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The Effect of Self-Concept, Copywriting and Sales Promotion On Impulse Buying and Its Implications On Digital Repurchase Intention of Healthy Food and Beverage Products In Z Generation (Empirical Study On Private Universities of Management Study Programs In East Jakarta, Central Jakarta, South Jakarta and West Jakarta)

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Abstract: This study aims to analyze and prove the influence of Self-Concept, Copywriting, Sales Promotion on Impulse Buying both partially and simultaneously, as well as the influence of Self-Concept, Copywriting, Sales Promotion, Impulse Buying on Repurchase Intention both partially and simultaneously. The research method used in this study is a descriptive survey method and an explanatory survey with a sample size of 394 respondents, and the data analysis method used is SEM (Structural Equation Modelling). Based on the results of the study, the following findings were obtained, namely Self-Concept has a positive and significant effect on Impulse Buying. Copywriting has a positive and significant effect on Impulse Buying. Sales Promotion has a positive and significant effect on Impulse Buying. Self-Concept, Copywriting and Sales Promotion together have a positive and significant effect on Impulse Buying with a contribution of 85%. However, when viewed partially, self-concept has a dominant influence on Impulse Buying. Self-Concept has a positive but not significant effect on Repurchase Intention, Impulse Buying has a positive and significant effect on Repurchase Intention, Sales Promotion has a positive and significant effect on Repurchase Intention, Impulse Buying has a positive and significant effect on Repurchase Intention. Self-Concept, Copywriting, Sales Promotion and Impulse Buying together have a positive and significant effect on Repurchase Intention with a contribution of 80%. However, when viewed partially, Sales Promotion most dominantly affects Repurchase Intention. Also for Self-Concept, Copywriting and Sales Promotion, Impulse Buying has a role as partial mediating to Repurchase Intention. This research found and proved that to increase Impulse Buying and Repurchase Intention, it is necessary to create advertisements that can affect the Self-Concept of generation Z and also improve Sales Promotion programs.

Keyword: Self-Concept, Copywriting, Sales Promotion, Impulse Buying, Repurchase Intention.

