

THE IMPACT OF RATIONAL, EMOTIONAL, AND SPIRITUAL MOTIVES ON GEN Z'S SKINCARE PURCHASING DECISIONS IN JAMBI CITY

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Abstract

This study aims to analyze the influence of rational, emotional, and spiritual motives on skincare purchasing decisions among Generation Z in Jambi City. A quantitative approach was employed, with a total of 99 respondents selected through a purposive sampling technique. Data were collected using an online questionnaire distributed via Google Forms. The collected data were then processed using SPSS version 21, utilizing multiple linear regression analysis. The findings indicate that rational motives have a positive and significant impact on purchasing decisions. Additionally, emotional and spiritual motives also significantly influence skincare purchasing decisions. Furthermore, the simultaneous test results confirm that rational, emotional, and spiritual motives collectively have a significant effect on the skincare purchasing decisions of Generation Z in Jambi City.

Keywords: Rational Motive, Emotional Motive, Spiritual, Purchase Decision

Introduction

Technological advances are growing rapidly, people's living needs are also increasing. In addition to basic necessities such as clothing, food, shelter, education, and health services, the need to take care of appearance is now one of the main focuses in improving daily appearance. Beauty products are currently increasingly popular and popular with the public. The increase in demand for beauty products is estimated to be one of the driving factors for the growth of the cosmetics industry in Indonesia. As a result, various new products began to appear on the market, thus having an impact on consumer interest in buying and also influencing the purchase choices they made (Pratiwi & Broad, 2023)

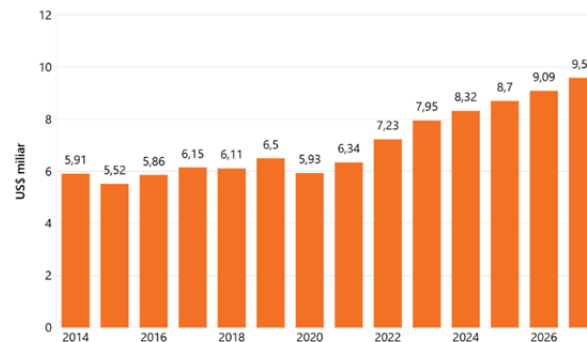


Figure 1. Total Skincare Revenue Development in Indonesia

Based on figure 1 the number of revenue developments of *the skincare* industry in Indonesia has continued to increase in recent years. Revenue from the beauty and personal care sector in Indonesia in 2022 was recorded at 7.23 billion US dollars, or around IDR 111.83 trillion. Following existing trends, this sector is projected to continue to increase with an average annual growth rate (CAGR) of 5.81% throughout the period 2022 to 2027. With this projected growth, the market value of beauty and personal care products is expected to reach 9.59 billion US dollars by 2027 (databoks.id). The increase is driven by the increasing awareness of consumers about the importance of self-care and the increasing variety of products offered in the market. This potential indicates a great opportunity for business development and investment in the beauty and personal care sector in the next few years.

Along with the development of an increasingly modern era, appearance is one of the important things. The increasing need for women companies engaged in beauty products, especially skincare products *skincare* by offering a wide variety of product choices both in terms of price, quality, brand, usability, to types according to consumer needs. Product *Skincare* is the most popular product of Generation Z, especially women Because of the increasing interest and attention to the needs and health of the skin (Adindarena et al., 2022).

The development of the skincare industry in Indonesia has increased rapidly, driven by increasing public awareness of the importance of skin care. Generation Z is the segment that dominates this market, with a tendency to consider a variety of factors in purchasing decisions, including rational, emotional, and spiritual motives

Consumer purchasing decision behavior is an important aspect in marketing that focuses on how individuals make decisions to choose, buy, and use products to meet their needs and desires. In the *skincare* industry, it is becoming increasingly significant because skincare products are not only seen as a functional necessity to maintain healthy skin, but also as an important element in lifestyle and self-expression.

