

Influence of Material Quality, Shopping Experience and Customer Reviews on the Interest in Buying Shoes Ventela among Generation Z

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Article Information

Abstract

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Research aim : The purpose of this study is to find out the influence of material quality, shopping experience and customer reviews on the buying interest of generation Z consumers in choosing Ventela shoes.

Design/Method/Approach : This study uses a quantitative approach with primary data obtained from questionnaires. The number of respondents in this study was 40 obtained using the purposive sampling technique. Multiple linear regression analysis as a technique to explore the problems in this study, accompanied by a test-t.

Research Finding : In this study, material quality and shopping experience have a significant effect on the interest in buying Ventela shoes, while customer reviews do not have a significant effect. As for the three variabel as a whole, they have a significant influence of 54.2% on buying interest.

Theoretical contribution/Originality : But for Generation Z, customer reviews are very close and tend to use digital marketing, but customer reviews as a feature of online shopping do not have a significant effect.

Practitionel/Policy implication : The findings in this study are that Ventela needs to improve material quality and shopping experience, while customer reviews also need to be managed properly to build trust.

Research limitation : The limitation in this study is that the number of samples is too small and only examines 3 variables that are considered in the interest in purchasing a product.

Keywords : Material Quality, Shopping Experience, Customer Reviews, Buying Interest.

1. Introduction

The development of the fashion industry, especially shoes, is now developing rapidly due to digitalization and information technology. Companies around the world are using these digital media and technology to market their new products. One of the most popular fashion accessories in Indonesia is shoes where shoes are one of the most important elements in fashion, especially generation Z.



Figure 1. Shoe Trends 2023

Source: Elvira Anna (2023)

Lately, the growth of fashion in Indonesia and the increasing interest of customers in authentic goods have driven the emergence of many local brands. Due to the large number of sneaker lovers and admirers, the growing and bustling local trend has driven the growth of the shoe industry, especially in the field of sneakers, showing the phenomenon of competition in the shoe industry. Nowadays, many brands and shoe products are available, which encourages customers to choose the best brand to meet their desires and preferences. This competition will remain as long as many shoe manufacturers find new ways to create new products that suit the ever-changing desires and preferences of customers. Consumer behavior is always changing, so businesses must know it to better understand the decisions consumers make when making purchases [1]. In addition to increasing one's confidence, shoe fashion is also noticed by Generation Z people when they are active in the office, on campus, or at certain events. Shoes are durable consumer goods, and their characteristics are always judged based on their suitability, quality, design, brand, price, and style during the selection and purchase process, so everyone has a different way to meet them. Shoes are a fashion complement that can increase a person's confidence in this modern era. In fact, shoe users in the world use a diverse range of well-known brands. This means that shoes play an important role in supporting people's lifestyles [2].

At the current phenomenon, the young generation in the country is looking for Ventela Mid shoes, the majority of whose customers are domestic shoe enthusiasts; Designed in a unique vintage style, this unique vintage style is still produced by local brands, so it's no surprise that many people are willing to wait for hours to get their hands on the latest models. Even though these Ventela shoes have a high selling price because they often release exclusive products, the young generation of Indonesia is still enthusiastically looking forward to its launch and does not hesitate to buy it as soon as it is released by the factory.

