Generation Z Consumer Satisfaction in Online Shopping

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ABSTRACT
Generation Z is the generation born from 1998 – 2010. Similar to Millennials, Generation Z likes to shop at offline stores as a social activity. However, this generation is also one of the generations who use their smartphones the most to find the product they want to buy.The characteristics of the millennial and z generations that are closely related to technology are then used by e-commerce companies for promotion. It is proven that almost all sources of information about e-commerce come from digital media.Conduct a series of tests on hypotheses using predetermined statistical analysis techniques, namely correlation analysis, simple and multiple regression with a total of 140 respondents who filled out the questionnaire. The influence between the variable price (X1) and consumer satisfaction Generation Z (Y) of rxy = 0.147 is very low. The influence between the Promotion variable (X2) and Generation Z consumer satisfaction (Y) of rxy = 0.138 is very low. The relationship between the variable Price (X1) and Promotion (X2) of rxy = 0.999 is classified as very high (strong). The simultaneous effect of Price (X1) and Promotion (X2) variables on Generation Z (Y) consumer satisfaction is 0.218 is low. Generation Z consumer satisfaction in online shopping through selling prices and promotions can increase sales results and consumer satisfaction.

INTRODUCTION

Generation Z is the generation born from 1998–2010. Similar to Millennials, Generation Z likes to shop at offline stores as a social activity. But this generation is also one of the generations who use their smartphones the most to find the product they want to buy. Generation Z often looks for products online and buys them in offline stores with their friends. This is done so that they do not have to wait for their purchases to arrive at home when buying online. On the other hand, the tech-savvy Generation Z is also one of the most active generations interacting with their favorite brands online. Brands can approach Generation Z by increasing interactivity on online platforms, such as social media. In addition, Generation Z also demands the quality and ease of multi-platform shopping. It means, brands need to be facilitated by an easier transition from shopping at online stores to offline and offering various supporting services, such as Cash on Delivery. Regardless of the shopping behavior of each generation, brands need to adapt to technology and maximize e-commerce platforms for a better shopping experience.

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The latest survey by the Snapcart research institute in January 2018 revealed that the millennial generation was the most spender in the e-commerce field, namely 50 percent (25-34 years). The majority of online shopping consumers by gender are women with the number reaching 65 percent. When combined with Generation Z (15-24 years), the number of shoppers from the younger generation reaches around 80 percent. "So young people aged 15-34 years dominate 80 percent of the use of e-commerce," said Snapcart Asia Pacific Business Development Director Felix Sugianto at the Snapcart Office, South Jakarta, Thursday (22/3). The characteristics of the millennial and z generations that are closely related to technology are then used by e-commerce companies for promotion. It is proven that almost all sources of information about e-commerce come from digital media. Felix said that 25 percent of the sources of information came from television and 21 percent from advertisements on social media such as Facebook, Instagram or Twitter. Online reporting also contributes to making an e-commerce company known. While 24 percent received information about e-commerce through word of mouth promotions. "So you could say the source is digital. Why is word of mouth still strong? That's just the impact of e-commerce carrying out integrated marketing," he said. Millennials are the first generation to see the internet as a great invention and change everything. While Generation Z is the generation that was born when the internet and social media have become everyday. The demographic bonus is one of the reasons why these two generations dominate the online market. "Indonesia has a very high demographic bonus in the productive age. Who is the productive age? Millennials and gen z," he said. In addition, millennials and gen z are considered a generation that is already attached to the digital breath. So that the digital character is already very attached to the two generations. Included in shopping behavior.

In addition, the development of internet infrastructure is also considered as another factor. It is possible that the profile of online shoppers will change in the next 10 years along with technological developments. As happened in developed countries or revolutionary countries like China, which already have a capable internet infrastructure.