Zap Beauty Index states that Generation Z, individuals between the ages of 18 and 25, is a very influential segment in the *skincare* industry in the era of rapidly growing social media, physical appearance is one of the main focuses, especially among Generation Z they are not only aesthetically oriented, but also pay attention to skin health and the quality of the products they use. This younger generation, who grew up with platforms like Instagram, TikTok, and others, often feels the pressure to always look perfect. Generation Z spends almost part of their income on beauty treatments. In comparison, Gen Y spends about 30% of their monthly income, while Gen X spends less than 5% on the same. Overall, Generation Z dominates the purchase of *skincare products* (ZAP Beauty Index, 2020).

Literature Review

Rational Motives

According to (Firmansyah, 2018) Rational motive is defined as the purchase of goods and services that attach importance to consumer factors in general, such as the level of urgent needs, basic needs, and profits that buyers obtain from products. According to (Swastha & Handoko, 2018) Rational motives are based on the reality that a product shows to buyers. Factors, economics such as, supply and demand, as well as aspects such as quality, service, availability, size, cleanliness, efficiency of use, durability, trust, and consumer time limits, are some of the factors that can be considered. When a person considers various options and chooses the most advantageous one, they act with rational motivation. Consumers in marketing choose products or targets, based on factors such as size, price, and weight.

Emotional Motives

According to Swastha and Handoko (2018), emotional motives refer to purchase motivations driven by an individual's feelings or emotions, such as expressions of love, pride, comfort, health, safety, and perceived benefits. These motives influence consumer decision-making based on personal or subjective characteristics, including the desire for self-satisfaction, the need for social recognition, and the pursuit of emotional well-being. Emotional motivation plays a crucial role in shaping consumer behavior, as it often leads individuals to make purchasing decisions that fulfill psychological needs rather than purely functional ones. For instance, consumers may choose a particular skincare product not only for its effectiveness but also because it enhances their self-confidence, aligns with their self-image, or is associated with prestige and exclusivity. Additionally, emotional motives can be triggered by marketing strategies that evoke feelings of trust, nostalgia, or aspiration, further reinforcing the consumer's attachment to a brand. (Mustabesyirah, 2019).

Spiritual

According to (Bakri, 2016) Spiritual Marketing is a concept that provides inner peace for marketers because every marketing activity is carried out on the basis of connection to God. The purpose of spiritual marketing is to create a fair solution for all parties involved in business, this spiritual marketing is based on morality and honesty so that in practice business no one is harmed and no one feels deceived by each other (Dwihantoro & Vianto, 2022). Spirituality has a meaning related to religious aspects and includes values such as openness, integrity, humility, reliability, and is developed through noble deeds (Husaeni et al., 2021)

Purchase Decision

According to (Kotler & Keller, 2016) A purchase decision is a stage in the decision-making process where the consumer actually buys. Purchase decision-making is a process in which consumers choose one of several alternatives to solve a problem with real action. After the selection process, consumers will evaluate the choice and then determine the attitude or action to be taken next (Astana & Susanti, 2023).

Research Framework

Based on the explanation of the variables above, the following is the framework of thought or concept in this study:

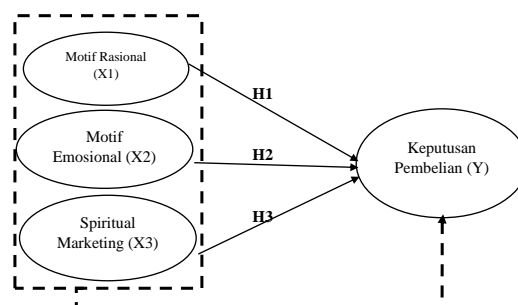


Figure 1. Research Framework

Methods

In this study, the approach used is a quantitative approach. The quantitative research method considers that science has concrete, objective, measurable, logical, methodical, and clearly laid out characteristics from the beginning in the process of developing a research design (Suggestion, 2019).

The data collection technique uses primary data directly from Generation Z as respondents to find out responses regarding the influence of rational, emotional and spiritual motives on the decision to purchase skincare by Gen Z in Jambi City. To test hypotheses or answer research questions, questionnaires are used as research instruments. The questionnaire was distributed online through a Google Form shared by researchers through social media platforms.