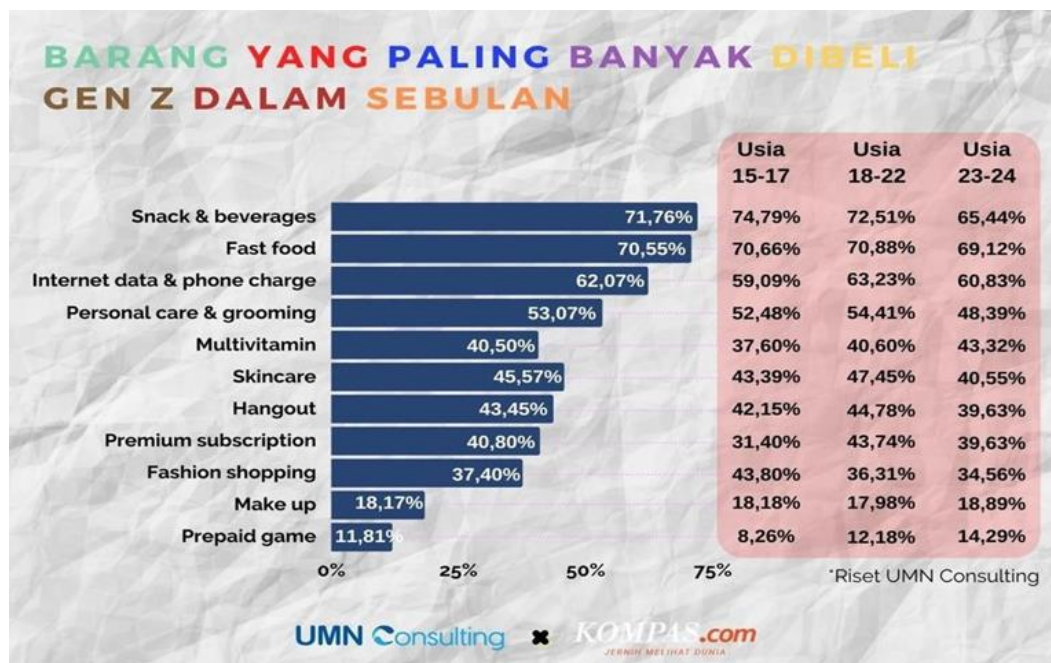
INTRODUCTION

Everyone has their own pleasure in trying to fill their free time, which in this case is associated with the shopping process. Shopping activities are carried out by a person who aims to meet the needs and desires of life. The process of fulfilling primary, secondary or tertiary needs is an activity where it is difficult to be separated from human life, therefore transactions between sellers and buyers will always occur both for product transactions in the form of goods or services. Likewise, the process of fulfilling the desire to live as an effort to please oneself is often carried out by consumers in various ways, and in various products they buy. This goes back to what the consumer wants and is considered to be able to please himself either for a short time or for the long term. This is in line with an article that the researcher wrote from the official website www.gramedia.com that there are several ways to make yourself happy, namely understanding yourself, not making life a burden, loving your work, not being stingy with yourself, doing fun things, making peace with the past, thinking positively, enjoying what you have, being yourself as you are, doing *quality time* For yourself, love the people closest to you, solve problems one by one, be patient with things that are not what you want, appreciate everything that has been achieved and forgive those who have hurt. Here the researcher underlines that a way to be happy is to do fun things. Individuals who feel satisfaction after consuming a product will show pleasure and the next tendency is the emergence of the desire to buy the same product again. As a result of having a good experience in terms of consuming the product, it is not impossible that the decision to repurchase will be taken. This buyback decision is known as *Repurchase Intention*.

After a purchase process based on an impulsive attitude, it is not impossible for individuals to make repeated purchases as a result of the positive evaluation felt after consuming the product they purchased. Buyback or *Repurchase Intention* It is a behavior that is repeatedly carried out by consumers, whether it is buying from the same seller or from a different seller, but still the product they buy is the same product. This happens because there is an assumption that the product he buys can meet his needs or desires even without prior purchase planning. Buying the same product again is often done by consumers who feel satisfaction in the purchase process or after consuming the product. Some of the reasons why consumers decide to repurchase or repurchase include satisfactory service, ease of payment and delivery processes, discounts or other promotions. *Repurchase Intention* It is also a benchmark for the success of a seller, where satisfaction has been obtained by the individual, so that the individual decides to make repeated purchases. Satisfaction in consumers who think that the products they buy can reduce their stress burden or can please themselves in general is the reason for repurchases.

Food and beverages are one of the preferred items that are quite widely purchased by consumers to meet their needs or desires. In addition to food and beverages as one of the primary needs, this product category is also a secondary and tertiary need for certain types or times of purchase. For example, consumers who want to release the stress burden in themselves by buying a glass of drink or a plate of their favorite food because it is considered to be able to reduce the stress burden they feel. In terms of shopping, this is not closed to the current generation, namely Generation Z. In several articles, experts say that Generation Z is a generation that is in the age range of 13 to 28 years (Codrington, 2004) has very prominent characteristics and is very different when compared to the generations that have been born before. Generation Z is characterized as a generation that has almost no boundaries. Generation Z in terms of work is said to have a different perspective on work from other

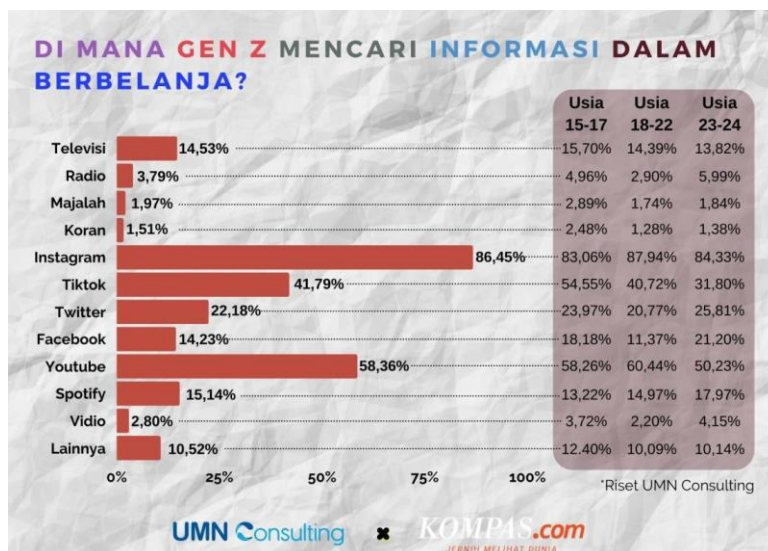
generations and is even considered to be quite challenging for the organization. The characteristics of this current generation look varied, more general and can influence the culture and attitudes of the community. Among the most interesting things about Generation Z is that they can take advantage of technological advances in various lines of their lives, and it can be said that technology is something as natural as they breathe all the time.