Based on the background that has been stated previously, the formulation of the problem described is whether the influence of promotion in online shopping on consumer satisfaction in Generation Z has an effect and the influence of price in online shopping on consumer satisfaction in Generation Z has an influence. Where the relationship between price and promotion in online shopping on consumer satisfaction in Generation Z is very related and what is the influence between price and promotion in online shopping simultaneously on the influence of consumers on Generation Z.

The research objective to be achieved by researchers in this study is to determine promotion and price in online shopping on consumer satisfaction in Generation Z. To determine the relationship between price and promotion in online shopping on consumer satisfaction in Generation Z and determine prices and promotions in online shopping online. simultaneously on consumer satisfaction in Generation Z.

As for the benefits that the researchers expect in this study for researchers, this research is expected to be able to expand the knowledge and insight of researchers about the effect of promotion and price in online shopping on consumer satisfaction in Generation Z. effect on Consumer Satisfaction in Generation Z and bFor the community, it is hoped that it can be a reference for students and for further researchers in reviewing the influence of promotions and prices in online shopping on Consumer Satisfaction in Generation Z, besides that research is expected to increase knowledge for the community.

METHOD

Descriptive Data

The descriptive results of the variable respondent data are: Price (X1), Promotion (X2) and Generation Z (Y) consumer satisfaction depicted that:

a. The ability of X1 there are 140 respondents who fill out the questionnaire. The results obtained for: an average (mean) of 87.86; the middle point (median) of 89.00 (X1), the value that often appears (mode) is 23 (X1),; standard deviation (std deviation) is 40.675 (X1),; the level of spread (variance)

is 41654,454; the range is 143 (X1; the minimum score from the data is 15; and the maximum score from the data is 158; while the total score is 12300.

b. The ability of X2 there are 140 respondents who filled out the questionnaire. The results obtained for: the average (mean) of 87.86 (X1), 87.05 (X2) and 21.29 (Y); the midpoint (median) of 86.50; the most frequently occurring value (mode) is 75; the standard deviation (std deviation) is 41.059; the level of spread (variance) is 1685.818; the range is 144; the minimum score of the data is 13; and the maximum score of the data is 157 ; while the total score is 12187.

c. Ability Y there are 140 respondents who fill out the questionnaire. The results obtained for: the average (mean) of 21.29 ; the midpoint (median) of 21.00 ; the most frequently occurring value (mode) is 25; the standard deviation (std deviation) is 2.885; the level of spread (variance) is 8,321; range (range) is 11 ; the minimum score of the data is 14; and the maximum score of the data is 25; while the total score is 12300 2980.

Table 1 Data Description

		PRICE	PROMOTION	SATISFACTION
N	Valid	140	140	140
	Missing	0	0	0
mean		87.86	87.05	21.29
Std. Error of Mean		3,438	3,470	,244
median		89.00	86.50	21.00
Mode		23a	75a	25
Std. Deviation		40,675	41.059	2,885
Variance		1654,454	1685,818	8,321
Range		143	144	11
Minimum		15	13	14
Maximum		158	157	25
Sum		12300	12187	2980

a. Multiple modes exist. The smallest value is shown

Data analysis

Conducting a series of tests on hypotheses using predetermined statistical analysis techniques, namely correlation analysis, both simple and multiple regression are described as follows:

Based on calculations from the Microsoft Excel program, using standardized data (increasing from ordinal data to interval data) the following results are obtained:

Table 2
Standardized data using Prog. Excel

N	X^1	X^2	Y	$X1^2$	$X2^2$	Y^2	X1.Y	X2.Y	X1.X2
140	12300	12187	2980	1310612	1295207	64588	264205	261675	1302513
mean	**87.86**	**87.05**	**21.29**	**9361.51**	**9251.48**	**461.34**	**1887,18**	**1869,11**	**9303.66**

a. **Correlation Analysis for (X1) with Satisfaction (Y)**

The influence between the variable price (X1) and consumer satisfaction Generation Z (Y) of rxy = 0.147 is very low. Meanwhile, to state the size of the contribution (contribution) of the X1 variable to Y or the termination coefficient = r2 x 100% or (0.147)2 x 100% = 2.1609 while the remaining 97.83% is determined by other variables. Furthermore, to find out the significance of X1 with Y satisfaction is calculated by the t-test formula as follows:

$$\text{t count} = \frac{1,726\sqrt[r]{n-2}^{0.147}\sqrt{140-2}}{0.989\sqrt{1-r2}\sqrt{1-0.147}} = \text{---------------} = \text{---------} = 1.745$$