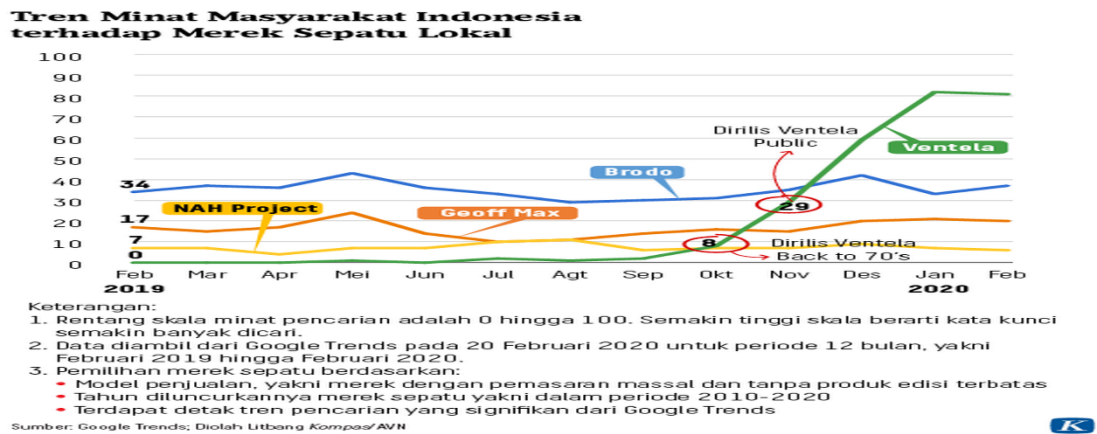


Figure 2. Trends in Indonesian Interest in Local Shoe Brands

Source: Yohanes Advent Krisdamarjati, (2020). *Ventela and the Challenge of the Popularity of Local Shoes in Indonesia - Kompas.id. Soworos.*

The peak of the popularity of the Ventela shoe brand from October 2019 to February 2020 is indicated by the search trend of the keyword "Ventela Shoes". It continues to grow, ranking first in terms of the popularity of local brand shoes when compared to three other brands: Geoff Max, Brodo, and Project NAH. Brodo shoes came in second, followed by Geoff Max and Project NAH, and an analysis of Google's search trends was conducted during the first three years after the brand's launch. In 2010, Geoff Max was the first character known as Brodo. in 2012, along with the launch of the Ventela and NAH projects in year 2017.

Currently, one of the products that attracts the attention of Generation Z is Vantela shoes. The brand has managed to create a strong image among young people with an emphasis on attractive design and good quality. Material quality, is a material obtained from nature or suppliers that have been tested for quality so that it can be used as the main material in the production process to produce high-quality and useful finished products. [3]. For the Ventela shoes themselves, the majority use premium canvas that is strong and comfortable, as well as a flexible and durable vulcanized rubber sole, the soft insole can refer to the inner layer of the shoe which is designed to provide extra comfort when used. These insoles are usually made of soft materials, such as foam or gel, which can help relieve pressure on the soles of the feet and provide better support. thanks to Ultralite Foam technology, extra comfort is provided at every step, making neat seams and the selection of quality upholstery further emphasize the quality of Ventela shoe manufacturing. With a focus on detail and the use of quality materials, Ventela manages to present shoes that are not only stylish, but also comfortable and durable. With all the conveniences that brands offer to customers, especially Generation Z who want quick and easy things, so that it can make a company's brand reputation changeable. According to [4]. This will make it easier to buy the product but not reduce its quality because customers will often recommend the product to others. By utilizing platforms such as Shopee, TikTok, Lazada, it can make it easier for consumers to find the products they want, including Vantela shoes. With ease of access and a wide range of options, they can quickly compare prices and read reviews, thus making better decisions in shopping. Research shows that this generation is more likely to shop online because they appreciate the convenience and efficiency offered by e-commerce. In addition, they are also looking for high-quality products that fit their lifestyle, making platforms like Shopee a top choice for meeting their shopping needs.

Shopping experience is the impact of persuasive communication that consumers have after using a product, known as Consumer experience which assumes that people can use different types of products for different sensations, feelings, images, and emotions. So that the shopping experience greatly affects the willingness and interest to shop again. If shoppers are satisfied with the product they purchased, they will return to buy the product so the term is widely used in retail research, and specifically includes the experience in the act of shopping [5]. For the shopping experience, ventela shoes are generally positive, with many customers praising their attractive, modern design as well as good quality materials and affordable prices compared to similar international brands also make it attractive. Ventela also offers a variety of models and sizes that are quite complete, so that it can make it easier for consumers to choose. However, as with any other product, it's a good idea to immediately try to ensure size and comfort before buying. Overall, Ventela managed to captivate the market with its blend of style, quality, and competitive pricing. Thus increasing the likelihood of repeat purchases on the same product, the importance of the shopping experience will determine whether to continue to engage with the platform.[6], Therefore, a marketing strategy that focuses on customer experience can have a significant impact on buying interest.