Source: www.jeo.kompas.com
Figure 1. The Most Purchased Items of Gen Z in a Month

In figure 1 below, which is the result of research from UMN Consulting in 2022, data is obtained that the food and soft drink category is the type of goods or services that are most purchased by generation Z in one month.

The expertise of marketers or manufacturers in compiling promotional sentences for a product is also one of the keys to moving individuals to buy the goods or services offered, or vice versa. Promotional sentences embedded in product advertisements, both conventional and modern, unconsciously have their own power in influencing consumers. The invitation sentence conveyed in a series of positive words, explaining the advantages of the product, the benefits that will be obtained by the individual or consumer, as well as the price value in accordance with the quality of the product, will be able to influence consumers to buy. Promotional sentences or known as *Copywriting* need to be thought in such a way that every word contained in the advertisement is able to foster consumer buying interest. Limited space in the sense of *space* in advertising media is a challenge for marketers in creating *Copywriting*. In the midst of limited advertising areas and times, a marketer must be able to convey all information related to products that need to be known by the public as consumers and potential consumers. The time of advertising on modern media certainly has its own limitations, the longer the advertising period will certainly be more boring to see, and if the ads made do not attract consumers, then the possibility of buying interest is certainly also lower. Similarly, in conventional media such as posters or leaflets, there is a limited *space* where this is a challenge for marketers so that all the best information from the product can be conveyed clearly and interestingly, of course. As outlined in the image below, generation Z is looking for a lot of information to shop through Instagram social media, or in this case, modern marketing media.



Source: www.jeo.kompas.com
Figure 2. Where Gen Z Looks for Information in Shopping

Consumers in the young age range in the generation Z range, namely 13 to 28 years old, are in an interesting time to become a sales target. Where at this time several self-factors that are easily shaken and the reason for the high level of stress are the basis for the ease of Generation Z being influenced by sales promotion programs and sentences in certain *Copywriting*. The lack of a strong self-concept in Generation Z is also the reason why it is easy to make the decision to buy product A and leave product B. Based on this, researchers research on the self-concept of Generation Z which is still easily influenced by various offers from marketers. This condition is certainly beneficial as well as a challenge for marketers or manufacturers, how they take advantage of the current generation Z population, as well as how to conquer their hearts until they grow their interest in buying and end up making a decision to buy the products offered. This condition is interesting to study to see how the self-concept factor of Generation Z is considered easy to make the decision to buy an unplanned product, which is supported by the *Copywriting* factor and attractive sales promotion from the marketer. The current population of Generation Z is the largest in the world, including Indonesia, based on this, researchers chose Generation Z as a research subject who is also a new target in the industrial world. As the data contained in the table below, the age of 15 to 24 years dominates the distribution of the population in Indonesia.

Table 1. Number of Population Age 15 Years and Above by Age Group

Golongan Umur	Jumlah Penduduk Usia 15 tahun ke Atas Menurut Golongan Umur					
	2021			2022		
	Februari	Agustus	Tahunan	Februari	Agustus	Tahunan
15-19	22 140 124	22 119 160	-	22 176 543	-	-
20-24	21 953 565	21 946 727	-	22 520 014	-	-
25-29	21 709 247	21 701 824	-	22 436 965	-	-
30-34	21 333 009	21 333 724	-	22 036 720	-	-
35-39	20 854 336	20 941 858	-	21 181 181	-	-
40-44	19 676 523	19 799 144	-	20 236 988	-	-
45-49	18 331 384	18 455 721	-	18 603 136	-	-
50-54	16 196 200	16 412 807	-	16 370 096	-	-
55-59	13 593 920	13 779 004	-	13 816 982	-	-
60+	29 572 128	30 218 330	-	29 165 461	-	-
Total	205 360 436	206 708 299	-	208 544 086	-	-