Test criteria: If t count > from t table, then the correlation (X1) with Satisfaction (Y), with Y is significant (significant meaning = sample data can be generalized to population data). Based on the calculation above, with the provisions @ = 0.05; dk=n-2 = 140-2 = 138 so we get t table = 1.655 (interpolation). It turns out that t count is greater than t table or 1.745 > 1.655, so it is significant, meaning that there is a significant influence between price (X1) on Generation Z (Y) consumer satisfaction.

b. **Correlation Analysis for (X2) with Consumer Satisfaction Generation Z (Y)**
The influence between the Promotion variable (X2) and Generation Z consumer satisfaction (Y) of rxy = 0.138 is very low. Meanwhile, to state the size of the contribution (contribution) of the X2 variable to Y or the termination coefficient = r2 x 100% or (0.138)2 x 100% = 1.9044 while the remaining 98.0% is determined by other variables. Furthermore, to find out the significance (X2) with Satisfaction (Y) calculated by the t-test formula as follows:

$$\text{t count} = \frac{r\sqrt{n-2}}{0.994\sqrt{1-r2}} = \frac{1.6211^{0.138}\sqrt{140-2}}{\sqrt{1-0.138}} = \text{---------} = 1.636$$

Test criteria: If t count > from t table, then the correlation (X2) with Generation Z consumer satisfaction (Y), with Y is significant (significant meaning = sample data can be generalized to population data). Based on the calculation above, with the provisions @ = 0.05; dk=n-2 = 140-2 = 138 so we get t table = 1.655 (interpolation). It turns out that t count is greater than t table or 1,636 > 1,655, so it is significant, meaning that there is an insignificant effect between Promotion (X2) on Generation Z (Y) consumer satisfaction.

c. **Correlation Analysis for Price (X1) with Promotion (X2)**
The relationship between the variable Price (X1) and Promotion (X2) of rxy = 0.999 is classified as very high (strong). Meanwhile, to state the size of the contribution (contribution) of the X1 variable to X2 or the termination coefficient = r2 x 100% or (0.999)2 x 100% = 262, while the remaining 90.0% is determined by other variables. Furthermore, to determine the significance of X1 with X2 is calculated by the t-test formula as follows:

$$\text{t count} = \frac{r\sqrt{n-2}}{0.0447\sqrt{1-r2}} = \frac{11.7^{0.999}\sqrt{140-2}}{\sqrt{1-0.999}} = \text{---------} = 262$$

Test criteria: If t count > from t table, then the correlation of Price (X1) with Promotion (X2), is significant (significant meaning = sample data can be generalized to population data). Based on the calculation above, with the provisions @ = 0.05; dk=n-2 = 140-2 = 138 so we get t table = 1.655 (interpolation). It turns out that tcount is greater than ttable or 262 > 1,655, so it is significant, meaning that there is a significant effect between Price (X1) and Promotion (X2).

d. **Multiple Correlation Analysis for (X1) and Promotion (X2) with Generation Z (Y) consumer satisfaction**
The simultaneous effect of Price (X1) and Promotion (X2) variables on Generation Z (Y) consumer satisfaction is 0.218 is low. While the joint contribution (simultaneous) of the variables X1 and X2 to Y = R2 x 100% or 0.218 x 100% = 4.75%. While the remaining 95.25% is determined by other variables. Furthermore, to determine the significant correlation of X1 and X2 to Y, the F test is calculated as follows.