In addition to the shopping experience factor, the customer reviews factor on social media or e-commerce platforms is often used by consumers in online shopping. Customer reviews are feedback or ratings given by customers about the products or services they use. These reviews typically include the customer's experience with the product, quality, service, and overall satisfaction. Customer reviews can be text, stars, or a combination of both, and are often published on various online platforms. Such as, e-commerce sites, social media, official company websites, review applications, and online forums or communities. [7] so that it can play an important role in decision-making. Generation Z often considers the opinions of others before making a purchase, so positive reviews can increase their trust in a product. For customer reviews on social media such as shopee's example of Ventela shoes, most of them praise positively, with many compliments on the attractive design, comfort when worn, and affordable price. The materials used are considered to be of good quality, and various attractive promos are often offered. In today's digital era, information available online can affect consumer perceptions and attitudes towards brands.

For interest in buying ventela shoes can be seen from various aspects, in this study it is focused on online buyers. When someone is interested in buying Ventela shoes, they will tend to actively search for information such as product reviews, compare prices, or ask for product details by surfing social media [8]. Buying interest is the stage of the consumer's desire to do something before the purchase decision is made [9], Buying interest is defined as an interest that indicates the behavior of a person who is interested in getting information about the goods or services they are interested in. Thus showing the possibility, willingness, or intention to buy goods or services from a certain brand [10]. This study aims to analyze the influence of material quality, shopping experience, and customer reviews on Vantela shoe purchase intentions among Generation Z.

Statement of Problem

From the statement of the problem in this study, the first is whether material quality affects the intention to buy ventela shoes among generation Z, the second is whether shopping experience affects the intention to buy ventela shoes among generation Z, and the third is whether customer reviews affect the intention to buy ventela shoes among generation Z.

1.1. Research Objectives

The purpose of this study is first, to find out whether material quality has an effect on the purchase intention of Ventela shoes among generation Z. Second, to find out whether shopping experience has an effect on the purchase intention of Ventela shoes among generation Z. And third, to find out whether customer reviews have an effect on the purchase intention of Ventela shoes among generation Z.

2. Method

Methods This research uses a quantitative approach. According to [11], The quantitative research method is a research approach based on the philosophy of positivism. Used to examine a specific population or sample, this study uses a non-probability sampling technique with a purposive sampling method, namely consumers who use Ventela shoes. According to [12] If the study will use analysis with multivariate (correlation or multiple regression), then the number of samples is determined by the number of variables (independent + dependent) multiplied by 10. Because in this study there are 4 variables, the sample in this study is 40 respondents who want to buy Ventela shoes.

The types of primary and secondary data used in the study. Primary data was obtained from questionnaires, which were given to respondents with a likert scale of 1-5.. Meanwhile, secondary data was collected from various sources of journals, articles on the internet and books related to the problems discussed in this study. This study uses multiple linear regression data analysis techniques, classical assumption tests, determination coefficients, and hypothesis with SPSSv23.

2.1. Test Validitas

Tabel 1. Result Test Validitas

| Variable | Question | Corrected Items - Total | R table | Information |
|--------------------------------|----------|----------------------------|---------|-------------|
| Material Quality (X1) | X1.1 | 0,733 | 0,312 | Valid |
| | X1.2 | 0,751 | 0,312 | Valid |
| | X1.3 | 0,747 | 0,312 | Valid |
| | X1.4 | 0,697 | 0,312 | Valid |
| | X1.5 | 0,820 | 0,312 | Valid |
| | X1.6 | 0,489 | 0,312 | Valid |
| Shopping Experience (X2) | X2.1 | 0,467 | 0,312 | Valid |
| | X2.2 | 0,624 | 0,312 | Valid |
| | X2.3 | 0,601 | 0,312 | Valid |
| | X2.4 | 0,486 | 0,312 | Valid |
| Customer Reviews (X3) | X3.1 | 0,594 | 0,312 | Valid |
| | X3.2 | 0,591 | 0,312 | Valid |
| | X3.3 | 0,476 | 0,312 | Valid |
| | X3.4 | 0,758 | 0,312 | Valid |
| Buying Interest (Y) | Y1 | 0,545 | 0,312 | Valid |
| | Y2 | 0,584 | 0,312 | Valid |
| | Y3 | 0,574 | 0,312 | Valid |
| | Y4 | 0,579 | 0,312 | Valid |

Source: Output SPSSv23, 2024

A correlation coefficient of 0.3120 was found when the r calculation obtained from the results of data processing (df) was subtracted by 2, with the research sample being $40-2=38$. Based on the calculation above, all items in the questionnaire have values greater than the standard value of the r table, so all of these research instruments are valid.