Data 2011-2013 menggunakan Backcast dari Penimbang Proyeksi Komponen Data 2018-2020 menggunakan Backcast dari Penimbang berbasis SUPAS 2015 1986-1998, penghitungan tanpa data Provinsi Timor Pada tahun 1995, Sakernas tidak dilaksanakan Pada tahun 2000, tanpa Maluku Sumber: Survei Angkatan Kerja Nasional (Sakernas)

Source: www.bps.go.id 2022

The above shows the generation in the age range of 15 to 24 years with a total of 44,696,557 people. This figure is the largest of other age ranges in the data raised is the maximum age of 60 years and above. In addition, BPS also compiles categories of the age range of the Indonesian population based on generation groups quoted from the official website detik.com as follows:

Table 2. Generation of Indonesian Citizens

Criterion	Year of Birth	Estimated Age Now	Composition of the population
Pre-Boomer	Before 1945	Over 76 years old	1,87%
Baby Boomer	1946 – 1964	58-76 years old	11,56%
Gen X	1965 – 1980	42-67 years old	21,88%
Gen Y	1981 – 1996	26-41 years old	25,87%
Gen Z	1997 – 2012	10-25 years	27,94%

Source: www.detik.com

METHOD

Descriptive and verifiable analysis is the design of this study. Descriptive analysis aims to provide an overview of *Self-Concept*, *Copywriting*, *Sales Promotion*, *Impulse Buying* and *Repurchase Intention*. The formulation of the hypothesis to the analysis of the data is the flow of the design of this research which will describe the type of research to be carried out and become the basis for determining this research method. This study discusses *Impulse Buying* which has implications for *Repurchase Intention*, with factors that affect it, namely *Self-Concept*, *Copywriting* and *Sales Promotion*. The data in this study is sourced from the collection of survey data using questionnaires distributed to respondents as a sample that will represent all populations. Based on this, this survey research is a study of a sample of the population with a tool for data collection, namely a questionnaire which is the main data collection tool.

The purpose of this correlational research is to find out how much influence *Self-Concept* has on *Impulse Buying*, how much influence *Copywriting* has on *Impulse Buying*, how much influence *Sales Promotion* has on *Impulse Buying*, and how much influence *Self-Concept* has, *Copywriting* and *Sales Promotion* together against *Impulse Buying*. Not only that, this study has the purpose of finding out how much *Impulse Buying* affects *Repurchase Intention*, how much influence *Self-Concept* has on *Repurchase Intention*, how much influence *Copywriting* has on *Repurchase Intention*, how much does *Sales Promotion* influence *Repurchase Intention*, as well as how much influence *Self-Concept*, *Copywriting*, *Sales Promotion* and *Impulse buying* together on *Repurchase Intention*.

This research refers to the opinion of Singarimbun & Effendi (1995), where it is said that research that uses a survey method, namely research will take samples on a population and prioritize questionnaires or questionnaires as data collection instruments. So this research is categorized as *Explanatory* or *Confirmatory research*, because it causes a cause-and-effect relationship of variables to be studied through hypothesis testing. This study is about the influence of *Self-Concept*, *Copywriting* and *Sales Promotion* on *Impulse Buying* and its implications on *Repurchase Intention*, with the population of generation Z in a number of universities in East Jakarta, South Jakarta, Central Jakarta, and West Jakarta. The method that will be carried out in this study in collecting data is through filling out questionnaires.

RESULTS AND DISCUSSION

Results

Self-Concept in this study refers to the research of George Herbert Mead (2011) and Maslow (2021) who said that self-concept is an individual's views, judgments and feelings about himself that arise as a result of social, ethnic or tribal interactions, in addition to religion. And also one of the prerequisites for achieving self-actualization is the satisfaction of various lower needs, namely physiological needs, security, belonging, love and appreciation. So that the dimension of self-concept is the view of the self, the assessment of the self, the feeling of the self, and social interaction.

Copywriting in this study refers to the research of Aryanda Azman Tarigan (2022) and Dewa Eka Prayoga (2015) where to help create interesting content, *Copywriting techniques are needed*, because *Copywriting* is an art in writing which aims to get a response so that the reader's interest increases. And also *Copywriting* is any form of writing in any media in any media that aims to promote products. So that the dimensions of *Copywriting* are writing, media, promotion, art in writing, response and increasing interest.