$$\text{F count} = \frac{\frac{R2}{k}}{\text{---------}} = \frac{0.0237\frac{0,047524}{2}}{\text{---------------}} = \text{---------} = 3.41$$

$$0.006952 \frac{(1-R2)}{(n-k-l)} \frac{(0,952476)}{140-2-1}$$

F Test Significant Testing Rules:
If F $_{count}$ > F table, then significant
If F $_{count}$ < F table, then not significant
Finding the F . value $_{Table}$ using Table F with the formula:
Significant level = 0.05
F Table = F (1-α) [(dk=k), (dk=nk-1)]
= F(1-α) [9dk=2], (dk=140-2-1
= F (1-0.05) (2.137)
How to find F $_{Table}$ = 2, as the numerator
= 137, as the denominator
F $_{Table}$ = 3.06 (interpolation)
      It turns out that F count > F Table or 3.41> 3.06, then it is significant

e. **The results of correlation and multiple regression analysis for X1 and X2 with Y using the SPSS program.**

Table 3. Correlation Analysis Results X1 and X2 to Y

		SATISFACTION	PRICE	PROMOTION
Pearson Correlation	SATISFACTION	1,000	,147	,138
	PRICE	,147	1,000	,999
	PROMOTION	,138	,999	1,000
Sig. (1-tailed	SATISFACTION	.	.042	0.052
	PRICE	.042	.	,000
	PROMOTION	0.052	,000	.
N	SATISFACTION	140	140	140
	PRICE	140	140	140
	PROMOTION	140	140	140

Table 4
Results of Multiple Correlation Analysis of X1 and X2 to Y

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
					Change Statistics					
1	,218a	0.047	,034	2,836	0.047	3,414	2	137	0.036	1,989

a. Predictors: (Constant), PROMOTION, PRICE
b. Dependent Variable: SATISFACTION

Table 5
Results of Multiple Regression Analysis X1 and X2 against Y

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	20.057	,595		33,717	,000					
PRICE	,221	,109	3,119	2.026	0.045	,147	,171	,169	,003	340.966
PROMOTION	-,209	,108	-2,977	-1,933	0.055	,138	-,163	-,161	,003	340.966

a. Dependent Variable: SATISFACTION

Interpretation of Hypothesis Testing Results
Interpreting the results of research analysis, namely interpreting hypothesis testing. Although the results of the statistical analysis itself are already a conclusion, they are not sufficient without any interpretation associated with the formulation of the problem, interpretation and testing of hypotheses described as follows:

Table 6
Anova Summary Results for Significant Test
ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54,911	2	27,456	3,414	,036b
	Residual	1101,660	137	8,041		
	Total	1156,571	139			

a. Dependent Variable: SATISFACTION
b. Predictors: (Constant), PROMOTION, PRICE

There is a significant effect between price on consumer satisfaction Generation Z
Based on table 3 that the magnitude of the influence between the price variable (X1) on consumer satisfaction Generation Z (Y) which is calculated by the correlation coefficient is 0.147 or (rx1y = 0.147). This shows a very low influence between prices on consumer satisfaction Generation Z. While the significant level of the one-tailed (1-tailed) correlation coefficient of the output (measured by probability) results in a number of 0.00 or 0. Because the probability is far below 0.01 or 0.05, then the effect of price on consumer satisfaction Generation Z is not significant.

Based on table 6 of the ANOVA F test, it turns out that the calculated F is 3.414 with a significant level of 0.000 because the probability (0.000) is much smaller than 0.05 so that the regression model can be used to predict Generation Z consumer satisfaction. following :

Y = a+b1X1 =20,057 + 3,119 X1

Where :
X1 = price
Y = Satisfaction

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The constant of 20.057 states that if there is no increase in the value of the price variable X1, then the value of consumer satisfaction of Generation Z (Y) is 20.057. The regression coefficient of 3.119 states that each addition (because of the + sign) one score or price value will give a score of 3.119.