The researcher used the Purposive Sampling technique. Purposive Sampling is a sampling method that selects samples based on special considerations in the population selected as a sample (Sugiyono, 2019). Determination of the number of samples according to the calculation of the slovin formula:

$$n = \frac{N}{1 + N(e)^2}$$

Information:

n = Number of samples

N = Number of population

e = Error tolerance limit due to sampling error (10%)

Based on the formula above, the number of samples obtained in this study is:

$$n = \frac{102.960}{1 + (102.960 \times 0,1^2)} = \frac{102.960}{1 + (102.960 \times 0,01)} \\ n = \frac{102.960}{1+1.029,6} = \frac{102.960}{1.029,6} = 99,90$$

Through this calculation, the sample size needed for this study is 99 Generation Z respondents in Jambi City.

Results and Discussion

Test Research Instruments

Validity tests are used in research to ensure the validity of research instruments. Validity test can be defined as a test of the accuracy of a research measuring tool. The results of the valid study show the similarity between the data collected and the data about what actually happened to the object, The validity test was carried out by analyzing the correlation between the score of each question item or statement with the total score, which is the result of the sum of the scores of each item (Sugiyono, 2019).

The Significance Test was carried out by comparing the r calculation with the r table for degree of freedom (df) = n-2, in this case n is the number of samples. In this study, the number of samples (n)=99 and the magnitude of df= 99-2=97 and alpha=0.05 in the r table = 0.1975 (by looking at the r table on df=97 with a double-sided test). In this study, the independent variables of Rational Motives, Emotional Motives, Spiritual Motives and dependent variables of Purchase Decisions were used.

Reliability Test

Reliability Test According to (Ghozali, 2021) Reliability is an instrument used to assess the consistency of a questionnaire that functions as an indicator of a variable. A survey is considered reliable if the response from respondents to the submitted statement remains consistent or stable over a certain period of time. Generally, reliability is measured using Cronbach's Alpha value. If the Cronbach's Alpha value of a variable > 0.60, then the variable is considered to have a good level of reliability.

This test is the same as the validity test, which uses SPSS analysis. Based on the results of the reliability test, it can be concluded that the 38 questionnaire questions used in this research are reliable with a Cronbach Alpha value of Rational Motive (X1) of 0.772, and an Emotional Motive variable (X2) of 0.817, a Spirituak variable (X3) of 0.891, and 0.825 for the purchase decision variable (Y) where the three values have a Cronbach Alpha greater than 0.60 so that the questionnaire in this study is worthy of use and declared reliable.

Normality Test

The normality test was carried out with the help of SPSS, namely histogram, normal probability plot, and one sample of Kolmogorof Smirnov. Reliable exploratory analysis is able to evaluate many variables at once to answer complex research questions. In general, the results of this analysis can be trusted if using the Ordinary Least Square (OLS) method. Classical assumption tests are performed to ensure that linear regression models using OLS meet the necessary basic assumptions (Mardiatmo, 2020).

Based on Research on Rational Motives, Emotional Motives, and Spiritual Motives on Skincare Purchase Decisions by Gen z in Jambi City. The value obtained from the results of the normality test is known that

with the Kolmogorov-Smirnov test, there is an Asymp value. Sig is 0.354 which means greater than 0.05, so the data in this study is declared to be distributed normally.

Multicollinearity Test

To detect the presence of multicollinearity, it can be done by looking at the inflation factor variance value (VIF) and tolerance value. If the VIF value is less than 10 and the tolerance is greater than 0.1, it can be concluded that there is no multicollinearity problem (Mardiatmoko, 2020).

It is known that Rational Motives have a tolerance of 0.427 and a VIF of 2,340, the Emotional Motives variable has a tolerance value of 0.355 and a VIF of 2,814. and Spiritual has a tolerance value of 0.413 and VIF 2.419. So it can be concluded that there is no multicollinearity in this model because all VIF values are <10 and tolerance values >0.1.

