as a diagnostic tool. The results of the heteroscedasticity test are presented in Table 7 below.:

Table 7. Heteroscedasticity Test Results

Chi2(1)	Prob > chi2
0,00	0,9657

Multiple Linear Test Results

As previously explained, this research uses multiple linear regression analysis. To analyze the independent variables including, free shipping, religiosity, hedonic conformity and promotions on consumptive behavior in the z-generation. The effect of each independent variable can be seen in Table 8 below.

Table 8. Multiple Linear Regression Analysis Results

Y	Coefficient	Std. err.	t	P> t	[95% conf. interval]
FO	0,267522	0,1017875	2,63	0,009	0,0664624 0,4685816
R	-0,0175716	0,1526958	-0,12	0,909	-0,3191897 0,2840465
KH	0,2122246	0,0938126	2,26	0,025	0,0269177 0,3975314
P	0,0160705	0,1345194	0,12	0,905	-0,249644 0,2817851
_cons	1,261521	0,5708769	2,21	0,029	0,1338752 2,389167

Through statistical calculations using Stata 17, the multiple linear regression equation can be concluded as follows:

$$Y = \beta_0 + \beta_1 FO + \beta_2 R + \beta_3 KH + \beta_4 P$$

$$Y = 1,261521 + 0,267522 FO - 0,017571 R + 0,2122246 KH + 0,0160705 P$$

Where:

Y = Consumptive Behavior

β_0 = 1,261521

β_1 = 0,267522

β_2 = -0,0175716

β_3 = 0,2122246

β_4 = 0,0160705

FO = Free Shipping Variable

R = Religiosity Variable

KH = Hedonic Conformity Variable

P = Promotion Variable

Coefficient of Determination (R2)

The coefficient of determination is employed to ascertain the proportion of the influence exerted by the independent variables, specifically free shipping, religiosity, hedonic conformity, and promotion, collectively on the dependent variable, namely consumptive behaviour among Generation Z. Table 9 presents the value of the coefficient of determination (R²) for the specified model:

Table 9. Coefficient of Determination (R²)

Model	Number of obs	R Square	Adj R-squared	Root MSE
1	161	0,1301	0,1078	0,83257

Hypothesis Test

Partial Hypothesis Testing Results (t)

The objective of the t-test is to ascertain the specific impact of the independent variable on the dependent variable. If the calculated value of the t-table is statistically significant, it can be concluded that the independent variable has a significant effect on the dependent variable. The results of the t-test are presented in Table 10:

Table 10. T Test Result

Model	T test	Sig
X1	2,63	0,009
X2	-0,12	0,909
X3	2,26	0,025
X4	0,12	0,905

Simultaneous Hypothesis Test Results (F)

The simultaneous test is employed to ascertain the extent of the influence exerted by multiple independent variables collectively on a dependent variable. The method entails a comparison between the F-count and the F-table, with a significance level of 0.05. In the event that the F-test exceeds the F-table, it can be concluded that the independent variable exerts a notable influence on the dependent variable. The results of the F-test are presented in Table 11.:

Table 11. F test Result

Model	F	Sig
Regression	5,83	0,0002

DISCUSSION

The Effect of Free Shipping (X1) on Consumptive Behavior in Gen-Z

The research findings indicate that free shipping has a notable impact on consumer behaviour among Generation Z in Banda Aceh. The results of the t-test indicate that the free shipping variable has a t-test value of 2.63, which is greater than the t-table value of 1.975, with a significance level of 0.009, which is less than 0.05. This research is in accordance with the findings of Widiastuti & Priansa (2021) and Elyza Umami et al. (2023), which posit that free shipping is a catalyst for consumptive behaviour. The provision of free shipping, which entails the delivery of goods at no additional cost, serves to enhance the appeal of the shopping experience, prompting consumers to either make an immediate purchase or to increase the quantity of items they intend to purchase. This evidence substantiates the assertion that the availability of free shipping

significantly impacts impulse shopping decisions among Gen-Z, who are drawn to the convenience of shopping without incurring shipping costs.

The Effect of Religiosity (X2) on Consumptive Behavior in Gen-Z

The findings indicate that religiosity has no discernible impact on Gen-Z consumptive behaviour in Banda Aceh. This is evidenced by the t-test value of -0.12, which is less than the t-table value of 1.975, with a significance level of 0.909 greater than 0.05. This finding is at odds with the conclusions of Devi (2020) and Rafidah et al. (2020), who posit that religiosity has a positive effect on consumptive behaviour. However, it is consistent with the findings of Body et al. (2023), who reached similar conclusions. In conclusion, the level of religiosity that individuals possess does not fully exert influence over their consumptive behaviour, particularly among Generation Z. Given the complex and diverse nature of religiosity, it is not possible to measure consumptive behaviour on the basis of a single factor, namely the level of religiosity.