The t test is to test the significance of the constant and dependent variable (Generation Z consumer satisfaction). The criteria for the regression coefficient test of the price variable on satisfaction are as follows:

Hypothesis in sentence form
  Ha   : Price has a significant effect on consumer satisfaction Generation Z
  H0   : Price has no significant effect on Generation Z konsumen consumer satisfaction

Hypothesis in statistical form:
  Ha   : r_{x1y} 0
  H0   : $r_{x1y} = 0$

Basis for decision making: by comparing the calculated t value with the t table value as follows:

If the value of t count > the value of t table, then Ho is rejected, meaning that the regression coefficient is significant
If the value of t count < value of t table, then Ho is accepted, meaning that the regression coefficient is not significant.

Value of t count:
Taken in table 5 the value of t count for the variable X1 =2.026
T table value
Significant level (α) = 0.05
Dk (degrees of freedom) = number of data (n)-2 = 140-2 = 138
The test is carried out on two sides, so the value of t table = 1.655

Decision:
Because the value of t count > t table value or 2,026 > 1,655, then Ho is rejected.

It can be seen that in the Sig column (significant) in table 6 there is a value of 0.001 or a probability far below 0.05. Because the value of t count > t table value or 2,026 > 1,655, then Ho is rejected, meaning that the regression coefficient is significant or the price really has a significant effect on consumer satisfaction of Generation Z.

There is a significant influence between promotions on consumer satisfaction Generation Z
Based on table 3 that the magnitude of the influence between the price variable (X2) on consumer satisfaction Generation Z (Y) which is calculated by the correlation coefficient is 0.138 or (r_{x1y} = 0.138). This shows a very low influence between prices on Generation Z consumer satisfaction. While the significant level of the one-tailed (1-tailed) correlation coefficient of the output (measured by probability) results in the number 0.00 or 0. Because the probability is far below 0.01 or 0.05, then the effect of price on consumer satisfaction Generation Z is not significant.

Based on table 6 of the ANOVA F test, it turns out that the calculated F is 3.414 with a significant level of 0.000 because the probability (0.000) is much smaller than 0.05 so that the regression model can be used to predict Generation Z consumer satisfaction. following:
  Y = a+b1X1 =20.057 + -2.977X2
  Where :
  X2 = Promotion
  Y = Generation Z consumer satisfaction

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The constant of 20.057 states that if there is no increase in the value of the promotion variable X2, then the value of satisfaction (Y) is 20.057. The regression coefficient of -2.77 states that each addition (because of the + sign) one score or price value will give a score of -2.977.

T test to test the significance of the constant and dependent variable (satisfaction). The regression coefficient test criteria for the promotion variable on Generation Z consumer satisfaction are as follows:

Hypothesis in sentence form:

Ha   : Promotion has a significant effect on satisfaction

H0   : Promotion has no significant effect on satisfaction.

Hypothesis in statistical form:

Ha   : r_{x1y} 0

H0   : : $r_{x1y} = 0$

Basis for decision making: by comparing the value of t count with the value of t table as follows:

If the value of t count > the value of t table, then Ho is rejected, meaning that the regression coefficient is significant;

If the value of t count < value of t table, then Ho is accepted, meaning that the regression coefficient is not significant.

Value of t count:

Taken in table 5 the value of t count for the variable X2 =-1,933

T table value

Significant level (α) = 0.05

Dk (degrees of freedom) = number of data (n)-2 = 140-2 = 138

The test is carried out on two sides, so the value of t table = 1.655

Decision:

Because the value of t count > value of t table or -1,933 > 1,655, then Ho is rejected.

It can be seen that in the Sig column (significant) in table 6 there is a value of 0.001 or a probability far below 0.05. Because the value of t count > t table value or -1.933 > 1.655, then Ho is rejected, meaning that the regression coefficient is significant or promotion really has no significant effect on consumer satisfaction of Generation Z.

