



**FACTORS AFFECTING INDONESIAN GEN Z
CONSUMERS' ONLINE REPURCHASE INTENTIONS
FOR FAST FASHION BRANDS**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Manajemen**

By:

Xinying Xue

014201900198

**FACULTY OF BUSINESS
INTERNATIONAL BUSINESS STUDY PROGRAM
CIKARANG
March, 2023**

PANEL OF EXAMINER APPROVAL

The Panel of Examiners declare that the undergraduate thesis entitled **FACTORS AFFECTING INDONESIAN GEN Z CONSUMERS' ONLINE REPURCHASE INTENTIONS FOR FAST FASHION BRANDS** that was submitted by Xinying Xue majoring Management - International Business from the School of Business was assessed and approved to have passed the Oral Examination on 20th March 2023.

Panel of Examiner



Dr. Jean Richard Jokhu B.Sc., MM

Chair of Panel Examiner



Grace Amin , S.Psi., M.Psi., Psikolog

Examiner I



Pandu Adi Cakranegara, SE, M.Sc.FI, MBA, DBA.

Advisor

STATEMENT OF ORIGINALITY

In my capacity as an active student of President University and as the author of the undergraduate thesis/final project/business plan stated below:

Name : Xinying Xue
Student ID number : 014201900198
Study Program : Management – International Business
Faculty : School of Business

I hereby declare that my undergraduate thesis/final project/business plan entitled "**FACTORS AFFECTING INDONESIAN GEN Z CONSUMERS' ONLINE REPURCHASE INTENTIONS FOR FAST FASHION BRANDS**" is, to the best of my knowledge and belief, an original piece of work based on sound academic principles. If there is any plagiarism, including but not limited to Artificial Intelligence plagiarism, is detected in this undergraduate thesis/final project/business plan, I am willing to be personally responsible for the consequences of these acts of plagiarism, and accept the sanctions against these acts in accordance with the rules and policies of President University.

I also declare that this work, either in whole or in part, has not been submitted to another university to obtain a degree.

Cikarang, 14th March 2023



(Xinying Xue)

SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST

As a student of the President University, I, the undersigned:

Name : Xinying Xue
Student ID number : 014201900198
Study program : Management – International Business

for the purpose of development of science and technology, certify, and approve to give President University a non-exclusive royalty-free right upon my final report with the title:

“FACTORS AFFECTING INDONESIAN GEN Z CONSUMERS’ ONLINE REPURCHASE INTENTIONS FOR FAST FASHION BRANDS”

With this non-exclusive royalty-free right, President University is entitled to converse, to convert, to manage in a database, to maintain, and to publish my final report. There are to be done with the obligation from President University to mention my name as the copyright owner of my final report.

This statement I made in truth.

Cikarang, 14th March 2023



(Xinying Xue)

ADVISOR'S APPROVAL FOR PUBLICATION

As a lecturer of the President University, I, the undersigned:

Advisor's Name : Pandu Adi Cakranegara

NIDN : 0408128301

Study program : Management

Faculty : Business

declare that following thesis:

Title of undergraduate thesis :

“FACTORS AFFECTING INDONESIAN GEN Z CONSUMERS’ ONLINE
REPURCHASE INTENTIONS FOR FAST FASHION BRANDS”

Undergraduate Thesis author : Xinying Xue

Student ID number : 014201900198

will be published in **journal / institution's repository / proceeding / unpublish**

Cikarang, 14th March 2023



(Pandu Adi Cakranegara, SE, M.Sc.FI, MBA, DBA.)

PLAGIARISM RESULT

FACTORS AFFECTING INDONESIAN GEN Z CONSUMERS' ONLINE REPURCHASE INTENTIONS FOR FAST FASHION BRANDS

ORIGINALITY REPORT

17 %	14 %	5 %	6 %
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	repository.president.ac.id Internet Source	3 %
2	www.researchgate.net Internet Source	2 %
3	repository.ub.ac.id Internet Source	1 %
4	francis-press.com Internet Source	1 %
5	e-journal.unmas.ac.id Internet Source	1 %
6	bircu-journal.com Internet Source	<1 %
7	repository.stei.ac.id Internet Source	<1 %
8	Khaled Ali Ahmed Alfakih, Umami Naiemah Saraih, Serhan A. Al-Shammari, Mohammed Abdulrab, Anis Ur Rehman, Yaser Hasan Al-	<1 %

RESULT OF GPTZERO

Stats

Average Perplexity Score: 93.063



A document's perplexity is a measurement of the randomness of the text

Burstiness Score: 63.080



A document's burstiness is a measurement of the variation in perplexity

Your sentence with the highest perplexity, "*The high inventory loss of 287 million euros reflected that Zara is facing a serious excess inventory crisis.*", has a perplexity of: 343

ABSTRACT

In the Covid-19 pandemic, Zara is facing the problem of excess inventory and inventory loss of up to 287 million euros. The purpose of this study is to explore factors that affect the repurchase willingness of Indonesian generation Z online consumers toward fast fashion brands and help Zara stimulate repurchase, further alleviating excess inventory problem at a relatively low cost. The independent variables used in the paper are brand loyalty, brand satisfaction, and after-sales service quality, while the dependent variable is repurchase intention. In order to obtain accurate data, this study adopted a quantitative method and collected 185 responses from Gen-Z online consumers in the Jabodetabek area through a questionnaire survey. In addition, the researcher used purposive sampling to collect data and use SPSS software for data analysis. The results show that brand loyalty, brand satisfaction and after-sales service quality can affect repurchase intention together. Brand loyalty and after-sales service quality have a significant impact on repurchase intention respectively. However, brand satisfaction has no significant effect on repurchase intention.