2.2. Test Reliabilitas

Table 2. Result Test Reliabilitas

| Variable | Cronbach's Alpha > 0,6 | Information |
|---------------------|------------------------|-------------|
| Material Quality | 0,886 | Reliable |
| Shopping Experience | 0,746 | Reliable |
| Customer Reviews | 0,787 | Reliable |
| Buying Interest | 0,768 | Reliable |

Source: Output SPSSv23, 2024

Based on the results of the reliability test above, it shows that the measurement instruments used in this study have a good level of reliability so that they are reliable

3. Results and Discussion

3.1. Descriptive Statistical Test

Table 3. Descriptive Statistics of Variables

| Variable | Mean | Std. Deviasi | Kategori |
|--------------------------|------|--------------|-----------|
| Material Quality (X1) | 4,16 | 3,738 | Tall |
| Shopping Experience (X2) | 4,39 | 2,099 | Very high |
| Customer Reviews (X3) | 4,38 | 2,428 | Very high |
| Buying Interest (Y) | 4,40 | 1,944 | Very high |

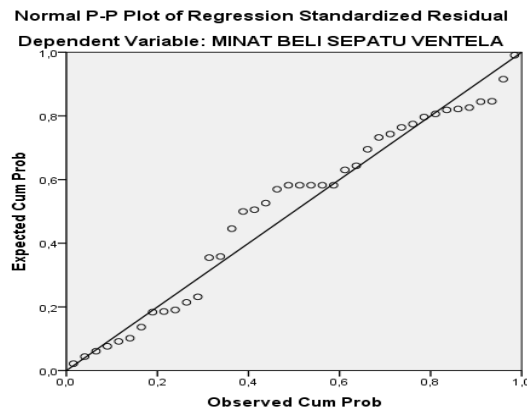
Source: Data processed by researchers, 2025

Based on table 4.2 of the analysis results above, Material Quality (X1) has an average value of 4.16 with a standard deviation of 3.738 which is included in the High category. This shows that the quality of the material of Ventela shoes is considered quite good by generation Z, so it has the potential to increase buying interest. The Shopping Experience (X2) variable has an average value of 4.39 with a standard deviation of 2.099, which is in the Very High category. This illustrates that a positive shopping experience is highly valued by Generation Z consumers, which can strengthen their interest in buying Ventela shoes.

Customer Reviews (X3) has an average score of 4.38 with a standard deviation of 2.428, also in the Very High category. It shows that consumer reviews, such as product ratings, positive testimonials, and other user experiences, have a huge influence on the purchasing decisions of generation Z, as they tend to pay attention to the opinions of other buyers before purchasing a product. Finally, Buying Interest (Y) has an average value of 4.40 with a standard deviation of 1.944, which is included in the Very High category. This indicates that in general, the buying interest in Ventela shoes among Generation Z is very strong, driven by the quality of the materials, a satisfying shopping experience, and positive customer reviews.

3.2. Test Normality

Table 4. Result Test Normality



Source: Output SPSSv23, 2024

From the image above, it can be seen that the points spread out from the diagonal line and are around the diagonal line so that it can be concluded that the residual is normally distributed.

3.3. Test Multikolinieritas

Table 5. Test Multikolinieritas
Coefficients^a

| Model | | Collinearity Statistics | |
|-------|---------------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | MATERIAL QUALITY | ,429 | 2,333 |
| | SHOPPING EXPERIENCE | ,351 | 2,851 |
| | CUSTOMER REVIEWS | ,716 | 1,396 |