There is a significant relationship between price and promotion

Based on table 3, the magnitude of the relationship between the price variable (X1) and promotion (X2) which is calculated by the correlation coefficient is 0.999. This shows a strong influence between price and promotion variables. While the significant level of the one-tailed (1-tailed) correlation coefficient of the output (measured from probability) yields the number 0.000. Because the probability is far below 0.05, the correlation between the price variable and promotion is significant.

There is a significant effect between price and promotion simultaneously on customer satisfaction.

Based on the analysis in table 4, there is an R square of 0.047 (the quadrant of the correlation coefficient 0.218). R square can be called the coefficient of termination which in this case means 4.7% contribution of price and promotion variables to Generation Z consumer satisfaction while the remaining 95.2% can be explained by other reasons. R Square ranges from 0 to 1, with a note that the smaller the R square, the weaker the second relationship or the smaller the R square number. So, the simultaneous price and promotion of Generation Z consumer satisfaction is 4.7%.

Multiple regression equation

= a+b_1X1+b2X2 = 20,057 + 3,119X1 + 2,977X2

From table 6 the ANOVA test or Ftes it turns out that the Fcount is 54.911 with a significant level of 0.036 because the probability (0.036) is much smaller than 0.05, so the regression model can be used to predict Generation Z consumer satisfaction. Generation Z consumer satisfaction as follows:

Multiple Regression Significance Testing Rules:
If F_{count} > F table, then significant
If F_{count} < F table, then not significant

It turns out that F count > F table or 54,911 > 1.83, so it is significant.

RESULTS AND DISCUSSION

Based on the results of statistical tests, it can be clearly seen that partially (alone) or simultaneously (together) the independent variables affect the dependent variable. The results of this study are also in accordance with the results of previous studies. The explanation of each variable influence is explained as follows: Partial hypothesis testing of promotion variable (X1) on consumer satisfaction of Generation Z (Y). The results of the calculation of Spss version 23 obtained that the t-count value of Generation Z's consumer satisfaction is 1.745 and the t-table is 1.655, indicating that because the t-count > t-table (1.745>1.655), H0 is rejected and Ha is accepted.

Significant test obtained that there is an effect between promotions on consumer satisfaction Generation Z. The value of the correlation coefficient between promotions on consumer satisfaction Generation Z is 0.147. Thus, it can be concluded that there is a very low relationship between promotion (X1) and consumer satisfaction Generation Z (Y) and 0.147 is in the interval 0.10-0.299 (very low). The coefficient of determination (R2) is 0.147, meaning that promotion (X1) contributes 2.16% to Generation Z (Y) consumer satisfaction, while the remaining 97.83%. Influenced by other variables not discussed in this study, such as product, environment, service and so on. The results of this study support the results of the studyJujun Titus Setiawan, 143010119 and Yogi Yogaswara, DS and Asep Toto Kartaman, DS (2019) Thesis, Faculty of Engineering Unpas about Analysis of the Effect of Products, Prices, Promotions and Places on Consumer Satisfaction and Their Induction on Online Purchase Decisions (Case Study: Zhofira Online Shop).

The results of this study are also in accordance with the results of previous studies. The explanation of each variable influence is explained as follows: Partial hypothesis testing of the price variable (X2) on consumer satisfaction Generation Z (Y). the results of the calculation of Spss version 23 obtained the t value of Generation Z consumer satisfaction of1,636 and t table is 1.655, indicating that because the value of t count > t table (1,636>1.655), then H0 is rejected and Ha is accepted. Based on the significant test, it was obtained that there was an effect betweenprice on consumer satisfaction of Generation Z. The value of the correlation coefficient between promotions and consumer satisfaction of Generation Z of 0.138.