Sales Promotion in this study refers to the research of Djaslim Saladin (2016) and Hermawan (2012) where sales promotion is a form of direct persuasion through various incentives that can be arranged to stimulate product purchases immediately or increase the number of goods purchased by customers. And it is also said that sales promotion is a marketing activity that proposes the added value of a product in a certain period of time in order to encourage consumer purchases, sales effectiveness, or encourage efforts made by salespeople. So that the dimensions of *Sales Promotion* are persuasion, incentives, stimulating immediate purchases and increasing purchases.

Impulse Buying in this study refers to the research of Raeny Dwi Santy (2018), Prasetyo Yulianto and Kumadji (2016), and Utami (2011) where *Impulse Buying* is a shopping behavior without a prior plan and purchase decisions occur quickly without thinking long and can be said to be an activity that consumers do to spend money uncontrollably. mostly on items that are not needed. So that the dimensions of *Impulse Buying* are *pure impulse, suggestion impulse, remind impulse, planned impulse*.

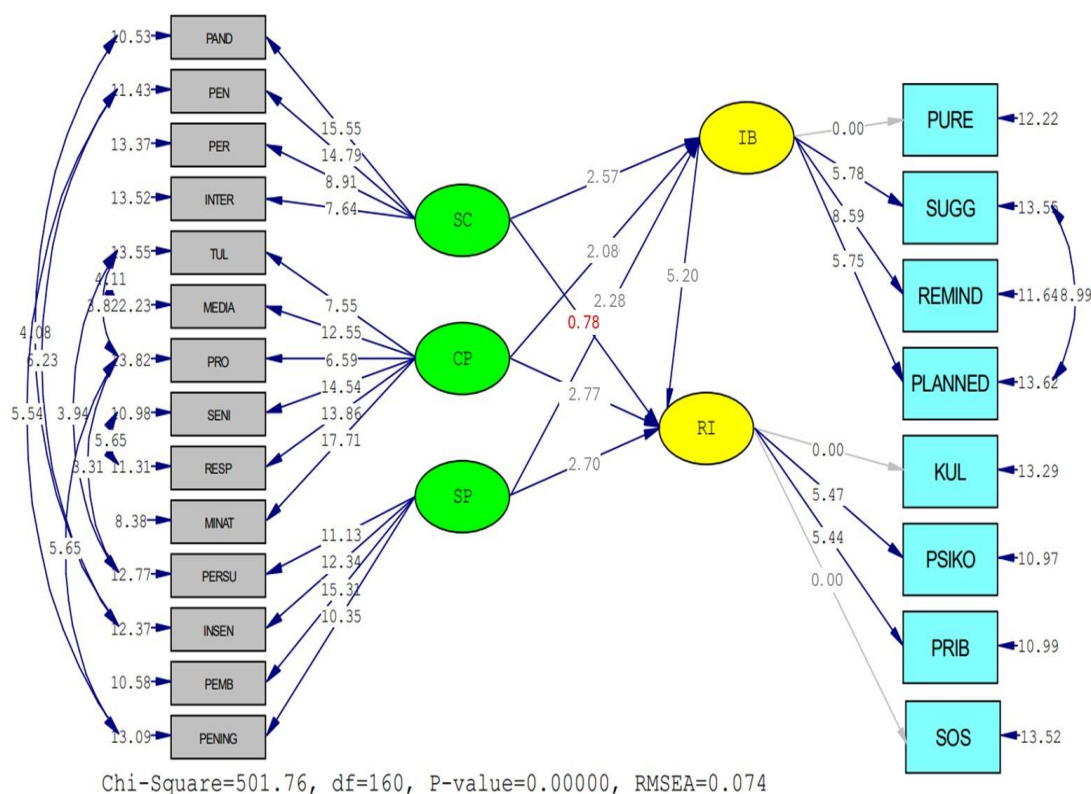
Repurchase Intention in this study refers to the research of Kotler and Amstrong (2015), as well as Peter and Olson (2015) which states that *Repurchase Intention* is a person's interest in making repurchases based on cultural factors, psychological factors, personal factors and social factors. So that the dimensions of *Repurchase Intention* are cultural factors, psychological factors, personal factors and social factors.