Heteroscedasticity Test

Heteroscedasticity occurs when the variability of error is not constant, which can lead to a simple linear regression model becoming less efficient and accurate, as well as the accuracy of using the maximum likelihood method to determine the regression parameter (coefficient). If the significance of the independent variable is greater than 0.05 then the model does not experience symptoms of heteroscedasticity (Zahriyah et al., 2021).

The presence or absence of heteroscedasticity can be detected by looking at the plot graph between the predicted indigo of the dependent variable, namely ZPRED and the residual SRESID. Detection of the presence or absence of heteroscedasticity symptoms can be done by looking at the presence or absence of certain patterns in the scatterplot graph between SRESID and ZPRED, where the Y axis is the predicted Y and the X axis is the residual (predicted Y - true Y) that has been standardized. That the data points spread above and below. Data points do not collect only above or below. The spread of data points on a scatterplot does not define a specific pattern. It can be concluded that heteroscedasticity occurs in the regression model.

Multiple Linear Regression

This study uses multiple regression analysis to determine the influence of independent variables on concurrently bound variables. Regression analysis not only measures how strong the relationship between two or more 45 variables is, but also shows the direction of the relationship between dependent variables and independent variables (Ghozali, 2021).

$$Y = 0.764 + 0.210 X_1 + 0.439 X_2 + 0.130 X_3$$

The interpretation of the above equation can be explained as follows:

1. The constant value: 0.764 shows the magnitude of the influence of all independent variables on the dependent variables. If the independent variable is constant, then the value of the dependent variable is a purchase decision of 0.764.
2. The value of the rational motive coefficient (X_1) = 0.210 shows that if the rational motive variable increases by 1% assuming other variables are zero (0), then the decision to buy skincare by gen z in Jambi City increases by 0.210.
3. The value of the emotional motive coefficient (X_2) = 0.439 shows that if the emotional motive variable increases by 1% assuming other variables are zero (0), then the decision to buy skincare by gen z in Jambi City increases by 0.439.
4. The value of the spiritual coefficient (X_3) = 0.130 shows that if the spiritual variable increases by 1% assuming other variables are zero (0), then the decision to buy skincare by gen z in Jambi City increases by 0.130.

Simultaneous Test (Test F)

Based on the calculation from the results of the regression analysis in the anova table above, it can be seen that the F value of 66.685 is greater than the F table of 2.70 with a significant value of 0.000 or < 0.05. Based on the results of the F test which shows that there is a positive and significant influence jointly (simultaneously) of rational, emotional and spiritual motives on the purchase decision.

Partial test (t-test)

The results of the analysis t test the influence of rational, emotional and spiritual motives on purchase decisions:

1. Rational Motive Coefficient, the results of the t-test for the rational motive variable were obtained with a t-calculated value of 2,523 with a t-table value of 1956 ($2,523 > 1956$) with a significance value of 0.013 greater than 0.05 ($0.013 < 0.05$) so that the first hypothesis stating the Rational Motive for the Skincare Purchase Decision by Gen-Z in Jambi City was accepted (H1 accepted).
2. Emotional Motive Coefficient, there is an influence of emotional motives on the decision to buy skincare by gen z in the city of Jambi. The results of the t-test for the rational motive variable were obtained with a t-count value of 5,024 with a t-table value of 1956 ($5,024 > 1956$) with a significance value of 0.013

- greater than 0.05 ($0.000 < 0.05$) so that the first hypothesis stating Emotional Motive for Skincare Purchase Decision by Gen-Z in Jambi City was accepted (H1 accepted).
3. Spiritual Coefficient, the results of the t-test for the rational motive variable were obtained with a t-count value of 2.054 with a t-table value of 1956 ($2.054 > 1956$) with a significance value of 0.043 greater than 0.05 ($0.043 < 0.05$) so that the first hypothesis stating the Rational Motive for the Skincare Purchase Decision by Gen-Z in Jambi City was accepted (H1 was accepted).