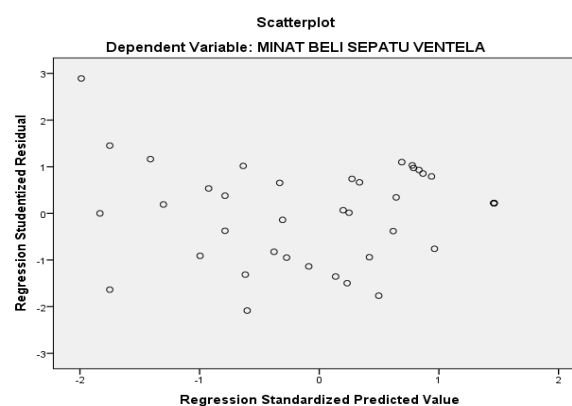
a. Dependent Variable: INTEREST IN BUYING VENTELA SHOES

Source: Output SPSSv23, 2024

Based on the table above, it is understood that the VIF value of the three variables is less than 10, so there is no relationship between the independent variables or the assumption that the multicolinierity has been fulfilled.

3.4. Test Heteroskedastisitas

Table 6. Result Test Heteroskedastisitas



Source: Output SPSSv23, 2024

The figure above shows that the randomly spread dots do not form a pattern and are above zero and below zero, so the assumption of heteroscedasticity has been fulfilled.

3.5. Analysis Regression Linear Multiple

Table 7. Result Analysis Regression Linear multiple

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------|---------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3,623 | 2,461 | | 1,472 | ,150 |
| | MATERIAL QUALITY | ,160 | ,090 | ,309 | 1,791 | ,082 |
| | SHOPPING EXPERIENCE | ,368 | ,176 | ,398 | 2,090 | ,044 |
| | CUSTOMER REVIEWS | ,195 | ,138 | ,189 | 1,420 | ,164 |

a. Dependent Variable: INTEREST IN BUYING VENTELA SHOES

Source: Output SPSSv23, 2024

The results of the analysis are shown in the table above, and the resulting regression equation is as follows:

$$Y = 3,623 + 0,160 X1 + 0,368 X2 + 0,195 X3$$

Then it can be interpreted:

- The constant value of 3.623 means that this indicates that when the value of the independent variable is 0, then the value of the interest in buying Ventela shoes is 3.623.
- The value of the Material Quality coefficient value of 0.160 means that every single increase in Material Quality will increase the interest in buying Ventela shoes by 0.160 units, assuming the other variables remain constant. So, the better the quality of the material, the higher the interest in buying Ventela shoes.
- The value of the Shopping Experience coefficient of 0.368 means that every increase in Shopping Experience will increase the interest in buying Ventela shoes by 0.368 units, assuming the other variables remain constant. So, the better the shopping experience, the higher the interest in buying Ventela shoes.
- The value of the Customer Reviews coefficient is 0.195 This means that every increase of one unit in Customer reviews will increase the interest in buying Ventela shoes by 0.195 units, assuming the other variables remain constant. So, the better the customer reviews, the higher the interest in buying Ventela shoes.

3.6. Test t (influence partially/individually)

Based on Table 7 above, the results of the hypothesis testing partially t test can be explained as follows:

- The Material Quality variable obtained a significance value of $0.082 > 0.05$ meaning that H_0 was accepted. Which means that the material quality variable does not have a significant effect on the buying interest of Ventela shoes.
- The Shopping Experience variable obtained a significance value of $0.044 < 0.05$ means that H_0 is accepted. Which means that the shopping experience variable has a significant effect on the interest in buying Ventela shoes.
- The Customer Reviews variable obtained a significance value of $0.164 > 0.05$ meaning H_0 was accepted. Which means that the variable of customer reviews does not have a significant effect on the buying interest of Ventela shoes.

3.7. Test Coefficient Determination (R^2)

Table 8. Results Test Coefficient Determination (R^2)

| Model Summary ^b | | | | |
|--|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,736 ^a | ,542 | ,504 | 1,369 |
| a. Predictors: (Constant), CUSTOMER REVIEWS, MATERIAL QUALITY, SHOPPING EXPERIENCE | | | | |
| b. Dependent Variable: INTEREST IN BUYING VENTELA SHOES | | | | |

Source: Output SPSSv23, 2024

Based on the results of the table above, it can be concluded that Material Quality (X1), Shopping Experience (X2), and Customer Reviews (X3) have an influence of 54.2%. Meanwhile, other variables that were not studied by the researcher had an influence of 45.8%.