Keywords: Gen Z, Fast fashion brand, Repurchase intention, E-commerce, Online shopping

ACKNOWLEDGEMENT

I'd like to express my heartfelt thanks to President University, my parents, my lecturers, and my friends. I'm very glad to study in President University, I would like to thank President University for giving me the opportunity to achieve and obtain my bachelor degree. Without family, friends and the adviser's help, I can't complete my thesis. These people are:

1. This paper is completed under the cordial care and careful guidance of Mr. Pandu, his serious scientific attitude, rigorous academic spirit, and excellent work style, deeply infected and inspired me. Without his usual and enlightening guidance, this paper would not have been in its present form.
2. I would also like to thank the friends who spent their college study life happily together. It is precisely because of your help and supports that I can successfully complete my thesis.
3. Last but not least, I sincerely thank my parents for their support during my thesis writing process. The successful completion of the thesis is inseparable from their encouragement.

Cikarang, Indonesia, 14th March 2023



Xinying Xue

TABLE OF CONTENT

PANEL OF EXAMINER APPROVAL	i
STATEMENT OF ORIGINALITY	ii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTERESTiii	
ADVISOR’S APPROVAL FOR PUBLICATION.....	iv
PLAGIARISM RESULT.....	v
RESULT OF GPTZERO	vi
ABSTRACT.....	vii
ACKNOWLEDGEMENT.....	viii
TABLE OF CONTENT.....	ix
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF APPENDICES	xiv
CHAPTER I – INTRODUCTION	1
1.1 Background of the Problem.....	1
1.2 Problem Statement	4
1.3 Research Questions	5
1.4 Outline of the Research.....	6
CHAPTER II - LITERATURE REVIEW.....	8
2.1 Review of Literature.....	8
2.1.1 Repurchase Intention	8
2.1.2 Brand Loyalty	9
2.1.3 Brand Satisfaction.....	10
2.1.4 After-sales Service Quality.....	11
2.2 Hypothesis Development	12
2.3 Theoretical Framework	14
2.4 Previous Research	15

2.5 Research Gap.....	23
CHAPTER III – METHODOLOGY	25
3.1 Research Design	25
3.2 Sampling Plan	26
3.2.1 Population	26
3.2.2 Sampling Method.....	28
3.2.3 Sample Size.....	29
3.3 Operational Definitions	30
3.4 Data Collection Design	36
3.5 Data Analysis Design	38
3.5.1 Descriptive Analysis.....	38
3.5.2 Validity and Reliability.....	38
3.5.3 Classical Assumption	39
3.5.4 Multiple Linear Regression	41
3.6 Hypothesis Testing.....	42
3.6.1 F-test	42
3.6.2 T-test.....	43
3.6.3 Adjusted Coefficient of Determination (Adjusted R-square).....	44
CHAPTER IV - ANALYSIS AND DISCUSSION OF FINDINGS.....	45
4.1 Respondent Data Results.....	45
4.1.1 Respondent Screening.....	45
4.1.2 Gender.....	47
4.1.3 Occupation	48
4.1.4 Income Per Month.....	48
4.1.5 Frequency of Online Shopping Within a Month.....	49
4.2 Validity and Reliability Test Results	50
4.2.1 Validity Test Results	50
4.2.2 Reliability Test Results.....	51

4.3	Descriptive Analysis Results.....	52
4.4	Classical Assumption Test Results	53
4.4.1	Normality Test Results	53
4.4.2	Homoscedasticity Test Results	54
4.4.3	Multicollinearity Test Results	54
4.5	Multiple Linear Regression Test Results	56
4.6	Hypothesis Testing Results	57
4.6.1	F-test Results	57
4.6.2	T-test Results	59
4.6.3	Adjusted Coefficient of Determination Results.....	60
4.7	Discussion	61
4.7.1	Brand Loyalty Influence on Repurchase Intention.....	62
4.7.2	Brand Satisfaction Influence on Repurchase Intention	63
4.7.3	After-sales Service Quality Influence on Repurchase Intention.....	64
	CHAPTER V – CONCLUSIONS.....	65
5.1	Conclusions	65
5.2	Suggestions for Future Research.....	66
	LIST OF REFERENCES	68
	APPENDICES	77

LIST OF TABLES

Table 2.1 Previous Research.....	15
Table 3.1 Operational Definitions.....	30
Table 4.1 Validity Test Results.....	50
Table 4.2 Reliability Test Results.....	51
Table 4.3 Descriptive Statistics Results.....	52
Table 4.4 Coefficients (Include TOL and VIF value).....	55
Table 4.5 ANOVA.....	57
Table 4.6 Coefficients (Without TOL and VIF value).....	59
Table 4.7 Model Summary.....	60

LIST OF FIGURES

Figure 2.1 Theoretical Framework.....	14
Figure 3.1 Research Framework	26
Figure 4.1 Response Results of Screening Question 1	45
Figure 4.2 Response Results of Screening Question 2	46
Figure 4.3 Respondent's Gender.....	47
Figure 4.4 Respondent's Occupation.....	48
Figure 4.5 Respondent's Monthly Income.....	48
Figure 4.6 Respondent's Monthly online Shopping Frequency	49
Figure 4.7 Normal P-P Plot of Regression Standardized Residual.....	53
Figure 4.8 Scatterplot.....	54

LIST OF APPENDICES

Appendix 1 Validity and Reliability Test Results	77
Appendix 2 Questionnaire	85
Appendix 3 Response Data	98