Coefficient of Determination (R²)

The determination coefficient test aims to evaluate as far as 46 independent variables can affect changes in dependent variables. The value of the determination coefficient ranges from 0 to 1, and is measured using the value of R² (Shawalia et al., 2022) Based on the results of the respondents' answers, it was obtained that the value of the R-square adjusrate (determination coefficient) was 0.668 which means that the influence of the independent variable (X) on the dependent variable (Y) was 66.8% while the remaining 33.2% was influenced by other factors.

Discussion

The Influence of Rational Motives on Purchase Decisions

Based on the results of hypothesis testing conducted using a partial test (t-test), a significance value of 0.013 was obtained. This shows that Rational Motives have a significant effect on skincare purchase decisions by gen z because the significance value is less than 0.05. This means that any increase in the rational motive variable will be followed by an increase in purchasing decisions on skincare products by gen z. So it can be concluded that H1 which reads: "Rational motives partially have a positive and significant effect on skincare purchase decisions", was accepted.

The results of this study are in line with the research conducted (Fuadi et al., 2019) which states that rational motives have a positive and significant effect on purchase decisions. However, this research contradicts the research conducted by (Gafiqi et al., 2024) which states that rational motives have no positive and significant effect on purchase decisions.

The Influence of Emotional Motives on Purchase Decisions

Based on the results of the hypothesis test conducted using a partial test (t-test), it can be seen that the Emoional Motive variable has a significance of 0.000 less than 0.05. So it can be concluded that H2 which reads: Emotional Motives partially have a positive and significant effect on skincare purchase decisions, accepted.

The results of this study are in line with the research conducted (Ananda et al., 2022) which states that emotional motives have a positive and significant effect on purchase decisions. However, this research is not in line with the research conducted (C. Pratiwi et al., 2022) which states that emotional motives have a negative effect on purchase decisions

Spiritual Influence on Purchase Decisions

Based on the results of the hypothesis test conducted using a partial test (t-test), the significance value of the spiritual variable was obtained of 0.043, less than 0.05. So it can be concluded that H3 which reads: "Spiritual partially has a positive and significant effect on skincare purchase decisions", was accepted.

The results of this study are not in line with research conducted by (Wahyuni & Saifudin, 2023) which states that spiritual marketing has a positive and significant effect on purchase decisions.

The Influence of Rational, Emotional, and Spiritual Motives on Purchase Decisions

Based on the results of the hypothesis test conducted using a simultaneous test (F test), it can be found that variables, rational motives, emotional motives, and spiritual motives have a significance value of 0.000 less than 0.05. So it can be concluded that H4 which reads: "Rational, Emotional and spiritual motives have a simultaneous effect on purchase decisions", was accepted. The adjusted R-Square value of 0.668 or 66.8% simultaneously affects the variables of rational, emotional, and spiritual motives in the decision to buy skincare by gen z in Jambi City, while the remaining 33.2% is influenced by other variables.

Conclusion

The conclusions given by the researcher according to the results and analysis are: proving the results of the F test where the variables (X1), and (X2) simultaneously had a significant and positive impact on the variable (Y) skincare by gen z in Jambi City. The t test proved that significantly and positively the variables Rational Motive (X1), Emotional Motive (X2) and Spiritual (X3) had an effect on the decision to buy skincare by gen z in Jambi City. The result of the regression calculation is that the adjusted R square (Determination Coefficient) is 0.668, which means that the influence of the independent variable (X) on the dependent variable (Y) is 66.8% while the remaining 33.2% is influenced by other factors. Based on the conclusions, skincare manufacturers are advised to optimize their marketing strategy by considering three main motives. From a rational perspective, manufacturers can provide detailed information related to product quality and benefits through packaging or digital platforms to increase consumer confidence. In the emotional aspect, building a closer relationship with Generation Z can be done through customer

testimonials, personal campaigns, and collaborations with influencers. Meanwhile, from the spiritual side, producers can adjust products to the values embraced by consumers, such as the use of natural, halal, or environmentally friendly ingredients

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