3.7. DISCUSSION

The Influence of Material Quality on Buying Interest in Ventela Shoes

Based on the above results, Material Quality (X1) has an average value of 4.16 with a standard deviation of 3.738, which is included in the high category. This shows that generation Z considers the quality of Ventela shoe materials to be good and perceived as very good, so it has the potential to increase buying interest. However, the positive perception is not in accordance with the results of the statistical test, the significance value is 0.082, which exceeds the significance limit of 0.05. Which means material quality does not have a significant effect on the interest in buying vendela shoes. statistically, the influence of Material Quality on the purchase interest of Ventela shoes is not significant. In other words, there is not enough evidence to suggest that the quality of the material directly influences consumers' decision to buy Vendela shoes. Although the material quality in the t-test has not had a significant effect, there has been a positive response and is considered good by consumers when buying ventela shoes.

The results of this study are strengthened by the research [13] proving that the quality of the material does not have a significant influence on consumer buying interest. This research is contrary to the research [14] which revealed that the quality of materials has a significant effect on the quality of products at PT Super Box Industries. Although the quality of the material does not have a positive effect on the purchase interest of Vendela shoes, consumers still choose to buy the product because they consider the attractive design, strong brand reputation, and comfort of the shoe to be more important, thus still driving their purchase decision.

The Influence of Shopping Experience on Buying Interest in Ventela Shoes

Based on the above results, Shopping Experience (X2) has an average value of 4.39 with a standard deviation of 2.099, which is included in the very high category. This shows that Generation Z considers the shopping experience on Ventela shoes to be very good, which has the potential to increase buying interest. Furthermore, based on the results of the statistical test, the significance value of the shopping experience variable was 0.044, less than the significance limit of 0.05. This means that statistically, shopping experience has a significant effect on interest in buying Ventela shoes.

The results of this study are supported by research conducted [15], that a positive shopping experience has a significant effect on the interest in buying Ventela shoes can be well received by consumers.

The Influence of Customer Reviews on Buying Interest in Ventela Shoes

Based on the results above, customer reviews (X3) have an average value of 4.38 with a standard deviation of 2.428, which is included in the very high category. This shows that Generation Z rates customer reviews of Ventela shoes high and positive, so it has the potential to increase buying interest. However, based on the results of the statistical test, the significance value of the customer reviews variable was 0.164, which exceeded the significance limit of 0.05. This means that, statistically, the influence of customer reviews on interest in buying Ventela shoes is not significant.

The results of this study are strengthened by the research [16], about customer reviews through trust in the Shopee online shop which explains in its research that Customer Reviews do not have a significant effect on buying interest. It is suspected that consumers do not pay much attention to Customer Reviews on a product because consumers feel less trustful of the reviews explained by consumers on a product as explained by Farki, Baihaqi, and Wibawa, in their research that there is no consumer trust in Customer Reviews in an online shop.

4. Conclusion

Influence of Material Quality (X1): Material Quality has a high and positive rating from consumers with a high average value (4.16) but is not the same as the results of the t-test which shows that material quality does not have a significant effect on buying interest. Effect of Shopping Experience (X2): Shopping Experience shows a very high average value (4.39) and has a significant effect on buying interest. Influence of Customer Reviews (X3): Although Customer Reviews have a high average value (4.38), it does not have a significant effect on buying interest.

Based on the results of the determination coefficient (R^2) test which showed a value of 0.542, which means that Material Quality (X1), Shopping Experience (X2), and Customer Reviews (X3) have an influence of 54.2% on the interest in buying Vendela shoes, there are several suggestions that can be considered. First, related to Material Quality, the results of the study showed a positive response from respondents regarding the quality of materials. Therefore, improving material quality can increase customer satisfaction and create loyalty, which in turn can influence future purchasing decisions. Second, Shopping Experience has a significant influence on buying interest, so companies need to focus on improving the shopping experience. This can be done by improving the website's interface, providing responsive customer service, and creating a pleasant shopping atmosphere both online and offline. Third, even if Customer Reviews don't show significant influence, companies can work to increase consumer trust in product reviews by verifying reviews provided by customers and displaying testimonials from satisfied customers. Finally, given that 45.8% of buying interest is influenced by other variables that are not studied, it is advisable to conduct further research to identify other factors that can influence buying interest, including factors such as price, promotion, and brand image.

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