The Effect of Hedonic Conformity (X3) on Consumptive Behavior in Gen-Z

The influence of hedonic conformity on consumptive behaviour among Generation Z is a significant factor. The t-test yielded a value of 2.26 for this variable, which is greater than the t-table value of 1.975 and has a significance level of 0.025, which is less than 0.05. This finding is consistent with the research of Yucha & Nurindah (2023) and Oktafikasari & Mahmud (2017), who found that hedonic conformity affects consumptive behaviour. Hedonic conformity may be defined as a social impulse that causes individuals to adopt a consumptive lifestyle in order to align themselves with the social group to which they belong. In the presence of a wasteful environment, individuals tend to alter their lifestyle in a consumptive manner in order to gain acceptance within the social group. The aforementioned hedonic lifestyle, driven by social conformity, constitutes a significant factor influencing the consumptive habits of Generation Z.

The Effect of Promotion (X4) on Consumptive Behavior in Gen-Z

The findings indicated that the promotion had no discernible impact on Gen-Z consumptive behaviour in Banda Aceh. The t-test yielded a t-value of 0.12, which is smaller than the t-table value of 1.975 and has a significance level of 0.905, which is greater than 0.05. This finding is at odds with the findings of Kurniawan (2023) and Fadillah et al. (2020), but is in alignment with the findings of Nurkhasanah & Saifuddin (2021), which indicate that promotion has no significant impact on consumptive behaviour. The objective of promotion as a marketing strategy is to provide information and persuade consumers to purchase products. However, in this study, this approach was insufficient to trigger consumptive behaviour among Gen-Z. It is possible that other factors, such as consumer preferences or shopping habits, exert a greater influence on shopping decisions.

The Effect of Free Shipping (X1), Religiosity (X2), Hedonic Conformity (X3), and Promotion (X4) on Consumptive Behavior in Gen-Z

Concurrently, the variables of free shipping, religiosity, hedonic conformity, and promotion exert a considerable influence on the consumptive behaviour of Generation Z in Banda Aceh. The F-test indicates that the F-count is 5.83, which is greater than the F-table value of 2.43. Furthermore, the resulting significance level is 0.0002, which is less than 0.05. The coefficient of determination (R^2) of 10.78% indicates that 10.78% of the variation in consumptive behaviour among Gen-Z can be explained by these variables. The remaining 89.22% is influenced by factors not included in the present study. These findings underscore the necessity of considering a multitude of factors, including those pertaining to promotion, religiosity, and social influence, in order to gain a comprehensive understanding of the consumptive behaviour exhibited by younger generations.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that several factors influence the consumptive behavior of Gen Z in Banda Aceh. First, free shipping significantly affects consumptive behavior, with a t-test of $2.63 > t\text{-table } 1.975$ and a significance level of $0.009 < 0.05$. Second, religiosity has no significant effect, as evidenced by the t-test $-0.12 < t\text{-table } 1.975$ and the significance level $0.909 > 0.05$. Third, hedonic conformity has a significant influence, with a t-test of $2.26 > t\text{-table } 1.975$ and a significance level of $0.025 < 0.05$. Fourth, promotion does not have a significant effect, with a t-test of $0.12 < t\text{-table } 1.975$ and a significance level of $0.905 > 0.05$. Simultaneously, the variables of free shipping, religiosity, hedonic conformity, and promotion together have a significant effect on Gen Z consumptive behavior, with an F-test value of $5.83 > F\text{-table } 2.43$ and a significance level of $0.0002 < 0.05$.

ADVANCED RESEARCH

Future research is recommended to explore variables that can influence consumptive behavior. This can be done by expanding the scope of research, both in terms of data sources (literature), respondent characteristics, and research background. The expansion aims to get more optimal results and more diverse research objects. Initially, the research was conducted in the campus environment, but subsequently it can be expanded outside the campus to get a more comprehensive exploration.

ACKNOWLEDGMENT

With gratitude, the author would like to thank Allah Swt. for His mercy and grace so that this research can be completed. Thank you to my beloved parents, Andry Hasdi and Erna Rosita, who have always been a source of support and love. Thanks also go to Prof. Dr. Faisal, S.E., M.Si., M.A., Muhammad Haris Riyaldi, S.Sos., I., M.Soc.Sc., Hendra Salim, S.E., M.E., Nurma Sari, S.HI., M.E.I., CPM., CPArb., and Ikhsan, S.E., M.A. for their guidance and support. Thank you to my dearest brother Muhammad Fathin, my best friends Putri Nadhifa, Nadila Sabana, Aura Lamisa, and Annisa who

always accompany me in this process. Thank you also to my classmates of Islamic Economics 2020, department staff, and all the people who became respondents in this study.

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