

## ABSTRAK

### EKSPLORASI PERILAKU KONSUMEN MAHASISWA GENERASI Z UNIVERSITAS NGUDI WALUYO PADA *OFFLINE STORE* DAN *ONLINE STORE* DI ERA DIGITAL

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Era digital telah membawa perubahan signifikan pada perilaku belanja Generasi Z, termasuk mahasiswa Universitas Ngudi Waluyo. Pergeseran dari toko fisik ke platform daring menjadi fenomena yang menonjol, di mana mahasiswa mempertimbangkan berbagai faktor seperti kemudahan, harga, kepercayaan, kenyamanan, kepuasan, dan loyalitas dalam menentukan kanal belanja yang digunakan. Penelitian ini bertujuan untuk menganalisis perilaku belanja mahasiswa Generasi Z di Universitas Ngudi Waluyo pada toko *offline* dan *online store*. Fokus kajian meliputi perbandingan preferensi kedua kanal, eksplorasi pengalaman belanja, serta identifikasi faktor-faktor yang memengaruhi pilihan mahasiswa. Metode penelitian yang digunakan adalah kualitatif deskriptif melalui wawancara mendalam terhadap mahasiswa. Data yang terkumpul kemudian dianalisis untuk menemukan pola perilaku serta faktor pendorong keputusan pembelian. Hasil penelitian menunjukkan bahwa Generasi Z memiliki perilaku belanja ganda. *Online store* dipilih karena kemudahan akses, fleksibilitas waktu, dan banyaknya promosi yang ditawarkan. Sementara itu, *offline store* tetap menjadi pilihan utama ketika mahasiswa ingin memastikan kualitas produk melalui interaksi langsung. Preferensi belanja ini bersifat kontekstual, bergantung pada kebutuhan dan pengalaman sebelumnya. *Online store* unggul dalam aspek fleksibilitas dan harga, sedangkan *offline store* menonjol pada kualitas layanan dan kepastian produk. Faktor-faktor yang memengaruhi pilihan tersebut mencakup aspek psikologis, situasional, serta pengaruh sosial dan budaya.

Kata Kunci: Perilaku Konsumen, Generasi Z, *Online Store*, *Offline Store*, *Fashion*

## **ABSTRACT**

### **EXPLORATION OF THE CONSUMER BEHAVIOR OF GENERATION Z STUDENTS AT NGUDI WALUYO UNIVERSITY IN OFFLINE AND ONLINE STORES IN THE DIGITAL AGE**

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*The digital era has brought significant changes to the shopping behavior of Generation Z, including students at Ngudi Waluyo University. The shift from physical stores to online platforms has become a prominent phenomenon, with students considering various factors such as convenience, price, trust, comfort, satisfaction, and loyalty in determining which shopping channel to use. This study aims to analyze the shopping behavior of Generation Z students at Ngudi Waluyo University in both offline and online stores. The focus of the study includes comparing preferences between the two channels, exploring shopping experiences, and identifying factors influencing student choices. The research method used is descriptive qualitative through in-depth interviews with students. The collected data was then analyzed to identify patterns of behavior and factors driving purchasing decisions. The results of the study indicate that Generation Z exhibits dual shopping behavior. Online stores are chosen for their ease of access, flexibility of time, and the abundance of promotions offered. Meanwhile, offline stores remain the primary choice when students want to ensure product quality through direct interaction. These shopping preferences are contextual, depending on needs and previous experiences. Online stores excel in terms of flexibility and price, while offline stores stand out for their service quality and product certainty. The factors influencing these choices include psychological, situational, and social and cultural influences.*

*Keywords: Consumer Behavior, Generation Z, Online Store, Offline Store, Fashion*