Discussion

The hypothesis H1, H2, H3 and H4 is accepted, where the meaning is that *Self-Concept*, *Copywriting* and *Sales Promotion* together have a positive and significant effect on *Impulse Buying*. It can be interpreted in other ways, namely *Self-Concept* partially has a positive and significant effect on *Impulse Buying*. Similarly, *Copywriting* partially has a positive and significant effect on *Impulse Buying*, and *Sales Promotion* partially has a positive and significant effect on *Impulse Buying*.

The H5 hypothesis was rejected, but the H6, H7, H8, H9 hypothesis was accepted. The H5 hypothesis was rejected and it can be interpreted that *Self-Concept* partially has a positive but insignificant effect on *Repurchase Intention*. For the H6, H7, H8 and H9 hypotheses, it is interpreted that *Copywriting*, *Sales Promotion* and *Impulse Buying* together have a positive and significant effect on *Repurchase Intention*. Similarly, when viewed from the other side, it can be interpreted that *Copywriting* partially has a positive and significant effect on *Repurchase Intention*, *Sales Promotion* partially has a positive and significant effect on

Repurchase Intention, and Impulse Buying partially has a positive and significant effect on Repurchase Intention.



Source: Processed by the researcher
Figure 3. Hybrid Structural Test

The following is a table of direct and indirect influences in this study:

Influence	Great Influence		Result
	Direct (L)	Indirect (TL) through Impulse Buying	
Self-Concept → Repurchase Intention	(0.24) ² = 0.0576	(0.35) (0.37) = 0.1295	L < TL Mediation
Copywriting → Repurchase Intention	(0.28) ² = 0.0784	(0.20) (0.37) = 0.0740	L > TL No Mediation
Sales Promotion → Repurchase Intention	(0.58) ² = 0.3364	(0.30) (0.37) = 0.1110	L > TL No Mediation

Source: Processed by the researcher

Furthermore, it can be explained as follows:

1. Direct and Indirect Effects of *Self-Concept* on *Repurchase Intention* through *Impulse Buying*

The direct effect of *Self-Concept* on *Repurchase Intention* is $0.24^2 = 0.0576$, while the indirect effect through *Impulse Buying* is $0.35 \times 0.37 = 0.1295$. Based on this analysis, it can be seen that *Repurchase Intention* will not increase even though Generation Z has a strong *Self-Concept*, unless Generation Z does *Impulse Buying* before. So in other words, *Self-Concept* can increase or influence *Repurchase Intention* indirectly through *Impulse Buying*.

2. Direct and Indirect Effects of *Copywriting* on *Repurchase Intention* through *Impulse Buying*

The direct influence of *Copywriting* on *Repurchase Intention* is $0.28^2 = 0.0784$, while the indirect influence through *Impulse Buying* is $0.20 \times 0.37 = 0.0740$. Based on this analysis, it can be seen that *Repurchase Intention* can increase through good *Copywriting*, or in other words, *Repurchase Intention* is directly influenced by *Copywriting*. It can be seen that the direct influence is more dominant than the indirect influence.

3. Direct and Indirect Effects of *Sales Promotion* on *Repurchase Intention* through *Impulse Buying*

The direct influence of *Sales Promotion* on *Repurchase Intention* is $0.58^2 = 0.3364$, while the indirect influence through *Impulse Buying* is $0.30 \times 0.37 = 0.1110$. Based on the analysis, it can be seen that *Repurchase Intention* can increase through attractive *Sales Promotion*, or in other words, *Repurchase Intention* is directly influenced by *Sales Promotion*. It can be seen that the direct influence is more dominant than the indirect influence.

Based on the three analyses above, it can be said that *Impulse Buying* plays a role as partial *mediating*, because there are those whose indirect influence is stronger such as *Self-Concept* on *Repurchase Intention*, and there are also those whose direct influence is stronger such as *Copywriting* on *Repurchase Intention* and *Sales Promotion* on *Repurchase Intention*.