Thus it can be concluded that between price (X2)on consumer satisfaction Generation Z (Y) has a very low relationship and of 0.138 is in the interval 0.10-0.299 (very low). The value of the coefficient of determination (R2) isof 0.138, meaning that price (X2) make a contribution of 1.904% on consumer satisfaction Generation Z (Y), while the rest 98%. Influenced by other variables that are not discussed in this study, such as products, environment, services and so on. The results of this study support the results of the studyVELIANA ANGELA, ERISTIA LIDIA PARAMITA, The title of the influence of Lifestyle and Product Quality on Impulse Buying Decisions of Generation Z Shopee Consumers.

CONCLUSIONS

Basically, Generation Z consumer satisfaction is a form of consumer assessment of the level of service received (perceived services) with the level of satisfaction expected (expected service).

In this case, when making consumers know how a product with attractive promotions and selling prices according to needs and quality will affect the satisfaction of Generation Z consumers in buying goods.

In essence, consumer satisfaction (according to Moenir 2008: 35) is a response or response given by the customer (customer) for the fulfillment of needs, so as to obtain a sense of pleasure or comfort.

As described in the hypothesis testing section, that the price and promotion variables together have a positive and significant effect on Generation Z consumer satisfaction, it shows the calculated F value (54.911) > from F table (1.83) at a significant level of 5%, so Thus it can be said that the two independent variables X1 in the form of price and X2 in the form of promotion together have a significant effect on the independent variable Y in the form of Generation Z consumer satisfaction.

Thus, F count (54,911) > F table (1,83), so that as much as 4.7% of the diversity of the variable satisfaction of Generation Z consumers is due to price and promotion variables, the remaining 95.2% is due to other factors, for example: products, environment, services and so on, as such, the influence of these two factors on increasing Generation Z consumer satisfaction is very significant.

From the description above, the satisfaction of Generation Z consumers in shopping online through selling prices and promotions can increase sales results and consumer satisfaction. The results of this study support the results of previous research conducted by Din Jannah, Kamalina (2019) with the title Generation Z consumer behavior towards online buying interest in the shopee market place.

Thus it can be concluded that Generation Z consumer satisfaction in online shopping with price (X1) and promotion (X2) variables on consumer satisfaction (Y) has a very low relationship and 0.147 is in the interval 0.10-0.20 (very low). . The value of the coefficient of determination (R2) of 0.147 means that the price (X1) contributes 2.1% to Generation Z consumer satisfaction, while the remaining 97.83% is influenced by other variables not discussed in this study, for example:products, environment, services and so on. This is evidenced from the calculation results of SPSS version 23, namely T count of 1.745 and T table value of 1.655 indicating that T arithmetic > T table (1.745> 1.655), then H0 is rejected and Ha is accepted. The percentage of promotion that affects Generation Z consumer satisfaction can be proven from the calculation results of SPSS version 23, namely the value of the correlation coefficient between promotions and Generation Z consumer satisfaction of 0.138.

Thus it can be concluded that promotion (X2) on consumer satisfaction Generation Z (Y) has a very low relationship and 0.138 is in the coefficient interval 0.10-0.299 (very low). The value of the coefficient of determination (R2) is 1.9% on consumer satisfaction Generation Z (Y), while the remaining 98% is influenced by other variables not discussed in this study, such as products, environment, services and others.

This is evidenced from the calculation results of SPSS version 23, namely F count>F table, then H0 54.91>1.83) is rejected and Ha is accepted. The percentage of how much price and promotion together affect Generation Z consumer satisfaction can be proven from the results of SPSS version 23, namely the correlation coefficient value between price and promotion on Generation Z consumer satisfaction of 0.218.Thus, F count (54,911)>F table (1,83), so that as much as 4.7% of the diversity of Generation Z consumer satisfaction variables is due to price and promotion variables, the remaining 95.2% is due to other factors, for example: product, environment, service and others, as such, the influence of these two factors on increasing the satisfaction of Generation Z consumers is very significant.

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