CONCLUSION

1. *Self-Concept* in Generation Z in the Central Jakarta, East Jakarta, South Jakarta and West Jakarta areas reflected by the Self-View dimension is proven to have a positive and significant effect on *Impulse Buying* reflected by the *Remind Impulse* dimension (Seen in table 5.20, Figure 5.11 and Figure 5.12)
2. *Copywriting* in Generation Z in the Central Jakarta, East Jakarta, South Jakarta and West Jakarta areas reflected by the Increasing Interest dimension was proven to have a positive and significant effect on *Impulse Buying* reflected by the *Remind Impulse* dimension (Seen in table 5.20, Figure 5.11 and Figure 5.12)
3. *Sales Promotion* in Generation Z in the Central Jakarta, East Jakarta, South Jakarta and West Jakarta areas as reflected by the Prompt Purchase dimension is proven to have a positive and significant effect on *Impulse Buying* as reflected by the *Remind Impulse* dimension (Seen in table 5.20, Figure 5.11 and Figure 5.12)
4. *Self-Concept* in Generation Z in the Central Jakarta, East Jakarta, South Jakarta and West Jakarta areas which is reflected by the Self-View dimension, *Copywriting* in Generation Z in the Central Jakarta, East Jakarta, South Jakarta and West Jakarta areas which is reflected by the Increasing Interest dimension, and *Sales Promotion* in Generation Z in the Central Jakarta, East Jakarta, South Jakarta and West Jakarta areas which is reflected by the Stimulating dimension Immediate Purchase is proven to have a positive and significant effect on *Impulse Buying* which is reflected by the *Remind Impulse* dimension with an influence contribution of 85%, while the remaining 15% is influenced by factors other than *Self-Concept*, *Copywriting* and *Sales Promotion*. But when viewed partially, it turns out that the *Self-Concept* factor is the most dominant factor that affects *Impulse Buying* (Structural Sub-Model Equation 5.1).
5. *Self-Concept* in Generation Z in the Central Jakarta, East Jakarta, South Jakarta and West Jakarta areas, which is reflected by the Self-View dimension, is proven to have an effect but not significantly on the *Repurchase Intention* reflected by the Psychological Factors dimension (Seen in table 5.20, Figure 5.11 and Figure 5.12)
6. *Copywriting* in Generation Z in the Central Jakarta, East Jakarta, South Jakarta and West Jakarta areas reflected by the Increasing Interest dimension was proven to have a positive

- and significant effect on *Repurchase Intention* reflected by the Psychological Factors dimension (Seen in table 5.20, Figure 5.11 and Figure 5.12)
7. *Sales Promotion* in Generation Z in the Central Jakarta, East Jakarta, South Jakarta and West Jakarta areas as reflected by the Stimulating Immediate Purchase dimension is proven to have a positive and significant effect on *Repurchase Intention* reflected by the Psychological Factors dimension (Seen in table 5.20, Figure 5.11 and Figure 5.12)
 8. *Impulse Buying* in Generation Z in the Central Jakarta, East Jakarta, South Jakarta and West Jakarta areas reflected by the *Remind Impulse dimension* is proven to have a positive and significant effect on *Repurchase Intention* reflected by the Psychological Factors dimension (Seen in table 5.20, Figure 5.11 and Figure 5.12)
 9. *Self-Concept* in Generation Z in Central Jakarta, East Jakarta, South Jakarta and West Jakarta as reflected by the Self-View dimension, Copywriting in Generation Z in the Central Jakarta, East Jakarta, South Jakarta and West Jakarta areas as reflected by the dimension of Increasing Interest, *Sales Promotion* in Generation Z in the Central Jakarta, East Jakarta, South Jakarta and West Jakarta areas which is reflected by the Stimulating Immediate Purchase dimension, and *Impulse Buying* in Generation Z in the Central Jakarta, East Jakarta, South Jakarta and West Jakarta areas which is reflected by the *Remind Impulse dimension* is proven to have a positive and significant effect on *Repurchase Intention* which is reflected by the Psychological Factors dimension with an influence contribution of 80%, while the remaining 20% is influenced by factors other than *Self-Concept*, *Copywriting*, *Sales Promotion* and *Impulse Buying*. But when viewed partially, it turns out that the most dominant *Sales Promotion* factor has an effect on *Repurchase Intention* (Structural Sub-Model Equation 5.2). It can also be concluded that *Impulse Buying* plays a role as partial *mediating*, because there are those whose indirect influence is stronger such as *Self-Concept*, and there are also those whose direct influence is stronger such as *Copywriting* and *Sales Promotion*.

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